Consumers' Acceptance and Perception towards Halal Products

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ABSTRACT

According to Malaysia, halal can be defined as permissible or lawful. There are challenges facing by Muslim communities to determine whether the food or water that they consumed is following the concepts of halal. There are many factors that influence the customer's intentions towards purchase, where in this study some variables have been determined to evaluate the impact and influences. While collecting variables, perceived behavior control, trust and knowledge are the elected variables that influence the intentions to purchase. To interpret the findings of such variables, different methodologies have been adopted, where regression and correlation are the major method via which relationship and effects are to be analyzed. This study enumerated some significance towards influence and relationship, where to some extent these variables do influence the purchasing intentions while they are interrelated with each other.

INTRODUCTION

This chapter focuses mainly on discussion of study context, problem statement, study scope, research issue, research goals, study importance, and study organization. Islam developed the halal principles that include hygiene, methods, planning, killing, show and sanitation.Today, halal has become a vital concern among the customers, especially Muslim communities as well as non-Muslim communities. According to Malaysiahalal.com, halal can be defined as permissible or lawful. Arabic phrase identifies halal as allowed or permitted by Islamic law (Majid, Sabir, & Ashraf, 2015). Islamic Law or the 'shariah' refers to practicing of the four main madzhab or school of thoughts, which are Syafi'e, Maliki, Hanbali and Hanafie. As in Malaysia, Muslims are following the Syafi'e school of thought, which is decreed by the ruler of Malaysia and enforced in states of the country by the royal decree of each Royal Head of state.

People's life foundations are built based on shaping beliefs and through religious commitment which plays important role in building knowledge and attitude. (Font-i-Furnols & Guerrero, 2014). Various faith communities, such as Hindus, Christians and Buddhists, follow common beliefs and uphold various values. These convictions can not be excluded when evaluating culture (Mutsikiwa&Basera, 2012; Nguyen et al., 2019; Nikhashemi et al ., 2013; Pathiratne et al ., 2018; Seneviratne et al., 2019; Tarofder et al ., 2019) as well as religious engagement and values affect people's feelings and attitudes towards consumption. Halal is not only a religious issue, but also has its presence in business and trade, and has become a global icon for consistency, security, lifestyle, services and finance as well.Many developers have failed in determining location strategy which eventually leads them to failure. In order to have good placement of products, considerations of the cost effectiveness in products accessibility, prospect customers' location and competitors' structure efficiency in accessibility of the products must be carefully assessed. Here, the logistics

plan has the answer which involves in the implementing; plan and control about the physical flow from the raw material, source of supply, information related and final product reach customers as end users.The idea of halal was a simple issue but as nations evolved and Muslim population demands are increasing, this idea has become important. This is the instructions that guarantee the hygienic status of farm produce and food products. In addition, the Halal certification relationship relates to preparation, slaughtering, used ingredients, washing, handling, and processing procedures.

Malaysia is a Muslim country and as a place of halal hub important. Muslim halal food customers, who are also the majority of Malaysia's population, have shown a higher understanding of the halal concept. Malaysian Muslim population grew from 10,257,341 or 58.62 percent in 2000 to 14,049,379 or 60.36 percent , which means that Muslim is one of Malaysia's fastest growing religions by birth and adoption (Rezai, Mohamed, Shamsudin, &Chiew, 2009). The estimated Muslim population rose to 16,862,268 of the total Muslim population in 2010, and this figure is expected to rise to 30 per cent by 2025.

As the Government of Malaysia has placed many ways to facilitate halal market. To support the vision several programs and policies have been developed and planned.Indeed, government agencies have been envisaged due to Malaysian capability on lucrative halal market shared by local or international, or both. Supporting the capacity for completed infrastructure and accessibility to transport provides opportunities and benefits for Malaysia. In addition, Malaysia has broader product and service range. Such goods or services are either local or foreign, with various types of products or brands. Several local brands have recently appeared to be released as "Islamic" brands by innovative packaging and labeling (Ismail, Abdullah, Ahmad, &Sidek, 2018). It can be regarded as an indirect reference to its main, the halal status of its goods by the Muslim customer (Hussain, Rahman, Zaheer&Saleem, 2016).Based on media reports

of Bernama (retrieved 9 February 2010), En MohdYusof stated that the truth in a number of producers or manufacturers, which are biggest producers or suppliers of halal food product. It would appear that Muslim customers are still the victims of greedy traders and manufacturers who use their own template on halal certification. One of the recent issues as seen in the media is whether JabatanKemajuan Islam Malaysia (JAKIM) awards authentic certification to the notorious 'Mamak' restaurants that operated in many cities and towns in Malaysia. This problem helps the researcher to investigate the purpose of the customer to buy halal products through the use and application of the Theory Planned Actions to the analysis by introducing certain variables that are trust and awareness.First of all, this study covered only Kuala Lumpur area which is tentatively too limited to represent the entire population. In some degree, the sample size and physical distribution affected the consistency of the research findings and their generalized efficiency. The scope of this research was a limited sample size of 150 respondents and the town of Kuala Lumpur due to time constraints and some other limitations. This study will help companies, advertisers, intermediaries and manufacturers in Malaysia with a deeper insight into the understanding and purpose of consumers that will contribute to building consumer trust in making intention to buy.

Perceived control of behavior is the degree to which a person feels capable of engaging in behavior (Shabbir, 2010), defining perceived control of behavior as the control of individual behavior output.Indeed, this can be concluded as individual's perceptions of their own ability to perform over insight behavior (Alhazmi, 2013).They identify one believes in trust and is willing to rely on another party (Kawata, Htay, & Salman, 2018). We argue that confidence is the views of an person on his / her transactional partners as being trustworthy, truthful and trusting in them. Trust can also be defined as relying on honesty, power, capacity, confidence, a person's thing and trust. Reasoned Action Theory (TRA) is a philosophy that describes the pattern of action used to predict the actions of the clients. Under this theory there are only two factors which are attitude and subjective norms.

LITERATURE REVIEW

Halal now has become a global phenomenon which extends beyond the issue of religion as it dwells on ensuring quality, hygiene and wholesomeness of products and services. Halal market is complex and diverse, covering all over the world Muslim and non-Muslim communities. It includes a wider range of sub-sectors with elements of the religious, political , and financial dimension to maintain its quality. In Islamic practice, halal is essential to protect the source of food or product for Muslims to consume and to distinguish between Muslim and non-Muslim practices. It is inevitable that Muslims become more specific about the type of goods and services they consume and use as they become more familiar with their religion (Mohayidin&Kamarulzaman, 2014).In 2003, JAKIM issued a new halal logo in response to the fake certification used by business owners in Malaysia. The halal certification displayed previously, which were issued by different state governments, followed the certification issued by South East Asia as the status cannot be identified and more it was uncontrollable. Unlike this issue, JAKIM had centralized the certification that applied to all of Malaysia. According to JAKIM (2010), the halal stamp is the color of black and white, but the holder of the certificate can choose any color that suits their needs, and the code printed in the circle indicates the Malaysian state which issued the certification.

In certification, after completing all aspects of the examination with complete confidence and satisfaction without any reasonable doubt.This theory was developed by (Dali et al., 2009) to replace the introduced Theory of Reasoned Action (Dali et al., 2009). According to TPB, behavior is determined by the ability of the individual to make intention, and this attention is determined by attitude and subjective standards. Both such elements are a belief function. Extended to the theory, this work would apply to another dimension which is trust and expertise in the theory extension. This study will thus clarify the factors affecting consumers ' intention to purchase. Intention can be interpreted as the position of a individual on a subjective probability dimension involving some action between himself and some (Dali et al.,According to (Omar, Mat, Imhemed, & Ali, 2012), Purpose is known as encouraging individuals to participate in such actions. In addition, the intermediate variable is the action of the purpose of the person to perform this particular behavior, or not. According to (Omar et al . , 2012), behavioral is characterized as the subjective probability of the person entering into that behavior (Rahman, Mohamed, Rezai, Shamsudin, &Sharifuddin, 2014). According to the American Heritage Dictionary (2010), explained subjective standard refers to the interpretation by the individual of the social pressure for or against the behavior in question.This means that the subjective norm is a factor representing in the view of the person that people around him who are very similar advise him to believe whether he should or should not perform the actions. This study covers consumer awareness about halal products. According to (Aisyah, 2016), knowledge is one of the main ingredients influencing the intention to buy halal products, and this research will investigate whether consumers know any product that is forbidden from consuming or use by a Muslim.

They noticed that the subjective standard had a big impact on the purpose of buying halal meat. Subjective norm plays an important role in Malaysia as people have a close relationship with their family, friends and colleagues which is a strong point of reference. Perceived control of behavior refers to the degree of control a person perceives while performing the behavior (Ali, Ahmed, & Singh). According to (Aziz &Chok, 2013), perceived behavior regulation is to what degree a person tends to feel capable of conduct. Therefore, behavioral intent to purchase a particular product is assumed to be higher when consumers perceived more over purchasing this product as finding shows that perceived behavioral control is still a significant predictor influencing intention (Haque, Anwar, Tarofder, Ahmad & Sharif, 2018). According to (Johan, Dali, Suki, & Hafit, 2017) stated that subjective norm can influence user's behavioral intention. They also believe that customer of digital library may seek academic resources in an academic library because other think the same social network use it. This also applies to intention to purchase as other peoples might influence other to practice of its social values.This study will be benefited corporate businesses, marketers, intermediaries and manufacturer in Malaysia with deeper investigation from inner sight view of customer perception and intention that will lead to building customers' confidence in making intention to purchase. The different marketing approach is needed to ensure the approach technique in stimulating the halal food compare to other food products (Johan et al.,

2017). Thus, the finding of this study will be suggested in positive attitude towards consuming of halal food as it has significant contribution for many business owners in increasing customers' purchase intention.The sampling frame was designed for 35 no's of Halal product customers from the random samplingPilot and primary data collection were performed (Montesinos, Pérez, Fuentes, Luna-Espinoza, & Cuevas, 2016), in which thirty (30) sets of questionnaires were provided to a few customers during the pilot test process to ensure that all the items were accurately measured and that the questions were understood by the respondents. The recommendations obtained were then integrated back into the questionnaire to better answer the consistency and relevance of the items as well as the questions of the sample (Rachbini, 2018)."A sample is a finite part of a statistical population whose properties are studied to gain information about the whole". In addition, when it comes in dealing with people, sample can be emphasized as a set of respondents (people) that are selected from a larger population for survey purposes.Knowledge is another factor that influences people to buy halal product. Knowledge in Islamic principles and concepts are major mechanism that assisting their belief and intention to purchase halal products. Malaysia Higher Education statistics show that in 2009 total students' graduation are 1,050,726 people around Malaysia from diploma until PhD. This indicates that the growths of knowledgeable people in Malaysia are increasing every year(Zailani, Omar, & Kopong, 2011).They indicate that a preliminary study has pointed out that knowledge as key ingredient to influence in intention to purchase. This statement was proven with the results in this research on people acceptance are significant in intention and believe in Islamic medicine.Place or location is part of geographical strategy. Many developers have failed in determining location strategy which eventually leads them to failure. In order to have good placement of products, considerations of the cost effectiveness in products accessibility, prospect customers' location and competitors' structure efficiency in accessibility of the products must be carefully assessed. Here, the logistics plan has the answer which involves in the implementing; plan and control about the physical flow from the raw material, source of supply, information related and final product reach customers as end users. This element is critical in marketing as it involves getting the right products reach the correct customers, right quantity at the correct place and the right timing. The price will be determined by the current demand and the companies identify the price according to the customer's willingness to pay for every single item. This type of pricing ensures that customers have higher perceived value than others and demand is inelastic to customers. Do some market research on competition pricing and charge the pricing between the pricing of competitors. The firms set their own pricing in line with other competitors in this strategy to gain market competitiveness by offering the price slightly lower than the others. There are many firms that use product strategy to improve and build product brands and differentiations foundations. Brand reflects identification of the company, just as human recognizes each other by name, and by characteristics they do not recognize each other.Name carries reputation in it as many people relate the name of the products and the products itself with its reputation. For instance, the brand "Colgate", the name itself automatically as a brand of tooth paste product.Knowledge toward intention to purchase is also hypothesized to examine the relationship among them and how strong are their influences. Knowledge has been pointed out by (Khalek, Ismail, & Ibrahim, 2017) as the key ingredient to influence purchasing intention.

In addition, (Maiyaki & Ayuba, 2015) in their study on attitude and intention to finish consumer in buying organic food have found that consumers' intention to buy organic product can be predicted by attitude. From the finding, this can conclude that people who have a positive attitude are more likely to intend to implement it. Meaning that, whether a person actually share experience with other peoples depending on his or her personal, favorable or unfavorable in question.This research revealed that the attitude, subjective norm, perceived behaviour control, trust and knowledge are predictor to influence intention to purchase halal products. Study shows that attitude also can influence people in building confidence in making intention to purchase halal products. According to (Mohayidin & Kamarulzaman, 2014), Usual assumptions of attitude and intention would be the more favorable the attitude of a person towards an object the more positive he intends to behave and the less negative he intends to behave towards that object. This indicates the respondent's answer in the survey, which referred to their belief in the positive actions and decided to buy in halal goods. Most respondents believe that the subjective norm influences the intention to buy halal product when they believe that people who are close to them are particularly family members;In this research, for that matter, only six elements of independent variable have been investigated, the researcher feels there are still other elements that can be added to the variables to improve future research. To some extent, the sample size and physical coverage have influenced the quality of the research findings and their generalized ability.

Following are the hypothesis of this study,
H1:   There is significant along with positive nexus between perceived behavior control and intention to purchase.
H2:   There is significant along with positive nexusbetween trust and intention to purchase.
H3:   There is significant along with positive nexus between Knowledge and intention to purchase.

METHODS
It The researcher would investigate whether the five (5) variables, namely attitude, subjective standard, perceiving behavior regulation, confidence and awareness, have an effect on the desire to make them buy halal products intentional. This study will investigate and execute a correlation between independent.
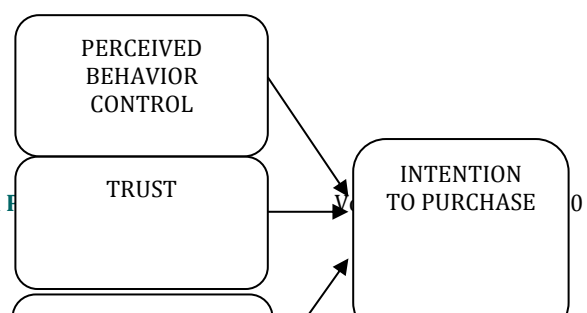
To investigate the strength of association among the variable, the correlation coefficient (r) is computed. Significance level is set at .05 or lower.

Table 3: Correlation between Perceived Behavior Control and Intention to Purchase.
Correlations

		Perceived Behaviour Ctrl	Intention to Purchase
Perceived Behaviour Ctrl	Pearson Correlation	1	.971**
	Sig. (2-tailed)		.000
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

The findings show that there is a strong association between these two measurements, but the p value values are lower than the relevant value (p = 0.000 which is < 0.05). The association between these two dimensions is higher as the correlation coefficient is at (f=0.971).

Table 4: Correlation between Trust and Intention to Purchase.
Correlations

		Intention to Purchase	Trust
Trust	Pearson Correlation	.927**	1
	Sig. (2-tailed)	.000	
	N	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

The results showed that between these two dimensions there is a substantial difference because the p value is greater than the real value (p=0.000 which is < 0.05). Additionally there is a high correlation between these two dimensions as the coefficient of correlation is at (0.927).

Table 5: Correlation between Knowledge and Intention to Purchase.
Correlations

		Intention to Purchase	Knowledge
Knowledge	Pearson Correlation	.947**	1
	Sig. (2-tailed)	.000	
	N	150	150

. Correlation is significant at the 0.01 level (2-tailed)

There is a strong link between awareness and intention to buy 0.000 which is < 0.05 with a large value. These two dimensions are highly correlated as the correlation coefficient is at (0.947).

Figure 1: Theoretical Framework of the Research

The discussions include the scientific approach, research design, sampling and sampling procedures, target population and sample size, research instruments and analysis procedure. The first collection of data is measured, second section is about population and sample and finally third section explains the data analysis technique. A cross-sectional analysis will be carried out in this particular inquiry. Cross-sectional surveys are studies aimed at determining a particular attribute 's frequency (or level) in a given population at a specific time point. For example, we may perform cross-sectional surveys to estimate the preferences of consumers when purchasing in a given population at the time of survey.

This chapter emphasizes the results obtained from the study in detail. Data is processed and presented in the tables via SPSS software in version 17.0. Data were analyzed using different methods. A collection of 180 questionnaires were distributed in Kuala Lumpur to the respondents, who were employees of the public and private sectors. Yet the questionnaires were only answered to by 150 respondents. All the questionnaires were useful for analyzing results.

ANALYSIS
Table 1: Response Rate

Total	Percentage (%)
Questionnaires distributed	
180	100.00
Collected questionnaires	
150	83.33
Uncollected questionnaires	
30	16.67

Using Pearson Product Moment Correlation, the level of correlation between independent variable and dependent variable is determined.

Table 2: Pearson's Correlation Scale

Pearson r Indication	
Between (-)(+) 0.80 to (-)(+) 1.00 correlation	High
Between (-)(+) 0.60 to (-)(+) 0.79 High correlation	Moderate
Between (-)(+) 0.40 to (-)(+) 0.59 Moderately correlation	
Between (-)(+) 0.20 to (-)(+) 0.39 correlation	Low
Between (-)(+) 0.01 to (-)(+) 0.19 correlation	Negligible

The summary model shows that R is equivalent to 0.993 for the association of five independent variables with dependent variable intention to buy. In fact the square of R (0.986)2 is created after inter-correlation R square. It means that the dependent variable has an effect of 98.6 percent of the five independent variables. In other words, the independent variables clarified 98.6 per cent of the difference in intention to buy. Depending on the rule of thumbs, the number of interpretations on regression analysis is just 1.4 per cent.

Table 6: Regression Analysis on Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993a	.986	.788	.01337

a.   Predictors: (Constant), Perceived Behavior Control, Trust and Knowledge
b.   Dependent variable: Intention to Purchase

The ANOVA shows that the F value of 98.031 is significant at the 0.000 level. This result reflects that 98.6 percent of the variance impact in intention to purchase has been significantly illustrated by the five independent variables.

Table 7: Regression Analysis of ANOVA test
ANOVAb

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	11.015	7	1.574	98.031	.000a
Residual	2.806	157	.018		
Total	13.822	164			

a.   Predictors: (Constant), perceived behaviour control, trust, knowledge
b.   Dependent Variable: Intention to purchase

This research revealed that the perceived behaviour control, trust and knowledge are predictor to influence intention to purchase halal products. Study shows that attitude also can influence people in building confidence in making intention to purchase halal products.

DISCUSSIONS AND CONCLUSIONS

It is concluded that there are many factors affecting customer buying, though all variables are hard to list and could be a better subject for future study. Using these implications in the construction of a theoretical and empirical context , the researcher attempted to investigate the consumer's perception of purchasing intention and to analyze how such perceptions differ in relation to respondents' personal characteristics such as gender, age, ethnicity , religion, educational level, respondent's income and respondent field.The result shows that of the variables chosen; because of the acceptance and intention to buy halal goods, only some have significant relationship. This indicates the respondent's answer in the survey, which referred to their belief in the positive actions and decided to buy in halal goods. With regard to this work, there are few limitations. The researcher needs to balance this with other approaches like interviews and focus group discussions to gain a deeper insight into the response. The credibility of the reports and discussions is more successful and can be strengthened by doing so.First of all, this study covered only Kuala Lumpur area which is tentatively too limited to represent the entire population. The recommendations obtained were then integrated back into the questionnaire to better answer the consistency and relevance of the items as well as the questions of the sample (Rachbini, 2018)."A sample is a finite part of a statistical population whose properties are studied to gain information about the whole". In addition, when it comes in dealing with people, sample can be emphasized as a set of respondents (people) that are selected from a larger population for survey purposes. In some degree, the sample size and physical distribution affected the consistency of the research findings and their generalized efficiency. The scope of this research was a limited sample size of 150 respondents and the town of Kuala Lumpur due to time constraints and some other limitations. This study will help companies, advertisers, intermediaries and manufacturers in Malaysia with a deeper insight into the understanding and purpose of consumers that will contribute to building consumer trust in making intention to buy.This research revealed that the attitude, subjective norm, perceived behavior control, trust and knowledge are predictor to influence intention to purchase halal products. Study shows that attitude also can influence people in building confidence in making intention to purchase halal products.

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