

Dimension of Halal Purchase Intention: A Preliminary Study

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Abstract

This paper aims to do preliminary study on dimensions within factors associated to Halal purchase intention. Using questionnaire surveys on 135 respondents from Kota Samarahan District in Sarawak, Malaysia, 9 dimensions named Solidity, Certainty, Universal, Brand Association, Purity, Conformity, Halal-ness, Place & Distribution, and Knowledge were extracted using Varimax Factor Analysis from four suggested variables: Marketing Concept; Awareness, Halal Certificate; and Religiosity. The paper intends to path the way for deeper and more thorough future research on the area.

Keywords: Halal, Religiosity, Purchase Intention.

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1.0 INTRODUCTION

There are 60.4% Muslim living in Malaysia as the dominant group within a plural society. As one of the most important concepts for Muslim is Halal; therefore, in Malaysia the issue of Halal has become consumers' vital concern.

Halal refer to as lawful or permitted by Islamic law (Halal and Haram: A Important Book for Muslim Consumers, 2006; Riaz & Chaudry, 2004). Most of the time, when it is comes to Halal, it always positioned in mind as something that related to food. Nevertheless, Halal actually covers wide areas of consideration such as purchase intention, source of income (Regenstein, Chaudry, & Regenstein, 2003); attitude toward advertisement, attitude toward product and purchase intention (Maheswaran & Sternthal, 1990); word of mouth (Soderlund, 2006); and religiosity (Worthington et al., 2003). This paper attempts to preliminarily explore the possible existence of dimensions for purchasing intention of Halal products, which is its main objective.

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by the Malaysia government. In order to gain the Halal certification, manufacturers must stick on to strict cleanliness and quality controls. MS 1500:2004 also help the food manufacturers to control and provide guidance in the product processing in order to satisfy a Syarie, Hazard Analysis Critical Control Point (HACCP) and Good Manufacturing Practices (GMP).

This Halal product certification covers the examination of food processes, from the preparation, slaughtering, ingredients used, cleaning, handling and processing, right down to transportation and distribution. In addition, to meet the Halal requirement, food producers are encouraged to adapt and maintain standards that meet global benchmarks such as ISO9000, Codex Alimentary, HACCP and Good Hygienic Practice (Hayati et al., 2008).

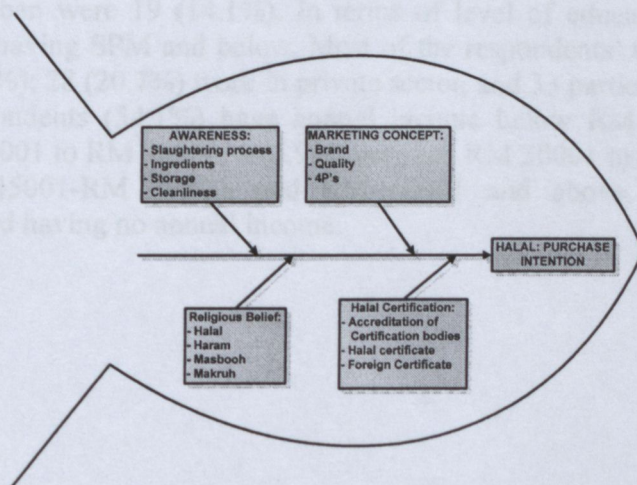
Religion & Religiosity

Religion plays an important role in influencing consumers' attitude and behavior due to the nature of human beings, where their attitudes and behavior is based on their belief or religion. Essoo & Dibb (2004) stressed that religion dictates consumers' alternative choices on food, grocery products and others products.

Religiosity on the other hand represents the level of devoutness of a particular person in his religion. Previous studies have shown that religiosity as a faith with God and promise to pursue philosophy that set by God and therefore will affect behavior and attitude (Conrad, 2004). Therefore, religiosity of consumers have become a vital part in marketing especially in advertisement (Froehle, 1994). Religiosity also has a strong impact on consumers' behavior and attitude (Weaver & Agle, 2002).

Figure 1 below depicts the simplified brainstorming process in identifying the items and variables associated to purchase intention.

Figure 1: Brainstorming Using Fishbone Diagram



	<i>Sources</i>	<i>Measurement</i>
<i>Marketing Concept</i>	Regenstein, Chaudry, & Regenstein (2003) Soderlund (2006)	6-Likert Scale
<i>Awareness</i>	Froehle (1994)	6-Likert Scale
<i>Halal Certificate</i>	Hayati et al. (2008)	6-Likert Scale
<i>Regiousity</i>	Weaver & Agle (2002); Worthington et al. (2003)	6-Likert Scale

3.0 METHODOLOGY

This study employed the survey research methodology from a random sample of 200 respondents around Kota Samarahan, randomly based on non probability basic sampling where the respondents do not know they will be selected as a sample subject (Malhotra, 2004). Research surveys were used to quantitatively gauge the level of understanding of general Halal concept that contributes to Muslim consumer purchasing decision. The questions were prepared using six point Likert scale questionnaires. The six anchors that were used in the questionnaires were (1) strongly disagree, (2) disagree, (3) fairly disagree, (4) fairly agree, (5) agree, (6)strongly agree.

4.0 RESULTS & DISCUSSION

135 questionnaires were successfully collected from 200 being distributed, giving a 67.5% response rate. Sekaran (2000) agrees with Roscoe (1975) that for most studies, a sample size between 30 and 500 would be sufficient.

Analysis on the respondents' demographic profiles as in Table 1 below reveals that majority of the respondents were female, 78 (57.8%), while for age category, the number of respondents' with age between 20-29 years old, 86 (63.7%) was the highest. Most of the respondents were single, 70 (51.9%) respondents. Malay constituted highest respondents' race with 116 (85.9%) respondents, while the rest, includes Bidayuh, Melanau, and Iban were 19 (14.1%). In terms of level of education, 67 respondents (49.6%) stated having SPM and below. Most of the respondents' works in government sector, 51 (37.8%); 28 (20.7%) work in private sector, and 33 participants were students. 73 of the respondents (54.1%) have annual income below RM 15000; 20 (14.8%) between RM 15001 to RM 30000; 8 (5.9%) between RM 30001 to RM 45000, 2 (1.5%) between RM 45001-RM 60000, and RM 60001 and above, while 30 (22.2%) respondents cited having no annual income.

Demographic Variable	Category	Frequency	Percent (%)
Gender	Male	32	42.2
	Female	43	57.8
Age	18-24	46	61.3
	25-34	18	23.7
	35-44	10	13.3
	45-54	7	9.2
Marital Status	Single	38	50.0
	Married	37	49.0
Highest Level Education	High School	15	19.7
	College	23	30.3
	Master's	10	13.3
	PhD	7	9.2
	Other	5	6.6
Occupation	Student	11	14.5
	Business	14	18.4
	Health	7	9.2
	Other	4	5.3
Annual Income	Less than \$10K	11	14.5
	\$10K - \$19,999	26	34.2
	\$20K - \$29,999	7	9.2
	\$30K - \$39,999	7	9.2
	More than \$40K	10	13.3
Type of Respondent	Not a follower	5	6.6
	Follower	13	17.1
	Devout follower	56	73.7
	Other	12	15.7

Table 1: Demographic Profile of Respondents

Respondents were asked to rate their level of religiosity. Highest number of respondents claimed to be devout followers (48.9%); 36 (26.7%) a devout follower, 12 (8.9%) extremely devout follower, 11 (9.3%) fairly not devout follower, 6 (4.4%) not a devout follower, 5 (3.7%) of the respondents admitted to totally not at all a devout follower.

4.1 Purchase Intention

Table 2, Table 3, Table 4 and Table 5 report the mean scores of all 9 items within Purchase Intention, ease of purchase, purchase frequency, and Certainty and Religiosity, respectively.

Demographic Variables	Details	Frequency	Percent (%)
Gender	Male	57	42.2
	Female	78	57.8
Age	20-29 years old	86	63.7
	30-39 years old	18	13.3
	40-49 years old	21	15.6
	50-59 years old	8	5.9
	60 years old and above	2	1.5
Marital Status	Single	70	51.9
	Married	63	46.7
	Others	2	1.5
Race	Malay	116	85.9
	Others	19	14.1
Highest Level Education	SPM and below	67	49.6
	STPM	19	14.1
	Diploma	14	10.4
	Degree	25	18.5
	Master	3	2.2
	Others	7	5.2
Occupation	Government	51	37.8
	Private sector	28	20.7
	Student	33	24.4
	Unemployed	6	4.4
	Others	17	12.6
Annual Income	Below RM 15000	73	54.1
	RM 15001 - RM 30000	20	14.8
	RM 30001 - RM 45000	8	5.9
	RM 45001 - RM60000	2	1.5
	Above RM 60001	2	1.5
	No annual income	30	22.2
Level of religiosity	Not at all	2	1.5
	Not a devout	6	4.4
	Fairly not a devout	13	9.6
	Fairly a devout	66	48.9
	A devout	36	26.7
	An extremely devout	12	8.9

Respondents were asked to rate themselves of their level of religiosity. Highest number of respondents claimed to be fairly devout follower, 66 (48.9%); 36 (26.7%) a devout follower, 12 (8.9%) extremely devout follower, 13 (9.6%) fairly not devout follower, 6 (4.4%) not a devout follower and 2 (1.5%) of the respondents admitted to totally not at all a devout follower.

4.1 Purchase Intention

Table 2; Table 3; Table 4; and Table 5 depict the mean scores of all 9 items within Purchase Intention: Marketing Concept; Awareness; Halal Certificate; and Religiosity respectively.

Table 2: Means for marketing concept

Variables	Mean	Std. Dev
Always make sure product that purchased is Halal	5.57	0.71
When purchasing brand is vital	4.83	1.20
Purchase based on the brand	4.42	1.21
Choose to purchase Halal even not familiar with the brand	4.39	1.40
Make sure the quality of a Halal product	5.18	0.99
Before purchasing consider with the price	4.81	1.20
Choose to purchase Halal even quite expensive	4.64	1.10
Sales promotion influence in purchasing Halal product	4.30	1.21
Place plays important role in purchasing Halal product	4.64	1.17
Total	4.79	0.67

The statement “*always make sure product that purchased is Halal*” had the highest mean of 5.57 while the lowest mean for this **marketing concept** variable was “*sales promotion influence in purchasing Halal product*” with 4.30.

Table 3: Means for Awareness

Variables	Mean	Std. Dev
Before purchasing meat product make sure with the slaughtering	5.50	0.80
Will not purchase if not sure with the slaughtering process	5.16	1.07
The important slaughtering process that follow Islamic rules	5.66	0.65
Always aware with the product ingredients	5.16	0.92
Know that certain food additive contain non Halal ingredients	4.85	1.16
A product contain 1% of prohibited ingredient	5.32	0.95
Will not purchase Halal product if it arrange next to non-Halal	5.10	1.13
Cleanliness and protection is equally important	5.54	0.63
Not purchase distributors of Halal product if not practicing cleanliness	5.66	4.47
Total	5.38	0.81

For the variable **awareness**, “*important of slaughtering process that follow the Islamic rules*” and “*will not purchase if distributors not practicing cleanliness*” were the two highest mean with score of 5.66. The lowest mean score was 4.85 for the variable “*knowing that certain food additive contains non Halal ingredients*”

Table 4: Means for Halal Certificate

Variables	Mean	Std. Dev
Halal logo is important in choosing product	5.66	0.60
Choose Halal product based on the Halal logo on product	5.27	0.87
Purchase without considering which institution	3.10	1.60
Does not matter who produces the Halal logo	3.17	1.67
Know that forged logo exist	5.08	1.02
Know to differentiate between genuine and not genuine Halal logo	4.71	1.11
Know certain products received Halal certificate from other country	4.57	1.10
Will purchase product that have Halal logo from other country	3.63	1.48
Will always be careful when choosing product with Halal logo	5.24	0.84
Total	4.47	0.62

Table 4 shows the means for **Halal Certificates** items. “*Halal logo is important in choosing product*”, showed the highest mean value of 5.66, while the lowest mean value was “*purchase without considering which institution produces the logo*”. Some interesting observation detected were on the low mean scores for two other items, “*will purchase product that have Halal logo from other country*” with 3.63 and 3.17 mean score for “*does not matter who produces the Halal logo*” respectively.

Table 5: Means for Religion belief

Variables	Mean	Std. Dev
As Muslim well informed every product that purchased supposedly Halal	5.71	0.56
Well informed that matters on Halal is important	5.64	0.60
Noticed every product that are Haram to be eaten by Muslim	5.20	1.02
Not consume product contain non-Halal ingredient	5.43	0.87
Know there are certain product considered as Makruh	4.93	0.94
Islam does not encourage of using or consuming Makruh	5.11	0.88
Know that product that is Masbuh need to avoid	5.22	0.83
Will not purchase if not sure with the ingredients	5.39	0.74
Realize that everything eaten will influences life	5.54	0.71
Total	5.35	0.64

Table 5 depicts mean scores for **religion belief** variable. The highest mean value under this variable was “*as a Muslim well informed that every product that supposedly Halal*” with 5.71, while the lowest value of mean was that “*certain product considered as Makruh*” which was 4.93.

4.2 Halal Purchase Intention Dimensions

Table 6 depicts the findings for factor analysis on the four variables. Using SPSS, a principle components extraction was done to find a pattern to preliminarily Halal Purchase Intention Dimensions. The KMO was 0.737, greater than the required minimum of 0.6 for a satisfactory factor analysis to be proceed further. Total Variance explained was 62% for the suggested 9 dimensions.

Table 6: Varimax Factor Analysis for Halal Purchase Intention Dimensions

Item	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8	Factor 9
Know the ingredients involved	0.811								
Know types of ingredients in processing product	0.809								
Know the processes in processing product	0.833								
Know those who control quality management at factory		0.792							
Know those who sell and encourage of selling or distributing product for the market		0.769							
Know whether the factory is certified halal by the government		0.836							
I followed the instructions and just purchased product without any self-inspection		0.854							
Know well whether what is sold in the product is safe		0.868							
Purchase things considering which ingredients are used in the processing		0.822							
Brand is not as important			0.804						
Usually purchase based on brand			0.812						
Brand is the first thing I look at			0.795						
Have clear information on the risk of the participating brand			0.873						
I know that the product is safe even if I had inspected it should not be eaten			0.841						
Get information about the risk of the participating business				0.809					
Make sure of the quality of the product				0.847					
Choose ingredients that are halal if possible					0.743				
Buy halal even if the price is higher					0.737				
Wish you could influence the processing plant					0.804				
Not likely to purchase if it is selling rural to rural like a street						0.719			
Will not purchase if the quality is not promising immediately							0.838		
Have many problems that are not solved in the matter of halal in a month								0.708	
Know that certain products are available from halal suppliers after a while									0.876
Eigenvalue	7.862	3.271	2.019	1.507	1.217	1.111	1.081	0.98	1.028
% of variance	33.212	13.636	8.399	6.277	5.044	4.632	4.502	4.119	4.289
Cumulative % of variance	33.212	46.848	55.247	61.524	66.568	71.199	75.701	80.221	84.510
Rotated	4.072	3.076	2.286	1.718	1.511	1.387	1.348	1.241	1.277

Note: Extraction Method: Principal Component Analysis.

Rotated factors. Varimax with Kaiser Normalization. Rotation converged in 13 iterations.

SOLIDITY

- As a Muslim, well informed that matters on Halal food or things are important.
- Knows the important of process to follow Islamic rules.

	SOLIDITY	CERTAINTY	UNIVERSAL	BRAND ASSOC.	PURITY	CONFORMITY	HALAL-NESS	PLACE & DISTRIB	KNOWLEDGE
As a Muslim well informed that matters on Halal food or things are important	.796								
Know the important of process to follow Islamic rules	.793								
As a Muslim well informed that every product that purchased supposed to be Halal	.741								
Cleanliness and protection is equally important	.726								
Before purchasing meat, make sure the slaughtering process	.721								
Halal logo is important in choosing product	.699								
Will not purchase or use a product if in doubt with the ingredients	.533								
Know there are certain product considered as Makruh		.792							
Know Islam does not encourage of using or consuming product that are Makruh		.758							
Know product that is Masbuh/ doubted need to be avoided		.638							
If informed that a product that just purchased contain non Halal will not consume it		.554							
Does not matter which institution produces the logo			.868						
Purchase without considering which institution produces the certificate			.862						
Brand is vital in purchasing				.864					
Usually purchased based on brand				.812					
Know that forged Halal logo exist					.795				
Place plays an important role for me in purchasing Halal					.573				
Know that if a product contain even 1% of prohibited it should not be eaten					.541				
Not purchase if not sure with the slaughtering process						.669			
Make sure of the quality of the product						.647			
Choose to purchase Halal even it is quite expensive							.743		
Buy Halal even the brand not familiar							.720		
Sales promotion influences in purchasing Halal							.594		
Not likely to purchase if it is arrange next to non Halal product								.710	
Will not purchase if the distributors not practicing cleanliness								.634	
Know every products that are prohibited to be eaten or used by a Muslim									.730
Know that certain products received their Halal logo from other country									.576
<i>Eigenvalue</i>	7.997	3.311	2.013	1.803	1.671	1.479	1.461	1.336	1.256
<i>% of variance</i>	22.215	9.196	5.591	5.007	4.641	4.109	4.058	3.711	3.488
<i>Cumulative % of variance</i>	22.215	31.411	37.002	42.009	46.650	50.758	54.816	58.527	62.015
<i>Reliability</i>	0.876	0.743	0.885	0.75	0.648	0.461	0.556	0.463	0.575

Notes: Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 13 iterations.

SOLIDITY

- As a Muslim, well informed that matters on Halal food or things are important.
- Knows the important of process to follow Islamic rules.

- As a Muslim, well informed that every product that purchased supposed to be Halal.
- Cleanliness and protection is equally important.
- Before purchasing meat, make sure the slaughtering process.
- Halal logo is important in choosing product.
- Will not purchase or use a product if in doubt with the ingredients.

In general, Halal products are only relevant for Muslim because Muslim is required to purchase products that are permitted under the Shariah Law. Whilst it is not applicable for other religions because other religions are not bound to this Islamic- Shariah Law, this dimension is applicable to Muslim with a rather solid understanding of the teaching itself. Furthermore, a Halal label is an important factor for Muslim in choosing product and as source of information of the contained ingredients.

CERTAINTY

- Know there are certain products considered as Makruh.
- Know Islam does not encourage of using or consuming product that are Makruh.
- Know product that is Masbuh/ doubted need to be avoided.
- If informed that a product that just purchased contain non Halal will not consume it.

Having intention to purchase Halal products involve the feelings of certainty, that is to know what product which are not encouraged to consumed (Makruh), to avoid due to doubt (masbuh), and to avoid not able to consume purchased product if it turned out to be non-Halal.

UNIVERSAL

- Does not matter which institution produces the logo.
- Purchase without considering which institution produces the certificate.

Universal reflects the teaching of Islam, which is for everybody, having the logo and also certificate not restricted to any specific institution.

BRAND ASSOCIATION

- Brand is vital in purchasing.
- Usually purchased based on brand.

Brand association explains the importance of creating a “believable” image that could portray to consumer that that certain products are ‘permissible’ to consume.

the cleanliness of a product.

PURITY

- Know that forged Halal logo exist
- Place plays an important role for me in purchasing Halal
- Know that if a product contain even 1% of prohibited it should not be eaten
- Know that certain products received their halal logo from other country

It is important for producer to understand this dimension, to have a genuine Halal logo, the right place for product distribution, and to ensure the purity of product and process. The power of negative word-of-mouth could definitely hurt producer for failure in this dimension.

CONFORMITY (QUALITY) CONCLUSION

- Not purchase if not sure with the slaughtering process.
- Make sure of the quality of the product.

Liker (2004) stresses on the importance of having the right process to produce the right results, while Hayati, et. al (2008) calls for concern and implementation of total quality management practices in Halal industry to ensure marketability.

HALAL-NESS

- Choose to purchase Halal even it is quite expensive.
- Buy Halal even the brand not familiar.
- Sales promotion influences in purchasing Halal.

This dimension again asserts the importance of Halal status for customer purchasing the products. Promotion would be the right move as the Halal status itself is suggested to have heavier weight than Price and Brand.

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- Not likely to purchase if it is arrange next to non Halal product
- Will not purchase if the distributors not practicing cleanliness

Placement and distribution call for detail in Halal industries as consumer would not be happy to have Halal product placed together with the non-Halal. Halal does also reflects

the cleanliness of a product.

KNOWLEDGE

- Know every products that are prohibited to be eaten or used by a Muslim
- Know that certain products received their Halal logo from other country

In this final dimension, knowledge is pointed out as key ingredient to influence purchase intention. Having educational and/or information label would educate potential customer, reflecting push strategies create demand from customer arisen needs for purchase.

5.0 IMPLICATION & CONCLUSION

This paper as a preliminary study has achieved its objective of deriving dimensions for Halal purchasing intention. The dimensions proposed consisting of nine dimensions, despite the simplicity of its current nature should path the way for deeper and thorough research.

Main potential for implication benefits, other than shedding the light for future research would be for firms to understand the scope or criterion to focus on in winning consumer purchasing decision. Understanding how consumers evaluate their purchasing intention in buying Halal product would contribute to better meeting of needs and expectation.

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