



FACTORS AFFECTING THE INTENTION TO PURCHASE
HALAL PRODUCTS AMONG CUSTOMERS

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CHAPTER 1 : INTRODUCTION

1.1 Introduction

Chapter one will be discussing about the background of this study, the problem statement, research question, objective of this research, significant , scope and limitation of the study and lastly about the definition of terms use in this research. This study is about the factors affecting the intention to purchase halal products among customers in Kuantan, Pahang.

1.2 Background of the Study

Muslim customer in Malaysia have variety of choices in the market and many selections of products and services. Each product comes out with variety of brand offered to the customers. Halal food industry in Malaysia is rising in these recent years and one of the reason is Islam is the official religion in Malaysia. Customer demand on halal food change drastically. Alongside with Malaysia aim to be the world halal hub, the industry gaining more awareness day by day and open opportunities to halal food (Habibah, 2011). Today, the Muslim consumers have become more sensitive and aware towards Halal requirement (Afendi, Azizan, & Darami, 2014). Halal is an Arabic word that can be defined as lawful or permitted as prescribed by Islam.

According to Malaysia's Department of Islamic Development (JAKIM) describes halal food as food that is not made of, or contained any part of animal that is forbidden in Islam such as pork and free from any unlawful or impure elements. Halal food must be prepared or manufactured hygienically and safe to consume. This Halal concept also includes the process of slaughtering, storing of the food and the ingredients, the way to display the food and the process in preparing the food itself. (Shahidan Shafie, 2004).Consuming halal food