

Factors that Influencing the Purchase Intention on Halal Product among Private University Students

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Abstract

Over the past several years, halal product has gained considerable popularity across the globe. However, the concept of halal product has yet to be fully comprehended and emphasized among youngsters, especially the private university students. As a university student who live in dormitories or hostel, they will take steps to save money. This is because of the higher cost of living outside compared to university students who lives at home with parents. When they take the initiative to buy a product, it is certainly that students will choose to purchase cheaper product. This will cause especially Muslim students, to not care about the ingredients contains in the product. This after-effect has led university student to avoid purchasing halal products and disregard the advantages it offers. This study is applying Theory of Planned Behavior as a theoretical framework with aim of focusing on smaller scale prior to research of examining halal product purchasing behavior among private university student in Kelana Jaya. Data are collected through questionnaire.

Keywords: Halal Product, Purchase Intention, Cheaper Product

Introduction

Malaysia is a multicultural and multi-religious country consists of many different religions and races which includes Islam, Christianity, Hinduism, Buddhism and more. As a Muslims living in Malaysia, the Halal requirement is very important to assumes a vital role in our daily consumption especially when it comes to eating and drinking. Presently, it's not only the Muslim who concerns about the Halal, but the awareness also has extended to the non-Muslims as well. According to World Halal Authority, Halal is an Arabic word that means permissible or lawful in English. Halal is code of authenticity that a product, service or the production process abide to the Islamic jurisprudence or Shariah law, which governs the Muslim way of life. The purpose of this study is to uncover the factors that influence the purchase intention on Halal products among private university student and being measure by the Theory of Planned Behavior (TPB). TPB stated that every consumer's decision is based on intentions such as attitude, perceived behavioral control and subjective norm. The term Halal has been used by the Muslims as a benchmark when performing their daily activities such as eating, drinking or even engaging in business transaction. These activities include

slaughtering, displaying, storing and preparing food and products related to consumer products. On top of that, there are many other types of consumer products using the Halal guidelines as a standard which includes cosmetics, pharmaceuticals, personal care and services such as tourism industry, investment and banking. The objectives of this research are to study the major factors that influence the private university students to purchase Halal products in Malaysia and determine the most dominant factors that significantly influences the consumer's purchase intention. This research ventures into factors that drive university student that contributes to the purchase intention to buy halal products which will be measured using the Theory of Planned Behavior consists of attitude, perceived behavioral control and subjective norm.

Theoretical Support and Literature Review

Theory of Planned Behavior (TPB)

The research model used in this study, shown in Figure 1 below, is based on Theory of Planned Behavior. Theory of Planned Behavior (TPB) is one of such framework with well-established theoretical and empirical basis (Ajzen, 1991; Armitage and Conner, 2001; Godin and Kok, 1996). TPB has been widely accepted and used in research to predict individual's purchase intentions and personal behavior. Furthermore, in the context of this research, empirical studies have shown the model's suitability for analysing consumer behaviour (Elseidi, 2018). The use of TPB is also to create forecast actions that are entirely out of person's control. The concept of this theory is based on the people which we know that we are logical beings who use information in the most efficient way possible. People consider the effects of their choices before choosing whether to engage in specific behaviours. TPB starts by examining the purpose to act as the most immediate forerunner of behavior. There are some thoughts that a person will be more successful at revealing a particular action if his/her purpose to do so is greater. The intention is a function of beliefs and significant facts regarding the tendency that engaging in a particular behavior will result in a certain outcome. But with time, intentions might change. The probability of an intention changes increases with the distance between it and actions (Ajzen, 2015). This idea suggests a framework for measuring how human behavior is controlled. It anticipates its occurrence given that the behavior is intended. Because behavior may be thought about and planned, the planned behavior theory predicts considered activity (Ajzen, 2015). This theory has a few objective and advantages, among them is the ability to anticipate and understand motivating influences on activities that are not determined by the individual's own choice or control. It points out how and where to focus behavior modification methods while also providing explanations for some key aspects of human behavior. This theory offers a framework for examining attitudes about behavior (Ajzen, 2015). According to this idea, a person's intention to act is what determines their action the most. The intention of a person to reveal a behaviour is a result of both their attitude toward doing so and their perception of appropriate behaviour. Beliefs about a behaviour, evaluation of behaviour results, subjective norms, normative beliefs, and compliance motivation are examples of individual attitudes towards way of behaving (Ajzen, 2015).

Attitude and Purchase Intention

The intention of halal product purchasing lead up to the process before actual purchase. Intention reflects future behavior. Attitude is suggested to have a direct relationship with intention behavior. The relationship between subjective norms and behavioral control is also

posited as a direct relationship. Three hypotheses were developed to examine the relationship between the dependent variable (purchase intention in halal product) and independent variables (attitude, perceived behavioral control and subjective norm). The directionality stated in each hypotheses is derived from the previous researches which were conducted on the basis of TPB. Therefore, this study has to find out whether there is a direct positive relationship between attitude, perceived behavioral control, subjective norm and purchase intention. Attitude is the evaluation of performing a particular behavior involving the attitude object, such as buying the product (Blackwell et al., 2006). Attitude refers to the degree to which a person has favorable or unfavorable evaluation of the behavior in question. As a general rule, the more favorable the attitude and subjective with respect to a behavior and the greater the perceived behavioral control, the stronger should be an individual's intention to perform the behavior under consideration. The relative importance of attitude, perceived behavioral control and subjective norm in the prediction of intention is expected to vary across behaviors and situations (Ajzen, 1991). According to the expectancy-value model, attitude toward a behavior is determined by the total set of accessible behavioral beliefs linking the behavior to various outcomes and other attributes. Therefore, attitude can be considered as an important part of predicting and describing human behavior (Ajzen, 1988). Thus, the following hypotheses need to be validated :

H1. There is a significant influence between attitude and purchase intention among university students.

Perceived Behavioral Control and Purchase Intention

According to Ajzen (1991), perceived behavioral control is the extent to which a person feels able to engage in the behavior. It has two aspects: how much a person has control over behavior and how confident a person feels about being able to perform or not perform the behavior. It is determined by the individual's beliefs about the power of both situational and internal factors to facilitate the performing of the behavior. The more the control an individual feels about making halal food purchases, the more likely he or she will be to do so. In this study, perceived behavioral control is the ability to purchase halal food. Therefore, the hypotheses is:

H2. There is a significant influence between subjective norm and purchase intention among university students.

Subjective Norm and Purchase Intention

The predictor social factor termed subjective norm is the perceived social pressure to comply with expectations about engaging in the behavior which should influence the individual's intention to perform or not to the behavior. If social expectations are that people should perform in the behavior in question, then the individual should be more likely to do so. Conversely, if social expectations are that people should not perform in the behavior, then the individual should be less likely to do so. In this case, if purchasing of halal food is seen as socially desirable behavior, based on what important others think about it, than the individual is more likely to make a halal food purchase. In this study, subjective norm is the perceived social pressure that influences consumers' decisions to purchase halal food. For this context, I propose:

H3. There is a significant influence between perceived behavioral control and purchase intention among university students.

Methodology

Sample and Procedure

Data for this research were gathered by primary data collection method through Google Form. The data is distributed and collected from students in private university and focusing more on Muslim students. Despite the fact that in Islamic thinking the age of adulthood for both female and male is below the age of 21, studies found that adult consumers who are older than 21 years do not display positive attitudes towards healthy eating habits (Harker et al., 2010). Due to the constraint of time, cost and convenience to obtain enough respondents within the time given, the technique of sampling used in this study was non-probability convenience sampling method because it was a viable alternative. A total of 161 respondents took part of this research with an effective response rate of 100%.

With the majority of the respondents were male (52.2%) and followed by the female (47.8%). The Malay group was the highest contributors of the total respondents (70.8%). Thus, the research were focusing more towards Muslims consumers as the main respondent. While the level of study that the students answered the questionnaire was from Bachelor students (44.7%).

Instrument and Measures

The research method used in this study is a survey by distributing the questionnaire through Google Form among private university students. Questionnaire is a data collection technique and is done by giving a set of questions to the respondent to answer. The instrument of this study was developed by the researches based on the Theory of Planned Behavior framework, which consists of three constructs namely attitude, subjective norms and perceived behavioral control. All items intended to measure the variables in this study were adopted from previously validated instruments. The construct of questionnaire is taken from previous study which is by Sofi Aditami (2016). Then the items were modified and adapted for halal product purchase. Measures of attitude (seven items), subjective norm (seven items), perceived behavioral control (seven items) and purchase intention (seven items) were measured. All the questions used a five point Likert scale to measure the constructs, ranging from "strongly disagree (1)", "disagree (2)", "neutral (3)", "agree (4)" to "strongly agree (5)".

Data Analysis and Findings

Research Approach

Respondents in this research are mainly focusing on Muslim students because they are the one who usually purchase, consume and familiar with the halal product. The researcher distribute the questionnaire using Google Form so respondents are able to access it easily by just clicking on the link that have been distribute in Whatsapp group. The total respondents that the researcher managed to get is 160 in total, with response rate 100%.

Based on Table 1 below, the correlation analysis measured with Pearson method with significant level at 0.01 with the total survey respondent is 161. The table indicates the correlation coefficient between attitude and the purchase intention of halal product is significant at (0.903, $p < 0.01$). This followed by correlation coefficient between subjective norm and purchase intention is also significant at (0.900, $p < 0.01$) yet the lowest compared to the last factor which is the correlation coefficient between purchase behavioral control and

purchase intention at (0.951, $p < 0.01$). Therefore, all the three null hypotheses of this study are accepted.

Table 1

The Correlation Analysis

MEANAT	MEANSN	MEANPBC	MEANPI
1	.904**	.896**	.903**
	<.001	<.001	<.001
161	161	161	161
.904**	1	.886**	.900**
<.001		<.001	<.001
161	161	161	161
.896**	.886**	1	.951**
<.001	<.001		<.001
161	161	161	161
.903**	.900**	.951**	1
<.001	<.001	<.001	
161	161	161	161

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

Discussion

The main goals of this research is to explore how the Theory of Planned Behavior could facilitate in predicting the purchase intention of halal product in Malaysia, mainly in Petaling Jaya, Selangor. The study result shows that the TPB model could explain how perceived behavioral control towards halal product is the most important factor influencing the purchase intention in buying halal product. This finding contradicted with the study conducted by Bonne et al. (2006) which revealed that behavioral control was not an important predictor on intention in choosing halal product. According to Bonne et al. (2006), the availability of the halal product is not the main consideration of halal consumption as Muslims were willing to put their effort in getting the halal food as prescribed by Islam. However, this study supported the finding of Armitage & Corner (2001) which confirmed that perceived behavioral control was found as a significant consideration of consumer behavior. Hence, as perceived behavioral control factor is concerned, the availability and price of halal product which falls under the perceived behavioral control factor did influence the private university student's decision in purchasing halal product.

Subjective norm are also found significant in purchasing halal product among private university student in this study. The significant influence of subjective norm in this study is contradicts with the finding of Liou and Contento (2001) which showed that the subjective norms did not have positive influence towards purchase intention. In contrary, this study in line with the findings of Aiedah (2014), which revealed that subjective norm was significant in determining consumers' attitude on halal product. The significance influence of subjective norms in Malaysia could possibly relate to the characteristics of Muslim society in Malaysia practices collectivistic culture in the society. Therefore, generally social influence for example family, friends and colleagues are strong consideration points on halal consumption in Malaysia.

While the third consideration and the lowest factor among two factors above reveals that attitude also potrays a significant role in predicting private university students in purchasing halal product. Indeed, this finding confirms the study of Syed Shah Alam & Nazura (2011) which showed that attitude was an important factor in predicting intention to consume halal food. In line with that Aitelmaalem, et al. (2005) did stress on the influence of consumers' attitude in determining the halal food consumption among Muslims. Knowing the fact that positive attitude is one of the most vital factor in determining halal product consumption, creating positive image and perception on halal product, may possibly augment the demand of halal product. The positive image of halal product could be promoted through the aspects of quality assurance, health and hygiene of the halal product.

Recommendation and Conclusion

As a result, this research has proved that the Theory of Planned Behavior is one of an effective model that can be used to predict purchase intention towards halal product. It has showed that the factors influencing private university student mainly in Petaling Jaya area in halal product purchasing mainly because of their positive attitude towards halal product, subjective norm especially influences from family and friends and lastly perceived behavioral control to purchase and consume halal product. On the other hand, this research suggests that Government and marketers may incorporate the element of attitudes and social pressure in their halal product campaigns and advertisements. The availability, variety and price of halal product may also need to be given attention by Malaysian government. In addition, knowledge and awareness on halal food could be incorporated in the existing Islamic Studies subject at the school level for younger Muslims to implant the right understanding about halal food and halal product. Future research may broaden the population and expand the geographical locations to other states in Malaysia. The influence of other potential consideration for example religiosity on halal consumption may as well be looked into in future research.

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