

THE DETERMINANT OF INTENTION
BEHAVIORAL TO CONSUME HALAL FOOD
AMONG CONSUMER IN KLANG VALLEY

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ABSTRACT

This study is conducting to identify the determinants that will lead to the Muslim consumer consume the Halal food such as meat, dairy product, and others in Klang Valley, Malaysia. For this study, it is to focusing what the element will be influencing the consumer during purchasing the Halal food. It is because, the purchasing process not only influencing by the economics and nutrition needs factors, however it also relating to the social and cultural factors. The purpose of this study is to identify the relationship between the intention behavioral with the attitude, subject of norms, perceived behavioral control and habits which are constructing by Theory Planned Behavior (TPB).

A sample of 91 respondents took part in this research. This study is using three method analyses which are frequency analysis, chi square test and correlation. The population of this study included all the Muslim consumer of Klang Valley. There is only one approach in collecting data which is primary data by using personal administered questionnaire. The questionnaire are distributing to three hypermarkets which are Tesco in Puchong, Giant in Shah Alam and Kelana Jaya within two weeks in August 2007. The analysis of the responses by respondents revealed a certain determinants of the consumer behavior towards the consuming Halal food. The research presents the finding study on the research question and hypotheses.

1.0: INTRODUCTION

1.1: Overview of World Halal Food Market

In the past, trades for Halal food around the globe were estimated to reach in total mUS\$150 Billion annually. The amount of Halal food trading increase year by year due to rising population which has majority influenced Halal food being imported from countries such as New Zealand, Ireland, United States, Brazil, Australia, as well Canada. The strongest of all overseas market comes from Southeast Asia, Middle East and North Africa.

For the year 2002, Australian Halal foods exports to Muslim countries were valued at \$3.7 Billion including the export of beef, veal, sheep meat as well as dairy products. It is about 40000 tones of chilled and frozen beef and veal was exported to major Halal market destination. In the near future, growth is expected to be around 5% per year for the foreseeable future with export earnings at \$1.5 Billion by the end of this decade.

At present, the Halal food market is large with the significant growth prospect. Over 2 Billion of Muslim around the world. The Muslim population worldwide is growing about 2.9% per year compared to the world population growth, which of about 2.3%. Muslim population throughout the world spreads over 112 countries, across diverse regions such as OIC Nations (1.4 billion), Asia (895 million), Africa (300 million), Middle East (210 million), Europe (18 million), Malaysia (16 million) and North America (8 million).