

PURCHASE INTENTION TOWARDS HALAL FOOD PRODUCT AMONG NON MUSLIM STUDENTS OF KANGWON NATIONAL UNIVERSITY, SOUTH KOREA

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Abstract

This paper aimed to explore the purchasing intention of halal food products among Kangwon National University students in International Trade and Commerce major in South Korea. This study used the Theory of Planned Behavior (TPB) that consists of attitude, subjective norm, and perceived behavioral control that could affect the purchase intention. It also assessed the most influential factor affecting the purchasing intention of halal food. The method used to conduct the survey is questionnaire distribution through blast emails to all Semester 8 Korean Students in the Faculty. The total number of students in the faculty is 354. Thus, the target respondents from the population are 120 students in the faculty. Correlation analysis and regression were utilized to analyze the data and meet the research objectives. The expected outcome from this research project is to analyze the three influential factors; is attitude, subjective norm, and perceived behavioral control that have the most influential effects on purchasing attention. The outcomes of this study, show that attitude does influence the purchasing intention of halal food products among students in Kangwon University, while subjective norm and perceived behavioral control do not affect purchasing intention of the students.

Keywords: Purchase intention, halal food products, attitude, subjective norm, perceived behavioral control

1. Introduction

Halal is an Arabic term which means permitted or lawful in Islam. In reference to food, it is the Islamic dietary standard, following the Shari'ah (Islamic Law). Halal has become the main certification towards food and other items that are sold in the market. Mostly it will be the main attention by the Muslim in buying their needs & wants. It is an important certification when it comes to food or products for Muslims. Halal industry is growing very fast with continuous demand and support by the government, industry, academicians, and consumers (Ab & Che, 2019). In South Korea, Islam is considered a minority religion. Now there is approximately 200,000 number of Muslims in Korea with around 75000 South Koreans who convert to Islam in 2010. The number of Muslims in South Korea stands at under 200,000 today, just 0.38 percent of the population, according to an estimate by the Korea Muslim Federation (KMF) (New Straits Time, 2021).

In Korea, many local consumers did not have awareness and knowledge on halal food especially on how and what halal food is. For an instance, the Snack brand 'Pringle' is quite popular among Kangwon National University students but what they don't know is that the food they eat is halal food products. The growth of the Hallyu wave also means there are a growing number of Muslim tourists into South Korea but how can they attract those Muslim tourists to go into their stores or restaurants if they don't have any knowledge and awareness about it. Even though there is a body like KOHAS to facilitate introductions on the halal industry in Korea, there is still low awareness among the Korean community. KOHAS is a non-profit organization established for the development of the Korean halal industry, is contributing to the development of the Korean halal industry and increase exports through Halal certification, professional training, and other various activities relating to Halal. Given the rapidly changing global halal market environment, KOHAS is doing its best for the successful business results by Korean manufacturers, exporters, tourism, and dining companies (Kohas.org, 2021). A non-Muslim consumer, accepted halal as it represents the symbol of hygiene, quality and safety product when produced strictly under the Holistic Halal Assurance Management System (Ambali & Bakar, 2014).

Due to the news showing groups like Islamic State and Al-Qaeda, it creates Islamophobia in South Korea and thus it makes halal food industry cannot grow fast and there is a limited amount and knowledge about halal food among Koreans. Nevertheless, The halal exports from Malaysia to South Korea were approximately around RM1.28 billion in 2016 and rose to RM1.36 billion in 2017 (MITI, 2018). Due to this the researcher percept that the increasing number of halal food exportation from Malaysia to Korea have provided awareness to the community and should be able to identify the target and identify what is the non-Muslim perceptions and their intention towards purchasing halal food product. Previous research concluded that the intention of purchasing halal food products is affected by three factors. The factors that could affect purchasing intention are the independent variables which consist of attitude, subjective norms, and perceived behavioral control (Haque et al, 2015, Partiw, 2018 and Golnaz, R. et al, 2010). Therefore, this study aims at determining whether attitude, subjective norm, and perceived behavioral control influence the halal food purchasing intention among the non-muslim Korean students in KNU, South Korea. Other than that, also aiming at discovering the most influential factors that affect the halal food purchase intention.

2. Literature Review

Halal Food Purchase Intention

Halal is an Arabic word with the meaning of permissible. Halal does not only associate with food but it is also associated with how the food is handled. Halal food can be defined as the ingredients or food that are being handled following the rules of Islamic law. It is known that for Muslims, it is forbidden to consume food that is not from lawful or clean sources (Arifha,2017). Halal products refer to products that meet the syaria' requirements that prevent prohibition, both in terms of substance and non-substance (Purwanto, 2021). According to Purwanto et al,(2021) which results in food or items becoming haram because of the types that are haram, such as alcohol, pork, and so on, including products from their derivatives (alcohol, gelatin, etc.), and haram because how to get it which includes the property to get it and the process of making it. Following KOHAS.org 2021, the halal definition is all food that human beings can eat and are allowed to be balanced with Islamic rule while meeting the requirements of this standard. In Islam, there are guidelines in stating some animals that can be eaten by Muslims should be slaughter according to Islamic rule. According to Abdullah (2015) mentioned that in according to halal, the animals should be handled with care before slaughter.

There are also many guidelines given in the Quran on how to slaughter animals in Islamic ways. Slaughter according to the Islamic Rule, does not completely cut off the head, cutting all of the neck's respiratory, esophagus, carotid, and jugular veins to expedite the bleeding and death of animals. Until it is confirmed that the blood of the slaughtered animal is completely bled and dead, one should not cut or break the neck completely or cut other parts, or do similar actions (Kohas.org, 2021). Halal is considered a sensitive issue as it involved religion (Yusof & Shutto, 2014). Korea is more related to other religions like Atheism, Buddhism, and Christianity rather than Islamic countries like Malaysia. But according to Purwanto et al (2021) Halal is no longer purely a religious issue, but also falls into the realm of business and trade. Halal can be a differentiating factor and by seeking, highlighting, and communicating Halal certification it is possible to expand into the world market. The halal food trade has increased rapidly while more and more countries have adopted Islamic Finance in their banking systems. Other than that, halal products benefits affect the attitudes and behavior of consumers in terms of intention to buy products and they are willing to pay for halal products (Purwanto et al, 2021). Intention to purchase is the desire to purchase a particular product or service within a given term of time (Nasni et al, 2021). Previous research conducted by Purwanto (2020) found that religiosity directly has a positive influence on the purchase intention of halal food. This finding shows that religious commitment has a positive relationship with consumers' intention to buy halal products. According to Evy et al. (2021), Halal awareness has a positive influence in explaining the purchase intention of halal food. A previous study conducted discovered that halal awareness has a significant influence on the purchase intention of any halal food even though the product is produced by a non-Muslim company (Purwanto, 2020). In previous research on halal buying interest does cover a broad area of consideration: halal awareness, perceived value, halal certification, food safety, perceived value, brand image, and health (Purwanto et al, 2021).

Attitude and Purchase Intention

According to Kala & Chaubey (2017) Attitude can be explained as a learned preference to act in a consistently good or horrible way towards specific things or objects. The acceptance of items positively or negatively by consumers. Attitude can be inspired by belief in certain consequences and understanding of beliefs (Ajzen, 2005). The research also mentioned that the positive the consumer attitudes towards a certain product, the higher probability that the consumers will purchase the product. The Intention will be influenced by attitude towards the behavior which represents the individual positive or negative evaluation on certain matters (Barbera & Ajzen, 2020). According to Haque et al (2015), someone's determination in buying halal food products is influence by the existence of multiracial races and multi-faith for i.e. country like Islam, Christian, and Buddhism. By the existence of those differences in religion and race, it influences the purchasing intention of non-Muslim consumers towards halal food products. According to Ambali and Bakar, (2014) Muslim consumers must drink or eat halal foods that met all the criteria and requirements that are committed and allow by the Syariah Law. But it is different for non-Muslim consumers. Halal food is viewed as a symbol of hygiene and quality by Muslims. It is also served as a product that is safe because it is produced precisely by Holistic Halal Assurance Management System. According to Wilson and Liu (2011), there is a strong connection between food culture, diet, and religion. Not just that the dietary tradition performed by the people normally mirrors their religious influence for a certain religion, they must follow and have certain ways of eating, consuming, or not consuming certain foods. In Islam, the followers can only consume meat that is slaughtered based on the Islamic ritual and it is acceptable to eat meat perform by Judaism. It is important to study the consumers' attitudes towards purchasing halal food products. There are several reasons for non-Muslim consumers to purchase halal food products like age and educational qualification. Other factors like religious thoughts and fighting for animal welfare could also influence their decision on purchasing halal food products. According to Bhatti et al (2021) in the case of halal meat, Muslim consumers will trust in the whole production system, including farming and slaughterhouse practices, awareness of the slaughter process, and their perceptions of purchasing convenience is vital. Therefore, the development of a positive attitude along with consumer vital if they are aware on the safety and hygiene of the meat it will also affect on their decision on buying. According to previous researchers like Pratiwi (2018), Ahasanul, et al (2016) there is a significant relationship between the independent variable attitude with the dependent variable, purchasing intention. This shows that the consumers' behavioral beliefs will influence the purchasing intention if the person has negative or positive views concerning purchasing halal food products (Wilson, 2014). According to Purwanto et al (2021), halal products affect the attitudes and behavior of consumers in terms of intention to buy products and they are willing to pay for halal products.

The intention in turn is determined by three factors: attitude toward the behavior, which represents the individual's positive or the negative evaluation of the behavior.

Subjective Norm and Purchase Intention

Another factor that could influence consumer's intention of purchasing halal food products is the subjective norm. The meaning of subjective norm is the pressure by the social circle to do or not to do something or in certain behavior. Regarding purchasing halal food products, friends and family members can be the contributor to the purchasing of the product based on the acceptance

of the people towards the behavior (Kala & Chaubey, 2017). According to Ajzen (2005), the subjective norm is the reflection of an individual to another individual who is seen as someone important for her or him to behave in a certain way. Therefore, the subjective norm is influenced by the existence of people who becomes the role model and thus, drive the individual to follow their idol. Subjective norms are the perceived social pressure to participate in the behavior and perceived behavioral control (Barbera & Ajzen, 2020). Lada et al (2010) mentioned that subjective norms could positively influence the attitude of persons. The market of halal food growing rapidly and the export of halal food products to non-Muslim countries are expected to grow in the future. This shows that Islamic values are now more established in the non-Muslim world and more people can relate (Golnaz et al, 2010). Subjective norms would then be able to be viewed as the anticipated social pressure from the consumer's family and the view of their surrounding community will influence his/her intention of buying halal food products. According to Pratiwi (2018), the researcher found that subjective norms with purchasing intention of halal food products are insignificant and negatively related. On the other hand, other researchers like, Haque et al (2015) and Golnaz, R. et al (2010) found there is a significant relationship between subjective norms with purchasing intention.

Perceived Behavioral and Purchase Intention

Haque et al (2015) stated that perceived behavior control is the knowledgeable ability of a person towards handling any action. Factors such as food safety, animal welfare, and environmental friendliness are the key factors in determining the consumers' consumption of halal food products although not as much as a positive attitude could influence the purchasing intention. The authors also mentioned that real behavioral control relies on skills, resources, and other relevant conditions. According to Barbera & Ajzen (2020), regarding perceived behavioral control individuals who have high confidence in their ability to perform a certain behavior will not rely on what others think. They will decide based on their confidence. Therefore, there is a tendency that purchase intention on certain items will not be influenced by others but self-decide. According to Pratiwi (2018) and other researchers like Haque et al (2015) and Golnaz, R. et al (2010) perceived behavioral control and purchase intention of halal food products are significant and positively related.

The authors interpreted the negative subjective norm by perceived behavioral control interaction to mean that when individuals have high confidence in their ability to perform a given behavior, they are less prone to rely on what significant others think they should do when forming their intentions.

3. Methodology

The target respondents are students in the Faculty of International Trade and Commerce, Kangwon University (KNU) Chun Cheon Campus. In this study, the purposive sampling method is used. The sample chosen is randomly selected and the sample will be representative of the population. The researcher focusing on the semester 8 students in the International Trade and Commerce which consists of around 354 students and only 120 undergraduate semester 8 students of International Trade and Commerce in KNU Chun Cheon Campus will be recruited as respondents in this study. To get the number of respondents, g-power was used, and the minimum number of respondents

needed is 119 respondents. As for data collection, questionnaires were distributed to all students in the faculty. The response rate was 100%. Later on, the data analysis was used in SPSS. The analysis used was reliability analysis, correlation coefficients, and multiple regression.

4. Research Framework

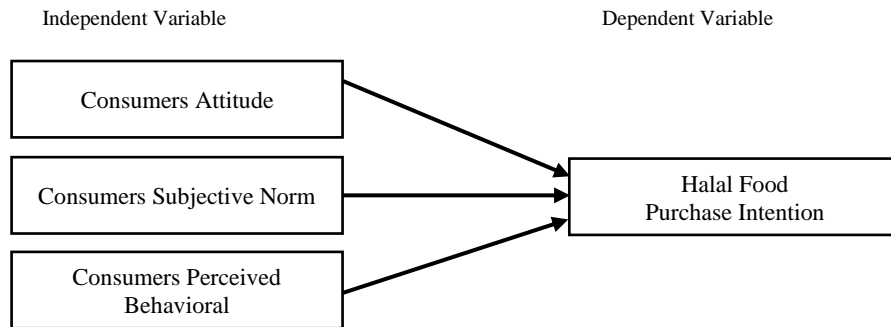


Figure 1: The variable were adapted from Haque et al (2015), Partiw (2018), and Golnaz, R. et al (2010).

5. Hypothesis Developed

Therefore, research hypotheses were developed.

H1: Attitude has a significant influence on consumer's intention of purchasing halal food products.

H2: Subjective norm has a significant influence on consumers' intention of purchasing halal food products

H3: Perceived behavioral control has a significant influence on consumers' intention of purchasing halal food products.

6. Findings

6.1 Reliability Analysis

According to Koonce and Kelly (2014) Cronbach's alpha reliability coefficient generally ranges between 0 and 1. However, there is actually no lower limit to the coefficient. The closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale. George and Mallery (2003) provide the following rules of thumb (p. 231).

Table 1: Cronbach's alpha coefficient

Cronbach's alpha coefficient	Rule of Thumb
> .9	Excellent
> .8	Good
> .7	Acceptable
> .6	Questionable
> .5	Poor
< .5	Unacceptable

George and Mallery (2003)

Based on table 2 shows that purchase intention it is greater than 0.7 with the result of .949. Thus, this shows that the data for the dependent variable, which is purchase intention, is excellent and reliable. Then, as for the independent variable for attitude, Cronbach's Alpha was recorded at .925. Therefore, the result showed that the data for the independent variable for attitude is excellent and reliable. Other than that, the results for the subjective norm is 9.24 which suggests that the data is excellent and valid. Lastly, the result for the independent variable for perceived behavioral control recorded the Cronbach alpha value at .933. Therefore, all these findings proved that it is a reliable and valid variable to be accepted in this study.

Table 2: Reliability Analysis

Variable	Cronbach alpha	No of items
Purchase intention	.949	9
Attitude	.925	5
Subjective norm	.924	8
Perceived behavioral control	.933	6

6.2 Pearson Correlations Analysis

Table 3: Pearson Correlation Analysis

		Purchase Intention	Attitude	Subjective Norm	Perceived Behavioral
Purchase Intention	Pearson Correlation	1	.923**	.808**	.805**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120

**Correlation is significant at the 0.01 level (2-tailed)

In Pearson correlation, the values are from -1.00 to 1.00 and it will explain the relationship strength between the two factors. As for the correlation, there are 3 correlation values which are 0, which means that there is no relationship at all between those two variables, the second value is 1.0, which means that there is a perfect positive correlation between IV n DV and lastly, -1.0, it shows that it is a perfect negative correlation. To interpret the results of this test, the researcher will look at the Guildford Rule of Thumb that is provided below.

Table 4: Guildford Rule of Thumb Table

Value (range)	Association (strength)
< 0.2	Negligible Relationship
0.2 to 0.4	Low Relationship
0.4 to 0.7	Moderate Relationship
0.7 to 0.9	High Relationship
> 0.9	Very High Relationship

According to the results, there is a positive correlation between attitude and purchasing intention of the halal food product. The value is at $r=.923$, which shows that there is a positive and very strong relationship between attitude with purchasing intention of the halal food product. Thus, it means that when the attitude has a high score, it will lead to a higher score of purchasing intention of the halal food product. As for subjective norm, the result shows that the correlation value is at $r=.808$. The results show that subjective norm has a strong relationship with purchasing intention of halal food products. The interpretation is if the score of subjective norms is high, it the score for purchasing intention of halal food product will also be high. Lastly, there is a positive and strong

relationship between perceived behavioral control with purchasing intention of the halal food product as the value for the correlation is at $r=.805$. If perceived behavioral control has a higher score, the score for purchasing intention of halal food products will also be high. Overall, there are a large correlation and significant relationship between purchasing intention of halal food products with all the independent variables.

6.3 Multiple Regression Analysis

Table 5: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923 ^a	.853	.849	.34699
a. Predictors: (Constant), Perceived Behavioral, Attitude, Subjective Norm				

In the study, attitude, subjective norm, and perceived behavioral control are the independent variables while purchasing intention of the halal food product is the dependent variable of this study. Based on the table shown above, the R square is 0.853. it means that the variables which are attitude, subjective norm, and perceived behavioral control explain 85.3% of the purchase intention of the halal product while the rest of 14.7% are affected by something else. This is good as the greater number of R square is, the greater the dependent variable could be described with the independent variables.

Table 6: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.767	3	26.922	223.598	.000 ^b
	Residual	13.967	116	.120		
	Total	94.734	119			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Perceived Behavioral, Attitude, Subjective Norm						

Next is the F-statistic, which is to find out whether the model of this study is acceptable, excellent, and dependable. The F-statistic needs to be more than one for the model to be good, if it is below one then it is considered as not good. This will explain the theory and the predictive role of attitude, subjective norm, and perceived behavioral control. From the results, the F statistic is 223.598, this shows that the model mentioned in this study is good and reliable.

Table 7: Coefficients

Coefficients						
Model		Unstandardized Coefficient		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.448	.112		3.990	.000
	Attitude	.921	.083	.930	11.090	.000
	Subjective Norm	-.074	.084	-.075	-.877	.382
	Perceived Behavioral	.062	.071	.0069	.880	.380
a. Dependent Variable: Purchase Intention						

To determine the factors that most influence the halal food purchase intention the researcher refers to the beta and significant level in the multiple regression table. If the significant value is below 0.05, it means that the dependent variable and independent variable are significantly related to each other but if the value is higher than 0.05 it means that the significant value of the dependent variable and independent variable is zero and the data should not be investigated deeper. Next, the beta coefficient will be evaluated. The purpose of the beta coefficient is to show the strength of the relationship between halal food purchase intention with the independent variables; attitude, subjective norm, and perceived behavioral control. If the beta coefficient is positive then there is a positive relationship between the dependent variable with the independent variables but if the beta coefficient is negative, the relationship between the dependent variable and the independent variables are negatively related. As for the strength of the relationship, if it shows the result below 0.4 it means that the relationship is weak, if it is more than 0.4 but less than 0.6 then it is considered as a moderate relationship. If the beta coefficient shows 0.6 and higher it means that there is a strong relationship between the dependent variable and independent variables. Based on the result shown in table 6, the attitude has a strong and positive relationship with the halal food purchase intention as the beta coefficient is at 0.930 which is more than 0.6. The rest of the variables; subjective norm and perceived behavioral control does not have a significant relationship with halal food purchase intention, because both the significant value above the 0.05 which are 0.382 and 0.380.

6.3 Hypothesis Testing

Table 8: Hypothesis Results

Hypotheses	Results	Supported by
H1: Attitude has a significant influence on consumers' intention of purchasing halal food products.	H1 Supported	Pratiwi (2018) Haque et al (2015) Golnaz, R. et al (2010)
H2: Subjective norm has a significant influence on consumers' intention of purchasing halal food products.	H2 Not supported	Pratiwi (2018)
H3: Perceived behavior control has a significant influence on consumers' intention of purchasing halal food products.	H3 Not supported	n/a

Based on the results in coefficients table 6, the researcher concluded that hypothesis 1 is supported based on the beta value recorded at .930 (p -value=.000). Therefore, hypotheses 2 and 3 are not supported due to the insignificant value level.

4. Discussion & Conclusions

This study has concluded that there is a significant relationship between attitudes to purchasing halal food products among KNU students. By this, the objectives of this research are answered, and the research hypotheses were developed. Overall, attitudes with intention of purchasing halal food products are significantly related among students in KNU. This is supported by Pratiwi (2018) Haque et al (2015) Golnaz, R. et al (2010). The previous researchers confirmed that there is a significant relationship between the independent variable attitude with the dependent variable, purchasing intention. This shows that the consumers' behavioral beliefs will influence the purchasing intention if the person has negative or positive views concerning purchasing halal food products (Wilson, 2014). According to the current year study by Purwanto et al (2021) also agree

that halal products affect the attitudes and behavior of consumers in terms of intention to buy products and they are willing to pay for halal products.

As for the subjective norm and purchasing intention of halal food products among students does not have a significant relationship with each other. These results are supported by Pratiwi (2018) the researcher found that subjective norms with purchasing intention of halal food products are insignificant and negatively related. Lastly, perceived behavioral control and the intention of purchasing halal food products among students also does not has any significant relationship with each other. As supported by previous authors (Pratiwi, 2018; Haque et al, 2015; Golnaz R. et al, 2010) consumers attitude is important note that halal entrepreneurs need to focus on to ensure that halal products is weel known. Consumers with motivation towards halal awareness will be more relative and willing purchase the products because they knew the benefits of consuming halal products. Overall, the three variables; attitude, subjective norm, and perceived behavioral control do have a relationship with purchase intention decision towards buying halal food among KNU students in South Korea. In the pursuit to find the most influential factors is referred from regression analysis was used and the analysis proved that attitude is the most impactful driver that contributes to the purchase intention decision to in buying halal food

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