



**DETERMINING GENERATION Y'S PURCHASE INTENTION
TOWARDS HALAL FOOD OUTLET IN PUTRAJAYA**

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JUNE 2016

ACKNOWLEDGEMENT

Foremost, I wish to count my blessings and thanked Allah S.W.T for providing me with the mental and physical faculties as well as other positive attributes notably perseverance to complete this challenging research paper. Special mention goes to my research advisor Madam Noreen Noor Abd Aziz for her guidance, supervision and support. Her constructive comments and suggestions greatly assist in the successful completion of this project paper. In addition, special thanks to Dr. Faridah Najuna Misman for her guidance and advice towards the completion of this project paper.

Last but not least, I would like to extend my appreciation to each and every one of you who have assisted in one way or another in order for me to complete this research paper. Sincere thanks to all my friends and office colleagues for their understanding, kindness and moral support during the testing time undertook to complete this assignment. Lastly, my deepest gratitude to my beloved parents for their unwavering support, invaluable assistance and sincere blessing.

Thank you.

ABSTRACT

According to Al-Qardawi, the term halal means permissible for consumption and used by Muslim whereas haram is anything that is unlawful or forbidden. Halal and haram are clearly shown in Islam to be serious matters. Nowadays, many consumers have increase their awareness and become more concern in choosing halal food outlet. It is vital for Muslim consumers to have a positive attitude and awareness on halal food consumption as it is part of the religious obligation. This study focus on Generation Y who will determine the future of Halal industry in this country. Therefore, this study aimed at discussion on what are the factor that influence intention of Muslim consumers among generation Y towards Halal food outlet in Putrajaya area. The objective of this research is to study the factors that influence the intention of consumers towards halal food outlet among Generation Y in Putrajaya. Ajzen's Theory of Planned Behavior is used as a theoretical framework in this study. The dependent variable in this study is intention of consumer towards halal food outlet whereas the independent variables are knowledge, attitude, subjective norms and perceived behavioral control. This study is based on primary data collected through a survey. A set of questionnaires is designed specifically by choosing random sampling on Generation Y for this study. The respondents comprised of Muslim consumers and were between 15 to 30 years old residing in Putrajaya area. Since this study is based on primary data, the data will be analyzed by using SPSS method.

Keywords – halal food outlet, halal certification, Muslim consumers and generation Y

Table of Contents

INTRODUCTION

CHAPTER 1	1
INTRODUCTION	1
1.0 Introduction	1
1.1 Background of the Study	1
1.2 Problem Statement	4
1.3 Research Objectives	5
1.3.1 General Objective:	5
1.3.2 Specific Objective:	5
1.4 Research Question	6
1.5 Significant of study	7
1.5.1 To the manufacturer and food operator	7
1.5.2 To the Muslim consumer	7
1.5.3 To the Researcher	7
1.6 Definition of terms	8
1.6.1 Intention	8
1.6.2 Halal food outlet	8
1.6.3 Attitude	8
1.6.4 Subjective norms	8
1.6.5 Perceived behavioral control	8
1.6.6 Knowledge	8
1.7 Scope of study	9
1.8 Conclusion	9
CHAPTER 2	10
LITERATURE REVIEW	10
2.1 Introduction	10
2.2 Overview of Halal industry	10
2.3 Overview of Halal food	11
2.4 INTENTION	12
2.5 ATTITUDE	13
2.6 SUBJECTIVE NORM	14



CHAPTER 1

INTRODUCTION

1.0 Introduction

This section discussed about the background of the study, problem statement, research objectives, research question, significant of study, definition of term, scope of study and conclusion for chapter one.

1.1 Background of the Study

According to *Qur'an Surah 5 Al-Maaidah* verses 87-88, meaning of halal term is 'permitted, allowed or lawful' (Din al-Hafiz, 2008). The term halal and thoyyib (good) are also included in the same verses of this surah. Halal also covers everything from raw material sourcing to distribution of products, right up to delivery to consumers (Che Man and Sazili, 2010). So, as a Muslim, we should deal with the element of halal in our daily life in order to make sure we follow the Islamic principle. There are no doubt if we choose halal food as our consumption rather than haram food because halal and haram things are clearly stated in Al-Quran.

It is very important for Muslim consumers to have a positive attitude and awareness on halal food consumption as it is part of the religious obligation (Aiedah Abdul Khalek, 2014). We should avoid from taking prohibited food or drink because it is contrary with our religion. Based on Malaysia's Department of Islamic Development (JAKIM), halal food can be defined as food not made of or contained any part of animal which is forbidden by Islam and free from any unlawful or impure element. There are a few forbidden and unlawful elements in Islam such as pork, drug and alcohol.