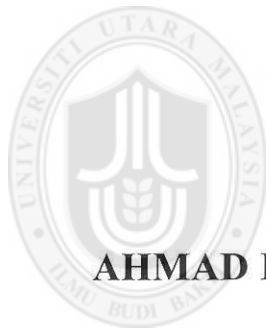


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**AN EMPIRICAL STUDIES OF PURCHASING INTENTION
TOWARDS HALAL FOOD AMONG NON-MUSLIM
CONSUMERS**



UUM

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MASTER OF SCIENCE (MANAGEMENT)

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DECEMBER 2017

**AN EMPIRICAL STUDIES OF PURCHASING INTENTION TOWARDS HALAL
FOOD AMONG NON-MUSLIM CONSUMERS**



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Thesis Submitted to
School of Business Management
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in Partial Fulfillment of the Requirement for the Master of Science (Management)



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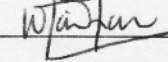
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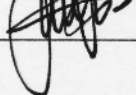
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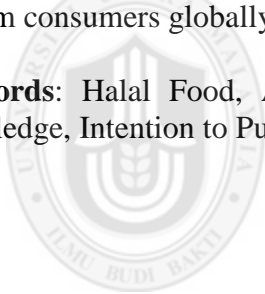
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ABSTRACT (ENGLISH)

The concept of halal has not been a major element among non-Muslim consumers, even for those who have lived in an Islamic country all their lives. Non-Muslim consumers lack the knowledge on the true meaning of halal food and view the concept only as a requirement for the Muslim. This has led them to ignore the advantages that could be obtained from purchasing halal food. Thus, the objective of the research is to explore whether attitude, subjective norm, perceived behavioral control and knowledge influenced the intention to purchase halal food among non-Muslim consumers in Malaysia. A survey was conducted in Klang Valley where 427 non-Muslim respondents clicked and answered a structured questionnaire via SurveyMonkey to gather the related information. Based on the multiple linear regression analysis, attitude, subjective norm and knowledge significantly influenced the intention to purchase halal food, while perceived behavioral control did not significantly influence the intention to purchase. The research findings indicated that non-Muslim individuals were inclined to purchase halal food when they knew or were informed by their peers on the true meaning of halal. Therefore, entrepreneurs, manufacturers and marketers must create an effective strategy to educate the existing non-Muslim customers in Malaysia as a preparation to attract non-Muslim consumers globally.

Keywords: Halal Food, Attitude, Subjective Norms, Perceived Behavioral Control, Knowledge, Intention to Purchase, Theory of Planned Behavior, Non-Muslim Consumers



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ABSTRAK (BAHASA)

Konsep halal bukanlah unsur utama di kalangan pengguna bukan Muslim malah bagi mereka yang telah tinggal di negara Islam selama berabad-abad. Pengguna bukan Muslim kurang mengetahui arti sebenar makanan halal dan melihat halal sebagai keperluan hanya untuk Muslim; telah menyebabkan mereka mengabaikan kelebihan yang boleh diperolehi dengan menekankan pembelian makanan halal. Oleh itu objektif penyelidikan adalah untuk meneroka sikap, norma subjektif, kawalan perilaku yang diperhatikan dan pengetahuan yang mempengaruhi keinginan untuk membeli makanan halal di kalangan pengguna bukan Muslim di Malaysia. Satu tinjauan telah dijalankan di Lembah Klang di mana 427 responden bukan Muslim telah mengklik dan menjawab soal selidik berstruktur melalui SurveyMonkey untuk mengumpul maklumat berkaitan. Berdasarkan analisis regresi linier berganda, sikap, norma subjektif dan pengetahuan secara signifikan mempengaruhi niat untuk membeli makanan halal, sementara kawalan perilaku yang diperhatikan didapati tidak mempengaruhi niat untuk membeli. Penemuan penyelidikan menunjukkan bahawa individu bukan Muslim cenderung untuk membeli makanan halal apabila mereka mengetahui atau dimaklumkan oleh rakan sebaya mengenai makna sebenar halal. Oleh itu, usahawan, pengilang dan pemasar perlu mewujudkan strategi yang berkesan untuk mendidik pelanggan bukan Islam yang sedia ada di Malaysia sebagai persediaan untuk menarik pengguna bukan Islam di seluruh dunia.

Kata kunci: Makanan Halal, Sikap, Norma Subjektif, Kawalan Perilaku yang Diperhatikan, Pengetahuan, Niat Pembelian, Teori Perilaku yang Direncanakan, Pengguna Bukan Islam.

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the Creator and Guardian of the universe. Praise and peace be upon Prophet
Muhammad S.A.W, the last messenger of Allah, his family and his companions from
whom we gain enlightenment.*

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LIST OF ABBREVIATIONS

ATT	Attitude
SN	Subjective Norm
PBC	Perceived Behavioral Control
KNWL	Knowledge
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behavior



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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This research was conducted to understand the factors that influence the intention to purchase halal food, particularly among non-Muslim consumers. More accurately this chapter will divulge on the background of this research, the problem statement, research questions, research objectives, scope of study, significance of research, definition of key terms and organization of the study.

1.1 BACKGROUND OF THE STUDY

Food plays an integral role in any living organism; most of the time, it pertains to a religious practice and individual belief for all humans in the world. Food is defined as an edible and potent substance that is consumed to acquire nutritional components (mineral, vitamins, protein) for the body to generate energy in order to maintain life and influence growth for all parts of the body (Doyon & Labrecque, 2008).

Furthermore, apart from preserving proper body function and avert disease, food has been associated with a religious, historical and societal role (Hassan & Hamdan, 2013). Nearly all societies' food preferences are heavily influenced by religious creed, racial culture and individual belief (Dindyal & Dindyal, 2003; Musaiger, 1993). Yun, Verma, Pysarchik, Yu, and Chowdhury (2008) asserted that consumers contemplate buying a particular type of product if it does not conflict with their beliefs.

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APPENDIX A: Research Questionnaire



Kajian Soal Selidik *Survey Questionnaire*

Kajian hubungan antara Sikap, Norma Subjektif , dan Kontrol Perilaku terhadap Niat Pembelian Makanan Halal kalangan Orang Bukan Islam

A Study of the relationship between Attitude, Subjective Norms, and Perceived Behavioral Control Toward Intention to Purchase Halal Food among Non-Muslim

1. Soal selidik ini adalah mengenai hubungan di antara factor-faktor yang mempengaruhi keinginan untuk membeli produk halal di kalangan pengguna.
2. Segala informasi yang diberi di dalam kajian ini adalah SULIT. Jawapan anda akan digunakan dalam bentuk jumlah keseluruhan dengan jawapan yang lain.
3. Sekiranya anda mempunyai sebarang persoalan, sila hubungi saya melalui maklumat di bawah.

1. *This questionnaire concerns on the factors that influence consumer intention to purchase halal products.*
2. *All information given in this questionnaire will be kept **STRICTLY CONFIDENTIAL**. Your responses will be used in on aggregate form with other responses.*
3. *If you have any enquiries, please contact me at details below*

Ahmad Farid Bin Mohamad Suib
Msc. Management
College of Business
University Utara Malaysia
Email: ahmadfarid820996@gmail.com
Phone: +6011-16679079

Terima kasih atas kerjasama anda dalam kajian ini.

Thank you for participating in this study

Section A

Sila tandakan (✓) pada jawapan anda

Please tick (✓) your answer on the following question

1. **Jantina / Gender**

Lelaki / Male

Perempuan / Female

2. **Umur / Age**

18 – 22

28 – 32

38 – 42

48 – 52

23 – 27

33 – 37

43 – 47

≥ 53

3. **Negeri Kelahiran / State Origin**

Johor

N. Sembilan

Putrajaya

Kedah

Pahang

Sabah

Kelantan

Penang

Sarawak

Kuala Lumpur

Perak

Selangor

Labuan

Perlis

Terengganu

Melaka

4. **Bangsa / Race**

Cina / Chinese

Lain-lain sila nyatakan /

India / Indian

Others please state

5. **Agama / Religion**

Kristian / Christian

Hindu / Hindu

Buddha / Buddhist

Lain-lain sila nyatakan /

Others please state

6. **Taraf Pendidikan (telah tamat) / Level of Education (has completed)**

SPM

Sarjana / Master

Diploma / STPM

PhD

Sarjana Muda /

Lain-lain sila nyatakan /

Bachelor Degree

Others please state

7. **Pendapatan bulanan isi rumah / Household monthly income**

< RM 3,000

RM 5,001 – RM 7,000

RM 9,001 – RM 11,000

RM 3,001 – RM 5,000

RM 7,001 – RM 9,000

≥ RM 11,000

Section B

Sila bulat (O) atau tanda (✓) pada petak jawapan yang mewakili pendapat anda

Please circle (O) or tick (✓) on the answer box that represent your opinion

<i>Sangat Tidak Setuju</i> <i>Totally Disagree</i>	<i>Kebanyakan Tidak Setuju</i> <i>Mostly Disagree</i>	<i>Agak Tidak Setuju</i> <i>Somewhat disagree</i>	<i>Tidak Kesah</i> <i>Indifference</i>	<i>Agak Setuju</i> <i>Somewhat Agree</i>	<i>Kebanyakan Setuju</i> <i>Mostly Agree</i>	<i>Sangat Setuju</i> <i>Totally Agree</i>
1	2	3	4	5	6	7

AT1	Memilih makanan halal adalah idea yang bagus. <i>Choosing halal food is a good idea.</i>	1	2	3	4	5	6	7
AT2	Saya suka untuk memilih makanan halal. <i>I like to choose halal food.</i>	1	2	3	4	5	6	7
AT3	Memakan makanan halal adalah penting bagi saya. <i>Eating Halal food is important for me.</i>	1	2	3	4	5	6	7
AT4	Saya percaya untuk makan makanan halal berbanding makanan bukan halal. <i>I trust to consume halal food compared to non-halal food.</i>	1	2	3	4	5	6	7
AT5	Makanan halal adalah lebih bersih. <i>Halal food is cleaner.</i>	1	2	3	4	5	6	7
AT6	Makanan halal lebih bersih berbanding makanan bukan halal. <i>Halal food is cleaner compared to non-halal food.</i>	1	2	3	4	5	6	7
AT7	Makanan halal adalah selamat unutm dimakan. <i>Halal food is safe to eat.</i>	1	2	3	4	5	6	7
AT8	Makanan halal lebih selamat untuk dimakan berbanding makanan bukan halal. <i>Halal food is safer to eat compared to non-halal food.</i>	1	2	3	4	5	6	7
AT9	Makanan halal adalah sihat. <i>Halal food is healthy.</i>	1	2	3	4	5	6	7
AT10	Makanan halal lebih sihat berbanding makanan bukan halal. <i>Halal food is healthier compared to non-halal food.</i>	1	2	3	4	5	6	7
SN1	Orang yang penting kepada saya, memikirkan bahawa saya harus membeli makanan halal. <i>People who are important to me, think that I should buy halal food.</i>	1	2	3	4	5	6	7

<i>Sangat Tidak Setuju</i> <i>Totally Disagree</i>	<i>Kebanyakan Tidak Setuju</i> <i>Mostly Disagree</i>	<i>Agak Tidak Setuju</i> <i>Somewhat disagree</i>	<i>Tidak Kesah</i> <i>Indifference</i>	<i>Agak Setuju</i> <i>Somewhat Agree</i>	<i>Kebanyakan Setuju</i> <i>Mostly Agree</i>	<i>Sangat Setuju</i> <i>Totally Agree</i>
1	2	3	4	5	6	7

SN2	Orang yang mempengaruhi tingkah laku saya, memikirkan bahawa saya harus membeli makanan halal. <i>People who influence my behavior, think that I should buy halal food.</i>	1	2	3	4	5	6	7
SN3	Kebanyakan orang yang penting bagi saya memilih makanan halal. <i>Most people who are important to me choose halal food.</i>	1	2	3	4	5	6	7
SN4	Ahli keluarga saya lebih gemarkan makanan halal. <i>My family members prefer halal food.</i>	1	2	3	4	5	6	7
SN5	Rakan-rakan saya memikirkan yang saya sepatutnya memilih makanan halal. <i>My friends would think that I should choose halal food.</i>	1	2	3	4	5	6	7
PB1	Saya berkemampuan untuk membeli makanan halal. <i>I am capable of buying halal food.</i>	1	2	3	4	5	6	7
PB2	Membeli makanan halal adalah sepenuhnya di bawah kawalan saya. <i>Buying halal food is entirely within my control.</i>	1	2	3	4	5	6	7
PB3	Saya mempunyai sumber untuk membeli makanan halal. <i>I have the resources to buy halal food.</i>	1	2	3	4	5	6	7
PB4	Saya mempunyai pengetahuan untuk membeli makanan halal. <i>I have the knowledge to buy halal food.</i>	1	2	3	4	5	6	7
PB5	Saya mempunyai keupayaan untuk membeli makanan halal. <i>I have the ability to buy halal food.</i>	1	2	3	4	5	6	7
KN1	Saya rasa sangat berpengetahuan tentang makanan halal. <i>I feel very knowledgeable about Halal food.</i>	1	2	3	4	5	6	7
KN2	Jika seorang kawan bertanya kepada saya mengenai makanan Halal. Saya akan memberi mereka nasihat tentang jenama yang berbeza. <i>If a friend asked me about a Halal food. I would give them advice about different brands.</i>	1	2	3	4	5	6	7

<i>Sangat Tidak Setuju</i> <i>Totally Disagree</i>	<i>Kebanyakan Tidak Setuju</i> <i>Mostly Disagree</i>	<i>Agak Tidak Setuju</i> <i>Somewhat disagree</i>	<i>Tidak Kesah</i> <i>Indifference</i>	<i>Agak Setuju</i> <i>Somewhat Agree</i>	<i>Kebanyakan Setuju</i> <i>Mostly Agree</i>	<i>Sangat Setuju</i> <i>Totally Agree</i>
1	2	3	4	5	6	7

KN3	Sekiranya saya terpaksa membeli makanan Halal hari ini. Saya perlu mengumpulkan maklumat yang sangat sedikit untuk membuat keputusan yang bijak. <i>If I had to purchase a Halal food today. I would need to gather very little information in order to make a wise decision.</i>	1	2	3	4	5	6	7
KN4	Saya berasa sangat yakin dengan keupayaan saya untuk membezakan kualiti antara jenama makanan Halal yang berbeza. <i>I feel very confident about my ability to tell the difference in quality among different brands of Halal food.</i>	1	2	3	4	5	6	7
IT1	Saya sentiasa memastikan bahawa makanan yang saya beli adalah halal. <i>I always make sure that the food that I purchased is halal</i>	1	2	3	4	5	6	7
IT2	Saya memilih untuk membeli makanan halal walaupun saya tidak kenal dengan jenama itu. <i>I choose to purchase halal food even though I'm not familiar with the brand.</i>	1	2	3	4	5	6	7
IT3	Saya memilih untuk membeli makanan halal walaupun harganya agak mahal. <i>I choose to purchase halal food even though it is quite expensive.</i>	1	2	3	4	5	6	7
IT4	Saya akan memilih makanan halal pada masa hadapan. <i>I am likely to choose halal food in the future.</i>	1	2	3	4	5	6	7
IT5	Saya merancang untuk memilih makanan halal pada bulan yang akan datang. <i>I plan to choose halal food in the forthcoming month.</i>	1	2	3	4	5	6	7

APPENDIX B: Statistical Output

B.1 Normality Test

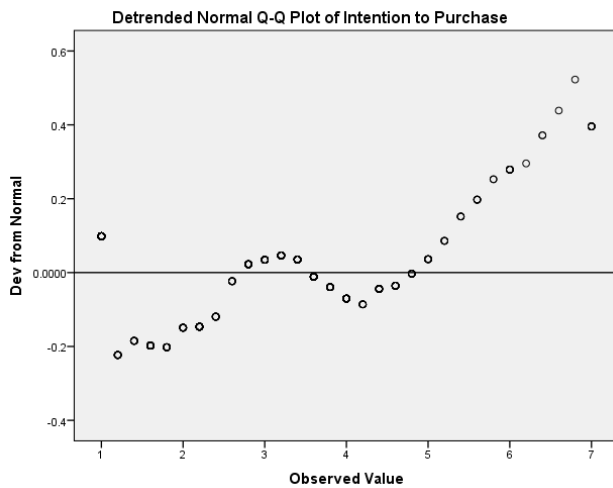
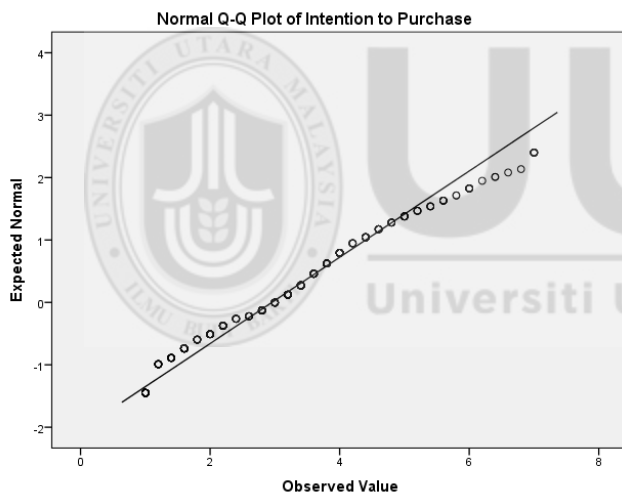
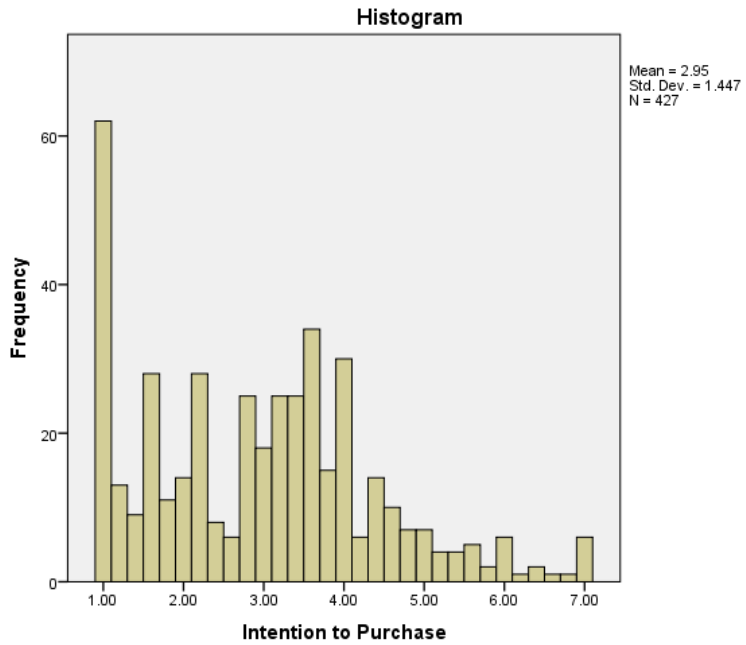
		Descriptives		Statistic	Std. Error
Intention to Purchase	Mean			2.9541	.07001
	95% Confidence Interval for Mean	Lower Bound		2.8165	
		Upper Bound		3.0917	
	5% Trimmed Mean			2.8751	
	Median			3.0000	
	Variance			2.093	
	Std. Deviation			1.44669	
	Minimum			1.00	
	Maximum			7.00	
	Range			6.00	
	Interquartile Range			2.20	
	Skewness			.475	.118
	Kurtosis			-.221	.236
	Attitude	Mean			3.3539
95% Confidence Interval for Mean		Lower Bound		3.2291	
		Upper Bound		3.4787	
5% Trimmed Mean				3.3110	
Median				3.3333	
Variance				1.722	
Std. Deviation				1.31220	
Minimum				1.00	
Maximum				7.00	
Range				6.00	
Interquartile Range				1.89	
Skewness				.382	.118
Kurtosis				-.215	.236
Subjective Norm		Mean			2.7297
	95% Confidence Interval for Mean	Lower Bound		2.5911	
		Upper Bound		2.8684	
	5% Trimmed Mean			2.6310	
	Median			2.8000	
	Variance			2.125	
	Std. Deviation			1.45761	
	Minimum			1.00	
	Maximum			7.00	
	Range			6.00	
	Interquartile Range			2.20	
	Skewness			.627	.118
	Kurtosis			-.156	.236

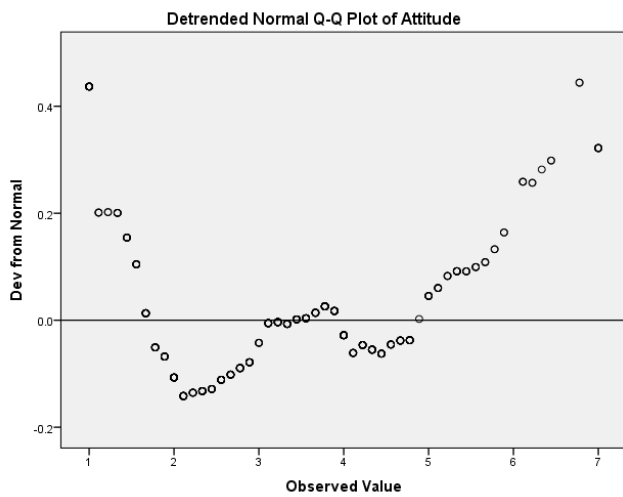
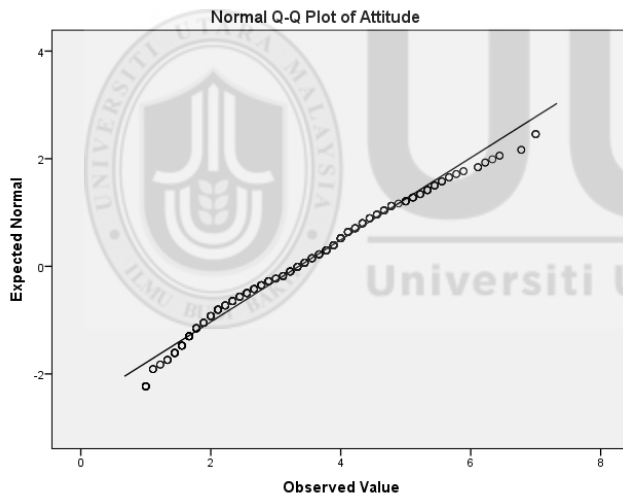
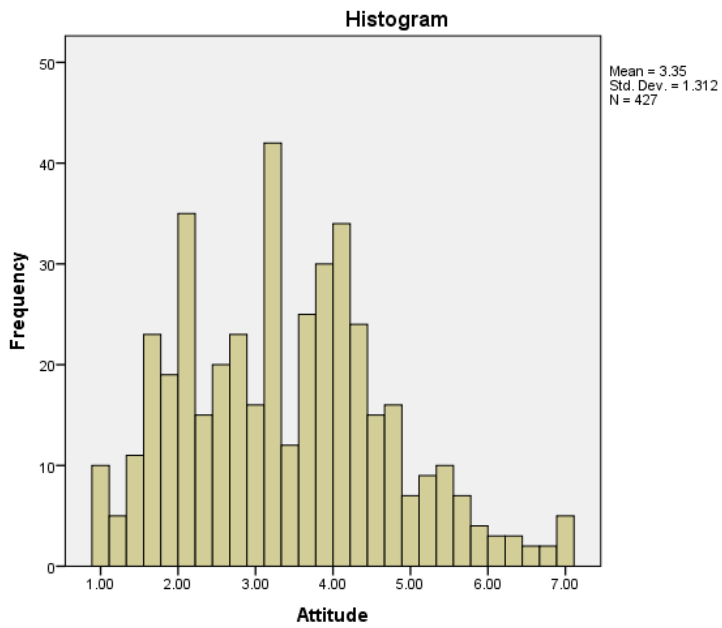
Perceived Behavioral Control	Mean		4.6899	.07059
	95% Confidence Interval for Mean	Lower Bound	4.5512	
		Upper Bound	4.8287	
	5% Trimmed Mean		4.7397	
	Median		4.8000	
	Variance		2.128	
	Std. Deviation		1.45865	
	Minimum		1.00	
	Maximum		7.00	
	Range		6.00	
	Interquartile Range		2.00	
	Skewness		-.366	.118
	Kurtosis		-.378	.236
	Knowledge	Mean		3.8068
95% Confidence Interval for Mean		Lower Bound	3.6874	
		Upper Bound	3.9261	
5% Trimmed Mean			3.7986	
Median			3.7500	
Variance			1.574	
Std. Deviation			1.25474	
Minimum			1.00	
Maximum			7.00	
Range			6.00	
Interquartile Range			1.50	
Skewness			.081	.118
Kurtosis			-.375	.236

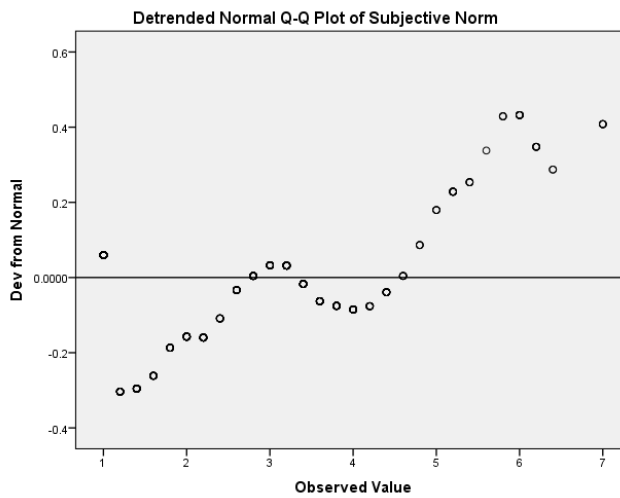
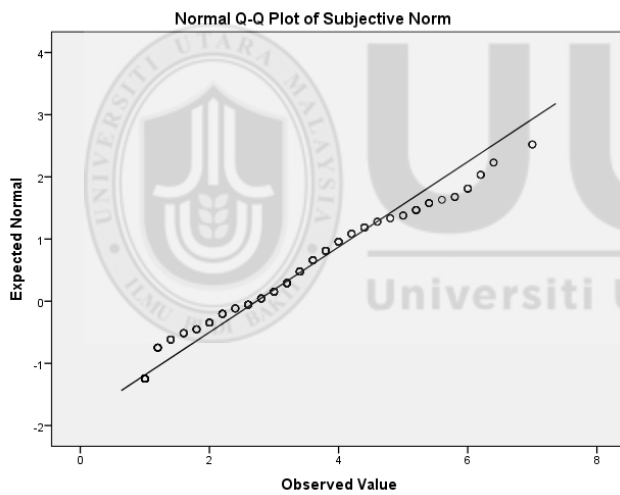
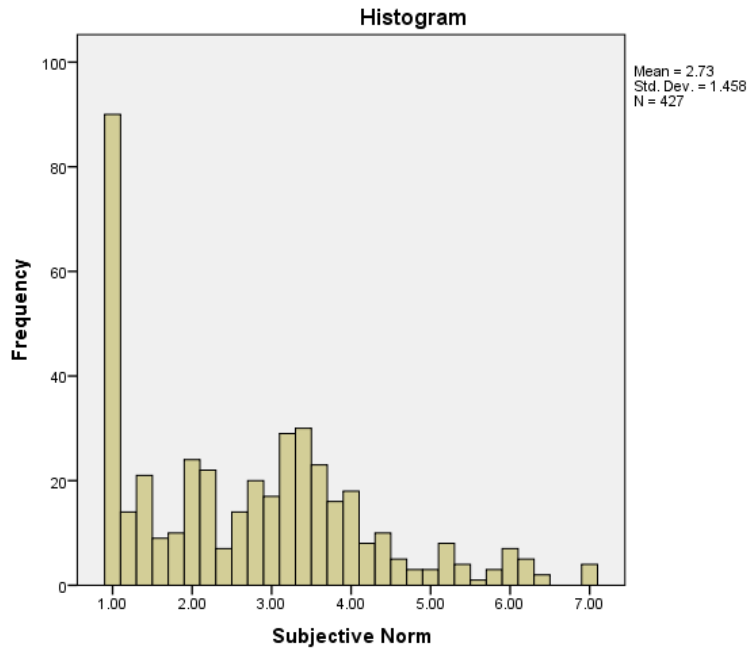
Tests of Normality

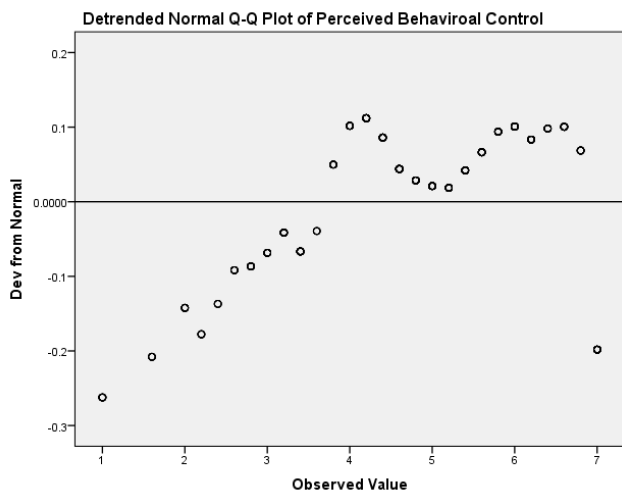
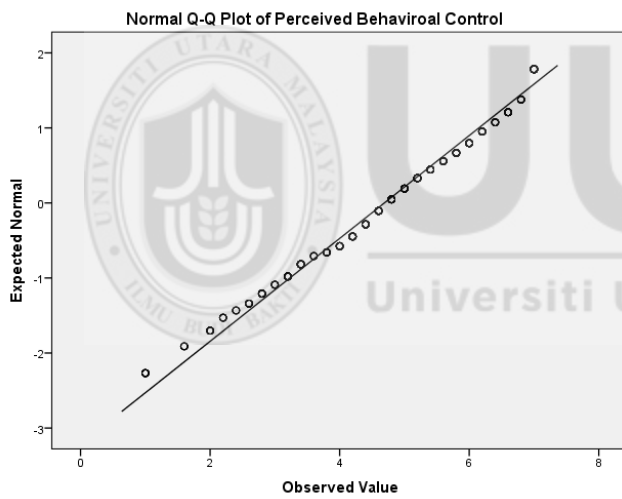
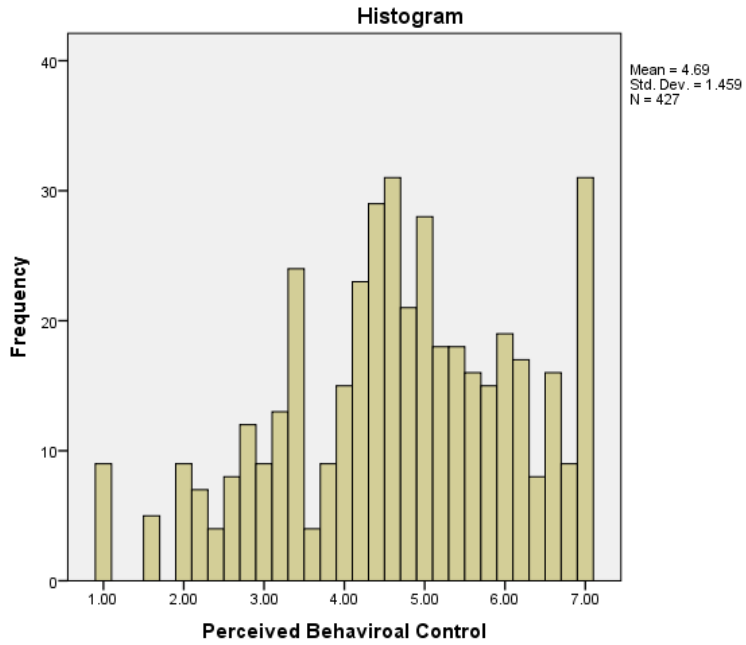
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Intention to Purchase	.088	427	.000	.949	427	.000
Attitude	.058	427	.002	.979	427	.000
Subjective Norm	.118	427	.000	.923	427	.000
Perceived Behavioral Control	.069	427	.000	.971	427	.000
Knowledge	.074	427	.000	.988	427	.001

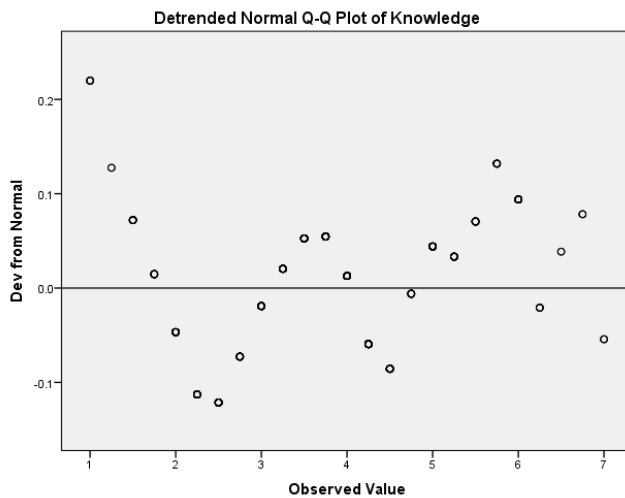
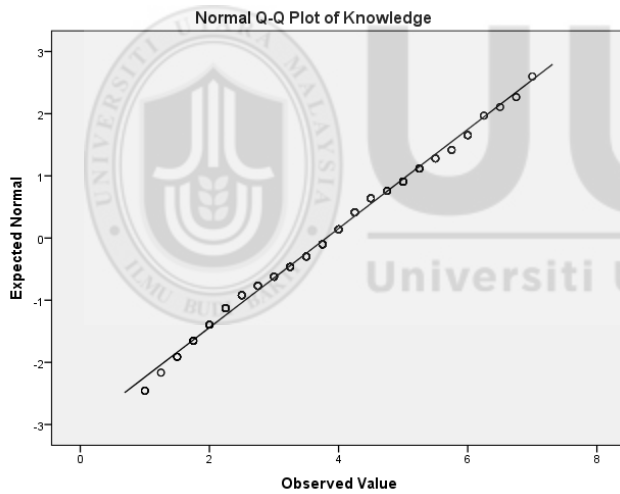
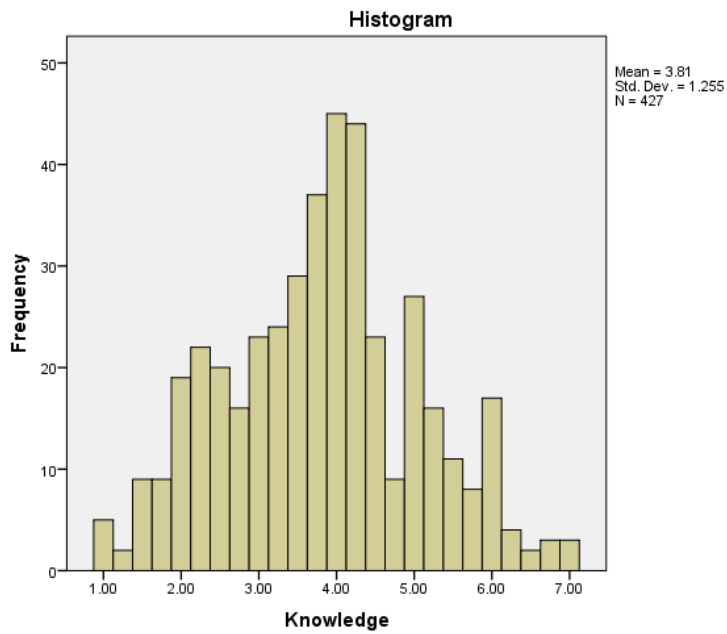
a. Lilliefors Significance Correction











B.2 Frequency Analysis

		Statistics						
		Gender	Age	State Origin/ Birthplace	Race	Religion	Level Of Education	Household Monthly Income
N	Valid	427	427	427	427	427	427	427
	Missing	0	0	0	0	0	0	0

		Gender			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Male	169	39.6	39.6	39.6
	Female	258	60.4	60.4	100.0
	Total	427	100.0	100.0	

		Age			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	18 – 22	200	46.8	46.8	46.8
	23 – 27	113	26.5	26.5	73.3
	28 – 32	42	9.8	9.8	83.1
	33 – 37	21	4.9	4.9	88.1
	38 – 42	17	4.0	4.0	92.0
	43 – 47	13	3.0	3.0	95.1
	48 – 52	16	3.7	3.7	98.8
	≥ 53	5	1.2	1.2	100.0
Total	427	100.0	100.0		

State Origin/ Birthplace

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Johor	34	8.0	8.0	8.0
	Kedah	47	11.0	11.0	19.0
	Kelantan	7	1.6	1.6	20.6
	Kuala Lumpur	25	5.9	5.9	26.5
	Melaka	10	2.3	2.3	28.8
	Negeri Sembilan	21	4.9	4.9	33.7
	Pahang	36	8.4	8.4	42.2
	Penang	57	13.3	13.3	55.5
	Perak	81	19.0	19.0	74.5
	Perlis	7	1.6	1.6	76.1
	Sabah	13	3.0	3.0	79.2
	Sarawak	27	6.3	6.3	85.5
	Selangor	59	13.8	13.8	99.3
	Terengganu	3	.7	.7	100.0
	Total	427	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	289	67.7	67.7	67.7
	Indian	110	25.8	25.8	93.4
	Asli	2	.5	.5	93.9
	Punjabi	2	.5	.5	94.4
	Sea Dayak	3	.7	.7	95.1
	Bumiputera Sarawak	4	.9	.9	96.0
	Kadazan	6	1.4	1.4	97.4
	Bidayuh	5	1.2	1.2	98.6
	Nigeria	1	.2	.2	98.8
	Iban	2	.5	.5	99.3
	Serani	1	.2	.2	99.5
	Thai	2	.5	.5	100.0
	Total	427	100.0	100.0	

Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Christian	56	13.1	13.1	13.1
	Buddhist	260	60.9	60.9	74.0
	Hindu	98	23.0	23.0	97.0
	Animisme	2	.5	.5	97.4
	Atheists	9	2.1	2.1	99.5
	Sikhism	2	.5	.5	100.0
	Total	427	100.0	100.0	

Level Of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM	35	8.2	8.2	8.2
	Diploma / STPM	157	36.8	36.8	45.0
	Bachelor Degree	161	37.7	37.7	82.7
	Master	55	12.9	12.9	95.6
	PhD	9	2.1	2.1	97.7
	Matriculation	9	2.1	2.1	99.8
	Certification (LCE/SRP)	1	.2	.2	100.0
	Total	427	100.0	100.0	

Household Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< RM 3,000	247	57.8	57.8	57.8
	RM 3,001 – RM 5,000	86	20.1	20.1	78.0
	RM 5,001 – RM 7,000	40	9.4	9.4	87.4
	RM 7,001 – RM 9,000	22	5.2	5.2	92.5
	RM 9,001 – RM 11,000	17	4.0	4.0	96.5
	≥ RM 11,000	15	3.5	3.5	100.0
	Total	427	100.0	100.0	

B.3 Descriptive Analysis

Descriptive Statistics

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
Intention to Purchase	427	2.9541	.07001	1.44669
Attitude	427	3.3539	.06350	1.31220
Subjective Norm	427	2.7297	.07054	1.45761
Perceived Behavioral Control	427	4.6899	.07059	1.45865
Knowledge	427	3.8068	.06072	1.25474
Valid N (listwise)	427			

B.4 Reliability Analysis

B.4.1 Scale: Intention to Purchase (Dv)

Case Processing Summary

		N	%
Cases	Valid	427	100.0
	Excluded ^a	0	.0
	Total	427	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.915	5

Item Statistics

	Mean	Std. Deviation	N
IT1	2.9719	1.67813	427
IT2	3.1077	1.73952	427
IT3	2.5925	1.61790	427
IT4	3.0890	1.66052	427
IT5	3.0094	1.67554	427

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
IT1	11.7986	34.523	.760	.900
IT2	11.6628	34.642	.716	.910
IT3	12.1780	34.503	.800	.893
IT4	11.6815	33.950	.807	.891
IT5	11.7611	33.375	.834	.885

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.7705	52.323	7.23345	5

B.4.2 Scale: Attitude (Iv 1)

Case Processing Summary

		N	%
Cases	Valid	427	100.0
	Excluded ^a	0	.0
	Total	427	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.926	10

Item Statistics

	Mean	Std. Deviation	N
AT1	4.3162	1.45215	427
AT2	3.7564	1.52188	427
AT3	3.2108	1.65798	427
AT4	3.1850	1.63901	427
AT5	3.2436	1.80809	427
AT6	2.8314	1.74276	427
AT7	3.9180	1.78815	427
AT8	2.8806	1.68179	427
AT9	3.5316	1.75783	427
AT10	2.8431	1.71056	427

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
AT1	29.4005	146.893	.588	.925
AT2	29.9602	143.165	.665	.922
AT3	30.5059	137.875	.747	.917
AT4	30.5316	138.297	.745	.917
AT5	30.4731	133.860	.778	.915
AT6	30.8852	134.013	.809	.914
AT7	29.7986	140.518	.613	.925
AT8	30.8361	135.654	.797	.915
AT9	30.1850	139.470	.653	.922
AT10	30.8735	135.998	.771	.916

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
33.7166	169.692	13.02658	10

B.4.3 Scale: Subjective Norm (Iv 2)

Case Processing Summary

		N	%
Cases	Valid	427	100.0
	Excluded ^a	0	.0
	Total	427	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.921	5

Item Statistics

	Mean	Std. Deviation	N
SN1	2.7822	1.68028	427
SN2	2.8384	1.71561	427
SN3	2.8290	1.65052	427
SN4	2.6183	1.71076	427
SN5	2.5808	1.60396	427

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SN1	10.8665	33.646	.854	.891
SN2	10.8103	34.947	.751	.912
SN3	10.8197	34.341	.830	.896
SN4	11.0304	34.560	.777	.906
SN5	11.0679	35.843	.765	.909

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.6487	53.116	7.28805	5

B.4.4 Scale: Perceived Behavioral Control (Iv 3)

Case Processing Summary

		N	%
Cases	Valid	427	100.0
	Excluded ^a	0	.0
	Total	427	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.888	5

Item Statistics

	Mean	Std. Deviation	N
PB1	4.7096	1.79199	427
PB2	4.5972	1.91774	427
PB3	4.6136	1.77835	427
PB4	4.5082	1.69279	427
PB5	5.0211	1.57654	427

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PB1	18.7400	35.681	.668	.878
PB2	18.8525	33.520	.720	.867
PB3	18.8361	33.067	.829	.840
PB4	18.9415	36.736	.662	.878
PB5	18.4286	35.973	.779	.855

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.4496	53.192	7.29326	5

B.4.5 Scale: Knowledge (Iv 4)

Case Processing Summary

		N	%
Cases	Valid	427	100.0
	Excluded ^a	0	.0
	Total	427	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.744	4

Item Statistics

	Mean	Std. Deviation	N
KN1	4.0164	1.66212	427
KN2	3.5574	1.67370	427
KN3	3.9063	1.67714	427
KN4	3.7471	1.65915	427

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KN1	11.2108	15.326	.546	.681
KN2	11.6698	14.574	.612	.643
KN3	11.3208	17.157	.376	.773
KN4	11.4801	14.452	.633	.631

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.2272	25.190	5.01897	4

B.5 Pearson Correlation Analysis

		Correlations				
		Intention to Purchase	Attitude	Subjective Norm	Perceived Behavioal Control	Knowledge
Intention to Purchase	Pearson Correlation	1	.694**	.764**	.312**	.490**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	427	427	427	427	427
Attitude	Pearson Correlation	.694**	1	.766**	.304**	.332**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	427	427	427	427	427
Subjective Norm	Pearson Correlation	.764**	.766**	1	.273**	.429**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	427	427	427	427	427
Perceived Behavioal Control	Pearson Correlation	.312**	.304**	.273**	1	.550**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	427	427	427	427	427
Knowledge	Pearson Correlation	.490**	.332**	.429**	.550**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	427	427	427	427	427

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

B.6 Multiple Regression Analysis

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 ^a	.645	.641	.86664

a. Predictors: (Constant), Knowledge, Attitude, Perceived Behavioal Control, Subjective Norm

b. Dependent Variable: Intention to Purchase

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	574.631	4	143.658	191.272	.000 ^b
	Residual	316.950	422	.751		
	Total	891.580	426			

a. Dependent Variable: Intention to Purchase

b. Predictors: (Constant), Knowledge, Attitude, Perceived Behavioral Control, Subjective Norm

Coefficients^a

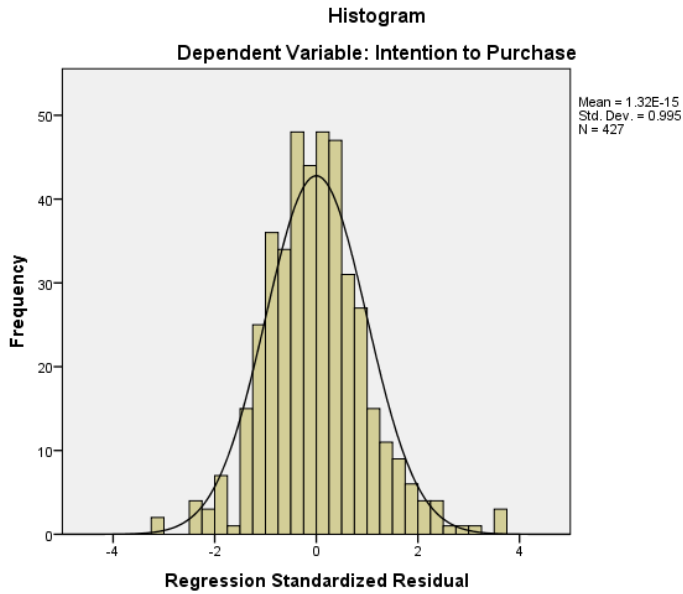
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.161	.168		-.962	.337
Attitude	.292	.051	.265	5.777	.000
Subjective Norm	.473	.047	.476	10.057	.000
Perceived Behavioral Control	-.011	.035	-.011	-.314	.754
Knowledge	.236	.043	.204	5.500	.000

a. Dependent Variable: Intention to Purchase

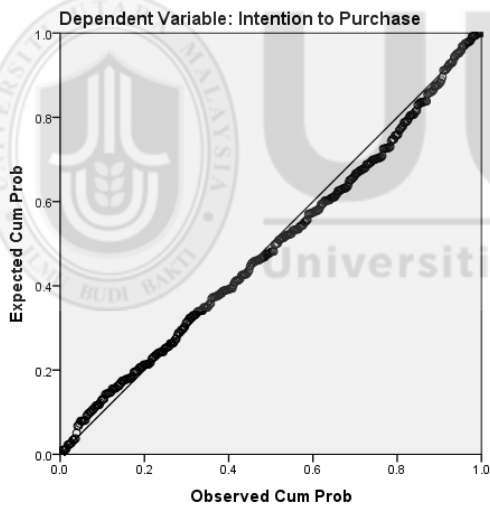
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.8869	6.7648	2.9541	1.16142	427
Residual	-2.73660	3.22775	.00000	.86256	427
Std. Predicted Value	-1.780	3.281	.000	1.000	427
Std. Residual	-3.158	3.724	.000	.995	427

a. Dependent Variable: Intention to Purchase



Normal P-P Plot of Regression Standardized Residual



Scatterplot

