

UNIVERSITI TEKNOLOGI MARA

**A STUDY ON BEHAVIOR INTENTION OF HALAL
FOOD CONSUMPTION AMONG GENERATION Y IN
BANDARAYA MELAKA**

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ABSTRACT

Consuming halal food among generation Y Muslim is a crucial issue when it comes to Muslims. This study focuses on the influences which are subjective norm, attitude and perceived behavioral intention that give the greatest impact towards generation Y while consuming halal food. The aim of this study is to determine the most effective influences, in fact, the consuming behavior among generation Y. To analyze the data, the researcher used SPSS software version 21.0. According to the results, the most effective tourism development is through its environmental (0.620), followed by social (0.616), cultural (0.478), and economic (0.449). 150 overall respondents have participated in the study questionnaire. The study has found that there is a relationship between influences with generation Y when consuming food.

Keyword: Generation Y, Halal Food

DECLARATION OF ORIGINAL WORK

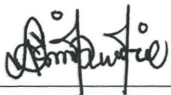


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- This project paper is the result of my independent work and investigation except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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