



**FACTORS THAT INFLUENCE MUSLIM'S INTENTION TO PURCHASE
NON-MUSLIM'S HALAL FOOD IN KANGAR.**

**HANIF BIN OMAR BAKI
2014800606**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
PULAU PINANG**

JANUARY 2017

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
PULAU PINANG

“DECLARATION OF ORIGINAL WORK”

I, HANIF BIN OMAR BAKI

(IC Number: 930623-XX-XXXX)

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 and other degrees.
- This paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and Sources of our information have been specifically acknowledged.

Signature:

Date:

ACKNOWLEDGEMENT

Assalamualaikum w.b.t. Alhamdulillah and thanks to Allah who gave me the strength, blessing, helping and guide we all the way to complete this project paper. There are also several people whom I am indebted in successfully complete this project paper and keep on giving me support until the end.

I would like to express my deepest appreciation and sincere gratitude to my supervisor, NURUL HAYANI BINTI ABD. RAHMAN. Without her guidance and persistent help this dissertation would not have been possible. Besides, I also want to thank her for her comments, advice and guidance in the preparation of this project paper. Her enormous support had improved the quality of this project paper.

I am also thankful to my beloved parents who taught me the value of education and their encouragement that they gave to me until the end. My family had become my source of inspiration and they keep making me motivated to finish this project paper.

Lastly, I am obliged to my fellow respondents for the valuable information provided by them in their respective fields. I am very grateful for their cooperation and consideration during my research.

(HANIF BIN OMAR BAKI)

2014800606

Bachelor of Business Administration (Hons.) Marketing

List of Tables

Table I : Questionnaire Details	32
Table II : Cronbach's Alpha Coefficient	34
Table III : Response Rate.....	36
Table IV : Significant of Variables	48

List of Figure

Figure I : Theoretical Framework	24
Figure II : Gender of Respondent.....	37
Figure III : Age of Respondent	38
Figure IV : Marital Status of Respondent	38
Figure V : Level of Education	39
Figure VI : Occupation of Respondent	39
Figure VII : Descriptive Statistic	40
Figure VIII : Reliability for Halal Awareness	41
Figure IX : Reliability for Islamic Brand	41
Figure X : Reliability for Product Ingredient.....	42
Figure XI : Reliability for Purchase Intention	42
Figure XII : Correlation between Purchase Intention and Halal Awareness	43
Figure XIII : Correlation between Purchase Intention and Islamic Brand	44
Figure XIV : Correlation between Purchase Intention and Product Ingredient .	44
Figure XV : Model Summary	46
Figure XVI : Multiple Regression Coefficients	46

ABSTRACT

To investigate the determinant factors that consumers may consider in buying Halal food produced by non-Muslim manufacturers in Kangar area. A field survey carried out with the help of a questionnaire constructed by using a modified Likert-scale. A total of 50 set of questionnaires were distributed randomly in Kangar area and receive also 50 completed replies. Multiple regression analysis assessed the three determinant factors towards Muslim's purchase intention. The three variables have significant effect and predict a good proportion of the variance in Muslim's purchase intention. The research results indicate that the product ingredient, halal awareness and Islamic brand can positively and significantly affect the Muslim's purchase intention on Non-Muslim's Halal food manufacturer. The relationships investigated in this study deserve more effort on understanding Muslim's buying behaviour. This is because the data analysed were collected from one area only in this country. More studies are required before general conclusion can be drawn. This study has practical significance for nonMuslim's Halal packaged food manufacturer for understanding the buying behaviour of Muslim consumers and using them for effectively positioning the purchase intention of their food product.

Keywords - Halal food, purchase intention, Halal awareness, Islamic brand, product ingredient