

**HALAL LOGO AND PRODUCT QUALITY MODERATED BY
PRICING TO INFLUENCE PURCHASE INTENTION**



By

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DEDICATION

I dedicate my dissertation work and special thanks to Assoc. Prof. Dr. Mohd Yaziz Bin Mohd

Isa, my final year research project supervisor, my beloved family and

my fellow friends and course mate,

and

All the respondents.


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DECLARATION

The author hereby affirms that the research presented in this project paper is her own original work, unless it is specifically stated otherwise. Due acknowledgement has been given to references quoted in the bibliography. The viewpoints and analyses presented in this study are the author's own, and they are derived from the references provided. However, the inclusion of these references does not constitute an invitation to use this study as a technical tool for management purposes.



Signature:

Name:

Date:

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ABSTRACT

Abstract of the research project paper submitted to the Senate of Universiti Tun Abdul Razak in partial fulfillment of the requirements for the Master of Business Administration.

HALAL LOGO AND PRODUCT QUALITY MODERATED BY PRICING TO INFLUENCE PURCHASE INTENTION

By

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Halal products are now considered the standard of choice and have become increasingly popular in recent years among Muslim and non-Muslim consumers who are concerned about food safety and a healthy lifestyle and have moved from a religious identifier to a guarantee of food safety, hygiene, and reliability. This study investigates the factors that impact consumer purchase intention towards Halal products in Malaysia, specifically focusing on aspects such as product packaging, Halal logo, product quality, and pricing of the products. By examining these factors, the study aims to provide a deeper understanding of the determinants of purchase intentions in the context of Halal products. The objective is to provide insights into consumer behaviour and contribute to the existing literature on Halal product consumption. A sample of 125 respondents from Malaysia participated in the study and provided data on their attitudes, perceptions, and purchase intentions towards Halal products. The study used self-reported questionnaires, which were then analyzed using statistical techniques such as Pearson correlation and multiple regression analysis. The results show that product packaging and product quality significantly influence purchase intention. Contrary to expectations, the analysis revealed that pricing did not have a significant positive influence on consumers' purchase intention towards Halal products. In addition, demographic factors such as age, gender, ethnicity, education level, occupation, and income were taken into account, but only religion proved to be a significant predictor of purchase intention. The study contributes to theoretical implications, particularly the application of the Theory of Planned Behavior in understanding consumer behaviour towards Halal products. The study is constrained by two main limitations: a limited sample size and reliance on self-report measures. Nevertheless, the findings provide valuable insights for practitioners, policymakers, and marketers seeking to promote and improve the market for Halal products. Future research is recommended to further explore the causal relationships between variables and expand the generalizability of the findings.

CHAPTER 1

INTRODUCTION

1.1 Background

Muslim individuals have long been associated with the Islamic faith, and within this context, the concepts of Halalan and Toyyiban (high quality) hold significant importance. The consumption of Halal food is not only a religious obligation for Muslims but also has implications for commercial and trade practices. The term "Halal" originates from the verb 'Halla,' which signifies something that is permissible, valid, and conforms to Islamic principles. However, Halal goes beyond religious obligations; it holds spiritual significance for Muslim consumers and plays a pivotal role in their lives as it represents the consumption of wholesome products (Borzooei and Asgari, 2013).

Halal food refers to food and beverages prepared in strict adherence to Islamic dietary laws. It encompasses Shariah requirements and places emphasis on hygiene, sanitation, and safety, making it appealing to consumers who prioritize food safety and a healthy lifestyle. Additionally, Halal food undergoes meticulous packaging and storage processes using clean utensils. Over time, Halal food products have increased popularity among both Muslim and non-Muslim consumers, evolving from being solely associated with religious practices to becoming a symbol of assurance for food safety, hygiene, and reliability. The definition of Halal standards and processes goes beyond religious rituals and includes stringent measures for hygiene and quality assurance. All equipment, intermediate products, and raw materials utilized in Halal food production must adhere to Shariah law and meet the required standards. Technological advancements and investments in the global Halal industry have contributed to

maintaining Halal standards and ensuring product quality. Examples of these advancements include innovative Halal food testing technologies, such as pork testing in France, and Malaysia's employment of nano sensor technology for Halal detection.

The global Islamic economy is underpinned by various factors, including a growing Muslim population, an increasing commitment to adhering to Islamic ethical principles in consumption, and the implementation of national strategies aimed at developing Halal products and services. Numerous countries are actively working towards strengthening their Islamic economy ecosystems, as evidenced by the Global Islamic Economy Indicator, which assesses progress in this domain. The rankings for 2021, as highlighted in the Global Islamic Economy Report 2022, demonstrate Malaysia's consistent top position for the ninth consecutive year, followed by Saudi Arabia, the United Arab Emirates, and Indonesia. Figure 1.1 in the report visually presents the Global Islamic Economy Indicator Ranking for 2021.

Figure 1.1: Global Islamic Economy Indicator Ranking (2021)
 (Source: State of the Global Islamic Economy Report 2022)

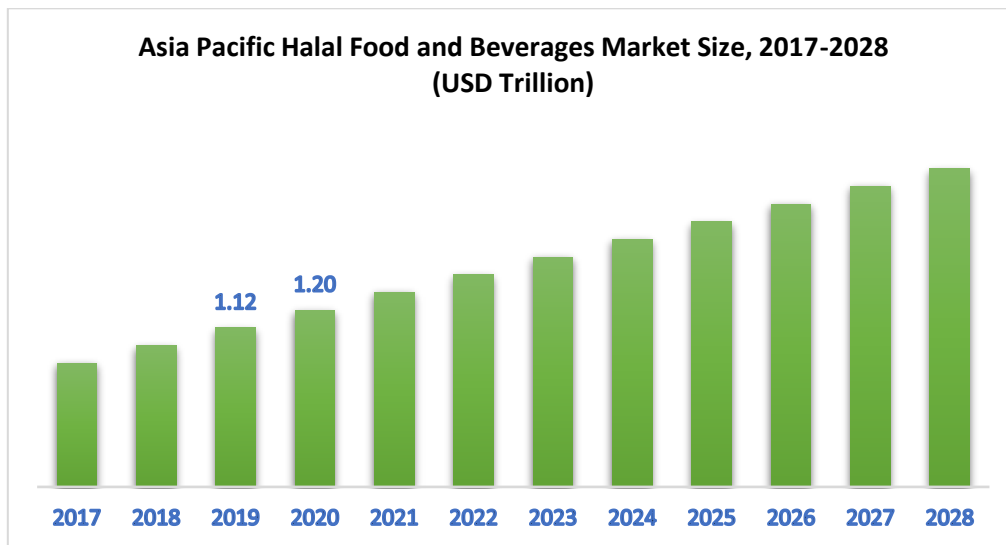


The Halal industry has experienced significant growth and has emerged as a prominent sector both locally and globally. With a growing Muslim population worldwide, the demand for Halal products has skyrocketed. This has led to the establishment of Halal as a recognized global trademark, ensuring quality assurance and credibility in related trades. The global Halal market, excluding Islamic finance, is projected to reach a staggering value of USD 2.3 trillion annually, making it one of the fastest-growing markets. It is anticipated to maintain an average annual growth rate of 20%. What makes this sector particularly noteworthy is that it is no longer confined solely to Muslims, as the Halal market caters to a broader consumer base. This expansion encompasses diverse sectors, including medicines, cosmetics, health products, toiletries, medical devices, as well as services such as packaging, marketing, logistics, finance, and branding.

Among the regions experiencing rapid growth in the Halal market, the Asia Pacific stands out. Figure 1.2 illustrates the size of the Halal food and beverage market in the Asia Pacific region from 2017 to 2028. In 2020, the market in the Asia Pacific region was valued at USD 1.2 trillion. Projections indicate that it will continue to rise, reaching USD 3.27 trillion by 2028, with a compound annual growth rate (CAGR) of 6.56% throughout the forecast period. This growth can be attributed to the increasing demand for Halal products not only within Islamic countries but also across the global Muslim population.

Figure 1.2: Asia Pacific Halal Food and Beverage Market Size, 2017-2028 (USD Trillion)

(Source: www.fortunebusinessinsights.com)



Malaysia has emerged as a global leader in the Halal sector, thanks to its progressive approach as a Muslim country with steady economic growth, political stability, and social harmony. The country's journey as a pioneer in the Halal industry began in 1974 when the Research Centre for Islamic Affairs Division under the Prime Minister's Office initiated the issuance of Halal certification for products that met the required Halal standards at that time. Malaysia took a significant step forward by introducing its first Halal standards in 2000, establishing a comprehensive and structured Halal assurance system, the first of its kind globally. This milestone sparked a revolution, propelling Halal from a traditional cottage industry to a thriving new economy.

The remarkable growth of Halal certification in Malaysia led to the expansion of the Halal department within the Department of Islamic Development Malaysia (JAKIM) in 2005, resulting in the establishment of JAKIM's Halal Hub as an independent and larger organization. JAKIM became the world's first Halal certification agency entrusted with regulating the Halal industry. Recognizing the need for stronger regulatory measures, Malaysia amended the Trade

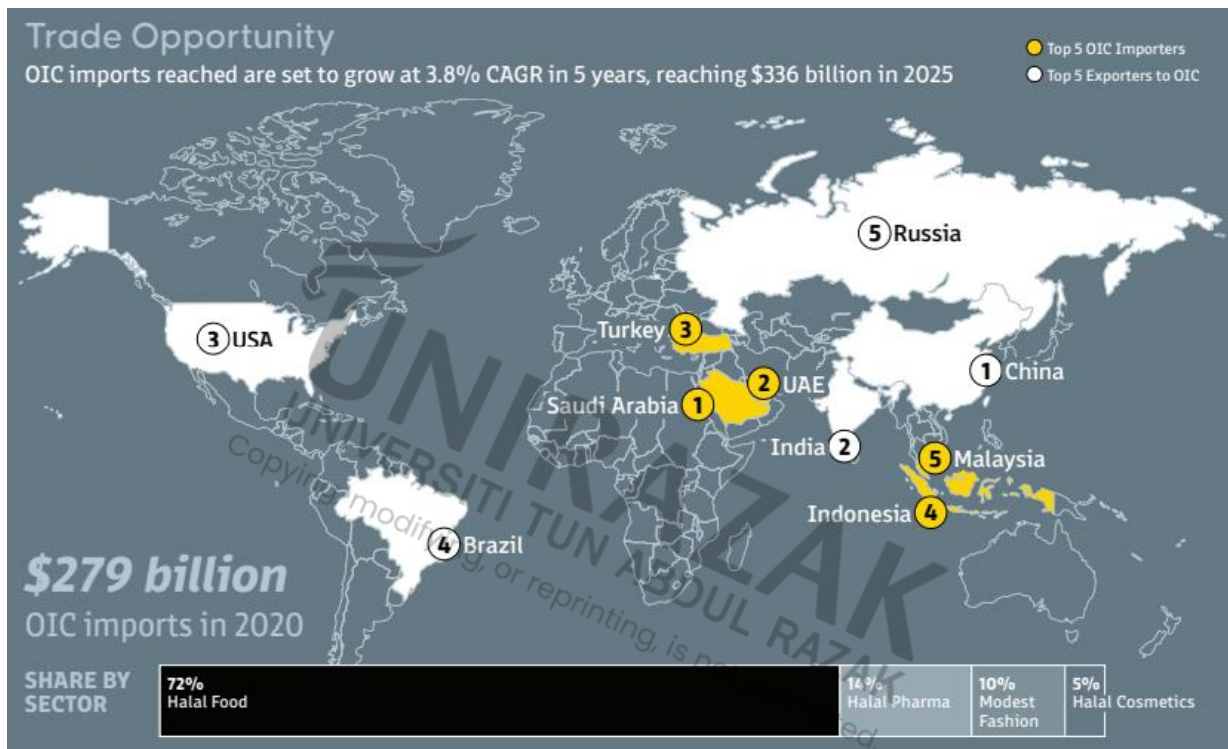
Description Act in 2011, granting JAKIM a more robust mandate in overseeing the Halal industry. JAKIM's international Halal body recognition program is highly regarded and sought after, with more than 50 international bodies registered under its program. The Malaysia Halal logo has emerged as a globally recognized and highly coveted trademark, symbolizing Malaysia's position as the foremost Halal hub worldwide. Understanding the immense economic potential of the Halal industry, the Ministry of International Trade and Industry (MITI) established the Halal Industry Development Corporation (HDC) in 2008. HDC plays a crucial role in driving Malaysia's industrial capabilities and attracting foreign direct investment (FDI) in the Halal sector.

As the worldwide market for Halal foods expands, so will demand from nations that lack the resources to produce appropriate quantities. Saudi Arabia, Malaysia, and the United Arab Emirates were the top importers of Halal food in 2015, with beef being one of the most popular imported commodities. In the same year, Brazil was the leading exporter of Halal meat, followed by Australia and India. The Middle East and Africa had the highest proportion of Halal devotees, with just under half of the population following a Halal diet in 2016. That same year, however, Indonesia had the most significant expenditure by Muslims on food and beverages.

The Covid-19 pandemic has brought food security to the forefront, emphasizing the importance of ensuring the safety and quality of food through proper handling, storage, and preparation. Countries worldwide have recognized this need and have made significant investments in food security measures, including the development and trade of Halal food. The Organization of Islamic Cooperation (OIC) fully supports these efforts, and the Islamic Organization for Food Security (IOFS) has launched various initiatives to enhance food security. Figure 1.3 illustrated

trade opportunity in OIC countries in 5 years till year 2025. These include the establishment of the Islamic Food Processing Association, a Grain Fund, and a Food Security Reserve. The Halal food industry has also witnessed notable mergers and acquisitions, while digitization has revolutionized the entire value chain, from farming to distribution.

Figure 1.3: OIC countries Trade Opportunity
 (Source: State of the Global Islamic Economy Report 2022)



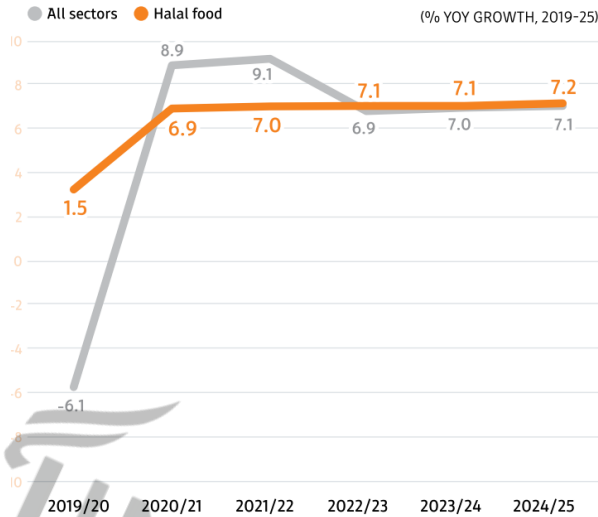
Food technology has received significant attention, aiming to increase agricultural productivity, improve traceability, and enhance logistics. Based on Figure 1.4, the expenditure on Muslim food during the Covid-19 pandemic witnessed a 6.9% rise in 2021, amounting to US\$1.27 trillion, and it is anticipated to grow by 7.0% in 2022. By 2025, it is estimated to reach US\$1.67 trillion, representing a four-year compound annual growth rate (CAGR) of 7.1%.

Figure 1.4: Muslim spend on food 4 years projection due to Covid-19 Impact
 (Source: State of the Global Islamic Economy Report 2022)

COVID-19 Impact Projections

Projected 4-year CAGR of 7.1% (2021/25) reaching \$1.67 trillion by 2025

Global Muslim spend on Food versus all halal products & lifestyle sectors



A Halal label serves as an indication that a product has been produced in accordance with Islamic standards, encompassing hygiene practices, humane treatment of animals, and adherence to Shariah rules. The concepts of Halal and toyyib emphasize the religious principles of cleanliness, safety, and quality in the consumption or use of products. Some Western scholars view the Halal attribute as a unique belief system that incorporates a quality aspect that is difficult for individual consumers to analyze or ascertain. This perception of Halal suggests that these inherent Halal qualities may not be immediately apparent or recognizable to consumers, even after tasting the product, leading to uncertainties about its quality during the pre-purchase stage. Due to the complexities involved in the Halal food production system, consumers must rely on various aspects of the food supply chain to ensure that the food they consume is genuinely Halal. Therefore, it is essential not only for the entire food chain, from production to consumption, to comply with Halal regulations but also for the organization responsible for accrediting the food's Halal status to possess the necessary credentials to be

trusted by consumers. Maintaining the Halal status requires the communication source and message related to the product's quality assurance to be reliable and authentic. Implementing quality management practices such as Halal certification can enhance customer confidence and provide assurance that the food, they are about to purchase is genuinely Halal (Abdul et al., 2016).

Numerous studies have been done to analyze the relationship between Food safety or quality, Halal packaging, and Halal certificates on consumers' purchase intention of Halal food products. According to Zhao et al. (2021), product price and information descriptions on product packaging have a significant impact on customers' purchase intentions in the competitive market of commodities, products, varieties, consumers, and consumers with different ethnicities and preferences. A study by Ahmad et al. (2013) found that Muslim consumers in Klang Valley are more inclined to choose foods based on taste and pricing than whether it bears the Halal certification and logo. Muslim consumers were generally able to define Halal foods and understand what makes something Halal without focusing on the proper definition of Halal. Firm commitments are required from the general population, food manufacturers, and government organizations, especially those directly in charge of Halal food in Malaysia, to increase the awareness of Halal knowledge.

One way to inform consumers that a certain food producer has already obtained Halal certification from a recognized agency is to display an authorized Halal logo from JAKIM on food packaging. It has been demonstrated that the packaging's logo can persuade consumers to buy any processed food item. The factors such as quality, design, and the products offered to influence the perception of consumer purchase intention towards Halal products packaging. The Halal logo has brought consumer awareness because they look for the Halal logo or Halal

certificate if they see packaging from Malaysia or a different manufacturer or if the product is imported from another country. Because of their purity, Halal foods are highly demanded among Muslims and non-Muslims. However, there is a dearth of literature about how consumers, both Muslims, and non-Muslims, perceive Halal packaging and the quality of food products. Many previous studies on consumers' intention to purchase Halal products have been conducted over the years. The studies done so far offer little insight into the topic of interest. However, it does not necessarily reflect the behavioral outcome of consumers in terms of their perceptions of the Halal logo and quality in a unified way.

The recent study in 2022 by Audina et al. only consisted of price perceptions and Halal labels as variables and customer trust as moderating variables that influence purchase intentions. Still, the study was limited to only buying purchases on private food labels at a retail store in Indonesia. The study showed that there are many other factors that can influence the consumer's purchase intention to buy Halal packaging products. Past studies by Temizkan (2022), Mohd Dali et al. (2009), Zainul Basri and Kurniawati (2019), Anam et al. (2018), Audina et al. (2022), and Mohtar et al. (2021) employed product quality, Halal logo, and pricing in theoretical models separately but not in a unified way to determine the effects of these variables on purchase intention for Halal food products. The factors influencing consumers' purchase intention in this study only consist of Halal packaging and product quality, even though many other factors can explain and affect consumers' preferences to purchase Halal products. Similarly, capturing price as a moderating variable in the presence of quality and Halal logo (independent variables) lacks adequate research. As such, these limitations open a further avenue to delve deeper into the possibility of quality and logo towards purchase intention while price acts as a moderating variable in a more refined conceptual model.

Consumers usually begin their purchasing decisions by confirming their needs, followed by research and product reviews. Product review is a critical aspect in decision-making. Consumers rely on information or product cues to reduce the risk of purchasing due to the ever-present risk in each purchase decision. Because all ethnic groups are involved in managing Malaysia's food industry, the subject of Muslim understanding of Halal in food products is becoming an issue to study.

Despite being a predominantly Muslim country, Malaysia currently lacks comprehensive information on the Halal status of many products used or consumed by Muslims. The requirement for Halal labeling on all food items is not mandatory at present, and the decision to seek Halal certification and apply the Halal logo rests with individual food producers. Consequently, it is crucial to provide detailed ingredient information on product packaging to cater to the needs of Muslims who rely on this as a convenient way to obtain necessary information. Having Halal certification and displaying the logo can significantly enhance market opportunities, considering that 63.5% of Malaysians are Muslims. Based on the research findings, it is imperative to thoroughly examine the extent to which Muslim consumers in Malaysia are influenced by the presence of the Halal logo on packaging and the quality of food products, as well as to assess the impact of pricing on their purchase intention. Thus, it can be concluded that the presence of the Halal logo (certification) and the improvement of food product quality have a significant influence on the purchase intention of Muslim consumers in Malaysia, regardless of price fluctuations.

1.2 Problem Statement

The Halal industry is gaining increasing prominence and attention in the market, particularly in Islamic nations. Numerous issues and challenges within the Halal industry have been widely discussed and researched. These include matters such as Halal authenticity, authority, awareness, consumer perception, cost, supply chain management, hygienic practices at processing facilities, misuse of the Halal logo, counterfeit Halal logos, Halal food quality, and the expiration of Halal certification. Researchers such as Hanim et al. (2015), Abdul Majid et al. (2015), Damit et al. (2017), Nurull (2012), Hidayat et al. (2021), Mortas et al. (2022) and Mohd Riza et al. (2022) have shed light on these Halal issues.

Consumer expectations regarding Halal food have become more complex as awareness of food safety and quality issues increases. The term "Halal" now encompasses more than just the absence of pork in food products within today's global marketplace. It includes a wide range of substances and additives, such as emulsifiers, gelatin, enzymes, lecithin, glycerine, stabilizers, flavorings, and breadcrumbs, which can raise questions about the compliance of food products with Islamic law.

The Halal logo plays a vital role in Halal food packaging, as consumers heavily rely on it to determine the Halal status of a product. Damit et al. (2015) found that consumers value the credibility of food products, as it serves as validation for products assumed to be Halal and raises doubts when manufacturers misuse or falsely display the Halal logo. Instances have been reported where food operators have displayed various private Halal logos to mislead customers, and some companies have used the Halal logo deceptively, raising suspicions about the ingredients used. Surprisingly, there have even been cases where consumers questioned the authenticity of the Halal logo on food packaging, despite it being approved by reputable

organizations like the Department of Islamic Development Malaysia (JAKIM). Consequently, Muslim consumers face significant challenges concerning the Halal issue, including concerns about the enforcement of Halal food certification and uncertainty regarding the reliability of products claimed to be Halal (Damit et al., 2017).

The latest research by Mohd Riza et al. (2022) highlights that despite Malaysia's significant growth in the Halal food industry, the country is vulnerable to various threats from both domestic and international sources. A notable incident that occurred in late 2020 was the exposure of an illegally imported meat cartel syndicate that was highlighted by Mohd Riza et al. (2022). This revelation of Halal logo forgery has not only shocked Malaysian society but has also posed a threat to Malaysia's reputation as a global leader in the Halal sector. The mixing of Halal and haram meat can compromise the purity of raw materials, raising concerns about product quality, which should always take precedence over quantity.

The issues associated with the meat cartel crime extend beyond logo falsification. They encompass factors such as the traceability of raw materials, the identification of genuine Halal products, the validity of Halal certificates, and the misuse of the Halal label and logo. The meat cartel scam has severely damaged the global reputation of Malaysian Halal certification. Despite years of research and regulatory efforts dedicated to the Halal ecosystem in Malaysia, the actions of a few irresponsible stakeholders have brought about a significant setback.

These Halal issues related to the meat cartel not only affect the Halal supply chain, particularly in terms of food security and meat processing efficiency, but also undermine consumer confidence in purchasing Halal products. The repercussions of this scandal have had a profound impact on the entire Halal industry, as highlighted in the research by Mohd Riza et al. (2022).

In the study conducted by Damit et al. (2017), it was found that consumers were deceived by certain visual and linguistic elements employed on product packaging. Unscrupulous businesses deliberately used these tactics to mislead customers. One common strategy involved using Arabic words and imagery associated with Islam, creating a false impression of Halal compliance. Some unethical manufacturers even went to the extent of incorporating Arabic-sounding or Islamic-inspired brand names and featuring select verses from the Quran on their packaging, all with the intention of deceiving customers into believing that their products were Halal. Furthermore, the study revealed that some consumers unquestioningly assumed the legitimacy of the Halal word or logo without further investigation. This trust in the Halal label made them susceptible to manipulation by dishonest businesses. To further mislead customers, certain unethical manufacturers depicted Islamic figures on their product packaging, giving the false impression that the product was genuinely Halal. These findings shed light on the deceptive practices employed by certain businesses to exploit consumers' trust in the Halal label and their limited understanding of Halal requirements, as highlighted by Damit et al. (2017). As a result of the labelling abuse, consumers may become confused, and the company's future may also be in jeopardy.

Many food substances with either plant or animal origins are now available thanks to the modern food industry's expansion. Notably, the Muslim customers' perception of the Halal product was probably influenced by their familiarity with its components. The majority of the time, consumers cannot tell which foods are Halal by reading the label on the product's packaging. This is because some manufacturers used specialized terminology for the component in their product, terms that the typical consumer is probably unable to understand. Because they are unfamiliar with the contents, some consumers have a tendency to be wary of

the ingredients used in the product. The substance can be identified only after thoroughly examining the product by specific organizations (Damit et al., 2017).

Damit et al (2017) also reported that concerning consumer knowledge of Halal literacy is another important issue that needs serious attention. Understanding, awareness, and familiarity with the food consumed by consumers are based on a variety of factors, including societal, environmental, and personal sentimental aspects. Although the majority of today's consumers are highly educated and have easy access to all types of information, their level of literacy regarding Halal varies. Some consumers are very resistant because they don't understand what Halal really means. Some consumers have a tendency to connect Halal with religious rituals, particularly slaughtering, and as a result, consumers have negative feelings about products that are advertised as Halal.

According to research by Hanim et al. (2015), it is understood that no laws or regulations exist in Malaysia that mandate that any business entities obtain a Halal certification; however, once the business Halal certificate has been approved, the companies are subject to the law, meaning that any violation of Section 3 of the Trade Description Order 1975 (Use of Halal Expression) will result in a criminal penalty. Due to the aforementioned factors, which have been extensively discussed in recent literature, many business owners in Malaysia decide against pursuing Halal Certification and instead opt to operate without it. Hanim et al. (2015) also mentioned the cost incurred to ensure the overall implementation is another challenge faced by food business owners in Malaysia who are interested in implementing the Halal concept and applying for certification. One of the factors contributing to the decrease in the number of businesses requesting Halal certification is the rise in manufacturing and operating costs. The cost to establish a Halal Certified business is said to increase by up to 10% compared to the

typical standard manufacturing cost. Additionally, suppliers who offer Halal products charge the company owner more. The compliance expense for consulting work and the certification process must be taken into account in order for the company owner to obtain certification. This also will increase the Halal product pricing.

According to Mortas et al. (2022), the broad definition of fraud is "the intentional deception for one's own gain or to cause harm to another person." Controlling food fraud primarily entails calculating the quantity of a marker compound and contrasting it with the test material's values. Food fraud can take many forms, including mislabeling, the use of prohibited additives, and the sale of inedible meat from animal feed outlets. Two important factors determining the quality of food are adulteration and authenticity. According to Mortas et al. (2022) has been said, food fraud is a major problem today, and in order to meet consumer expectations, the government has set up some special rules and conditions for the food industry. Another crucial issue is the quick and accurate identification of food products that are not Halal or kosher, in addition to the production of suitable food products.

In the study, Nurull (2012) stated that determining food authenticity and detecting adulteration are major issues in the food industry because incorrect labelling of ingredients can represent commercial fraud. The issue of incorrect food labeling can be particularly risky, especially when allergenic foods are involved. In order to address the importance of accurate food labeling, analytical techniques have been developed to analyze food ingredients. The authenticity of food products becomes a major concern when high-value raw materials are substituted with lower-cost alternatives, especially in cases where the potential financial gains from such substitutions are significant, as highlighted by Nurull (2012). The field of food science and technology has advanced to a level of complexity that may be challenging for consumers to

fully comprehend unless they possess expertise in the relevant field. A wide variety of ingredients are utilized in food production, further complicating the matter. Therefore, the authentication of Halal products cannot rely solely on Shari'ah expertise but also requires knowledge from other technical disciplines such as food science and technology, chemistry, and veterinary science, as emphasized by Nurull (2012). Moreover, ensuring the Halal status of products cannot solely rely on physical inspection and documentation; it necessitates the incorporation of cutting-edge analytical instrumentation. The use of advanced high-tech analytical tools becomes crucial in the authentication process, further supporting the need for multidisciplinary expertise in Halal authentication.

As mentioned in the research by Salahudin et al. (2018) and Mortas et al. (2022), the advancement of modern technology makes it possible to accurately analyze the proving the authenticity and adulteration of Halal/ kosher foods, allowing for the effective identification of illegal Halal. Physical inspection cannot be used to verify the authenticity of Halal and kosher foods. Scientists have developed a number of Halal authentication methods. In Mortas et al. (2022) study, there are a few methods using cutting-edge technological and analytical tools to obtain accurate results. 1. Chromatographic Methods (High-Pressure Liquid Chromatography (HPLC), and Gas Chromatography) are the most effective techniques (GC), 2. Capillary Electrophoresis (CE) and Electronic Nose (EN) Polymerase Chain Reaction (PCR), Enzyme-linked ImmunoSorbent Assay (ELISA), and Differential Scanning Calorimetry (DSC), 3. Nuclear Magnetic Resonance (NMR), Fourier Transform Infrared Spectroscopy (FTIR), Fluorescence Light Spectroscopy, Near-Infrared (NIR) Spectroscopy, Laser-Induced Breakdown Spectroscopy (LIBS), and Raman Spectroscopy (RS). As mentioned by Salahudin et al. (2018), harmful meat, pathogens, and chemicals in both processed and unprocessed food have been analyzed using Enzyme-Linked Immunosorbent Assays (ELISA), Radio

Immunoassays (RIA), HPLC, FTIR, Electronic Nose coupled with GC-MS, and PCR assays. For instance, the detection of pig derivatives in meat products using tools like Fourier Transform Infrared (FTIR) spectroscopy Analytical techniques can produce precise results when assessing the state of a food product. According to Salahudin et al. (2018) and Mortas et al. (2022), however, these techniques have flaws because no methods have been found to be satisfactory in terms of time consumption, cost-effectiveness, reliability, and durability. The use of these authenticity detection techniques began with chromatographic and electrophoretic methods, but these methods take time, require a laboratory, are expensive, and require skilled personnel. Genetic methods are specific/sensitive, but they require costly laboratory equipment and are difficult to perform. Immunological analyses are specific and straightforward, but the test thresholds can be problematic. Methods of using fluorescent and radio labelling can detect short targets but are expensive and have high errors in the result due to the lack of specific dye labels.

Abdul Majid et al. (2015) highlighted the scarcity of Halal raw materials in Malaysia, particularly in the case of meat. A significant proportion of raw materials, around 70%, are imported for food processing, indicating a heavy reliance on imports. This reliance on imported raw materials can lead to challenges in ensuring a stable supply chain, as the regulatory and agricultural production environments can be unstable. Such challenges may result in the Halal food industry being unable to meet consumer expectations and demands. It is crucial for suppliers to maintain communication with Malaysia's certification body to ensure that imported raw materials comply with Malaysian Halal standards. Enforcement and monitoring of the certified Halal logo by JAKIM personnel pose challenges and have led to skepticism among the public. The lack of support from the Ministry of Domestic Trade and Consumer Affairs further exacerbates the situation. Additionally, the lack of collaboration among Halal

certification authorities globally has raised doubts about the authenticity of the Halal certification process among Muslim consumers. The speed at which Halal logos are issued by JAKIM is also identified as an issue, potentially due to the absence of a dedicated research and development unit within JAKIM for testing, analysis, and on-site inspections. These tasks are currently outsourced to a third party, which can lead to delays in the Halal certification process. Another challenge highlighted by Abdul Majid et al. (2015) is the absence of a universally accepted Halal standard that is applicable to all Muslims worldwide. Each country has its own set of Halal standards, leading to variations and inconsistencies. Furthermore, the attitude and purchase intention of Muslim consumers toward Halal products can impact the growth of the Halal industry. It is important to go beyond the notion of Halal simply being "pork and alcohol free" or produced by Muslims and integrate the concept of *toyyib*, which ensures the overall wholesomeness of food products.

In 2020, the COVID-19 pandemic had widespread effects on countries worldwide, affecting over 50 million individuals. It resulted in a severe global economic crisis, unprecedented in over a century, and had far-reaching implications for the global economy. Global inequality increased dramatically as a result of the crisis. Hidayat et al. (2021) argue that the COVID-19 pandemic has had a significant economic impact, specifically on Halal economic activity, as it disrupted production, halted economic activities, and caused disruptions in the supply chain. The majority of products and services have had unstable demand, which is likely to have an effect on product selection. Additionally, it has significantly altered consumers' prior purchasing habits.

Despite the challenges and issues in Halal industry, Halal products are still considered to be a better choice because they reflect product quality and assurance. Considering the cultural

diversity present, it is important to handle and address Halal issues that confuse consumers with caution, as this has the potential to generate public sensitivity.

1.3 Research Objectives

The primary objective of this study is to evaluate the influence of Halal packaging and food quality as independent variables and price as moderating variables in purchase intention toward Halal products.

The specific objectives of the proposed study are: -

- a) To examine influence of Halal packaging on consumers' purchase intention towards Halal products.
- b) To examine influence of product quality on consumers' purchase intention towards Halal products.
- c) To examine the moderating effect of pricing of packaging on consumers' purchase intention towards Halal products.
- d) To examine the moderating effect of pricing of product quality on consumers' purchase intention towards Halal products.
- e) To examine the moderating effect of pricing on consumers' purchase intention toward Halal products.

1.4 Research Questions

This study will identify the relationship between Halal packaging, food quality, and price to influence the consumer intention to purchase Halal products.

1. How Halal packaging affects consumers' purchase intention?
2. How product quality affects consumer purchase intention?

3. How does pricing moderate packaging on purchase intention?
4. How does pricing moderate product quality on purchase intention?
5. How does pricing moderate consumer's purchase intention to buy Halal products?

1.5 Research Hypotheses

The hypothesis for the study is as below: -

H1: There is a significant relationship between Halal packaging and purchase intention.

H2: There is a significant relationship between product quality and purchase intention.

H3: There is a moderating effect of pricing of packaging on purchase intention.

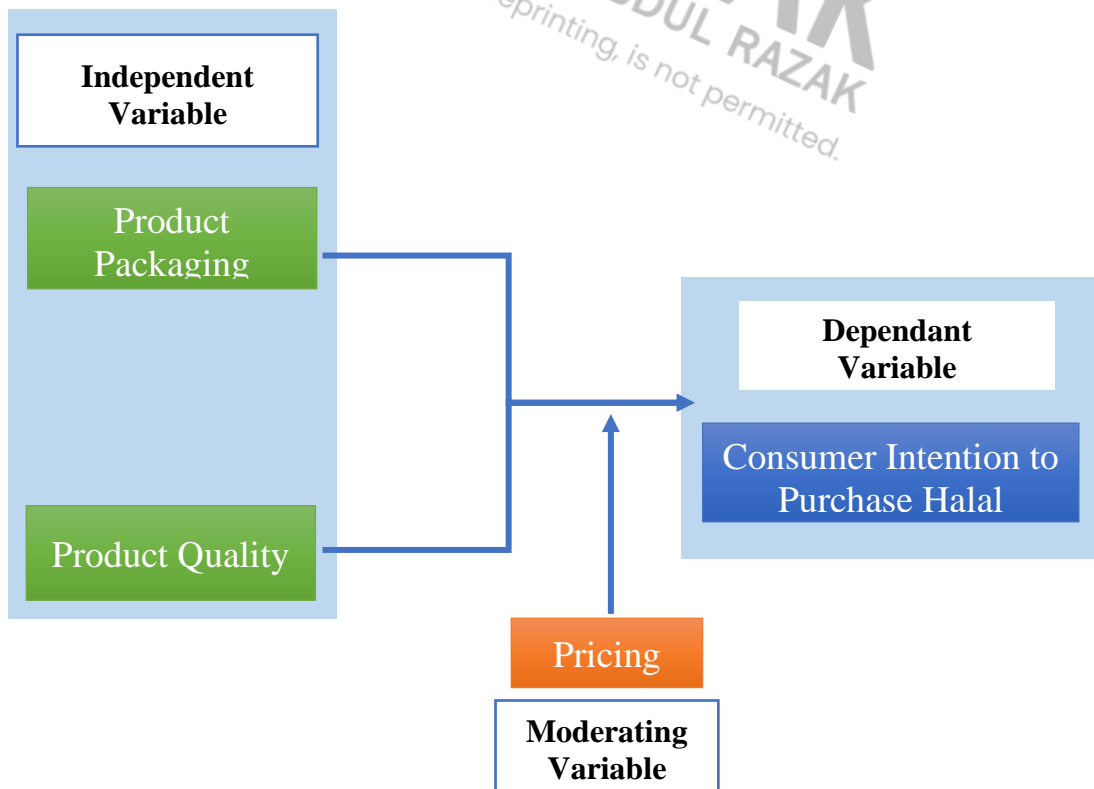
H4: There is a moderating effect of pricing of product quality on purchase intention.

H5: There is a moderating effect of pricing on purchase intention to buy Halal products.

1.6 Research Framework

Figure 1.5: Research Framework

Source: Adaptation by Audina et al. (2022), Zinoubi, Z. G. (2020)



In this research, the research framework draws the imposition of two (2) Independent Variables, one (1) moderating variable, and one (1) dependent variable.

- 1) **The first independent variable:** Halal logo in packaging. This variable has been supported by Nooh, M. N. et al. (2007). The study discovered that the Halal logo is the most important factor considered before purchasing a product. A study done by Shafie & Othman, 2006, discovered the Halal logo more important than the International Organization for Standardization (ISO) certification. Another study conducted in Malaysia by Abdul et al. (2009) showed that consumers choose products with Halal logos to ensure that the product is fit for consumption by Muslim consumers, which links to product quality.
- 2) **The second independent variable:** Product Quality. This variable study has been supported by a study done by Ambali & Bakar, 2014 and Ahmad et al., 2012. The studies showed that a significant number of consumers perceive Halal as clean, safe, and of high quality, and consumer perception is the user's point of view on the product or service offered. The factors that have been studied to influence the perception of consumer purchase intention are quality, design, and the services or products offered. A study done by Anam, Sany Sanuri & Rahman (2018) also showed that the Halal logo serves as a quality indicator for consumers who look for it on packaged food items.
- 3) **The third variable, which is moderating variable,** is pricing. A study by Wang, Pham & Dang (2020) supports pricing as a moderating variable. The researcher reported that pricing moderates the relationship between perceived food quality and organic food purchase intention. Pricing played a significant factor in consumers' purchase decisions; perceptions of quality and behavioral intentions may vary between price-sensitive and insensitive consumers.

- 4) Purchase intention will be studied as **the fourth variable**, dependent variable. This variable is supported by Nooh, M. N. et al. (2007) in a study on factors that influence consumers' purchase intention for Halal product purchases is Halal logo.

1.7 Significant of the Study

This study intends to examine and provide meaningful insight into the effect and influence of Halal packaging and product quality on the purchase intention of Halal products and study the role of the price factor on consumers' purchase intention in Malaysia. The study also aims to uncover the impact of price on consumers' willingness-to-pay for Halal products and its influence on their purchase intention. It seeks to provide new insights into the interplay between Halal packaging, product quality, and consumers' purchase intention towards Halal products. Furthermore, this research aims to elucidate the moderating role of pricing in the relationship between product packaging, product quality and purchase intention. By addressing these aspects, this study makes a valuable contribution to the Halal industry, offering fresh perspectives and understanding for both researchers and industry practitioners. The Halal sector should execute proper marketing strategies to correspond and convince consumers to purchase Halal products. Consequently, the study to be carried out intends to focus on Halal food products in Malaysia.

1.8 Conclusion

This study has described a wide range of research in this chapter, guiding readers and grabbing their interest by outlining the study's context. This study also includes a statement of the problem and the purpose. Next, the researcher produced a study on the influence of pricing that

affects Halal packaging and product quality on the intention to purchase Halal products in Malaysia using some questions and insightful findings from earlier empirical studies. The study will progress in a systematic manner by adhering to the defined objectives and research questions. The researcher acknowledges the significance of the findings and their implications. In this chapter, a concise introduction to the structure and organization of the study is presented. It serves as a guide for readers, providing them with an overview of what to expect in the subsequent chapters. By establishing this framework, the study sets a clear direction and ensures a cohesive progression of ideas throughout the study.



CHAPTER 2

LITERATURE REVIEW

2.1 Halal Concept in Islam

The term "Halal" is specifically used in Islam to signify that something is permissible or lawful. It is essential for any party claiming that a product is Halal to adhere strictly to Islamic Law. Within this context, the study focuses exclusively on Halal food and beverages (F&B) products that are available for general consumption in Malaysia. The presence of a Halal mark on a product indicates that it has been produced in accordance with Islamic standards of hygiene, humane treatment of animals, and other syariah rules. The concepts of Halal and toyyib encompass the religious principles of cleanliness, safety, and quality in the consumption or utilization of products (Abdul et al., 2016).

Halal food encompasses meals and beverages that adhere to the strict standards of Islamic dietary law. The concept of Halal extends beyond religious requirements and includes principles of hygiene, sanitation, and safety, aligning with the idea of wholesome and sustainable food. This makes Halal food appealing to consumers who prioritize food safety and a healthy lifestyle. To meet the Halal standards, food is prepared, packaged, and stored according to rigorous guidelines, ensuring cleanliness and hygiene. In recent years, Halal food has gained popularity not only among Muslim consumers but also among non-Muslim consumers who recognize it as a symbol of food safety, hygiene, and reliability. The definitions of Halal standards and processes go beyond simply adhering to Islamic rituals to include hygiene and quality assurance. All utilized equipment, intermediate products, and raw materials must all adhere to Shariah law and meet the standards.

According to the World Halal Forum (2009), Halal products are considered universal and should meet stringent standards in terms of quality, safety, packaging, and labeling. Halal is regarded as a significant quality attribute, which means it is a product characteristic that cannot be easily assessed or determined by individual consumers, either before or after consumption. Certain authors from Western backgrounds view the Halal attribute as a unique credence process that involves a quality characteristic that is difficult for an individual consumer to evaluate or determine (Abdul et al., 2016).

2.2 Halal Industry

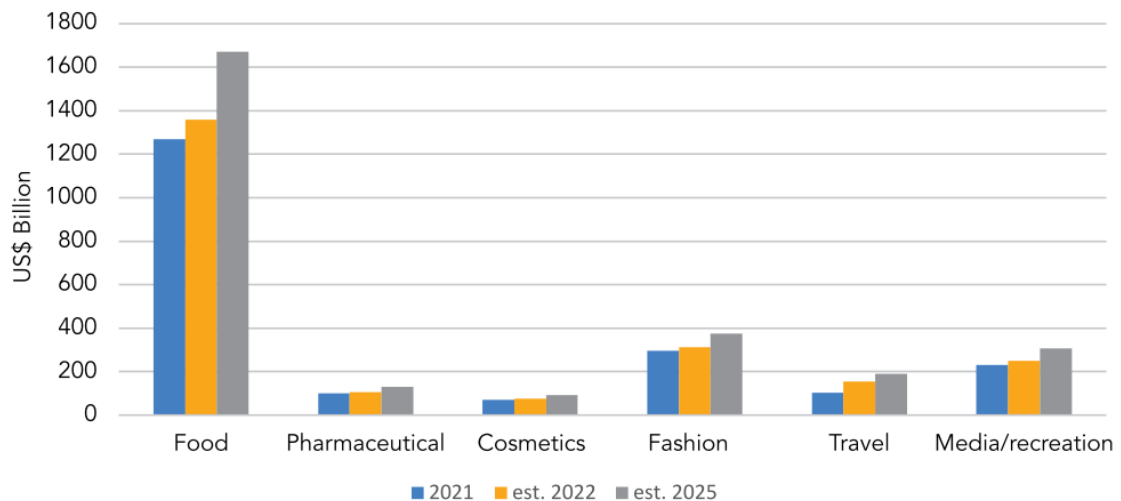
The Halal industry is experiencing significant growth and has become a substantial sector both locally and globally. The increasing global Muslim population has generated a substantial demand for Halal products. Moreover, Halal is emerging as a prominent global trademark that ensures quality assurance and credibility in related trade. According to Frost & Sullivan, the buoyant market of the global Halal economy is projected to reach US\$4.96 trillion (RM22.34 trillion) by 2030, compared to US\$2.3 trillion (excluding Islamic finance) in 2020, making it one of the fastest-growing markets. The sector is anticipated to grow at an average rate of 20% per year. The expansion of the Halal market is not limited to Muslims alone, as the global Halal market of 2.18 billion Muslims now encompasses a broader consumer base. Furthermore, the Halal industry has diversified to include sectors such as medicines, cosmetics, health products, toiletries, medical devices, and services like packaging, marketing, logistics, finance, and branding.

Despite the challenges posed by the global COVID-19 pandemic, Malaysia's Halal industry achieved notable accomplishments in 2020, as reported by Halal Development Corporation Berhad (HDC). Moneycompass (2021) reported that Malaysia witnessed an increase in

domestic direct investment in Malaysian Halal parks by RM0.2 billion (or 1.25%) in 2020, indicating the continuous growth of the local Halal industry. The World Bank Group (2022) states that the Halal economy contributed approximately 7.5 percent to Malaysia's Gross Domestic Product (GDP) in 2020. Malaysia currently leads the Global Islamic Economic Indicator (GIEI) rankings in terms of the size of the Halal Economy, particularly in Islamic finance, Halal food, Muslim-friendly travel, and the media and recreation sectors. Enhancing the competitiveness of the Halal industry to capture a larger share of the global Halal market is a key strategy outlined in the Twelfth Malaysia Plan, 2021-2025 (12MP), aimed at boosting Malaysia's economic growth.

The food industry is the largest sector of the Halal economy, which has expanded recently. While non-Muslim consumers cite hygiene, sanitation, quality, and safety as the primary reasons for buying Halal products, the majority of Muslims prefer certified Halal foods and products as a matter of religious obligation. With Muslim spending on Halal food estimated at US\$1.27 trillion in 2021 and expected to reach US\$1.67 trillion in 2025, the food sector is the largest part of the Halal economy as shown in Figure 2.1 as below (World Bank Group, 2022).

Figure 2.1: Global Halal Sector
(Source: Global Islamic Economy Report, 2022)



In the report "Islamic Finance and the Development of Malaysia's Halal Economy" by the World Bank Group (2022), it is highlighted that the food services sector is the largest component of Malaysia's Halal Economy, with estimated business revenue of US\$31 billion (RM128.8 billion) in 2021, projected to reach US\$47.6 billion (RM201.02 billion) by 2025. Another sector that is experiencing growth in relation to food products is Halal pharmaceuticals, with revenues reaching US\$4.0 billion in 2021 and expected to reach US\$4.8 billion by 2025. Malaysia has gained recognition as a global leader in Halal pharmaceuticals, being the pioneer in establishing the world's first Halal pharmaceutical standard.

With Islam being the world's second-largest religion after Christianity, the Halal food sector holds immense growth potential in many countries. The demand for Halal products from both Muslim and non-Muslim countries is driving the expansion of the Halal sector. Favourable population demographics, government regulations, and private-sector initiatives are identified as key drivers of the Halal business, as mentioned in the report ("Global Halal Economy to Hit US\$4.96 Trillion by 2030, Says Frost & Sullivan," 2022). Promising growth opportunities in the global Halal sector include branding Halal food as healthy and the production of organic Halal food.

According to research from Gateway (2022) by Dubai Economy and Tourism (DET) 2022, the world's 1.9 billion Muslims spent the equivalent of US\$2 trillion in 2021 across the food, pharmaceutical, cosmetics, fashion, travel, and media/ entertainment sectors. All of which are influenced by Islamic faith-inspired ethical consumption demands. This investment represents an 8.9% increase over 2020, with Islamic finance assets expected to reach US\$3.6 trillion in 2021, up 7.8% from US\$3.4 trillion in 2020. Despite the ongoing uncertainty surrounding the epidemic, global Muslim spending is expected to increase by 9.1% in 2022 for the Islamic

economy sectors covered in this analysis, excluding the Islamic finance sector. Except for travel, all these industries will have returned to pre-pandemic spending levels by the end of 2021.

2.3 Halal Logo and Awareness

According to Temizkan's (2022) research, the Halal logo is a method of informing, persuading, and verifying that it complies with Islamic law. The Halal logo guarantees that Halal materials, Halal slaughter, Halal processing, and Halal distribution will be used. As the primary means of distinguishing products, Halal logos provide Muslims with peace of mind. Temizkan (2022) also highlights previous research that identified several variables such as Halal knowledge, religiosity, and perceived usefulness as predictors of attitudes toward Halal-labeled products. The Halal logo enables Muslim consumers to make more informed purchasing decisions. It is perceived as a quality indicator, guarantee, or expression of religious satisfaction, allowing Muslim consumers to trust in the products. The Halal logo serves as a source of information, indicating that the product is Halal. Therefore, for consumers with religious sensitivity, access to Halal logos or certification knowledge is crucial.

Shahfizal (2022) states that various Muslim-majority countries have long-established Halal standards, each based on their own Islamic jurisprudence, typically following one of the four madhabs. The complexity of Halal standards is further compounded by the fact that each country has its own official body responsible for regulating Halal products and practices. Disagreements can arise regarding animal feed, slaughtering methods, packaging, logistics, and other aspects due to the different certification bodies in each country. There is a recognized need for a unified global Halal standard that can be accepted by all importing countries, acknowledged by all sectors of the market, ranging from intergovernmental organizations to

individual traders. Malaysia is well-known for its Halal standards due to its extensive investments and efforts in developing and sharing its understanding of Halal standards with other countries.

One aspect to inform consumers that a certain food manufacturer has already obtained Halal certification from a recognized agency is to display an authorized Halal logo from JAKIM on food packaging. It has been demonstrated that the packaging's logo can persuade consumers to buy any processed food item. The factors such as quality, design, and the products offered to influence the perception of consumer purchase intention towards Halal products packaging. The Halal logo has brought consumer awareness because they look for the Halal logo or Halal certificate if they see packaging from Malaysia or a different manufacturer or if the product is imported from another country.

As of the most recent update on December 1, 2020, the Malaysian Islamic Development Department (JAKIM) had approved 84 Halal logos from 46 different countries as shown below in Figure 2.2. Consumers can recognize foreign Halal logos recognized by JAKIM for imported products being sold in the market by looking for the Halal logos. In order to avoid losses and ambiguities, the recognition of Halal certificates by JAKIM (Department of Islamic Development Malaysia) makes it easier for importers to identify products that meet the Halal standards for entry into Malaysia (New Straits Times, 2021). By relying on JAKIM's recognition, importers can have confidence that the products they import comply with the established Halal requirements in Malaysia, ensuring that they meet the expectations and demands of the local Muslim consumers. This recognition serves as a valuable reference for importers, providing them with a reliable and trusted source of information regarding the Halal

status of products, thereby facilitating smoother trade and reducing the risk of potential losses or uncertainties associated with non-compliance with Halal standards.

Figure 2.2: 84 Halal logos from 46 different countries approved by JAKIM

84

BADAN PENSIJILAN HALAL LUAR NEGARA YANG DIKTIRAF JAKIM

KEMAS KINI 1 DISEMBER 2020

1. AUSTRALIA					2. AUSTRIA		3. ARGENTINA	4. BANGLADESH	5. BELGIUM			
6. BOSNIA & HERZEGOVINA		7. BRAZIL		8. BRUNEI		9. CANADA		10. CHINA				
11. CHILE	12. CROATIA	13. EGYPT	14. FRANCE	15. GERMANY	16. INDIA		17. INDONESIA	18. IRAN	19. IRELAND			
20. ITALY		21. JAPAN		22. KAZAKHSTAN		23. KENYA	24. LITHUANIA					
25. MALDIVES	26. MOROCCO	27. NETHERLANDS/ HOLLAND			28. NEW ZEALAND		29. PAKISTAN		30. PHILIPPINES			
31. POLAND	32. PORTUGAL	33. SINGAPORE	34. SOUTH AFRICA		35. SOUTH KOREA		36. SPAIN	37. SRI LANKA	38. SWITZERLAND			
39. TAIWAN	40. THAILAND	41. TUNISIA	42. TURKEY	43. UKRAINE	44. UNITED KINGDOM		45. UNITED STATES OF AMERICA		46. VIETNAM			

IMBAS DI SINI

f Bahagian Hab Halal, JAKIM

www.halal.gov.my

A study conducted in Malaysia revealed that consumers prioritize products with Halal logos to ensure their suitability for consumption by Muslim consumers (Abdul et al., 2009). Another study by Nooh et al. (2007) found that the Halal logo is the most influential factor considered by consumers when making purchasing decisions. The previous study identified six significant factors contributing to the importance of Halal branding and logos, including attractiveness and quality, Halal certification, market demand, SME producers, the distinction between Halal-certified and non-certified products, and clean operation. Moreover, consumers tend to place greater importance on the Halal logo compared to certifications such as the International Organization for Standardization (ISO) (Shafie & Othman, 2006). The impact of the Halal food logo on consumers' perception of product quality is being studied in various markets, involving both Muslim and non-Muslim consumers.

Abdul et al. (2016) state in the study that Halal compliance has been cautious by Muslims in Malaysia, and the Halal logo in food packaging is the most critical criterion in the purchase decision. The literature significantly discussed whether the Halal logo could attract and influence customers' purchasing of Halal products (Abdul et al., 2009; Abdul et al., 2016; Rezai. G. et al., 2010). According to Anam et al. (2018), the Halal logo serves as a quality indicator for consumers who look for it on packaged food items.

The term "awareness" in the context of Halal refers to having knowledge and understanding of the Halal requirements and prohibitions according to Islamic principles. Halal awareness entails being informed and conducting research on the Halal status of products before consuming or using them. It pertains to the level of knowledge that Muslims possess regarding what is permissible (Halal) and prohibited (haram) in terms of food, beverages, and other products. The concept of "awareness level" relates to an individual's mental state or level of

consciousness. Previous studies have indicated that consumer awareness positively influences their purchasing behavior, particularly concerning food products. By relying on the Halal logo or certification, Muslim consumers can make more informed decisions about the products they intend to purchase. Consequently, consumer awareness of the Halal logo serves as a safeguard against false, misleading, or deceptive practices in the market (Temizkan, 2022).

2.4 Halal Packaging

While pricing has a significant influence on consumer decision-making, it is important to note that high prices in a highly competitive market can lead to customer loss, as increased pricing can have negative effects. However, when considering product packaging, it is crucial to recognize that consumers' purchasing decisions are heavily influenced by packaging. The way a product is presented and packaged can play a crucial role in attracting consumers and influencing their perception of the product's value and quality (Zhao et al., 2021). Hence, the packaging is the most crucial factor in purchasing decisions at the point of sale. Trademarks and labels on product packaging are essential marketing elements because they allow consumers to differentiate the quality and ingredients of the products that influence the consumers purchasing decisions.

Yener (2022) discussed in the study that the presence of the Halal logo on product packaging serves as an indication of approval from an accredited authority, confirming that the products are suitable for consumption by Muslims. This not only facilitates the decision-making process for consumers but also acts as a risk reduction strategy. With a diverse range of Halal brands available from both Muslim and non-Muslim countries, consumers with varying levels of confidence in Halal certificate logos can differentiate between them. The use of different Halal

logo designs on product packaging by various Halal certification bodies allows consumers to distinguish between Muslim and non-Muslim Halal brands.

As mentioned by Osman et al. (2020), the primary purpose of product labeling is to aid consumers in differentiating the labeled product from similar ones in the market. Labels are designed to draw consumers' attention to the desirable features of the product. When a company labels its product, it assumes that the information provided is significant to consumers and that they will respond by altering their purchasing behavior. Product labeling can include information about the product's usage characteristics, such as price, taste, and nutrition, as well as non-use characteristics like environmental impact or moral/ethical aspects related to the product's manufacturing process. In the context of Halal packaging labeling, certain elements are included, such as Halal certification or logo, ingredient list, and product origin. The utilization of Islamic attributes in labeling has become an issue since 2013, particularly in health products, beverages, cosmetics, and alternative health treatments. Producers often incorporate Islamic attributes in their packaging to attract Muslim consumers, even at higher prices (Osman et al., 2020).

Anam et al. (2018) conducted a study on non-Muslim consumers and found that their preferences for packaged food items with Islamic symbols were influenced by various factors. These factors include age, education level, religiosity, healthfulness, and animal welfare. In a study conducted in France, many non-Muslim consumers strongly agreed that packaged foods bearing the Halal symbol were tastier and more sanitary. Similarly, Rezai et al. (2010) conducted a study on Russian non-Muslim consumers and discovered that they perceived food items with Islamic symbols to be hygienic, prepared with complete quality assurance, and free from pathogens. These findings indicate that non-Muslim consumers' perceptions of Halal-

labeled products are influenced by factors such as hygiene, quality assurance, and pathogen-free attributes.

As a product attribute, "Halal" refers to the food product's nature, origin, and processing method, comparable to organic foods and foods produced with animal welfare or sustainability concerns in mind. Either way, the presence of the credit quality must be communicated, for example, by information stated on the package or the label. Additionally, the communication source and message must be reliable and credible for the consumer to find efficient value and help in purchasing decisions (Bonne & Verbeke, 2008). The presence of a Halal label on packaging can indicate the product's quality and Halal status. The relationship can contribute to the product's image regarding consumer confidence in Halal-labeled products.

2.5 Product Quality

Although a study showed that Muslim consumers' Halal awareness should be improved in Malaysia (Ahmad et al., 2013), another showed that a significant number of consumers perceive Halal as clean, safe, and of high quality (Ambali & Bakar, 2014). According to the study, consumer perception is the user's point of view on the product or service offered (Ahmad et al., 2012). Internal and external factors such as quality, design, and the services or products offered to influence the perception of consumer purchase intention. An investigation conducted by Anam et al. (2018) explored how consumers utilize the Halal symbol on food packaging to make inferences about product quality. *Quality* has been defined in many ways, both in food and otherwise. The term "quality" refers to the attributes sought by consumers, which align closely with their perceived judgments. The surge in popularity of Halal foods can be attributed

not only to religious obligations but also to concerns regarding animal welfare, health, safety, social issues, and the perception of high quality (Anam et al., 2018).

According to Arifin et al. (2023) in the study, crucial factors that impact consumer behavior in choosing Halal products include product labeling, certification from recognized bodies, information sources, company reputation, and product quality. A study conducted by Suhartanto et al. (2019) in Bandung, Indonesia, uncovered that while both product quality and religiosity play significant roles in influencing customer loyalty and satisfaction, the overall impact of product quality is stronger in comparison to religiosity. This discovery implies that customers who perceive Halal foods as being of superior quality are more satisfied and inclined to repurchase and recommend the product.

In a recent study by Sudarsono et al. (2023) focusing on the Covid-19 vaccination in Indonesia, the impact of signals on buyers' perceptions of product quality and their willingness to make a purchase was examined. The study emphasized that product quality plays a significant role in influencing the purchase of Halal products. Consumers recognize that high-quality Halal product ingredients are clean and healthy, leading to a positive perception of the product. Furthermore, Sudarsono et al. (2023) found that product quality also influences the intention to consume and utilize Halal products. Consumers associate Halal with quality and perceive it as an indicator of a product's overall quality, not just as a brand label. This highlights the importance of product quality in shaping consumers' perceptions and intentions regarding Halal products.

Grunert (2005) highlights the consensus that quality encompasses both an objective and a subjective dimension. The objective quality refers to the physical characteristics of a product,

which are typically addressed by engineers and food technologists. On the other hand, subjective quality refers to the quality as perceived by consumers. The relationship between objective and subjective quality is crucial for the economic significance of quality. It is important for producers to be able to translate consumer desires into the physical characteristics of a product. When consumers can infer desired qualities from how a product has been constructed or formulated, quality becomes a competitive parameter for food producers. By aligning the objective and subjective dimensions of quality, producers can meet consumer expectations and create products that are perceived as high-quality.

Kotler, P. and Keller, K. L. (2012) state that marketing aims to create consumer satisfaction, and consumers will feel satisfied when they get the products within their expectations. Satisfaction and expectation of the products are linked to product quality and price from the company that sells the products. At the same time, product quality is defined as a product's ability to satisfy the needs expressed or implied by its overall characteristics.

The technological advancements in the global Halal industry have contributed to improving market concentration. Innovations such as France's Halal food testing technologies, specifically the pork test, and Malaysia's nano sensor technology kit for Halal detection have played a significant role in upholding Halal standards and ensuring the quality of Halal products. It is generally expected that high-quality products command higher selling prices, as higher costs are often associated with higher quality. However, it is important to consider the impact of price on customer demand, especially when customers are price-sensitive. Increasing prices can potentially lead to a decrease in customer demand, particularly among price-sensitive consumers. In situations where customers are not highly price-sensitive, direct distributors can pursue a "high quality, high price" strategy while focusing on enhancing the quality of their

products. This approach allows them to maintain premium pricing and cater to customers who prioritize quality over price. However, it is important for businesses to carefully evaluate market dynamics and consumer preferences to strike the right balance between pricing and quality to effectively capture their target market.

2.6 Price Perception

Zinoubi (2020) and Zhao et al. (2021) stated that product pricing is more significant and relevant to customer purchasing behaviour, according to numerous research. Pricing is thought to have a significant impact on consumers' purchase intentions because fewer units are sold when a product is priced higher. Pricing alone plays a more important role than packaging, which only partially influences buying behaviour when examining the combined impact of product pricing and packaging interactions on customer purchasing behaviour (Zhao et al., 2021). As a result, despite the consumer's good opinion toward this category of products, little price increases will result in fewer product purchases. Wang et al. (2020) reported price in the study as the critical factor influencing consumer purchasing of organic food. In the study, price sensitivity moderates the relationship between perceived food quality and organic food purchase intention.

Price is a significant factor in consumers' purchase decisions; perceptions of quality and behavioural intentions may vary between price-sensitive and insensitive consumers, according to Audina et al. (2022) define price as an overall representation of the relative level of food products based on their research. The price value of the benefits of a product or service is referred to as price perception. A consumer's perception of a price (high, low, or reasonable) strongly influences purchase intentions and satisfaction. The study revealed that one of the

main characteristics of product labels is the relatively low price that is attractive to consumers, especially if the products have good quality. The perception of a product's price that corresponds with its label will be consistent with obtaining adequate product quality. In creating and offering their products, retail companies place a significant emphasis on both price and quality.

2.7 Consumers' Purchase Intention on Halal Products

According to Temizkan (2022), the purchasing behavior of consumers pertains to how individuals, groups, and organizations select, buy, consume, and dispose of products, services, ideas, or experiences to fulfill their demands. The sensitivities towards Halal and haram concepts significantly influence the attitudes, intentions, and behaviors of Muslims towards the products they consume.

Fishbein and Ajzen (1975) define buying intentions as the objectives consumers have in mind when considering a product. Consumer behavior, as explained by Kotler and Keller (2012), occurs when customers are influenced by external circumstances and make purchase decisions based on personal attributes and decision-making processes. These factors include product selection, brand preference, store choice, timing, and quantity considerations. Furthermore, the intention to purchase a product arises after evaluating various alternatives, and consumers make a series of decisions based on brand appeal and personal interest. Therefore, their purchase intention is influenced by their preferences regarding product and brand selection.

In research from Audina et al. (2022), purchase intention is a key concept that might lead to a specific action. According to the findings, the intention is a significant indicator of behaviour.

In the context of purchasing, the intention to purchase is a preceding phase in the purchasing process. Purchase intention is the intention to acquire a good or service in the future. Consumer purchase intention refers to the efforts made to acquire a product or service or consume products available at retail outlets they visited. According to the study, consumers seek information, assess information, and evaluate products before making a purchase decision.

In order to assess consumers' level of product knowledge and awareness, it is crucial, as stated by Temizkan (2022), to gain a deep understanding of their preferences. This understanding becomes vital because a positive attitude towards a product or service forms the basis for positive consumer behavior. To cultivate a favorable attitude towards products that display the Halal logo, it becomes imperative to possess knowledge about the logo itself. Consequently, when consumers are familiar with the Halal logo, their awareness of it increases, resulting in a positive impact on their attitudes and purchasing behavior towards Halal products.

2.8 Theory of Planned Behavior (TPB)

Intention is an important concept that can lead to a specific action. Intention indeed predicts behaviour. In the context of purchasing, the purpose of purchasing is a preceding step in the purchasing process. Meanwhile, purchase intention is a planned future purchase of a good or service. Consumer purchase intention refers to the efforts made to acquire a product or service or consume items said, that when consumers desire to buy products, they take numerous steps by obtaining information, reviewing information, and evaluating products to eventually choose to buy (Audina et al., 2022). The research done by Mohtar et al. (2021) studied factors that influence the Muslim community in Melaka on their purchase intention toward Halal logo on

food packaging using theory adopted from planned behaviour theory (TPB). The theory is suitable for measuring customer perception of purchase intention.

Halal-related concerns have been extensively researched over the years, and the Theory of Planned Behavior (TPB) has successfully provided solutions. TPB is the extension of the theory of reality action by Ajzen & Fishbein (1980). TPB is renowned for its capacity to anticipate customers' intentions to buy Halal products. Audina et al. (2022) constructed a TPB framework with the addition of customer trust as a moderating variable to examine the impact of price perception and the Halal label on purchase intention. TPB also was able to measure consumer views and awareness of Halal food.

2.9 Conclusion

The researcher identified several areas in the literature that can be further explored based on the literature review being conducted about the general Halal industry, Halal logo authentication, Halal certifications, product quality, and packaging as factors that influence the consumer's purchase intention. There are various types of Halal research being done in Malaysia. However, little is known about how Halal packaging, quality, and pricing factors can directly affect consumers' intentions to purchase Halal products. These variables, which may significantly affect consumers' intentions to purchase Halal products, can be investigated further. Therefore, the purpose of this research is to learn more about the interactions between product packaging, product quality, and product price, which have an impact on consumers' decisions to purchase Halal products in Malaysia.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter provides an overview of the research methodology employed in this study. It outlines the research design, target population, location, sample size, sample procedure, data collection procedure, data validity and reliability, as well as the data analysis and presentation techniques used. Overall, this chapter provides a comprehensive overview of the research methodology employed in this study, ensuring the validity and reliability of the findings and facilitating a better understanding of the research process.

3.2 Research Design

This study was designed primarily to study the influence of Halal logo packaging and product quality on consumers' intention to purchase Halal products and to examine the effect of price on consumer purchase intention. The target population of this study is respondents that staying in Malaysia. A set of questionnaires has been used to gather data. The purpose will be to have respondents from all backgrounds. There are various reasons for choosing areas of research. Different states may provide different information backgrounds of the perspective and awareness of Halal products and the product quality. Besides, consumers from different states and areas may be concerned about product prices differently.

This chapter presents a detailed overview of the research procedures employed in this study, which encompasses the research design, participants, instruments, data collection procedures, and data analysis. The research conducted in this study falls under the category of quantitative research, wherein data is collected and transformed into numerical form. This approach allows for efficient data collection and hypothesis testing. The research design employed in this study is descriptive research, aiming to provide a comprehensive description and analysis of the phenomenon under investigation.

3.3 Population of Study and Sampling Procedures

Population refers to the complete set of individuals, events, or objects that are of interest to the researcher and form the basis for drawing conclusions using sample statistics (Sekaran & Bougie, 2016). In order to minimize systematic bias, the population for this study consisted of individuals residing in Malaysia, randomly selected from all background categories. The study aimed to include a sample size of 125 respondents, ensuring a representative sampling representation for the research.

In the proposed study, non-probability sampling was utilized due to time and cost constraints, as it was not feasible for the researcher to gather information from the entire country. Convenience sampling techniques were employed to determine the sample size, and the data was collected through online and offline surveys using a questionnaire. According to Sekaran (2007), convenience sampling involved gathering information from population members who were readily available to provide the necessary data.

3.4 Data Collection

Primary data for this study was collected through the use of self-administered semi-structured questionnaires. The questionnaires were accompanied by an introduction letter that provided information about the researcher and the purpose of the research to the respondents. Because primary data is authoritative and unique, it was used. The self-administered questionnaire was used because it is a common tool for gathering important information about the population. The questionnaires were distributed to all Malaysian consumers via an online form rather than paper by the researcher. The responders will be contacted via phone, social media, text message, mobile phone, and WhatsApp message group members. This strategy is less expensive to create and implement. The number of samples in this study was 125 respondents that were randomly distributed. The survey was conducted within one month (30 days). All the questionnaires collected within the time frame were selected and used for analysis. If the sample population was too large, the Krejcie & Morgan (1970) sampling method was used to simplify the process of determining the sample size.

The questionnaire used in this study was structured based on the variables identified as influential in determining consumers' purchase intentions for Halal food products. It consisted of two sections. The first section focused on gathering demographic information from the consumers, including their gender, age, race, religion, level of education, occupation, and monthly income. These demographic factors were considered relevant statistical factors in examining the underlying components of the research.

The second part of the survey included both the independent and dependent variables that were necessary to identify the factors influencing consumers' intention to make a purchase. Participants were asked about the questions based on

The second section focused on the impact of the Halal logo on packaging, product quality, and the price moderating strategy on consumer purchase intention. The questions used comprised four different categories: packaging, product quality, price, and purchase intention, with each category consisting of four items. These questionnaires were distributed to respondents via the internet. It took approximately ten minutes for each respondent to complete the questionnaire.

3.5 Measurement Scale

A Likert scale is one of many measurement scales that have been used to classify consumers. The Likert scale is a rating scale that assesses how strongly respondents agree with a statement (Sekaran & Bougie, 2016). For the purposes of this study, a questionnaire was graded on a seven-point scale to collect the primary data: strongly agree (7 points), agree (6 points), slightly agree (5 points), neutral/ undecided (4 points), slightly disagree (3 points), disagree (2 points), and strongly disagree (1 point). The choice of a seven-point even number scale was made to avoid neither type of answer. This compelled respondents to take a position on a particular issue under consideration.

- Proposed measurement scale as below: -

Strongly	Neutral/	Strongly
Disagree	Undecided	Agree
1-----	2-----	3-----
4-----	5-----	6-----
7		

Note :

Scale 1 – Strongly disagree

Scale 2 – Disagree

Scale 3 – Slightly disagree

Scale 4 – Neutral/ Undecided

Scale 5 – Slightly agree

Scale 6 – Agree

Scale 7 – Strongly agree

3.6 Data Analysis

The collected data underwent editing to ensure completeness and consistency before proceeding with the analysis of responses. The primary data obtained from surveys administered to the respondents was organized and analyzed using the Statistics Package for Social Science (SPSS) software to generate statistics. The SPSS software was employed to analyze the data and determine if there were any statistically significant differences. The collected data was coded and categorized to facilitate the analysis process and derive meaningful conclusions from it. Error-checking procedures were implemented before the data analysis to verify the accuracy of the input data into the system.



CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

The findings and analysis chapters of a dissertation are crucial in reaching conclusive outcomes. This chapter places its primary focus on analyzing the obtained results. The quantitative data collected for this study will be subjected to statistical tests in order to derive meaningful insights. The collected data was processed, coded, and analyzed to identify patterns, themes, or trends relevant to the research questions or objectives. By thoroughly analyzing all the gathered data, the study will unveil its findings within this chapter, providing a comprehensive depiction of the outcome.

The researcher utilized the Statistical Package for Social Science (SPSS) version 27.0 to analyze the entire dataset. Various statistical techniques such as descriptive analysis, bivariate correlation, partial correlation, multiple regression, and multicollinearity were employed to analyze the data. The reliability analysis of the research will also be presented. Moreover, this chapter will include a descriptive analysis of the respondent profiles, covering aspects such as gender, age, ethnicity, religion, education level, occupation, and income. The data will be subjected to descriptive analysis, ANOVA, regressions, and multiple regression to ensure a comprehensive examination of the collected information. The results of the data analysis were interpreted and presented in a clear and organized manner. This involved summarizing the findings, presenting them using tables, figures, or quotes, and providing explanations or

interpretations that align with the research objectives. The chapter will also showcase the analysis of the research's reliability.

4.2 Demographic Distribution of the Respondents

Descriptive analysis is applicable to demographic elements. They have become an essential component in identifying participants' personal characteristics and attributes. This method is capable of identifying the participants' personal information and elements. Gender, age, ethnicity, religion, educational level, occupation, and income are the seven demographic components used to conduct the descriptive analysis. The inclusion of demographic questions in the survey serves the purpose of gathering background information about the respondents. These questions provide valuable context for the collected survey data, enabling researchers to effectively describe the participants and conduct meaningful data analysis. By understanding the demographic characteristics of the respondents, researchers can gain insights into how certain factors may influence their attitudes, behaviors, or preferences related to the study topic.

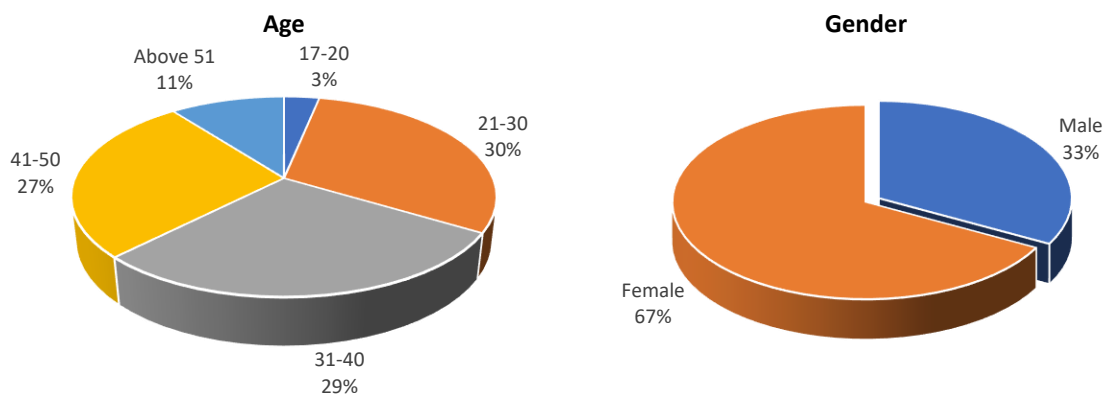
In order to conduct this study, 125 completed questionnaires were randomly collected within Malaysia. As shown in Table 4.1, there were 67.2 percent more female respondents than male respondents (who made up 32.8 percent of the total) with the majority of respondents were between the ages of 17 and 20 (3.2 percent), 21 to 30 (30.4 percent), 31 to 40 (28.8 percent), and 41 to 50 (27.2 percent). The remaining minority respondents, 10.4 percent, were aged 51 and up (Table 4.1). The primary aim of this study is to investigate the relationship between product packaging, product quality, and pricing in influencing consumer intentions to purchase Halal products. The study seeks to explore how these factors interrelate and impact consumers' decision-making processes when considering the purchase of Halal products. By examining

the associations between product packaging, product quality, pricing, and consumer intentions, the study aims to provide insights into the key factors that influence consumers' choices and preferences for Halal products.

Table 4.1: Distribution of Respondents Gender and Age

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	41	32.8	32.8	32.8
Female	84	67.2	67.2	100.0
Total	125	100.0	100.0	
Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
17-20	4	3.2	3.2	3.2
21-30	38	30.4	30.4	33.6
31-40	36	28.8	28.8	62.4
41-50	34	27.2	27.2	89.6
Above 51	13	10.4	10.4	100.0
Total	125	100.0	100.0	

Figure 4.1: Distribution Chart of Respondents Gender and Age



In this study, the demographic component of ethnicity was considered, and the participants were selected exclusively from Malaysia. The distribution of participants across different ethnicities is presented in Table 4.2.

The largest ethnic group among the respondents was Malay, constituting 58.4% of the total sample. Following the Malay population, the Chinese ethnic group represented 27.2% of the participants. Additionally, there was a category labeled "other ethnicities," which included individuals from diverse backgrounds such as Portuguese, Dayak, and Kadazan, comprising 10.4% of the sample. The Indian ethnic group accounted for the smallest proportion, with only 4.0% of the participants identifying as Indian.

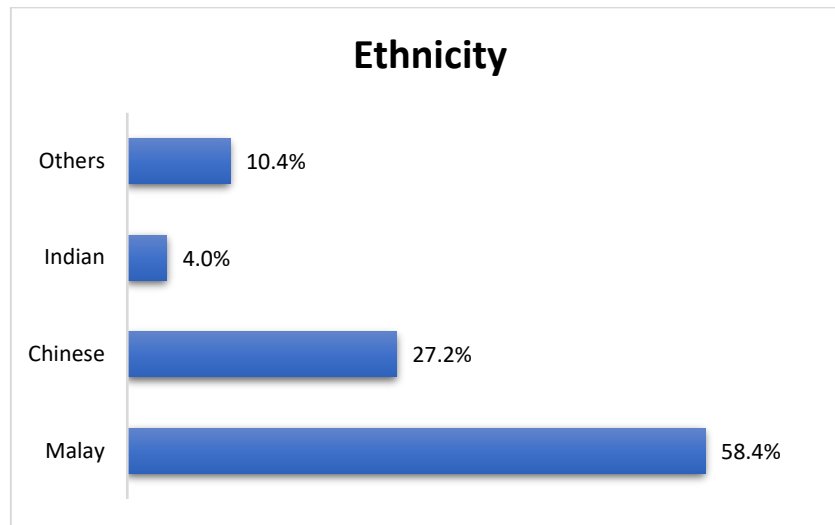
These findings shed light on the ethnic diversity within the study population, showcasing the representation of Malaysians from different ethnic backgrounds. By including participants from various ethnic groups, this study captures a more comprehensive perspective on how factors like product packaging, product quality, pricing, and purchase intention may vary across different ethnicities in Malaysia. Understanding these variations can contribute to a better understanding of consumer behavior and inform strategies for marketing and product development in a culturally diverse context.

Table 4.2: Distribution of Respondents Ethnicity

Ethnicity				
	Frequency	Percent	Valid Percent	Cumulative Percent
Malay	73	58.4	58.4	58.4
Chinese	34	27.2	27.2	85.6
Indian	5	4.0	4.0	89.6
Others	13	10.4	10.4	100.0

Total	125	100.0	100.0
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Figure 4.2: Distribution Chart of Respondents Ethnicity



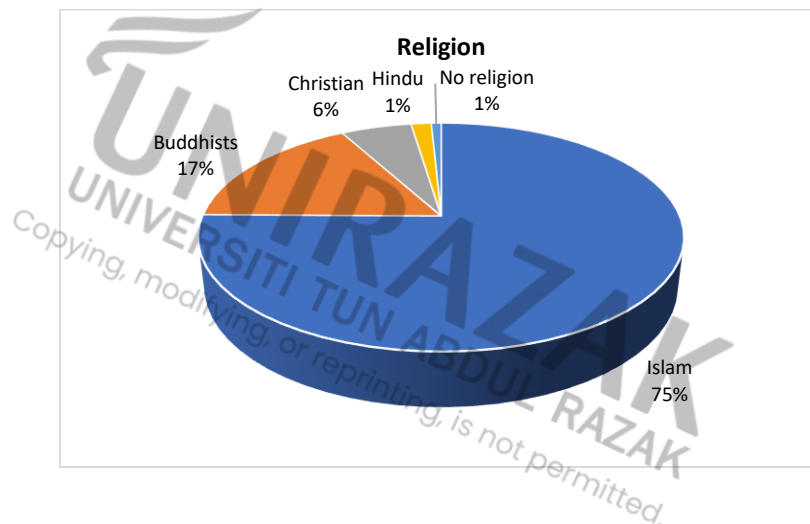
The distribution of religious affiliations among respondents is presented in Table 4.3. The majority of participants in this survey, 75.2% of the overall sample, identified as Muslim. Buddhists accounted for 16.8% of the population, while Christians accounted for 5.6%. Hindus made up a lesser proportion of the participants, accounting for only 1.6% of the sample. It is worth mentioning that one participant identified as non-religious, accounting for 0.8% of the total replies.

These findings provide insight into the religious composition of the study population, indicating that the majority of participants in this study are Muslims. The inclusion of participants from varied religious backgrounds provides for a more in-depth study of how factors such as product quality, pricing, and purchasing intent may influence persons from various religious affiliations. The diversity in religion representation enhances the study's generalizability and usefulness to a larger population.

Table 4.3: Distribution of Respondents Religion

Religion				
	Frequency	Percent	Valid Percent	Cumulative Percent
Islam	94	75.2	75.2	75.2
Buddhists	21	16.8	16.8	92.0
Christian	7	5.6	5.6	97.6
Hindu	2	1.6	1.6	99.2
No religion	1	0.8	0.8	100.0
Total	125	100.0	100.0	

Figure 4.3: Distribution Chart of Respondents Religion



Below Table 4.4 exhibits the educational profiles of the respondents in this study. It reveals that the entire sample consisted of individuals who had attained at least an undergraduate education, with 39.2% having completed a minimum undergraduate degree. Furthermore, a substantial proportion of the participants held higher levels of education, with 27.2% possessing a Master's degree and 1.6% having obtained a PhD. The data further indicates that 66.4% of the respondents were highly educated, with diplomas, degrees, or master's degrees. This suggests that all participants had the necessary literacy skills to read and write effectively. Consequently, the findings obtained from this survey are expected to be highly reliable and

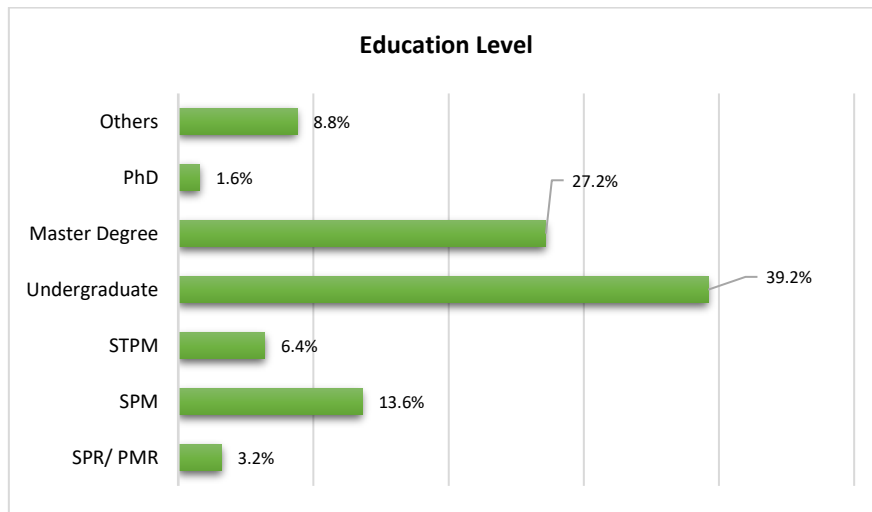
valuable, as all respondents possessed the educational background needed to comprehend and respond to the questionnaires without encountering any hindrances.

When examining the educational distribution across different ethnicities, the results of this study determine that Malay respondents had the highest proportion of individuals with a minimum level of undergraduate education (41.6%). In comparison, Chinese respondents accounted for 22.4% of the sample with the same educational qualification, while Indians had the lowest representation at 1.6%. These findings underscore the educational diversity among the respondents and emphasize the significance of considering educational levels when analyzing the data. With all participants having achieved a minimum undergraduate education, the study benefits from a sample that is well-equipped to understand and provide thoughtful responses to the research questions.

Table 4.4: Distribution of Respondents Education Level

Education Level				
	Frequency	Percent	Valid Percent	Cumulative Percent
SPR/ PMR	4	3.2	3.2	3.2
SPM	17	13.6	13.6	16.8
STPM	8	6.4	6.4	23.2
Undergraduate	49	39.2	39.2	62.4
Master Degree	34	27.2	27.2	89.6
PhD	2	1.6	1.6	91.2
Others	11	8.8	8.8	100.0
Total	125	100.0	100.0	

Figure 4.4: Distribution Chart of Respondents Education Level



The employment background of the respondents is shown in Table 4.5. The employment background of the respondents is shown in Table 4.5. The majority of respondents in this study are employed in the private sector, accounting for 44.0% of all respondents. The even distribution of responses from this sector is beneficial for the study because private sector employees generally have greater access and affordability to explore and purchase food products, particularly when travelling. However, it is important to acknowledge that when consumers purchase Halal food from hypermarkets or supermarkets, the majority of the products available are already certified as Halal by the respective Halal authorities. This means that these products have undergone the necessary inspections and certifications to ensure compliance with Halal standards.

The analysis also found that 12.8% of respondents were employed in the government sector, indicating a significant representation from this employment category. Furthermore, 20.0% of the respondents were students, reflecting the inclusion of this important demographic group. Additionally, 11.2% of the participants identified as self-employed, indicating a diverse range of employment backgrounds within the sample. Moreover, the study identified other employment categories among the respondents. Approximately 4.0% of the participants were

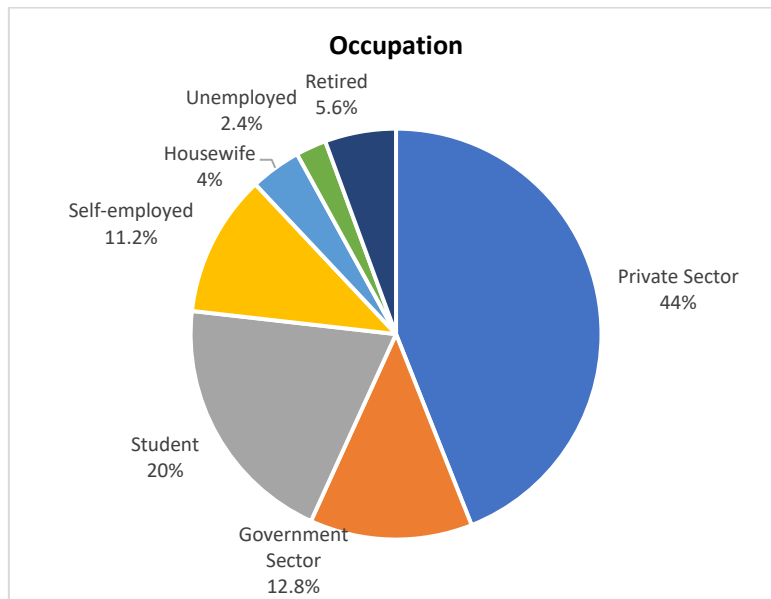
housewives, suggesting the inclusion of individuals who primarily focus on domestic responsibilities. Furthermore, 2.4% of the respondents were unemployed, and 5.6% were retired, demonstrating the representation of individuals who were not currently engaged in formal employment.

These findings highlight the varied employment backgrounds of the respondents, with a significant proportion from the private sector. The inclusion of individuals from different employment categories enhances the study's comprehensiveness and allows for a more comprehensive understanding of the research topic.

Table 4.5: Distribution of Respondents Employment

Occupation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Private Sector	55	44.0	44.0	44.0
Government Sector	16	12.8	12.8	56.8
Student	25	20.0	20.0	76.8
Self-employed	14	11.2	11.2	88.0
Housewife	5	4.0	4.0	92.0
Unemployed	3	2.4	2.4	94.4
Retired	7	5.6	5.6	100.0
Total	125	100.0	100.0	

Figure 4.5: Distribution Chart of Respondents Employment



The income level of the randomly selected respondents was examined as another demographic component to gain insights into their financial situations. The income variable provides valuable information regarding the purchasing power of the participants in this study. The income options were categorized into four ranges, and the distribution of responses is presented in Table 4.6.

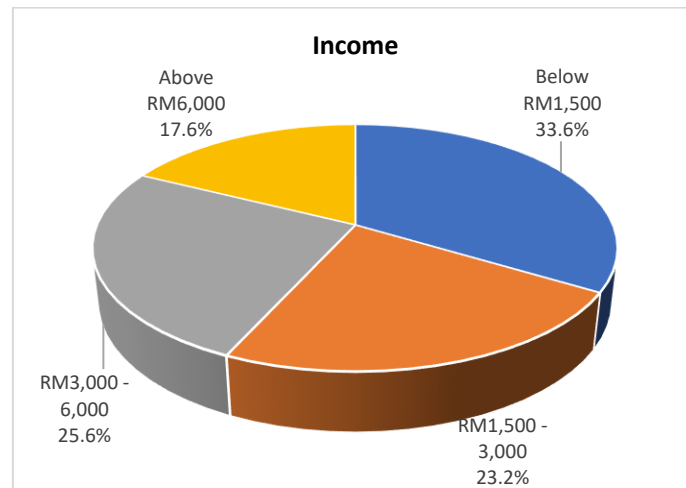
According to the findings, 43.2% of the respondents reported an income level exceeding RM3,000. This indicates that the financial circumstances of the respondents in this study are above average, suggesting that they have a relatively higher purchasing power and the ability to make informed decisions regarding their food product choices. The income distribution among the respondents is as follows: 33.6% of the participants earn less than RM1,500, 23.2% earn between RM1,500 and RM3,000, 25.6% earn between RM3,000 and RM6,000, and 17.6% earn more than RM6,000. These income ranges provide a comprehensive overview of the financial diversity within the sample.

Furthermore, when examining the income distribution specifically among Muslim respondents, it was found that 34.4% of them earn more than RM3,000, in contrast to 8.8% of non-Muslim respondents. This highlights a notable difference in income levels between the two groups, suggesting potential variations in purchasing power and consumption patterns. These findings shed light on the income distribution of the respondents, with a significant portion reporting income level above RM3,000. This implies that the respondents in this study possess financial resources that enable them to make informed decisions about their food purchases. The variation in income levels among Muslim and non-Muslim respondents further underscores the importance of considering the influence of income on consumer behavior within specific demographic groups.

Table 4.6: Distribution of Respondents Income Group

Income				
	Frequency	Percent	Valid Percent	Cumulative Percent
Below RM1,500	42	33.6	33.6	33.6
RM1,501 - 3,000	29	23.2	23.2	56.8
RM3,001 - 6,000	32	25.6	25.6	82.4
Above RM6,001	22	17.6	17.6	100.0
Total	125	100.0	100.0	

Figure 4.6: Distribution Charts of Respondents Income Group



4.3 Validity Test

A validity test is frequently performed to assess the quality of research and the accuracy of the measures used in the research. Various methods can be used to assess the validity of the dependent and independent variables used in the study. The KMO and Bartlett's Test, which shows that the variables used in the study are reliable in measuring the relationship between dependent and independent variables, is the most commonly used method to test research quality. The KMO and Bartlett's Test is a validity test that is frequently used to examine the strength of the partial relationship or how the dependent and independent variables in the study explain each other. This means that the method calculates the proportion of variance in the factors caused by underlying factors. Estimates of KMO and Bartlett's Test closer to 1.0 are considered ideal, while estimates less than 0.5 are considered unacceptable (Centre, 2021). Bartlett's test for variance homogeneity frequently examines how variances are equal across all samples. The method is significant in that it checks for true equal variances before running statistical tests such as the One-Way ANOVA. This method is typically used when the researcher is reasonably certain that the data comes from a normal distribution.

Table 4.7: Validity Test for the Variables

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.940
Bartlett's Test of Sphericity	Approx. Chi-Square	1356.5
		48
	df	78
	Sig.	.000

The adequacy of the data and the internal consistency of the variables were assessed using various statistical measures. The results are summarized in the table above. The Kaiser-Meyer-Olkin (KMO) measure was computed to assess the sampling adequacy for the data. The obtained KMO value of 0.940 indicates excellent data convergence among the factors. It surpasses the recommended threshold of 0.5 and is close to 1, suggesting that the data are highly suitable for factor analysis. Furthermore, Bartlett's Test of Sphericity was conducted to examine the factorability of the correlation matrix. The test yielded a statistically significant result at the $p < 0.01$ level, providing further evidence of the matrix's suitability for factor analysis. This suggests that the variables are correlated and can be meaningfully analyzed together.

Cronbach's Alpha, on the other hand, was used to test the validity of the variables by measuring their internal consistency. The method is also one of the techniques used by researchers to determine the reliability scale between variables. In this study, Cronbach's Alpha of 0.70 and higher is considered acceptable, 0.80 and higher is considered better, and 0.90 and higher is considered best. The validity test result is shown in the table above, which is a summary of the validity test outcomes.

The internal consistency of the dependent variable, purchase intention, was assessed using Cronbach's Alpha coefficient. The results are presented in Table 4.8. The obtained Cronbach's Alpha coefficient for the purchase intention variable is 0.941. This value indicates a high degree of internal consistency among the items or factors comprising the purchase intention construct. It suggests that the items within this variable are highly interconnected and measure the same underlying construct.

The Cronbach's Alpha coefficient of 0.941 implies that approximately 94.1% of the variability in the purchase intention construct can be explained by the shared variance among its items. This demonstrates a high level of reliability and consistency in the measurement of purchase intention in this study. The high Cronbach's Alpha coefficient of 0.941 provides confidence in the reliability of the purchase intention variable. It indicates that the items assessing purchase intention are coherent and reliably measure the same construct. Researchers can have confidence in the internal consistency of the purchase intention scale and its suitability for capturing respondents' intentions to make a purchase.

Table 4.8: Cronbach's Alpha for Dependent Variables

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.940	.941	1

Table 4.9: Cronbach's Alpha for the Independent Variables

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.939	.943	3

The internal consistency of the independent variables, including product packaging, product quality, and pricing, was assessed using Cronbach's Alpha coefficient. The results are presented in Table 4.9. Based on the obtained results, the Cronbach's Alpha coefficient for the independent variables is .943. This value indicates a rather high level of internal consistency among the items comprising the product packaging, product quality, and pricing constructs. It suggests that the items within each variable are strongly correlated and measure the same underlying constructs.

The Cronbach's Alpha coefficient of .943 implies that approximately 94.3% of the variability in the independent variables can be explained by the shared variance among their respective items. This demonstrates a high level of reliability and consistency in the measurement of the product packaging, product quality, and pricing constructs in this study.

The high Cronbach's Alpha coefficient of .943 provides confidence in the reliability of the independent variables. It indicates that the items assessing product packaging, product quality, and pricing are internally consistent and reliably measure the respective constructs. Researchers can have confidence in the internal consistency of these variables and their suitability for capturing the intended dimensions of interest.

Based on the validity test outcomes, the data exhibited favorable characteristics. The high KMO value, significant Bartlett's Test, and acceptable Cronbach's Alpha coefficient supports the reliability and validity of the variables used in this study. These findings provide confidence in the data quality and the suitability of the variables for further analysis.

4.4 Descriptive Analysis

Table 4.10: Descriptive Statistics of Dependent and Independent Variables

		Descriptive Statistics			
		y: Purchase Intention	X1: Product Packagin g	X2: Product Quality	X3: Pricing
N	Valid	125	125	125	125
	Missing	0	0	0	0
Mean		5.6680	5.6220	6.0267	5.8243
Median		6.2500	6.0000	6.3333	6.1250
Mode		7.00	6.50	7.00	6.75
Std. Deviation		1.56794	1.15337	1.05630	1.01732
Variance		2.458	1.330	1.116	1.035
Skewness		-1.099	-.893	-.932	-.898
Std. Error of Skewness		.217	.217	.217	.217
Kurtosis		.267	.001	-.119	-.106
Std. Error of Kurtosis		.430	.430	.430	.430
Range		6.00	4.50	4.00	4.13
Minimum		1.00	2.50	3.00	2.88
Maximum		7.00	7.00	7.00	7.00

Purchase Intention

Table 4.10 reveals that the mean purchase intention in this study is 5.668 for the 125 respondents, with a standard deviation of 1.568, 5.668 ± 1.568 . The variance is 2.458. The median value of 6.250 shows the midpoint of the distribution. Because it is close to the mean value, it implies that the data is symmetrically distributed. The maximum value is 7.000, while the smallest value is 1.000. The range is 6.000. The skewness value of -1.099 suggests a left-skewed distribution. The Kurtosis value of -0.267, which is less than one, indicates a slightly platykurtic distribution. It shows that the distribution has lighter tails and a flatter peak than a normal distribution. The negative number indicates that the majority of the data is concentrated on the right side of the distribution, with a tail extending to the left. Based on the statistics supplied, the intention to purchase variable appears to have a moderate range, moderate variability, and a slightly left-skewed distribution with a slightly flatter shape than a normal distribution.

Product Packaging

The mean of product packaging (Table 4.10) in this study is 5.622 for the 125 respondents with a standard deviation of 1.153, 5.622 ± 1.153 . A lower standard deviation indicates that the data points are less spread apart. The variance value is 1.330. It provides another measure of the data's dispersion. From this analysis, a variance score of 1.330 indicates moderate variability. The median value of 6.000 shows the midpoint rating in the distribution. Because it is close to the mean value, it shows that the data is approximately symmetrically distributed. The maximum value is 7.000, and the minimum value is 2.500. The range is 4.500. The skewness value of -.893 shows a significantly left-skewed distribution. The negative number indicates that the majority of the data is concentrated on the right side of the distribution, with a tail extending to the left. The kurtosis value of .01 indicates a nearly mesokurtic distribution. It

implies that the distribution has tails and a peak, just like a normal distribution. Based on the statistics presented, the product packaging variable appears to have a moderate range, moderate variability, and a somewhat left-skewed distribution with a shape comparable to a normal distribution.

Product Quality

The mean of product quality (Table 4.10) in this study is 6.027 for the 125 respondents with a standard deviation of 1.056, 6.027 ± 1.056 . A lower standard deviation suggests less spread of the data points. The variance value is 1.116. It provides another measure of the spread of the data. In this case, a variance value of 1.116 indicates moderate variability. The median value is 6.333. Since it is relatively close to the mean value, it suggests that the data is approximately symmetrically distributed. The maximum value is 7.000, and the minimum value is 3.000. The range is 4.000. The skewness value is -.932. The skewness value of -.932 indicates a left-skewed distribution. Although the skewness value is within the range of -1 to +1, suggesting a relatively small skewness, the negative value suggests that the majority of the data is concentrated on the right side of the distribution, with a tail extending towards the left. The Kurtosis value is -.119. The kurtosis value of -.119 suggests a slightly platykurtic distribution. It indicates that the distribution has lighter tails and a flatter peak compared to a normal distribution. Overall, based on the provided statistics, the product quality variable appears to have a moderate range, moderate variability, and a slightly left-skewed distribution with a slightly flatter shape than a normal distribution. The median being close to the mean suggests a relatively symmetrical distribution.

Pricing

Table 4.10 presents that the mean of the pricing for the 125 respondents in this study is 5.824 with a standard deviation of 1.017, 5.824 ± 1.017 . A lower standard deviation indicates that the data points are more evenly distributed. The variance is equal to 1.035. The median value of 6.125 represents the midpoint of the distribution. Since it is relatively close to the mean value, it suggests that the data is approximately symmetrically distributed. The maximum possible value is 7.000, and the least possible value is 2.880. The scale is 4.120. The skewness score is -.898. A skewness of -.898 shows that the distribution is slightly skewed to the left. Although the skewness number is in the -1 to +1 range, indicating a small skewness, the negative value indicates that the majority of the data is concentrated on the right side of the distribution, with a tail extending to the left. A kurtosis value is -.106. The value of -.106 indicates that the distribution is mildly platykurtic. When contrasted to a normal distribution, it shows that the distribution has lighter tails and a flatter peak. Overall, the pricing variable looks to have a moderate range, moderate variability, and a slightly left-skewed distribution with a little flatter shape than a normal distribution, based on the information presented. The fact that the median is close to the mean indicates that the distribution is largely symmetrical.

4.5 Correlation Analysis

4.5.1 Partial Correlation Analysis

In this study, partial correlation analysis was conducted to examine the association between variables while controlling for demographic factors. Partial correlation analysis is a statistical technique used to explore the relationship between two variables while accounting for the influence of additional factors, also known as control variables or covariates. It allows researchers to determine the unique relationship between the variables of interest while taking into account the shared variance with the control variables.

In the analysis, the demographic factors of gender, ethnicity, education level, occupation, and income, with the exception of religion and age, did not have a significant impact on the association between Purchase Intention, Product Packaging, and Product Quality. This suggests that these demographic variables did not contribute significantly to the relationship between the variables of interest. However, religion was found to have an impact on the association between the variables.

By controlling religion, the analysis aimed to isolate and investigate the specific relationship between Purchase Intention, Product Packaging, and Product Quality that is not influenced by religious factors. This approach allows for a more focused examination of the association between the variables, free from the potential confounding effects of religious influences.

By considering the influence of religion as a control variable, researchers can effectively isolate and analyze the specific relationship between Purchase Intention, Product Packaging, and Product Quality, independent of any effects related to religious beliefs or practices. This analysis provides valuable insights into the specific factors influencing the association between these variables, enhancing our understanding of consumer behavior and decision-making processes.

The utilization of partial correlation analysis further facilitated the extraction of the unique relationship between the variables of interest, while also considering the shared variance with the control variables. This statistical technique enabled the researchers to obtain a more precise understanding of the relationship between the variables, while mitigating the potential confounding effects of demographic factors. Through this method, the researchers were able to discern the independent influence of Purchase Intention, Product Packaging, and Product

Quality on consumer behavior, leading to valuable insights into consumer decision-making processes.

Table 4.11: Partial Correlation between Purchase Intention and Product Packaging Controlling for Religion

Correlations					
Control Variables			y: Purchase Intention	X1: Product Packaging	Religion
-none ^a	y	Correlation	1.000	.843	-.656
		Significance (2-tailed)	.	.000	.000
		df	0	123	123
	X1	Correlation	.843	1.000	-.524
		Significance (2-tailed)	.000	.	.000
		df	123	0	123
	Religion	Correlation	-.656	-.524	1.000
		Significance (2-tailed)	.000	.000	.
		df	123	123	0
Religion	y	Correlation	1.000	.776	
		Significance (2-tailed)	.	.000	
		df	0	122	
	X1	Correlation	.776	1.000	
		Significance (2-tailed)	.000	.	
		df	122	0	
a. Cells contain zero-order (Pearson) correlations.					

As indicated in Table 4.11, a partial correlation analysis was conducted to investigate the relationship between purchase intention (y) and product packaging (X1), while controlling for the influence of religion. The results revealed a strong positive partial correlation between y and X1, even after accounting for the effect of religion ($r = .776$, $n = 122$, $p < .01$). This finding suggests that an increase in product packaging is significantly associated with a higher purchase intention, independent of religious factors.

Comparing this partial correlation coefficient to the zero-order correlation ($r = .843$), it can be observed that controlling for religion had some impact on the strength of the relationship between purchase intention and product packaging. The partial correlation coefficient of .776, although slightly lower than the zero-order correlation, still indicates a substantial and statistically significant relationship between the variables.

This analysis highlights the importance of considering religion as a potential confounding variable when examining the relationship between purchase intention and product packaging. By controlling for religion, the researchers were able to isolate and evaluate the specific influence of product packaging on purchase intention, independent of religious factors.

Table 4.12: Partial Correlation between Purchase Intention and Product Quality Controlling for Age

Correlations						
Control Variables			y: Purchase Intention	X2: Product Quality	Age	
- none- a	y	Correlation	1.000	.728	.455	
		Significance (2-tailed)	.	.000	.000	
		df	0	123	123	
	X2	Correlation	.728	1.000	.373	
		Significance (2-tailed)	.000	.	.000	
		df	123	0	123	
	Age	Correlation	.455	.373	1.00	0
		Significance (2-tailed)	.000	.000	.	.
		df	123	123	0	0
Age	y	Correlation	1.000	.676		
		Significance (2-tailed)	.	.000		
		df	0	122		
	X2	Correlation	.676	1.000		
		Significance (2-tailed)	.000	.		
		df	122	0		

a. Cells contain zero-order (Pearson) correlations.

In Table 4.12, the relationship between Purchase Intention (y) and Product Quality (X2) was explored using Partial correlation, while controlling for Age. There was a strong positive partial correlation between y and X2, controlling for religion, $r = .676$, $n = 122$, $p < .01$, with increase in

y significantly related to higher y. A p-value less than .01 indicates that the partial connection is statistically significant. This implies that the observed association between purchase intention and product quality, after controlling for age, is highly unlikely to have occurred by chance alone. As a result, there is substantial evidence suggesting a reliable link between these variables. An inspection of the zero-order correlation ($r=.728$) suggested that controlling for age has some effect on the strength of the relationship between these two variables. Controlling age allows researchers to isolate and investigate the specific relationship between purchase intention and product quality that is independent of age-related characteristics. In conclusion, the analysis shows that there is a substantial positive relationship between purchase intention and product quality, even when age is taken into account.

Below Table 4.13 showed that the relationship between Purchase Intention (y) and Product Quality (X2) was explored using Partial correlation, while controlling for Religion. There was a strong positive partial correlation between y and X2, controlling for religion, $r= .660$, $n=122$, $p <.01$, with increase in y significantly related to higher y. A p-value less than 0.01 indicates that the partial connection is statistically significant. This implies that the observed association between purchase intention and product quality, after controlling for religion, is highly unlikely to have occurred by chance alone. As a result, there is substantial evidence suggesting a reliable link between these variables. An inspection of the zero-order correlation ($r=.728$) suggested that controlling for religion has some effect on the strength of the relationship between these two variables.

Table 4.13: Partial Correlation between Purchase Intention and Product Quality Controlling for Religion

Correlations						
Control Variables			y: Purchase Intention	X2: Produc t Quality	Religion	
-none ^a	y	Correlation	1.000	.728	-.656	
		Significance (2-tailed)	.	.000	.000	
		df	0	123	123	
	X2	Correlation	.728	1.000	-.422	
		Significance (2-tailed)	.000	.	.000	
		df	123	0	123	
	Religion	Correlation	-.656	-.422	1.000	
		Significance (2-tailed)	.000	.000	.	
		df	123	123	0	
Religion	y	Correlation	1.000	.660		
		Significance (2-tailed)	.	.000		
		df	0	122		
	X2	Correlation	.660	1.000		
		Significance (2-tailed)	.000	.		
		df	122	0		

a. Cells contain zero-order (Pearson) correlations.

4.5.2 Pearson Correlation Analysis

Pearson correlation analysis was employed to examine the relationship between variables. Pearson correlation is a statistical method used to measure the strength and direction of a linear relationship between two continuous variables. It assesses the degree of association between variables and provides a correlation coefficient, denoted as "r," as a summary statistic. The correlation coefficient reflects the strength and direction of the linear relationship between the variables under investigation. The range of the correlation coefficient is from -1 to +1, where -1 indicates a perfect negative correlation, +1 represents a perfect positive correlation, and 0 signifies no correlation between the variables.

In this study, a Pearson correlation coefficient was utilized to examine the relationships between purchase intention and three independent variables: product packaging, product quality, and pricing. The results, as presented in Table 4.14, revealed significant and strong positive relationships between purchase intention and each of the independent variables.

Firstly, there was a significant strong positive correlation between purchase intention and product packaging ($r = .843$, $n = 125$, $p < .01$). This indicates that an increase in interest in product packaging is associated with higher intentions to purchase Halal products. Secondly, the analysis showed a strong positive correlation between purchase intention and product quality ($r = .728$, $n = 125$, $p < .01$). This suggests that higher levels of perceived product quality are positively related to purchase intentions.

Table 4.14: Pearson Correlation between the Variables

		Correlations			
		y: Purchase Intention	X1: Product Packaging	X2: Product Quality	X3: Pricing
y	Pearson Correlation	1	.843**	.728**	.856**
	Sig. (2-tailed)		.000	.000	.000
	N	125	125	125	125
X1	Pearson Correlation	.843**	1	.695**	.928**
	Sig. (2-tailed)	.000		.000	.000
	N	125	125	125	125
X2	Pearson Correlation	.728**	.695**	1	.913**
	Sig. (2-tailed)	.000	.000		.000
	N	125	125	125	125
X3	Pearson Correlation	.856**	.928**	.913**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	125	125	125	125
**. Correlation is significant at the 0.01 level (2-tailed).					

Furthermore, a strong positive correlation was observed between purchase intention and pricing ($r = .856$, $n = 125$, $p < .01$). This implies that more favorable or competitive pricing is associated with increased purchase intentions. Additionally, the correlation analysis revealed a strong positive correlation between product packaging and product quality ($r = .695$, $n = 125$, $p < .01$), indicating that these two variables are positively related. Moreover, there was a very strong positive correlation between product packaging and pricing ($r = .928$, $n = 125$, $p < .01$), suggesting a strong association between these two variables. Lastly, a strong positive

correlation was found between product quality and pricing ($r = .913$, $n = 125$, $p < .01$), indicating a strong relationship between these two variables.

Overall, the findings indicate significant and positive relationships among purchase intention, product packaging, product quality, and pricing. The study suggests that an increase in interest in product packaging, higher levels of product quality, and more favorable pricing are all associated with increased purchase intentions for Halal products.

4.6 Multiple Regression

Multiple regression is a statistical analysis technique used to examine the relationship between dependent variables which is purchase intention and independent variables (product packaging, product quality, and pricing). It allows researchers to determine how well the independent variables collectively predict the dependent variable and the unique contribution of each independent variable. The dependent variable in this study is the consumer purchase intention to purchase Halal products. Multiple linear regression is used to determine whether the independent variables have a statistically significant relationship with the dependent variable.

The study's equation for regression with moderator is as follows:

$$y = \text{constant} + x1 + x2 + x3 + x4 + \text{error term}$$

y = consumer purchase intention

$x1$ = product packaging

$x2$ = product quality

$x3$ = pricing

$x4$ = pricing (product packaging + product quality) – moderating term

Table 4.15: Correlation Analysis between the Variables

		Correlations				
		y	X1	X2	X3	X4
Pearson Correlation	y	1.000	.843	.728	.856	.824
	X1	.843	1.000	.695	.928	.916
	X2	.728	.695	1.000	.913	.892
	X3	.856	.928	.913	1.000	.983
	X4	.824	.916	.892	.983	1.000
Sig. (1-tailed)	y	.	.000	.000	.000	.000
	X1	.000	.	.000	.000	.000
	X2	.000	.000	.	.000	.000
	X3	.000	.000	.000	.	.000
	X4	.000	.000	.000	.000	.
N	y	125	125	125	125	125
	X1	125	125	125	125	125
	X2	125	125	125	125	125
	X3	125	125	125	125	125
	X4	125	125	125	125	125

In Table 4.15, a Pearson correlation coefficient (r) was conducted to examine the relationship between the dependent variable, purchase intention (y), and the independent variables: product packaging (x_1), product quality (x_2), and pricing (x_3). The correlation coefficients revealed a significant strong positive relationship between purchase intention and each of the independent variables. The p -value was less than .01, indicating that the observed correlation is statistically significant.

Table 4.16: Model Summary of Multiple Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.872 ^a	0.760	0.754	0.77775

a. Predictors: (Constant), X4, X2, X1

The multiple regression analysis examined the relationship between purchase intention and a set of independent variables, including product packaging, product quality, and pricing. Table 4.16 showed that the model summary indicated a good fit and strong predictive power of the regression model. The model accounted for a substantial proportion of the variance in purchase intention, as indicated by the coefficient of determination ($R^2 = 0.76$, adjusted $R^2 = 0.754$). One variable, which is X3 (pricing) was removed from the analysis due to multicollinearity. Multicollinearity difficulties arise due to two or more predictor variables are significantly associated with each other. Multicollinearity makes determining the unique contribution of each variable in explaining the outcome variable challenging, and it can result in unstable or incorrect regression coefficients. Therefore, to resolve multicollinearity, one of the highly linked variables may be eliminated in such circumstances. This adjustment in the model led to a slightly lower adjusted R^2 value.

A one-way analysis of variance (ANOVA) was conducted to examine the relationship between the predictors (X4, X2, and X1) and the dependent variable (y). Table 4.17 shows that the overall model was statistically significant ($F = 127.654$, $p < .01$) with 124 degrees of freedom. This indicates that the combination of the predictors significantly explains the variation in the dependent variable. The predictors, X4, X2, and X1, collectively have a significant impact on

the dependent variable, y. However, it is important to note that the variable x3 was not included as a predictor in this analysis.

Table 4.17: Analysis of Variance

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	231.654	3	77.218	127.654	0.000 ^b
	Residual	73.193	121	0.605		
	Total	304.847	124			

a. Dependent Variable: y

b. Predictors: (Constant), X4, X2, X1

In this study, the regression equation was used to examine the relationship between the explanatory variables and the purchase intention (y) model. The results revealed that the explanatory variables, namely product packaging (X1) and product quality (X2), accounted for approximately 76.0 percent of the variation in the purchase intention.

Table 4.18: Multiple Regression

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-4.653	1.315		-3.538	.001		
	X1	1.317	.206	.968	6.404	.000	.087	11.526
	X2	.817	.199	.551	4.104	.000	.110	9.075
	X4	-.009	.004	-.555	-2.305	.023	.034	29.236

a. Dependent Variable: y

Furthermore, the estimations showed that both product packaging (X1) and product quality (X2) were found to be statistically significant explanatory variables, with significance levels lower than 0.01. These findings suggest that these variables play crucial roles in explaining variations in purchase intention.

Specifically, a one percent increase in product packaging (X1) was associated with a positive relationship effect, leading to an average increase of 1.317 percent in the intention to purchase, with statistical significance at the 0.01 level. Similarly, a one percent increase in product quality (X2) was associated with a positive relationship effect, resulting in an average increase of 0.817 percent in the intention to purchase, also with statistical significance at the 0.01 level. These findings highlight the importance of product packaging and product quality as significant factors influencing purchase intention in the context of the study.

According to the results in Table 4.18, the standardized coefficients also reveal the relative importance of the independent variables in predicting purchase intention. The variable with the highest standardized coefficient is X1 (product packaging), which has a coefficient of .968. This indicates that product packaging has the most significant and positive impact on purchase intention. In other words, a higher level of product packaging is associated with a substantial increase in purchase intention.

Following product packaging, the variable X2 (product quality) has a standardized coefficient of .551. This suggests that product quality also has a positive impact on purchase intention, although its influence is relatively smaller compared to product packaging. On the other hand, the variable X4 (pricing) has a standardized coefficient of -.555. This negative coefficient implies that pricing has no significant impact on purchase intention. According to the analysis,

although a relationship exists between pricing as a moderator and the dependent variable with p-value of 0.023, the evidence falls short of attaining statistical significance at the 1% level. Higher pricing levels are associated with a decrease in purchase intention.

In summary, based on the standardized coefficients, product packaging stands out as the most significant and influential factor in determining purchase intention. These findings emphasize the importance of effective product packaging strategies in attracting consumers and increasing their intention to purchase. Additionally, while product quality also plays a role, pricing appears to have a limiting effect on purchase intention.

4.7 Hypothesis Testing

The testable hypothesis was constructed in Chapter Two in order to meet the study objectives, as outlined in Chapter One. As in Chapter Two, the following section tests the link between the independent variables and the dependent variables under analysis.

H1: There is a significant relationship between Halal packaging and purchase intention.

Based on the finding results in Table 4.19, the hypothesis is supported. The hypothesis states that there is a significant relationship between Halal packaging and purchase intention. The p-value of less than 0.01 indicates that the relationship between the two variables is statistically significant at a high level of confidence. This suggests that there is strong evidence to support the claim that there is a relationship between Halal packaging and purchase intention. Therefore, we can reject the null hypothesis and conclude that Halal packaging has a significant effect on purchase intention. From the result, it can be inferred that Halal packaging plays a crucial role in influencing consumers' intention to purchase products. The significance of this relationship

underscores the importance of considering and implementing Halal packaging strategies to attract and retain consumers who value products that adhere to Halal standards.

Furthermore, from the total 125 respondents, 75.2 percent of the respondents in this study are Muslim. This information provides additional context to the hypothesis and suggests that the study sample includes a significant proportion of individuals who likely value and adhere to Halal practices and principles. Considering the significant relationship found between Halal packaging and purchase intention, and the high percentage of Muslim respondents, it can be inferred that the presence of Halal packaging is particularly important for this target group. Implementing Halal packaging strategies is likely to resonate positively with the Muslim consumers in the study, potentially influencing their purchase intention and aligning with their values and preferences.

H2: There is a significant relationship between product quality and purchase intention.

According to hypothesis H2 from the findings in Table 4.19, there is a significant relationship between product quality and purchase intention. The p-value associated with this hypothesis is less than 0.01, indicating strong statistical evidence to reject the null hypothesis and conclude that there is indeed a significant relationship between product quality and purchase intention.

Additionally, it is important to note that 68.0 percent of the respondents in this study hold a bachelor's degree, master's degree, or PhD. This information provides additional context and suggests that the study sample consists of a substantial proportion of individuals with higher educational attainment. Considering the significant relationship found between product quality

and purchase intention, as well as the high percentage of respondents with higher education levels, it can be inferred that consumers who are more educated may be particularly discerning when it comes to product quality. The findings suggest that product quality plays a crucial role in influencing their purchase intention. Companies and marketers should therefore emphasize and maintain high product quality standards to attract and retain consumers who possess higher educational qualifications.

H3: There is a moderating effect of pricing of packaging on purchase intention.

From the hypothesis findings, as shown in Table 4.19, there is a strong relationship between Halal packaging and purchase intention, which is further influenced by pricing as a moderating variable. The p-value associated with the moderating effect of pricing is 0.023, indicating not statistical significance at the 1% level. According to the analysis, although a relationship exists between pricing as a moderator and the dependent variable, the evidence falls short of attaining statistical significance at the 1% level. This finding suggests that the impact of Halal packaging on purchase intention is not constant across different pricing levels. The pricing variable plays a moderating role, influencing the strength or direction of the relationship between Halal packaging and purchase intention. In other words, the effect of Halal packaging on purchase intention is contingent upon the pricing strategy employed. This implies that pricing can either enhance or diminish the influence of Halal packaging on consumers' purchase intention. This suggests that Halal packaging plays a significant role in influencing purchase intention. However, the relationship between Halal packaging and purchase intention is further influenced by the presence of pricing as a moderating factor is not strong enough.

Further examination is warranted to fully comprehend the specific nature and dynamics of this moderating effect. Future research could explore various pricing strategies and their interactions with Halal packaging to gain a more comprehensive understanding of how these factors collectively shape consumers' purchase intentions.

H4: There is a moderating effect of pricing of product quality on purchase intention.

The hypothesis in Table 4.19 states that there is a strong relationship between product quality and its influence on purchase intention, which is further influenced by pricing as a moderating element. This moderating effect has a p-value of 0.023, indicating not statistical significance. Same as H3 based on the analysis, although a relationship exists between pricing as a moderator and the dependent variable, the evidence falls short of attaining statistical significance at the 1% level. This suggests that product quality plays a significant role in influencing purchase intention. However, the relationship between product quality and purchase intention is further influenced by pricing as a moderating factor that is not strong enough to support it. The significant moderating effect implies that the impact of product quality on purchase intention varies depending on different pricing levels.

Moreover, it is noteworthy that 56.8 percent of the respondents in this study have an income of less than RM3,000. This information provides additional context and suggests that a substantial proportion of the sample belongs to a lower income bracket.

The findings suggest that pricing has the potential to enhance or diminish the effect of product quality on purchase intention. This implies that consumers, especially those with lower

incomes, may consider both the product quality and the pricing of a product when making purchase decisions. Companies should take into account this moderating effect and carefully consider the interaction between product quality and pricing to optimize their impact on consumer purchase intention.

Further research and analysis are needed to gain a deeper understanding of the specific mechanisms and dynamics of this moderating effect, especially within the context of consumers with lower incomes. Exploring different pricing strategies and their influence on the relationship between product quality and purchase intention can provide valuable insights for businesses targeting this demographic.

H5: There is a moderating effect of pricing on purchase intention to buy Halal products.

There is a strong relationship between pricing and purchase intention. However, in the multiple regression analysis, the pricing moderating variable was excluded from the model. The p-value associated with the moderating effect of pricing was found to be 0.023, indicating no statistical significance. This suggests that pricing does not directly contribute to the relationship between pricing and purchase intention. However, the significant moderating effect implies that pricing may have an indirect influence on the relationship between other variables and purchase intention but is not strong enough to support it.

It is important to note that the exclusion of the pricing moderating variable from the multiple regression model indicates that it did not have a significant direct impact on the relationship. Instead, it appears to play a moderating role, affecting the relationship between other variables and purchase intention.

Further investigation is required to fully understand the nature of this moderating effect and its implications for the relationship between pricing and purchase intention. Future research could explore alternative models or consider additional variables to gain a more comprehensive understanding of the dynamics at play.

Table 4.19: Summary of Hypothesis Tests

Hypothesis	Results
H1: There is a significant relationship between Halal packaging and purchase intention.	Supported (At 1% level)
H2: There is a significant relationship between product quality and purchase intention.	Supported (At 1% level)
H3: There is a moderating effect of pricing of packaging on purchase intention.	Not Supported
H4: There is a moderating effect of pricing of product quality on purchase intention.	Not supported
H5: There is a moderating effect of pricing on purchase intention to buy Halal products.	Excluded

4.8 Conclusion

The data obtained in this chapter was analyzed and interpreted using SPSS 27.0. The outcomes of the tests were examined to see if they supported the hypotheses given in Chapter 2. The demographic profile of the respondents was described in tables in the descriptive analysis, as were the construct measurements of the four variables. All of the data discoveries also met the

parameters of the factor analysis. Furthermore, the statement's reliability and normalcy tests are incorporated in the scale measurement.

Furthermore, data from the study above suggested that all sample items from the questionnaire were reliable, and utilizing multicollinearity statistics, one multicollinearity problem existed. Due to multicollinearity, one variable, X3 (price), was omitted from the analysis. In the analysis, it was found that there was multicollinearity among the independent variables, specifically with variable X3 (price). As a result, X3 was excluded from the analysis to address the issue of multicollinearity. By removing X3 from the model, the adjusted R^2 value, which is a measure of the proportion of variance in the dependent variable accounted for by the independent variables, slightly decreased. This adjustment was necessary to ensure the validity and reliability of the regression analysis by reducing the multicollinearity issue.

Although the exclusion of X3 led to a slightly lower adjusted R^2 value, it improved the overall model by mitigating the problem of multicollinearity, which can distort the interpretation of the regression coefficients and compromise the accuracy of the results. Therefore, the adjustment made by removing X3 enhances the reliability of the analysis and provides more accurate estimates of the relationships between the remaining variables and the dependent variable.

Multiple regression analysis was used to investigate the relationship between product packaging, product quality, and pricing in influencing the purchase intention of Halal products in Malaysia. The findings of Chapter 4 are examined in Chapter 5 and their implications on theories, limitations, recommendations, and future research are highlighted and presented in a correct sequence.

CHAPTER 5

CONCLUSIONS

5.1 Introduction

Consuming Halal food products has become increasingly complex due to rising consumer expectations and awareness of food safety and quality issues. The existence of the Halal logo on food packaging plays a crucial role, as consumers heavily rely on it to determine the Halal status of a product. This analysis intentions to comprehensively analyze the level to which consumers in Malaysia consider the Halal logo on packaging and the quality of food products in their purchase intentions. Additionally, the study examines the impact of pricing on purchase intention. By doing so, the study seeks to contribute to the existing literature on Halal product consumption and provide valuable insights into consumer behavior. The researcher identifies various areas in the literature that warrant further exploration, such as Halal logo authentication, Halal certifications, product quality, pricing, and packaging, all of which contribute to consumer purchase intention.

The target population for this study consists of respondents residing in Malaysia, and a sample of 125 randomly selected participants was chosen. The questionnaire utilized in the study was designed to capture variables that influence consumers' purchase intentions for Halal food products, employing a Likert scale for measurement. The primary data collected from the surveys administered to the respondents was then organized and analyzed using the Statistical Package for Social Science (SPSS) software to generate statistical findings.

The "conclusion" section of this chapter provides a concise analysis of the findings derived from the data obtained in the previous chapter. The main focus of this chapter is to understand consumers' willingness to purchase Halal products. The Theory of Planned Behavior (TPB) model was employed in this study to assess the factors influencing purchase intention, and the results demonstrate that product packaging, product quality, and pricing all play a role in influencing customers' decision to purchase Halal products.

A detailed of the research findings will be held in order to validate the hypotheses. Furthermore, the statistical findings will be presented. This chapter will also conclude the ramifications and contributions of the study of different issues. This chapter will also explore possible recommendations in this context. The limits of the study that have been discovered as a result of such proceedings will be revealed. The analysis of the findings from this chapter will be concluded in a straightforward manner at the end of the study.

5.2 Summary of Research Findings

Based on the data, this study provided a summary of all the hypotheses, as indicated in Table 5.1 below. Two of the five hypotheses proposed prior to the findings were supported, while one hypothesis was excluded in the multiple regression analysis and the other two were not. These hypotheses have all met the study's objectives of investigating and analyzing customers' purchase intentions for Halal products.

Table 5.1: Summary of Hypothesis Testing

Hypothesis	Results
H1: There is a significant relationship between Halal packaging and purchase intention.	Supported (At 1% level)
H2: There is a significant relationship between product quality and purchase intention.	Supported (At 1% level)
H3: There is a moderating effect of pricing of packaging on purchase intention.	Not supported
H4: There is a moderating effect of pricing of product quality on purchase intention.	Not supported
H5: There is a moderating effect of pricing on purchase intention to buy Halal products.	Excluded

H1: There is a significant relationship between Halal packaging and purchase intention.

Based on the finding results in Table 4.19, the hypothesis is supported. The hypothesis states that there is a significant relationship between Halal packaging and purchase intention. The p-value of less than 0.01 indicates that the relationship between the two variables is statistically significant at a high level of confidence. This suggests that there is strong evidence to support the claim that there is a relationship between Halal packaging and purchase intention. Therefore, we can reject the null hypothesis and conclude that Halal packaging has a significant effect on purchase intention. From the result, it can be inferred that Halal packaging plays a crucial role in influencing consumers' intention to purchase products. The significance of this relationship underscores the importance of considering and implementing Halal packaging strategies to attract and retain consumers who value products that adhere to Halal standards.

H2: There is a significant relationship between product quality and purchase intention.

According to hypothesis H1 from the findings in Table 4.19, there is a significant relationship between product quality and purchase intention. The p-value associated with this hypothesis is less than 0.01, indicating strong statistical evidence to reject the null hypothesis and conclude that there is indeed a significant relationship between product quality and purchase intention.

5.3 Implication of the study

5.3.1 Managerial Implications

According to research, only two independent variables show a significant positive association in influencing consumer purchase intentions for Halal food products. Firstly, the study highlights the importance of product packaging in influencing consumers' purchase intentions towards Halal products. As shown in the results, there is a strong positive correlation between purchase intention and product packaging, indicating that consumers are more likely to purchase Halal products with attractive packaging and Halal logo. Based on the standardized coefficients analyzed from the study, the most significant and important variable in predicting purchase intention is X1 (product packaging) with a standardized coefficient of .968. This indicates that a one-unit increase in product packaging is associated with a nearly one-unit increase in purchase intention, holding other variables constant. This indicates that product packaging has the most significant and positive impact on purchase intention. In other words, a higher level of product packaging is associated with a substantial increase in purchase intention.

When considering product packaging, it is crucial to recognize the close connection between consumers and their decision-making process when purchasing products. Factors such as

quality, color, and material of the packaging can have a positive influence on consumers. Consumers generally prefer a range of product choices when making a purchase (Zhao et al., 2021). Additionally, Zhao et al. (2021) note that the way a product is packaged and presented in the marketplace has a significant impact on many individuals. Even though the actual product may have varying levels of quality, the packaging itself creates a strong impression and influences the consumer's mindset towards making a purchase. Consumers are attracted to visually appealing labels, informative packaging, and eye-catching designs. In a study conducted by Fatmi et al. (2020), it was found that the Halal logo has become a key factor with a growing significance in global markets. Numerous studies have indicated that the presence of the Halal logo has a direct positive influence on consumers' purchase intentions towards Halal products. As consumers become more aware of the Halal concept, their understanding of the importance of purchasing Halal products also increases. Thus, companies operating in the Halal industry should pay close attention to their product packaging design and information to enhance their product attractiveness and increase their sales.

Following product packaging, the variable X2 (product quality) also has a positive impact on purchase intention, although its influence is relatively smaller compared to product packaging with the standardized coefficient of .551. Indeed, the study highlights that product quality and pricing are important factors that significantly influence consumers' purchase intentions towards Halal products. Consumers consider the quality of the product as a key determinant in their decision-making process. High-quality Halal products are perceived as clean, healthy, and meeting the necessary standards. This positive perception of product quality enhances consumers' willingness to purchase Halal products.

Pricing also plays a crucial role in shaping consumers' purchase intentions. While consumers recognize that high-quality Halal products may come at a higher price, the study suggests that increasing prices can potentially reduce customer demand, particularly among price-sensitive consumers. Therefore, finding a balance between product quality and pricing is essential for attracting and retaining consumers. By considering the interplay between product quality, pricing, and the Halal concept, businesses and marketers can better understand and cater to consumers' purchase intentions towards Halal products. This knowledge can help them develop effective marketing strategies, optimize product offerings, and meet the expectations and preferences of their target audience.

Thirdly, the study highlights the impact of demographic factors, such as religion and age, on consumers' purchase intentions towards Halal products. These factors need to be taken into consideration when designing marketing strategies and targeting specific consumer segments. For example, the findings suggest that religious beliefs influence the relationship between purchase intention and product packaging. Therefore, companies may need to tailor their packaging designs to specific religious groups to appeal to their preferences and increase their sales.

Lastly, the study demonstrates the importance of using statistical techniques such as partial correlation analysis and Pearson correlation analysis to explore the complex relationships between variables. These techniques can provide valuable insights into the factors that influence consumers' purchase intentions and help companies make data-driven decisions to enhance their competitiveness in the market.

The findings and analysis of factors influencing consumers' purchase intentions towards Halal products in Malaysia indeed hold valuable insights for relevant authorities like the Department of Islamic Development Malaysia (JAKIM). These insights can assist them in formulating effective strategies to advance and support the Halal food industry in Malaysia.

The findings can inform the development of policies and regulations that enhance the credibility and integrity of the Halal certification process. Authorities can focus on ensuring that Halal products meet the expectations and preferences of consumers, particularly in terms of product quality, packaging, and pricing. They can also utilize the research findings to address any gaps or challenges identified in the study, such as improving consumer awareness and understanding of the Halal concept. Additionally, the data collected can help authorities identify specific areas of improvement within the Halal industry supply chain, including production, distribution, and marketing. By addressing these areas, they can facilitate the growth and sustainability of the Halal industry in Malaysia, attracting both domestic and international consumers.

Furthermore, all information that obtained from the research can be used to investigate export potential in countries with an increasing Muslim population. Malaysia may access into these markets as a trustworthy and reputable source of high-quality Halal food items, given the growing global demand for Halal products. Policymakers, trade organizations, and industry players can use the research findings to help them discover possible target markets, understand consumer preferences, and modify their marketing and export plans accordingly. By aligning their efforts with the research findings, the relevant authorities can work to increase Malaysia's Halal industry's competitiveness, promote economic growth, and establish Malaysia as a

leading hub for Halal products. This, in turn, can help Malaysia create jobs, raise investments, and enhance its socioeconomic outcomes.

In conclusion, the data collected, and analysis performed in this study provide valuable guidance for Malaysian authorities in developing effective plans for the domestic development of Halal food products and exploring export opportunities in countries with a significant Muslim population. Indeed, Malaysia has the potential to capitalize on its capabilities in the Halal business and leverage the research findings to contribute to the country's economic growth and prosperity. The findings can serve as a foundation for strategic planning and decision-making in the Halal industry, enabling Malaysia to position itself as a leading player in the global Halal market.

By leveraging the research findings, Malaysia can enhance its reputation as a reliable source of high-quality Halal products. The country can invest in infrastructure, technology, and innovation to improve the production and distribution processes of Halal products. This can lead to increased exports and attract foreign investments, thereby boosting the country's economy. Furthermore, the research findings can guide the development of marketing and promotional strategies to effectively communicate Malaysia's strengths in the Halal industry. By showcasing the adherence to stringent Halal standards, the country can build trust and credibility among domestic and international consumers, creating a competitive advantage in the global market.

In addition, the research findings can support the development of training programs and capacity-building initiatives to enhance the skills and knowledge of Halal industry professionals. This can contribute to the creation of a highly skilled workforce that can drive

innovation, quality assurance, and product development in the Halal sector. Overall, by leveraging the research findings, Malaysia can harness its capabilities in the Halal business and position itself as a global leader in the industry. This can not only drive economic growth and prosperity but also create employment opportunities, promote entrepreneurship, and strengthen the country's overall competitiveness in the international market.

5.3.2 Theoretical Implications

The Theory of Planned Behavior (TPB) was used to create a basis for this study in order to explore and comprehend the factors influencing customers to purchase Halal items. This study effectively found two independent variables, product packaging and product quality, that have a positive strong significant link in influencing customers' buying intention to purchase Halal items out of the total three independent variables.

The current study has a number of theoretical implications. First of all, it contributes to the existing literature on Theory of Planned Behavior (TPB). The study demonstrates that the TPB model can be utilized to explain consumer purchasing intentions toward Halal products. Second, the study delves into the influence of Halal product logo/packaging, product quality, and pricing on consumers' buy intentions. According to the data, Halal product packaging has a significant positive effect on consumer's purchase decisions. This implies that consumers in Malaysia are influenced by the packaging of Halal products when making their purchasing decisions. The positive effect of Halal product packaging on purchasing intentions can be attributed to several factors. Firstly, the packaging serves as a visual cue that communicates the Halal status of the product. Consumers rely on the packaging to identify whether a product is Halal-certified and meet their religious requirements. The presence of the Halal logo and

relevant information on the packaging assures consumers of the product's compliance with Halal standards, instilling trust and confidence in their purchasing decisions.

Secondly, attractive and well-designed packaging can capture consumers' attention and create a positive perception of the product. Packaging plays a crucial role in influencing consumers' perceptions of product quality, freshness, and value. Eye-catching packaging designs, vibrant colors, and informative labeling can enhance the overall appeal of the Halal product, making it more enticing to consumers.

Moreover, Halal product packaging can also convey information about the product's attributes, such as ingredients, nutritional content, and ethical considerations. Consumers who prioritize health, ethics, and sustainability may rely on the packaging to assess the product's alignment with their values and make informed choices accordingly.

Yener (2022) mentioned that the inclusion of the Halal logo on packaging signifies adherence to the quality standards in line with Islamic rules. According to the findings from Yener's (2022) study, businesses possessing Halal certificates are positively perceived by consumers, resulting in an increase in consumers' purchasing intentions. Furthermore, the results in the study demonstrate that Halal certification in product packaging significantly enhances both consumer purchase intention and trust in products manufactured by non-Muslim countries. This emphasizes the significance of product packaging as a marketing technique for attracting people to Halal products. The study also found that product pricing and quality have a significant positive impact on purchase intentions. This means that buyers find Halal products of high quality and reasonable prices to be more attractive.

Overall, this study offers valuable theoretical insights into the factors that influence customers' purchasing intentions for Halal items. The findings can help marketing and consumer behavior researchers and practitioners build effective ways for promoting Halal products and increasing consumer purchase intentions. To capitalize on this finding, businesses and manufacturers can invest in attractive and informative packaging designs that clearly communicate the Halal status of their products. By doing so, they can enhance consumers' perceptions, build trust, and ultimately increase the likelihood of purchase among the target market.

5.4 Contribution of the Study

The current study makes a significant contribution to the existing literature on Halal products and consumer behavior by investigating the factors that influence purchase intention in the specific context of Malaysia. By focusing on the role of product packaging, product quality, and pricing, the study sheds light on the unique dynamics of consumer decision-making in relation to Halal products. The findings of the study provide valuable insights into the factors that shape consumers' intentions to purchase Halal products. This contributes to the theoretical understanding of consumer behavior by adding knowledge about the specific influences and considerations that come into play when consumers make decisions regarding Halal products. By exploring the interplay between product packaging, product quality, and pricing, the study offers a comprehensive understanding of the factors that influence purchase intention in the context of Halal products.

Furthermore, the study contributes to the development of the Theory of Planned Behavior (TPB) by demonstrating its applicability in the context of Halal products. The TPB provides a theoretical framework for understanding and predicting human behavior, and this study extends

its application to the domain of Halal products. By examining how attitudes, subjective norms, and perceived behavioral control shape consumers' purchase intentions for Halal products, the study enriches the understanding of the TPB and its practical implications.

Moreover, the study contributes to the body of research on Halal products in the specific context of Malaysia. By focusing on the Malaysian market, the study provides context-specific insights into consumer preferences, attitudes, and behaviors related to Halal products. This information can be valuable for policymakers, marketers, and businesses operating in the Malaysian market, as it aids in developing effective strategies for the production, marketing, and promotion of Halal products.

Additionally, the study highlights the importance of demographic factors in understanding consumer behavior towards Halal products. By considering variables such as gender, ethnicity, education level, occupation, and income, the study sheds light on the demographic variations in purchase intention. This contributes to a more nuanced understanding of the heterogeneous consumer base and provides guidance for targeted marketing efforts. Furthermore, the analysis techniques employed in the study, such as Pearson correlation and multiple regression analysis, contribute to the methodological literature in consumer behavior research. The application of these statistical techniques enables a rigorous examination of the relationships between variables and provides evidence for the hypothesized associations. Researchers can draw upon these analytical approaches when investigating similar research questions in the field.

Overall, the study's contributions lie in advancing the theoretical understanding of consumer behavior towards Halal products, providing context-specific insights for the Malaysian market, considering the role of demographic factors, and employing robust analysis techniques. These

contributions collectively enhance the existing knowledge in the field and offer valuable implications for policymakers, businesses, and future research endeavors.

5.5 Limitations of the Study

It is important to acknowledge several limitations associated with the present study and its analysis. One key limitation is the use of convenience sampling, which may introduce sampling bias and restrict the generalizability of the findings to the broader population. Convenience sampling involves selecting participants based on their easy accessibility, such as recruiting individuals from a specific location or through online platforms. This approach may not adequately represent the entire target population and may result in a sample that is not fully representative of the population's characteristics and diversity.

To address this limitation, future research could consider employing more rigorous and representative sampling techniques. Random sampling or stratified sampling methods could be utilized to ensure that participants are selected in a more unbiased and representative manner. This would enhance the external validity of the study and increase confidence in the generalizability of the findings to the broader population of interest.

Second, the study utilized self-reported measures, which are subject to potential response biases through a questionnaire and subjective interpretations. Participants' responses may be influenced by social desirability bias or recall bias, which could affect the accurateness and dependability of the data. To mitigate these limitations, future studies could consider incorporating objective measures or utilizing alternative data collection methods.

The analysis of the data may have been affected by multicollinearity, which occurs when independent variables are highly correlated. Multicollinearity can distort the estimates of the relationships between variables and make it difficult to determine the unique contributions of each variable. This may have impacted the interpretation of the results and the ability to draw accurate conclusions from the analysis.

An additional limitation pertains to the study's narrow focus on a specific set of independent variables, namely Halal product packaging, product quality, pricing, and the Theory of Planned Behavior constructs. Other relevant factors that may influence purchase intentions, such as brand reputation, advertising, and cultural factors, were not included in the analysis. Future studies should consider incorporating a broader range of variables to deliver a more comprehensive grasp of the determinants of purchase intentions on Halal products.

Lastly, the sample size of 125 in the study was relatively small, which may limit the statistical power and generalizability of the findings. Future research with larger sample sizes would enhance the robustness of the results and increase confidence in the conclusions drawn.

The findings of the study should be interpreted with caution, taking into consideration these limitations. Future research should address these limitations by utilizing objective measures, increasing the sample size, including diverse demographic groups, incorporating a wider range of variables, and addressing issues related to multicollinearity. By doing so, a more comprehensive and valid understanding of the phenomenon can be achieved. Despite these limitations, the present study provides valuable insights into the factors influencing purchase intentions towards Halal products. It lays the groundwork for further research in this area and

offers practical implications for marketers and policymakers aiming to promote Halal products effectively.

5.6 Recommendation of this Study

Future research in the realm of Halal products and customer behavior should include the following recommendations:

- **Expand the Scope of Research:** Researchers can expand on the findings of this study by investigating additional factors that may influence purchasing intention in the context of Halal products. Factors such as brand reputation, marketing strategies, and consumer opinions, for example, can be examined further to provide a full picture of consumer behavior toward Halal products.
- **Examining the impact of cultural elements:** Future research should look into the impact of cultural factors on Halal product purchase intentions. Examining how cultural values, beliefs, and norms influence consumer behavior and decision-making in relation to Halal products is one example.
- **Comparative Studies:** Comparative studies can be conducted by researchers to evaluate the similarities and differences in consumer behavior and purchase intention across countries or regions. Comparing findings across contexts could be useful in identifying unique variables and cultural influences that could influence consumer attitudes and preferences for Halal products.
- **Investigating the effect of trust and credibility:** Future research should look at the impact of trust and credibility on customer behavior toward Halal items. This could

entail investigating how Halal certification, brand reputation, and customer trust influence purchase intention and consumer decision-making processes.

- Examining the role of marketing communication: Further studies might look into the effectiveness of various marketing communication tactics in promoting Halal products. This could entail researching the effects of advertising, social media campaigns, and other promotional activities on consumer purchase intentions.
- Examining the impact of e-commerce: As e-commerce grows in popularity, it would be worthwhile to investigate how online shopping platforms and digital marketing methods influence customer behavior and buy intentions for Halal items. This could include researching the impact of online reviews, website design, and user experience on consumer perceptions and purchasing decisions.

Recommendation for the government:

- Support the Development of the Halal Sector: The country should emphasize the development and growth of the Halal sector. This can be accomplished through government assistance, incentives, and rules that make it easier to develop and expand Halal-certified enterprises. By fostering a favorable climate for the Halal industry, the country will be able to attract more investments, improve production capacity, and meet the growing demand for Halal products.
- Strengthen Halal Certification Systems: To increase customer trust and confidence, the country's Halal certification systems should be strengthened. This can include simplifying certification processes, assuring strict Halal compliance, and maintaining openness in certification methods. As a result, the country can boost the legitimacy of its Halal products and appeal to both domestic and foreign consumers.

- **Foster Research and Development:** The country should invest in Halal-related research and development activities. This can include supporting research initiatives, establishing research centers, and encouraging collaborations among researchers, industry stakeholders, and academic institutions. By encouraging Halal product research and development, the country may stimulate innovation, increase product offers, and maintain its lead in the worldwide Halal market.
- By implementing these recommendations, the country will be able to enhance its Halal industry, improve consumer perceptions, and increase intention to purchase, while researchers will be able to contribute to the existing knowledge base, drive innovation, and support evidence-based decision-making in the field of Halal products.

5.7 Conclusion

In conclusion, this chapter provides a comprehensive summary of the entire report, focusing on the statistical analysis of the findings and providing a detailed explanation. The concepts and factors related to consumers' purchase intention for Halal products were derived from previous empirical research, forming the basis for the hypotheses. This study aimed to examine the factors that influence purchase intention towards Halal products in Malaysia. Through the analysis of data collected from 125 respondents, several key findings and conclusions were drawn. The collected data underwent several statistical analyses using the SPSS program, including examination for normality, reliability assessment, factor analysis, and multiple regression. These analyses were conducted to ensure the quality and validity of the data and to derive meaningful insights from the research.

From the findings of the analysis, the study found that product packaging, product quality, and pricing significantly influence purchase intention. These variables demonstrated strong positive correlations with purchase intention, indicating that consumers are influenced by these factors when making decisions to purchase Halal products. This can be concluded that product packaging has the most reliable relationship, followed by product quality, all of which have a significant positive relationship in influencing the intention of consumers to purchase Halal products with the significant value less than 0.01. Contrary to expectations, the analysis revealed that pricing did not have a significant positive influence on consumers' purchase intention towards Halal products. These findings highlight the importance of considering multiple factors and their interplay when examining consumers' purchase intention in the context of Halal products.

Finally, it is important to acknowledge the limitations of this study and provide recommendations for future scholars interested in investigating similar topics. Additionally, all of the findings in this study have directly addressed the research questions and successfully achieved the study's objectives.

Despite these limitations, the study contributes to the existing literature by shedding light on the factors influencing purchase intention towards Halal products in Malaysia. The findings provide valuable information for researchers, policymakers, and marketers in developing strategies to promote and enhance the market for Halal products.

In summary, this study offers significant insights into the determinants of consumers' purchase intentions towards Halal products. The findings have practical implications for practitioners and researchers in the Halal industry, providing guidance for the development of effective

marketing strategies and enhancement of product marketability. Moreover, the study contributes to the theoretical understanding of consumer behavior, specifically in relation to the Theory of Planned Behavior and the influence of product packaging, product quality and pricing.



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APPENDICES

Questionnaires

A STUDY ON HALAL LOGO AND PRODUCT QUALITY MODERATED BY PRICING TO INFLUENCE PURCHASE INTENTION

Hi All,

Good day to you! Dear all, I am conducting a study on Halal Logo and Product Quality Moderated by Pricing to Influence Purchase Intention.

This questionnaire has five (5) parts and only takes ten minutes to complete. All data collected will be anonymous and will not be disclosed to any third party. Your participation in completing this questionnaire is greatly appreciated. Thank you!

Soal selidik ini mempunyai lima (5) bahagian dan hanya mengambil masa sepuluh minit untuk dilengkapkan. Semua data yang dikumpul tidak akan didedahkan kepada mana-mana pihak ketiga.

Penyertaan anda dalam melengkapkan soal selidik ini amat dihargai. Terima kasih!

* Indicates required question

Section A – Demographic Respondents / Demografi Responden

Instruction / Arahan

This section includes 7 items about the respondent's background. / Bahagian ini mengandungi 7 item berkaitan latar belakang responden.

1. Gender *

Mark only one oval.

Male

Female

2. Age *

Mark only one oval.

17-20

21-30

31-40

41-50

Above 51 years old

3. Race *

Mark only one oval.

- Malay
- Chinese
- Indian
- Other: _____

4. Religion *

Mark only one oval.

- Islam
- Buddhist
- Christian
- Hindu
- Other: _____

5. Education Level *

Mark only one oval.

- SPR/ PMR
- SPM
- STPM
- Undergraduate
- Master Degree
- PhD
- Others



6. Occupation *

Mark only one oval.

- Private Sector
- Government Sector
- Student
- Self-employed
- Housewife
- Unemployed
- Retired

7. Income *

Mark only one oval.

- Below RM1,500
- RM1,501- 3,000
- RM3,000 - 6,000
- Above RM6,000

Section B - Product Packaging/ Pembungkusan Produk

Instruction / Arahan

Please select the appropriate scale below to indicate how much you agree with the following statement. /
Sila pilih skala yang sesuai di bawah untuk menunjukkan sejauh mana anda bersetuju dengan pernyataan
berikut.

8. Halal products in the market have attractive design./ *
Produk Halal di pasaran mempunyai reka bentuk yang menarik.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

9. I prefer to buy Halal products even though the packaging is not nice looking. *
Saya lebih suka membeli produk Halal walaupun pembungkusannya tidak cantik.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

10. A clear Halal logo needs to be labelled on the packaging of the food products./ *
Logo Halal yang jelas perlu dilabel pada pembungkusan produk makanan.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

11. I always look for the Halal logo on the packaging before I purchase the products./ *
Saya sentiasa mencari logo Halal pada pembungkusan sebelum saya membeli produk itu.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

12. The packaging design has an influence on me during my purchase./ *
Reka bentuk pembungkusan mempunyai pengaruh terhadap saya semasa pembelian saya.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

Section C - Product Quality / Produk Kualiti

Instruction / Arahan

Please select the appropriate scale below to indicate how much you agree with the following statement. /
Sila pilih skala yang sesuai di bawah untuk menunjukkan sejauh mana anda bersetuju dengan pernyataan berikut.

13. Halal products does not contain alcohol, pork and not contaminate./ *
Produk Halal tidak mengandungi alkohol, khinzir (babi) dan tidak tercemar.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

14. Halal certificate guarantee the quality of the food products./ *
Sijil Halal menjamin kualiti produk makanan.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

15. I choose Halal product because of the quality./ *
Saya memilih produk Halal kerana kualitinya.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

16. I believe that the products with Halal certificate are clean, safe and healthy./ *
Saya percaya produk yang mempunyai sijil Halal adalah bersih, selamat dan sihat.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

17. Halal products generally are of high quality./ *
Produk Halal umumnya berkualiti tinggi.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

Section D - Product Pricing / Harga Product

Instruction / Arahan

Please select the appropriate scale below to indicate how much you agree with the following statement. /
Sila pilih skala yang sesuai di bawah untuk menunjukkan sejauh mana anda bersetuju dengan pernyataan berikut.

18. Halal products price is reasonable./ *
Harga produk Halal adalah berpatutan.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

19. I am willing to pay high price for products with Halal logo./ *
Saya sanggup membayar harga yang tinggi untuk produk dengan logo Halal.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
 Disagree/ Tidak Setuju
 Slightly Disagree/ Sedikit Tidak Setuju
 Neutral/ Neutral
 Slightly Agree/ Sedikit Setuju
 Agree/ Setuju
 Strongly Agree/ Sangat Setuju

20. Halal products is more expensive because it goes through special production process./ *
Produk Halal lebih mahal kerana melalui pemprosesan khas.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
 Disagree/ Tidak Setuju
 Slightly Disagree/ Sedikit Tidak Setuju
 Neutral/ Neutral
 Slightly Agree/ Sedikit Setuju
 Agree/ Setuju
 Strongly Agree/ Sangat Setuju

21. I will buy Halal product if it is on discount./ *
Saya akan membeli produk Halal sekiranya ada harga diskaun.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
 Disagree/ Tidak Setuju
 Slightly Disagree/ Sedikit Tidak Setuju
 Neutral/ Neutral
 Slightly Agree/ Sedikit Setuju
 Agree/ Setuju
 Strongly Agree/ Sangat Setuju

22. I will only buy Halal products even if the price is higher than products without Halal./ *
Saya hanya akan membeli produk Halal walaupun harganya lebih tinggi daripada produk tanpa Halal.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

Section E - Purchase Intention/ Niat untuk membeli

Instruction / Arahan

Please select the appropriate scale below to indicate how much you agree with the following statement. /
Sila pilih skala yang sesuai di bawah untuk menunjukkan sejauh mana anda bersetuju dengan pernyataan berikut.

23. It is important for me to buy products with Halal certificate./ *
Penting untuk saya membeli produk yang mempunyai sijil Halal.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

24. I will possibly buy a product with the Halal logo in the future./ *
Saya berkemungkinan akan membeli produk dengan logo Halal pada masa hadapan.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

25. I will choose Halal products even if I am not sure of the taste and familiar with the brand./ *
Saya akan memilih produk Halal walaupun saya tidak pasti rasa dan tidak biasa dengan jenamanya.

Mark only one oval.

- Strongly Disagree/ Sangat Tidak Setuju
- Disagree/ Tidak Setuju
- Slightly Disagree/ Sedikit Tidak Setuju
- Neutral/ Neutral
- Slightly Agree/ Sedikit Setuju
- Agree/ Setuju
- Strongly Agree/ Sangat Setuju

(Sources: Zainul Basri and Kurniawati (2019), Temizkan (2022), Mohd Dali et al. (2009))

APPROVAL PAGE

**TITLE OF PROJECT PAPER: HALAL LOGO AND PRODUCT QUALITY
MODERATED BY PRICING TO INFLUENCE
PURCHASE INTENTION**

NAME OF AUTHOR : ROSALINA TAN BINTI ROSLAN TAN

The undersigned certify that the above candidate has fulfilled the condition of the project paper prepared in partial fulfillment for the degree of Master of Business Administration (Management).

APPROVED BY:

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ENDORSED BY:

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Date: