



**THE DETERMINANTS OF PURCHASING INTENTION  
TOWARDS HALAL PRODUCT: THE CASE OF URBAN  
AREA IN DAMANSARA**

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## ABSTRACT

All Muslim are requiring choosing Halal products in market since that were obliged by Sharia. The existence of Halal product becomes increasingly important to consumers especially to Muslim's consumer where the majority of the populations living in the country are Muslims. Hence, Muslim consumers will look for a specific product that will meet their religious and community needs since Muslims nowadays are more conscious and sensitive towards Halal product (Afendi N.A et. al., May, 2014). However, the various numbers of conventional products in the market has led to the rising awareness of Halal issues regarding to the content, process and sources of the product. Furthermore, Halal issues have achieved Muslim consumer's attention as genuineness of Halal status is questionable (Ahmad K.S et. al., July 1, 2012). The aim of the study is to identify the factor that influence Muslim consumer's purchasing intention towards Halal product. In this case study, primary data will be collected using a survey questionnaire and samples chosen is convenience sampling. The findings of the research will be analyzed by using the Statistical Package of Social Science (SPSS) software Version 21.0 and the analysis used is descriptive analysis, reliable analysis, and regression analysis in order to obtain a clear and concise outcome. There are several factors that determine the purchasing intention among Muslim consumer's towards Halal product such as religious, marketing concept, and awareness. This paper investigates and focuses more towards Muslim consumers in urban area in Damansara.

Keywords: Purchase Intention, Halal Product, Religious, Marketing Concept and Awareness

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## CHAPTER 1: INTRODUCTION

### 1.1 Introduction

Haram and halal issue is a very sensitive issue for Muslims. Lately, Muslims are often startled and disclosed with the use of food products which have been considered lawful but rather fraud, adulteration of halal and haram, halal logo abuse and so on. Muslims generally are in a dilemma because they do not have the ability to make a product that the market is lawful or not. Allah has commanded humanity to take lawful and leave the haram, as saying in Surah Al-Baqarah verse 168:

*"O mankind! Eat of what is on earth, lawful and good, and do not follow the footsteps of the devil, for the devil is an open enemy for you".*

This word describes the philosophy and principles of halal in Islam that says that those who believe in Allah's sight are those who maintain aspects of halal and haram in itself. In accordance with the spirit of the Quran verses above, it can be understood that there is a need for continued efforts by Muslims to preserve and ensure the halal aspect can be taken care of in every way.

Looking at the world situation today, halal products getting a very high demand due to rising population is increasing; reaching two billion people in 57 countries in the world are predominantly Muslim. It is estimated that up to 2010 the Muslim population increased to three billion people by 2025 while the number has increased to 30 per cent of the total world population (Sawaluddin