



**FACTORS INFLUENCE NON-MUSLIM INTENTION TO PURCHASE  
HALAL FOOD PRODUCTS**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING**

**FACULTY OF BUSINESS & MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA MELAKA**

**JANUARY 2018**

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**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS & MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA MELAKA**

**JANUARY 2018**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS & MARKETING  
UNIVERSITI TEKNOLOGI MARA  
“DECLARATION OF ORIGINAL WORK”**

I, HUSNA IZZATI BINTI NAEZAM, (I/C Number: 950408-07-5372)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: January 2018

## **LETTER OF SUBMISSION**

JANUARY 2018

Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business & Management  
Universiti Teknologi Mara  
Kampus Bandaraya Melaka

Dear Madam,

### **SUBMISSION OF PROJECT PAPER (MKT 662)**

With reference to the above matter, I am student of BBA (HONS) Marketing would like to hand in my project entitled “**FACTORS INFLUENCE NON-MUSLIM INTENTION TO PURCHASE HALAL FOOD PRODUCTS**” to fulfill the requirement as needed by the Faculty of Business & Management, Universiti Teknologi Mara.

Thank you

Yours Sincerely,

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(Husna Izzati Binti Naezam)

2015140467

Bachelor of Business Administration (HONS) Marketing

## ABSTRACT

The purpose of this study is to identify the factors influence intention to purchase *Halal* food products among non-Muslim in Melaka Tengah. The research is based on 150 respondents and used convenience sampling as a technique. The results show that attitude, subjective norm and perceived behavioral control have influence on intention to purchase *Halal* food products among non-Muslim in Melaka Tengah. In addition, attitude and subjective also give impact on intention to purchase *Halal* food products among non-Muslim in Melaka Tengah. The most influential factor is perceived behavioral control on intention to purchase *Halal* food products.

Key words: *Intention to purchase Halal food products, attitude, subjective norms and perceived behavioral control*