

UNIVERSITI TEKNOLOGI MARA

**PURCHASE INTENTION AND
ACTUAL PURCHASE BEHAVIOUR
OF HALAL BAKERY PRODUCTS
AMONG CONSUMERS IN
PETALING DISTRICT
SELANGOR**

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MSc

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AUTHOR'S DECLARATION

I declare that the work in this thesis 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 Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The emerging bakery industry in Malaysia has shown that the bakery industry has great potential to further develop and grow, especially in terms of product development and services offered. However, due to this advances and development, the halal issue regarding these bakery products has raised the concern among the consumers. The issue of the halal status usually related to the bakery products is the origin of the ingredients used in the production. To be specific, when doubt about the ingredients arises, the buying decision of the consumers is affected. The acceptance, awareness and readiness of the consumers in Malaysia have shown a good evidence in terms of how the purchase of halal products is greatly influenced by the halal concept. Hence, this research is undertaken to investigate the application of Theory of Planned Behaviour in examining consumer purchase intention and actual purchase behaviour and the interrelationship between them in the context of halal bakery products among consumers in the Petaling district, Selangor. In addition to that, in this study, the halal certification acts as the moderator which affects Theory of Planned Behaviour, while Purchase Intention represents the mediation effect of this study. Furthermore, the most influential factor which influences the purchase intention towards halal bakery products is determined at the end of this study. 500 validated questionnaires using a four-point Likert scale were distributed to the target purchasers of bakery products at selected bakery outlets in the Petaling district, Selangor. A purposive sampling, was opted in this study since the focus of this study is only on the consumers who purchase bakery products in the respective areas of the Petaling district. Out of the 500 distributed questionnaires, 476 questionnaires could be used and were subjected to data analysis using the SPSS software version 24 for assessing the demographic profile of the respondents. For further analysis, the Partial Least Square method (i.e. PLS-SEM) was performed to analyze the measurement and structural models of this study. The results indicate that perceived behavioral control represents the most influential factor which predicted the consumers' intention and actual purchase behavior in purchasing halal bakery products with ($\beta^{\wedge} = 0.388$) and ($\beta^{\wedge} = 0.355$), respectively. However, attitude was found to have a non-significant relationship with the actual purchase behavior $\beta^{\wedge} = 0.042$. Apart from that, the moderating effect indicates that both models show that there is a negative significant effect towards Purchase Intention, since the effect of the moderating effect has been found to be relatively small (Range f^2 : .014 to .018) and (f^2 : .027). The findings of this study can be beneficial to the food manufacturers and producers, as well as the Malaysian government bodies in developing effective strategies in order to maximize the consumer purchase behavior, especially for halal bakery products.

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TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	x
LIST OF FIGURES	xii
CHAPTER ONE: INTRODUCTION	1
1.1 Introduction	1
1.2 Research Background	1
1.3 Problem Statement	4
1.4 General Research Objective	6
1.5 Specific Research Objectives	7
1.6 Research Questions	7
1.7 Research Hypotheses	8
1.8 Scope of The Study	10
1.9 Significance of The Study	10
1.9.1 Academic aspect	10
1.9.2 Practical aspect	11
1.10 Definition of Terms	11
1.11 Chapter Summary	13
CHAPTER TWO: LITERATURE REVIEW	14
2.1 Introduction	14
2.2 Halal Concept	14
2.2.1 Halal Certification	16
2.3 Bakery Products	18
2.3.1 Bakery Ingredient	18