

**UNIVERSITI TEKNOLOGI MARA**

**The Determinants of Muslim Purchase Intention  
Towards The Non-Muslim Halal Packaged  
Food Manufacturer in Klang Valley**

**MOHD HAFIZUDDIN BIN ABU BAKAR  
2016668644**

Final Year Project Paper submitted in fulfillment  
of the requirements for the degree of  
**Bachelor of Business Administration  
(Islamic Banking)**

**Faculty of Business and Management**

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## AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


Name of Student : Mohd Hafizuddin Bin Abu Bakar

Student I.D. No. : 2016668644

Programme : Bachelor of Business and Administration (Hons)  
Islamic Banking.

Faculty : Business and Management

Thesis : The Determinants of Muslim Purchase Intention  
Towards The Non-Muslim Halal Packaged Food  
Manufacturer in Klang Valley

Signature of Student :  .....

Date : December 2018

## ABSTRACT

The research questions how can halal awareness, Islamic brand and product ingredients have a significant relationship on Muslim's intention to purchase a Non-Muslim's halal packaged food. Next, for research objectives are to investigate there is a significant relationship of between halal awareness, Islamic brand and product ingredients towards the Muslim's intention to purchase a Non-Muslim's halal packaged food. 150 questionnaires will be distributed to Muslim consumers in Malaysia. Variables of halal awareness, Islamic brand and product ingredient are recognized as an independent variables and Muslim's purchase intention as a dependent variable. Descriptive analysis, reliability analysis and correlation analysis will be conducted using SPSS Statistic 22. The result is collect which is for halal awareness  $H_0$  is able to accept because p-value for this variable is 0.769 which is higher than significant level 0.05. There is no significant relationship between halal awareness and Muslims intention to purchase a Non-Muslims halal packaged food. Next, for Islamic brand  $H_0$  able to reject because p-value for this variable is 0.003 which is less than significant level 0.05. There is a significant relationship between Islamic brand and Muslims intention to purchase a Non-Muslims halal packaged food. Hence, it shows that Islamic Brand is positively related with intention to purchase a Non-Muslims halal packaged food. Lastly, for product ingredients  $H_0$  able to reject because p-value for this variable is 0.043 which is less than significant level 0.05. There is a significant relationship between product ingredients and Muslims intention to purchase a Non-Muslims halal packaged food. Hence, it shows that Islamic Brand is positively related with intention to purchase a Non-Muslims halal packaged food.

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