



**THE FACTORS INFLUENCING MALAYSIAN  
CONSUMER'S INTENTION TO PURCHASE HALAL FOOD**

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## **ABSTRACT**

Halal industry is booming and the consumer demand towards Halal food has changed considerably because Halal goods are consumed by Muslims and Non-Muslims in Malaysia. Therefore, this research is to find out the factors that can influence the purchase intention of consumers' towards Halal food. The best theory to understand purchase intention, the theory of planned behaviour (TPB) is applied in this research paper. In addition to the main theory, another factor is added into the research to further understand the purchase intention of consumers' towards Halal food. The diversity of Halal foods in the market has rose the Halal industry and is being slowly accepted around non – Muslims especially in Malaysia. Halal food is accepted because of the benefits that the consumers' will gain from it. This research will understand both Muslims and non – Muslims purchase intention towards Halal food. The research is further elaborated using four (4) factors that influence the purchase intention which are attitude, subjective norm, perceived behavioural control and food safety. A set of questionnaires were administered to 120 respondents that lives in Kuala Lumpur and Selangor, Malaysia. The results of this study suggested that only two variables which are subjective norm and food safety are significantly related to the purchase intention of consumers' towards Halal food. The findings of this study may be beneficial and helpful for manufacturers to understand the Halal purchase intention of consumers' towards Halal food.

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