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**DETERMINANTS OF HALAL PURCHASE INTENTION:
CASE IN PERLIS**

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CHAPTER 1

INTRODUCTION

1.0 CHAPTER INTRODUCTION

This study is conducted in the purpose of understanding the relationship between attitude, subjective norms and perceived behavioral controls and the way it influenced the purchase intention of Halal products among consumers. This chapter contains the discussion on the background of the study, problem statement, scope of study, research question, research objectives, significance of the study, definitions of key terms and organization of the study.

1.1 BACKGROUND OF STUDY

The word 'halal' means lawful and permitted by or conforming to Islamic Law (Divine Rules); ritually clean, healthy and proper. Opposite to halal is haram, which means unlawful or forbidden; as the Muslims are prohibited from consuming pork and alcohol because they are regarded as “najis” (unclean) and therefore are considered as haram (Aitelmaalem, Breland, and Reynolds-Zayak, 2005).

All major religions attach symbolic meanings to food and drinks by creating rules regulating their consumption, and often by including them in religious rituals. That is why certain religions forbid the consumption of certain foods completely or restrict them at only specific time (Aliman and Othman, 2007). It will surely affect their purchase intention as it affects their consumption on