



**INTENTION TO PURCHASE HALAL CERTIFIED PRODUCT AMONG NON-
MUSLIM CUSTOMERS: A CASE OF IBAN STUDENTS OF HIGH INSTITUTION IN
KOTA SAMARAHAN.**

ELIOFINA MINNI ANAK BURTHON

2015283036

**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA SARAWAK**

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ABSTRACT

Halal product in the market not only consumes by Muslim consumers, but it also have demand from non-Muslim consumers as well. This research paper is aim to investigate the factors of attitude, subjective norm, halal awareness and halal certification toward intention to purchase halal certified product among Iban students of high institution in Kota Samarahan. Total of 150 questionnaires were distribute to the Iban students at UiTM and UNIMAS, Sarawak. The self-administered questionnaire was distributed to the respondents in order to collect the data and information. The result of this research show that halal certification is the most factor that influence the intention to purchase halal certified product among Iban students of high institution in Kota Samarahan.

Keywords: *Halal, Attitude, Subjective Norm, Halal Awareness, Halal Certification, Intention to Purchase*

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CHAPTER 1:

INTRODUCTION

1.1 Background of the Study

In this present time, Halal product not only consumes by Muslim consumers but it also earning more market forms the non-Muslim consumers (Ismail and Nasiruddin, 2014). Halal has now become a universal concept. Products or services that have been audited to be recognized as Halal is the Halal Certification which to deliberate for any rights of entrepreneurs. In generally, when it is comes to Halal, it always put in mind as something that associated to food. However, Regenstein, Chaudry and Regenstein, (2003) identified that Halal actually covers large areas of consideration such as purchase intention, source of income, attitude toward advertisement, attitude toward product and purchase intention (Maheswaran & Sternthal, 1990); word of mouth (Soderland, 2006); and religiosity (Worthington et al., 2003). As stated by Ahmad et al. (2013), non-Muslim believe halal products very hygienic and also fresh, especially when the non-Muslim disclosed to the Halal products advertising and lead them boost their awareness. There also Halal Development Corporation (2011) have stated that, every purchasing done by non-Muslim consumers on halal products has contributed to the production of the Halal products globally.

Moreover, Aziz and Chok (2012) have proclaimed that Malaysia has been certifications for Halal products that are abide by the requirements of Islamic law, as the base of all Halal production practices by the country with the avail that is given by the regime. Abd Latif et al. (2014) have state that the Islamic Development Department of Malaysia (JAKIM) is the government body that issues the Halal certifications which is believed to be the rigorous body correlated to other Islamic countries worldwide. Thus, the halal products available in the