FACTORS INFLUENCING THE TRENDING HALAL FOOD CONSUMPTION AMONG CONSUMERS IN MALAYSIA

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2023

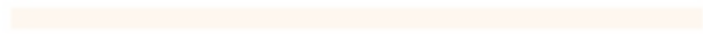# Factors Influencing The Trending Halal Food Consumption Among Consumers In Malaysia

by

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A thesis submitted in fulfillment of the requirements for the degree of
BACHELOR OF BUSINESS ADMINISTRATION (ISLAMIC BANKING
AND FINANCE) WITH HONOURS

Faculty of Entrepreneurship and Business
UNIVERSITI MALAYSIA KELANTAN

2023

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ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah, the Almighty, for His showers of blessings throughout our research work to complete the research successfully.

We would like to express our deep and sincere gratitude to our supervisor, Dr. Nadzirah Binti Mohd Said providing invaluable guidance throughout this assignment. Her dynamism, vision, sincerity, and motivation have deeply inspired us. She has taught us the final year researchproject 1 to carry out the assignment and to present the assignment works as clearly as possible.She always gives us support and guides us patiently until we understand the thing, we should knowon to do our assignment in purpose to produce a good outcome from the data we have find. Itwas a great privilege and honor to study under her guidance. We are extremely grateful for what she has offered to us. We would also like to thank her for her friendly, empathy, and great sense of humor.

In addition, we also thank to the University Malaysia Kelantan for consent to include copyrighted pictures as a part of our paper. We are also extremely grateful to our parents for their love, prayers, caring and sacrifices for educating and preparing us for our future.

Many people, especially our classmates and team members itself, have made valuable comment suggestions on this proposal which gave us an inspiration to improve our assignment. We thank all the people for their help directly and indirectly to complete our assignment.

Finally, we give our special thanks to all the people who have supported us to complete the assignment work directly or indirectly to complete our assignment.

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ABSTRAK

Pada masa kini, makanan halal semakin diterima oleh semua golongan masyarakat di negara ini iaitu Malaysia tanpa mengira bangsa dan agama. Objektif utama kajian ini adalah untuk menentukan hubungan antara harga, sikap dan pengaruh rakan sebaya dengan faktor-faktor yang mempengaruhi *trend* pengambilan makanan Halal dalam kalangan pengguna di Malaysia. Ia juga mengenal pasti dan membuktikan faktor-faktor yang mempengaruhi trend pengambilan makanan Halal dalam kalangan pengguna di Malaysia. Sebanyak 228 responden soal selidik yang diedarkan telah dikumpul. Selain itu, menggunakan alat SPSS untuk mendapatkan hasil seperti Ujian Kebolehpercayaan dan Kesahan, Ujian Deskriptif, Korelasi dan Regresi Linear Berganda. Hasil kajian menunjukkan tahap atau hubungan yang signifikan antara harga, sikap dan pengaruh rakan sebaya dengan faktor-faktor yang mempengaruhi trend pengambilan makanan Halal dalam kalangan pengguna di Malaysia. Kesimpulannya, dapatan kajian ini membuktikan bahawa harga, sikap dan pengaruh rakan sebaya merupakan faktor yang mempengaruhi trend pengambilan makanan Halal dalam kalangan pengguna di Malaysia. Implikasi kajian ini adalah kepada pengguna perniagaan dan individu di Malaysia. Makanan Halal yang menjadi trending mendapat penerimaan tinggi daripada pelbagai kaum dan agama yang menganggap kualiti dan kebersihan sesuatu makanan.

Kata kunci: *trend* penggunaan makanan Halal dalam kalangan pengguna di Malaysia, harga, sikap, pengaruh rakan sebaya.

ABSTRACT

Nowadays, Halal food is increasingly accepted by all groups of people in this country which is Malaysia regardless of race or religion. The main objective of this study is to determine the relationship between price, attitude and peer influence with factors influencing the trending Halal food consumption among consumers in Malaysia. It also identifies and proves the factors influencing the trending Halal food consumption among consumers in Malaysia. A total 228 respondents of questionnaires distributed were collected. Additionally, using SPSS tools to get results like Reliability and Validity Test, Descriptive Testing, Correlations and Multiple Linear Regressions. The results shows the significant level or relationship between price, attitude and peer influence with factors influencing the trending Halal food consumption among consumers in Malaysia. To sum up, this study's findings proved that price, attitude, and peer influence are the factors influencing the trending Halal food consumption among consumers in Malaysia. The implications of this study are for business and individual consumers in Malaysia. The trending Halal food gets high acceptance from various races and religions that consider the quality and cleanliness of a food.

Keywords: the trending Halal food consumption among consumers in Malaysia, price, attitude, peer influence.

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Halal items have a large and fast expanding worldwide market. Aside from religious responsibility and obedience, halal has become the preferred standard of choice for Muslims and non-Muslims alike throughout the globe. Non-Muslims don't seem to care about the Halal idea, even though Muslims have to adhere to rigorous religious guidelines. Muslims and non-Muslims may prefer halal cuisine for various reasons, but little is known about these factors. Marketers may learn more about consumers' preferences for halal goods and brands by analyzing their thoughts and actions.

Food plays a vital role in maintaining sacred rites and beliefs for many faiths. Food is any substance that provides nutritional support to the body to generate energy, maintain life, or encourage development. It carries good health as a preventative measure and a cure. Many people believe that food has a significant influence on the development of civilization and religion. Food choices are heavily influenced by religion in most countries. According to this research, consumers are more likely to purchase a new product if it does not violate or contradict their religious beliefs. Religious beliefs influence buying choices and eating habits. Food consumption is influenced by religious beliefs and the degree to which people adhere to and interpret such thoughts. Pork and beef are banned in almost every religion, save Christianity. This includes Judaism as well as other Abrahamic faiths like Hinduism.

Muslims, in particular, may be influenced by their religious beliefs in their purchasing decision. Halal (permissible) and haram (impermissible) are terms used in Islam to describe food (prohibited). Demand for "Halal" food has risen due to Muslim concerns about the food they consume

and the substances they contain. At least 500 million non-Muslims ingest halal cuisine throughout the globe. Halal is no longer only about religion. Halal is the thorough examination of a subject, particularly regarding economic and scientific considerations. Health, cleanliness, taste, environmental friendliness, animal welfare, and social problems all play a role in halal consumption (such as religious identity and level of culture). Non- Muslim customers are increasingly turning to Halal goods owing to ethical concerns about the treatment of animals and a general belief that Halal foods are better for you. According to recent research from the Islamic Food and Nutrition Council of America (2009), customers are already willing to pay a premium price for organic food in the United States and Europe. Therefore an emphasis on healthy foods gives excellent chances to sell Halal foods as a lifestyle option. As a result, many non-Muslims have already decided to consume Halal cuisine. Health-conscious markets are projected to see an upsurge in Halal food consumption over the next five years. Muslims and non-Muslims alike may learn from the religion's principles and apply them. Religion has a profound impact on a person's inner life, influencing a variety of rituals and actions.In order to demonstrate respect and meet the needs of individuals from diverse religious groups, itis essential to recognize the significance food plays in cultural and religious activities.

1.2 PROBLEM STATEMENT

Different psychological and sociological factors, as well as food-related government restrictions, affect consumers' dietary choices. According to research, consumers' attitudes about food are influenced by a number of variables (Nardi et al., 2019; Vermeir & Verbeke, 2006, 2008). Taste, texture, affordability, accessibility, style of lodging, and psychological and ecological aspects all have a role in people's eating choices (Boesveldt et al., 2018). Several studies, such as Delener (1994), claim that religious beliefs impact consumer buying decisions. Religion and eating choices are also discussed in depth in Dindyal and Dindyal (2003). This research reveals that religion has a significant impact on a variety of societal structures (Dindyal & Dindyal, 2003). It needs to be clarified how religion and Halal food alternatives are linked due to a paucity of studies on religion's role in influencing consumer food preferences (Delener, 1994).

The halal sector is multiplying and is considered a worldwide business. More than 60% of the halal trade's worldwide market value is said to come from the sale of halal food products. Economic development is expected to be a significant factor in Malaysia's quest to become a halal center. Religion significantly impacts the thoughts and actions of the general public. Throughout history, religion has played a crucial role in determining what people buy and how they consume. Religious teachings and society's understanding of religion strongly impacts dietary habits. Among all faiths, according to Regenstein et al. (2003), Islam provides specific standards for dietary choices and lifestyle.

Muslims are obligated to consume only Halal (permitted or halal) and Tayyib (clean) food items while refraining from Haram (prohibited or haram) foods, according to these dietary requirements (Regenstein et al., 2003). Since its inception in 1970, the meaning of the term "halal"

has developed in Muslim and non-Muslim nations alike. Halal is a concept based on Islamic principles encompassing everything from food safety and cleanliness to nutrition and goodness, as well as the production, development, pre-production process, trustworthiness, honesty, and the management of food and other resources. A Halal food manufacturing factory must be completely devoid of pork-based products, alcoholic beverages, and other synthetic substances. The religious idea that Halal cuisine is tastier, healthier, and cleaner than Haram food is a major factor in its acceptability and appeal (Al-Harran & Low, 2008). Halal food's ethical and certification norms are also relevant to this recognition (Hanzaee & Ramezani, 2011).

Additionally, Halal principles restrict commodities such as stationery, toiletries, medicines and cosmetics and sectors such as finance, insurance, and banking. According to Rezai et al. (2012) and Haque et al. (2015), 38.7 percent of Malaysia's non-Muslim population agreed with the dietary principles regulating Halal food production and consumption. Non-Muslim customers of halal cuisine have a favourable reaction, according to Mathew (2014) and Haque et al. (2015). Studies have shown that non-Muslims' acceptance of halal cuisine is connected to the meal's safety, nutritional value, and quality (Aziz & Chok, 2013; Haque et al., 2015; Latif et al., 2014; Mathew, 2014; Rezai et al., 2012). Increasingly, people are concerned about the nutritional and ethical criteria that govern food items, such as sanitation and nutrition as well as quality, provenance and animal welfare (Latif et al., 2014; Mathew, 2014).

1.3 RESEARCH QUESTION

1. Is there any relationship between price and the trending Halal food consumption among consumers in Malaysia?

2. Is there any relationship between attitude and the trending Halal food consumption among consumers in Malaysia?

3. Is there any relationship between peer influence and the trending Halal food consumption among consumers in Malaysia?

1.4 RESEARCH OBJECTIVES

1. To examine the relationship between price and the trending Halal food consumption among consumers in Malaysia.

2. To examine the relationship between attitude and the trending Halal food consumption among consumers in Malaysia.

3. To examine the relationship between peer influence and the trending Halal food consumption among consumers in Malaysia.

1.5 SCOPE OF THE STUDY

This study will determine the level of consumers' influence in trying and selecting the trending Halal foods. This study will also discover factors influencing consumers' selection of Halal foods that are trending nowadays. It is because some people like to follow the current trend without thinking and do not care about the ingredients used in a portion of food, whether it is Halal to eat or otherwise. Therefore, this issue should not be taken lightly because it involves adherence to Islam,

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which forbids eating forbidden foods. Also, it will affect the construction of a Muslim's personality. In addition, this study will be done by focusing on consumers in Malaysia who are known for their culture that are easily influenced by trending things. Besides, the survey or online questionnaires will be distributed and asked to consumers in Malaysia who are more focused on adolescence to adulthood to collect the data for this quantitative data. It means the data will help in knowing the main factors of consumers in Malaysia in the selection of trending Halal foods. Also, for this study to be successful, time will be taken to collect, analyze, interpret, and evaluate the data carefully until the end of this study.

1.6 SIGNIFICANCE OF STUDY

This study is significant because it involves Halal foods that everyone can eat, whether Muslims or not. However, Muslim users should not eat food that has prohibited ingredients used. Also, this study can give awareness to Malaysia's consumers in carefully selecting trending Halal foods to avoid being easily fooled by the trending things.

Next, this study will give the main benefits for the users in Malaysia, especially for Muslim consumers. It can maintain the good name of religion and self in societies by choosing the trending Halal foods. Muslims with good personalities will get a positive response from the communities and indirectly can increase awareness in choosing the best Halal foods for long-lasting health. As stated in Quran (2:168), Allah says, 'O humanity! Eat from what is lawful and good on the earth and do not follow Satan's footsteps. He is truly your sworn enemy'.

Last but not least, this study can also benefit consumers in Malaysia to know the advantages of selecting and choosing Halal foods. For example, Halal food is a clean food utilizing proper slaughter, known as a portion of healthy food and free from disease and is a quality food. So, the trending Halal food selection is highly recommended among consumers in Malaysia because it will positively impact ourselves, religion, and society.

1.7 DEFINITION OF TERM

1.7.2 TRENDING

"Trending" means "to appear as a popular trend." And something is frequently discussed on social media, in newspapers, and elsewhere. Chef Amar, for example, is trending and becoming the buzz of Malaysians on Twitter, Facebook, and Instagram since he has a large following and sells high-quality products.

1.7.2 HALAL FOOD

To possibly understand halal food, we must first identify food and the meaning of the term halal. Food is derived from the Arabic phrase at *ta'am* or *Al-atimah*, which means "to eat food." Swallowing food into one's body to maintain one's physical and mental well-being is referred to as eating. Food is anything that humans can eat or consume, whether it comes from animals or plants, which can satisfy hunger and provide energy to the human body. (Rosalia,2016)

There are a few rules to follow when establishing what constitutes halal food. It goes like this:

a) Does not contain or consist of any part or thing of animals that Muslims are prohibited from eating under Islamic law or have not been slaughtered according to Islamic law.

b) It does not contain anything punished as excrement under Syariah regulations.

c) According to Islamic law, no tool should be used to prepare, process, or manufacture food containing unclean objects.

d) It is not in contact with or close to any food that does not fulfill the standards of guidelines a, b, and or anything punishable as feces under Islamic law while preparing, processing, or storing it. (Rahman, 2007).

1.8 ORGANIZATION OF THE PROPOSAL

1.8.1 CHAPTER 1: INTRODUCTION

In chapter 1, we review the background of the study, problem statement, research question, research objectives, the scope of the study, the significance of the study, the definition of the term, and the organization of the proposal.

1.8.2 CHAPTER 2: LITERATURE REVIEW

Chapter 2 will present the introduction, underpinning theory, previous studies, hypotheses statement, conceptual framework, and conclusions about the literature review.

1.8.3 CHAPTER 3: RESEARCH METHOD

Chapter 3 will explain the introduction, research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables, the procedure for data analysis, and summary. Chapter 3 will explain the introduction, research design, data collection methods, study population, sample size, sampling techniques, research instrument development, variables'measurement, data analysis procedure, and summary.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

This literature review aims to provide the readers with general information or an overview of the factors influencing consumers in selecting Halal foods that are trending nowadays. This study is significant because people nowadays do not care about the food they eat daily, predominantly Muslim users. So, this chapter will provide some previous studies about the factors in the selection of trending Halal foods sharing. Moreover, it also presents the primary framework for this study, which will be discussed in detail in this research paper.

This halal food is the best food for consumers because it has a low rate of counterfeiting, contamination and impurity in the food provided (Billah, Rahman, & Hossain, 2020). It is because in Islam, hygiene is essential in every aspect including in the preparation of Halal food. So, in this study, price, attitude and peer influence are critical factors in selecting the trending Halal foods among users in Malaysia. As a result, the Halal food industry grew rapidly by 2.9 percent in a year (Adzharuddin & Yusoff, 2018). Hence, this can prove that there is a high demand for Halal food among consumers in Malaysia.

Thus, this study contributes some knowledge about potential factors influencing the selection of trending Halal food in Malaysia. This can facilitate the researchers in finding knowledge related to this topic. It is because the researchers can analyze the data provided that obtain meaningful insights on the factors influencing the selection intention toward Halal foods.

2.2 UNDERPINNING THEORY

The theory relates to speculative thinking and includes observing, contemplating, or investigating. The phrase evolved to mean a collection of fundamental ideas for a specific issue, intended to offer an overview of some element of reality. This is a collection of hypotheses. The first theory of conjecture can be derived from two types of ideas: if observation, the belief does not support the assumption: is supported by a verifiable statement. Even so, the view might be incorrect. When the theory must be changed or discarded to meet the observation when this happens hypothetical practice is the second. Only when a set of knowledge descriptions has a substantial empirical basis is it labeled a theory in science. In contrast to this practice, a scientifictheory is a theoretical aspect of science. These are logical systems made up of observations, concepts, and hypotheses or postulates, and they all aim to describe an inevitable occurrence. Chaos theory, Communication theory, Knowledge theory, Evolution theory, Game theory, Relativity theory, and Quantum physics theory are examples of scientific theories.

A theory exists in all areas of academic study, from philosophy to literature to the social sciences, not just in the basic sciences and exact sciences. The theory is frequently used as a modelof reality. The hypothesis must be verified. Many scientists claim that religious ideas are unprovable and hence are a question of faith rather than a theory. Popularly, the theory is a word used to refer to a group of abstract ideas to explain an event, even allowing us to make predictionsabout that event. It is also used to describe something difficult to achieve in practice; for example,"the idea of improving the country's state is pure theory. The term 'theoretical' or 'in theory' indicates the difference between the data obtained from the model concerning phenomena observable in experience or reality experiments. This often shows that theory has predicted a particular outcome but has not been observed.

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This qualitative study aimed to identify and evaluate the elements influencing consumption behaviors. Intentions control actions, but not all choices are carried out; some are abandoned entirely, while others are amended to accommodate changing circumstances. The current chapter looks at the links between intentions and actions, including how objectives and plans shape behavior and what causes people to change their minds or prevent them from carrying out their dreams. The first section of the chapter focuses on the prediction and explanation of conduct that is primarily under the control of the individual. The author describes a theory of reasoned action that traces the causal relationships from beliefs through attitudes and intentions to actual efforts (Ajzen, I.1971). TPB Ajzen (1985) and Ajzen (1991) are expansions of reasoned action theory (TRA) (Ajzen & Fishbein, 1970) to overcome TRA's inability to detect non-willful behavior. Thedegree to which an individual can engage in conduct and attitude spontaneously is revealed by willcontrol (Blackwell et al., 2006). Although TRA (Bagozzi et al., 2000) cannot account for voluntary activities, TPB can. According to models, individual-specific personality traits are primarily influenced by healthcare contributions to do those acts. Individual attitudes or methods, subjectivenorms, and perceived control of the conduct can influence the intention behind attempting to engage in such activity; actual behavior is governed by varied mixtures of these three factors (Hagger et al., 2002). TPB considers the subjective values and behaviors that influence a person'sdecision to buy halal food; it also reveals that consumer purchasing goals and behaviors are influenced by perceived behavioral control (Haro, 2016). Certain circumstances can interact with purchasing intentions, making them less accurate predictors of behavior (Hughes, 2013). On the other hand, the behavioral intention might represent a person's views, making it more helpful in forecasting consumer behavior.

More so than TRA, TPB considers perceived behavioral control (Alam & Sayuti, 2011); TPB believes that attitudes about the target behavior and subjective norms about engaging in the conduct

influence intention halal food purchase behavior, and TPB also believes that perceived behavior control over engaging in the behavior influences intention and purchasing behavior. Beliefs inform perceived behavioral control about the individual's ownership of the opportunities and resources required to engage in the conduct (Ajzen, 1991). And it also made it suitable for empirical studies on socio-psychological factors impacting food consumption (Ajzen, 1991; Taylor & Todd, 1997). Several major models for food-related sector TPBs have been developed (Honkanen et al., 2005; Verbeke & vermeil, 2004) and food-related behaviors (Cook et al., 2000; Sparks et al., 1995). The case of concerning the purchase of Halal food in France, it was discoveredthat controlling perceptions, social norms, and attitudes had a substantial impact on purchasing intentions for halal-certified meat products. The halal meat industry is evolving to meet new customer demands such as animal welfare and cooking and eating convenience (Bonne and Verbeke, 2006). Major shops like Carrefour and Albert Heijn are increasingly experimenting with halal meat in their offerings. Previous initiatives in the retail setting have typically failed due to a lack of understanding of Muslim food consumption habits. Varied definitions of halal meat and different quality certifications are the main issues that arise. Many European countries expect thesechallenges to become key food policy issues shortly (Bergeaud-Blackler, 2004a). As a result, TPBis being used to explore halal food buying habits in this study. Attitudes, attitudes toward the behavior, and social norms are described in the next section of TPB.

2.3 PREVIOUS STUDIES

2.3.1 PRICE

Price is essential to buying and selling or a memorandum of understanding between two parties, producer and consumer. It denotes what the buyer can and should makeover towards the seller to obtain what was put forward (Ejye, 1997). Price and purchasing habits are influenced by the option selected. Other elements, such as testimonials, price sensitivity, and others, can impact the outcome of a company's lack of desire to be famous (Story & Hess, 2006). Sales promotion strategies influence consumers before deciding; the user evaluates whether a promotion is available to help select which product to buy when two products are equally appealing (Alvarez & Casielles, 2005). According to DelVecchio et al. (2007), pricing frames influence consumers' promotional price perceptions and worth. Bring it in at a discounted price. Previous studies have proven that price affects consumer purchasing behavior (Al-Salamin & Al-Hassan, 2016; Aschemann-Witzel, Jensen, Jensen, & Kulikovskaja, 2017; Huck & Wallace, 2015; Waheed et al., 2017).

Various factors come into play when customers evaluate food and make purchasing decisions in stores. These include physiological aspects like hunger and desires when shopping and sociological effects, including significant others' ideas about what to buy and how to choose food goods (Shephchoose Raats, 2006). Last but not least, the individual's household makeup and socioeconomic situation are critical contextual influences. The perceived relationship between price and quality is significant for low-cost substandard food. The price level is frequently used to imply quality (Völckner & Hofmann, 2007), which also applies to food (Grunert, 2007). The importance of 'price' as a determinant is controlled by a person's purchase behavior, which is influenced by factors such as income story (Ailawadi et al., 2001; Mägi & Julander, 2005) and may thus affect price awareness level

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(Gaston-Breton & Raghubir, 2013).

Price is a provocative and emotional aspect determining a customer's purchase intention. According to an April 2012 Amazon.com listing for a Hewlett Packard color laser printer, manufactured toner shotgun shells cost between US $ 60 and US $ 80. In contrast, recycled devices cost between US $ 17 and US $ 35. So, how do customers decide whether to buy a trademarked or reprocessed cartridge? "Purchasing decisions are based on how customers evaluate prices and what they perceive as current actual pricing," according to Kotler and Keller (2006, p.434). As a result, the role of pricing in the market is to produce value and income by (a) identifying organizational innovation activities, (b) studying and researching future value creation, and (c) profiting from organizational activities (Sutera, 2006). "Consumers are price takers and receive prices at face value," according to (Kotler & Keller, 2006), and "price has operated as a fundamental predictor of consumer choice" (p.432). As a result, pricing is a significant and complicated issue influencing customers' perceptions and behavior.

2.3.2 ATTITUDE

Morris Fishbein, a physician, defines attitudes as "judgments of humans, goods, and things." (Fishbein& Ajzen, 1975). Estimates are formed over time and are based on an individual's experiences. As previously said, their development is shaped and molded by observation, psychology, encouragement and expertise. People's attitudes are influenced by various factors, including friends, family, the media, colleagues, and others. It may influence how someone thinks and behaves when applied to a particular setting, such as a school, shop, or workplace. With attitudes, buyers can easily find the products or services they want without putting in much effort on their own.

How someone views a specific behavior reflects his or her own beliefs about what could happen if it is carried out (Hill & Lynchehaun, 2002). A person's expectation of the consequences of an activity is influenced by their attitude toward it (Ajzen, 2011). For business sectors in various cultures, the link between attitudes and behavioral intentions is important (Mostafa, 2007). Consumer attitudes on food consumption are the topic of this study, representing a buyer's mental evaluation of products or services (Ajibola & Njogo, 2012; Bonne et al., 2007b; Eagly & Chaiken, 1995).

An attitude community with a lower thickness indicates that related evaluative reflexes form compact subgroups, are linked by "cut-throughs" and influence each other more strongly than other nodes in the network. CAN models (Dalege et al., 2016). Clusters are created to ensure that people's views are consistent and accurate. For better accuracy, clustering enables the separation of closely linked evaluative responses into discrete groups (Dalege et al., 2017; Dalege et al., 2016). Convenient, lightweight, and suited for packing are just a few of the advantages of plastic that make it a good choice for packaging.

Our behaviors are influenced by factors other than our thoughts and feelings behavioral intention was developed by Martin Fishbein and Izek Ajzen (Ajzen, 1991; Fishbein & Ajzen, 1975) to highlight the influence of three primary variables on the attitude-behavior relationship: attitude toward the behavior (the more robust, the better), subjective norms (the support of those we value), and behavioral intention (the extent to which we believe we can perform the behavior). Our actual conduct is predicted by combining these three factors, which forecast our desire to participate in a particular activity.

2.3.3 PEER INFLUENCE

Basically, this peer influence will affect a person's mind, thinking and behavior (Esmail Alekam, 2018). Nowadays, the young generations are always influenced by their peers to make some life decisions. Peer influence can be either positive or otherwise, so we as a person with sanity in thinking must think deeply in making a decision that peers influence. Also, to keep following the trend which is eating the trending Halal food is one factor influenced by peers who do not want to be outdated. This shows that peer influence is vital in deciding what product to purchase (Bona, 2018).

In addition, the findings show that peer influence is one of the positive connections in deciding to eat Halal meat (Kawata, Htay, & Salman, 2018). It is because the freshness and cleanliness in the process of making the food are highly guaranteed with no doubt. It means there is no need to worry about the selection of trending Halal food in Malaysia because it is a portion of quality food, safe and healthy for the body. However, some people in Malaysia like to gather or hang out with friends is also one of the factors that can cause the influence of peers in shaping lifestyle. Through peer influence, they will choose and buy the product that meets their interests (Bona, 2018).

Thus, peer influence is the most decisive influence affecting persons' financial behavior (Jamal, Ramlan, Karim, & Osman, 2015). It means peer influences can affect or change a person's lifestyle.

2.3.4 THE TRENDING HALAL FOOD CONSUMPTION

Halal means lawful or permitted, hence Halal food is permissible to eat confidently with no doubt (Mathew, 2014). Nowadays, Halal foods is very familiar among users in Malaysia especially for the Muslim users because it is very quality and safety product to be eaten with the high hygiene

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and freshness provided in the process of preparation the foods. Generally, the logo Halal is important thing that can affect the intention of the users to purchase the Halal foods which according to Islamic requirements. It is because it shows as a quality and safety symbol in the food provided (Quantaniah, Noreina, & Syakinah, 2013). On the other hand, for the non-Muslim users believe that the logo Halal have a most hygienic food and clean to be consumed (Mathew, 2014).

From an Islamic viewpoint, the Quran and the Prophet Muhammad SAW are quite clear in defining the specifics of halal food consumption (Khalek & Ismail, 2015). In Quran mention about this topic in Surah Al-An'am, verse 145, said; "I do not find within that which was revealed to me [anything] forbidden to one who would eat it unless it be a dead animal or blood spilled out or the flesh of swine - for indeed, it is impure - or it be [that slaughtered in] disobedience, dedicated to other than Allah. But whoever is forced [by necessity], neither desiring [it] nor transgressing [its limit], then indeed, your Lord is Forgiving andMerciful."

In addition, Halal food is not only free from pork or alcohol, but it is alsoseen in terms of preparation which is not from the methods prohibited in Islam such as stealing, robbery or corruption (Adzharuddin & Yusoff, 2018). Muslim consumers must evaluate their consumption, such as the ingredients of any specific foods and beverages, and then make an informed choice (Hashim & Othman, 2011). In Islam, it emphasizes the question of halal and haram because it will have an impact ondaily life. That is why non-Muslim can believe and confident to try the trending Halal food in Malaysia with a quality and safety food.

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2.4 HYPOTHESIS STATEMENT

According to the theories and research backdrop, there seems to be a link between food consumption factor and the trending halal food consumption among consumers in Malaysia. Nevertheless, no actual research has been done on the integrated link between these variables. As a result, the goal of this study is to put the relationship between these variables to the test.

This study focuses on the food consumption factors and the trending halal food consumption among consumers. The following assumptions are derive based on the characteristics that influence the consumer halal food consumption:

H1: There is a significant relationship between Price and the trending Halal food consumption among consumers in Malaysia.

H2: There is a significant relationship between Attitude and the trending Halal food consumption among consumers in Malaysia.

H3: There is a significant relationship between Peer Influence and the trending Halal food consumption among consumers in Malaysia.

2.5 CONCEPTUAL FRAMEWORK

The figure 2.1 below show the research framework that illustrated for this research based on the previous studies and discussion on this research.
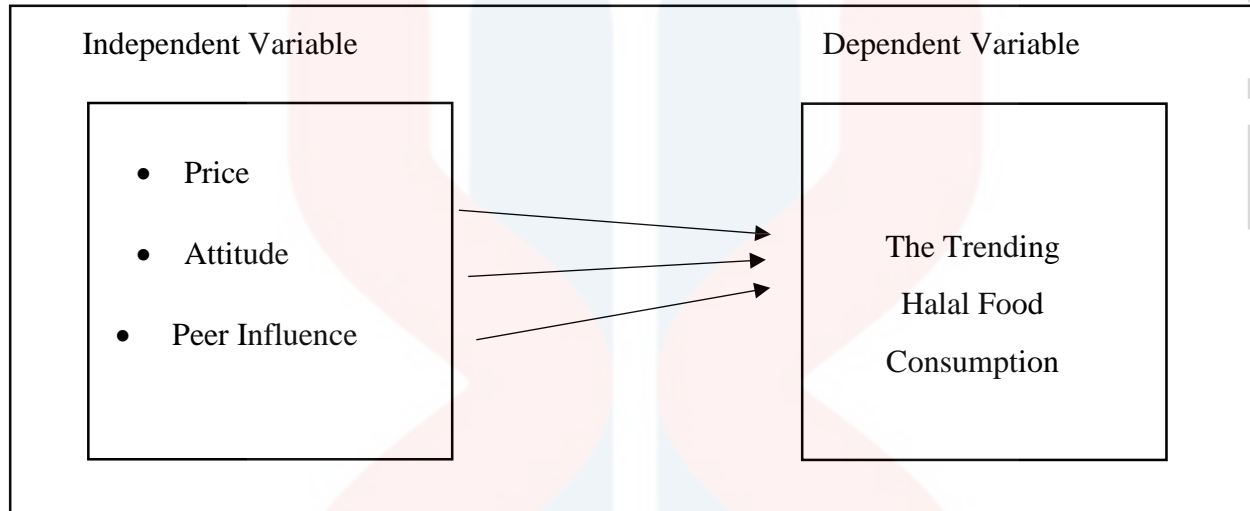
Figure 2.1: Research Framework for the Factors Influencing the Trending Halal Food Consumption among Consumers in Malaysia.

Based on Figure 2.1, three themes from prior studies are summarized and investigated: price, attitude and peer influence, which are related to the trending halal food consumption among consumers in Malaysia. Firstly, the framework above explains to study the price. Nowadays, consumers do take all seriously about the pricing. The trending halal food price is usually affordable so that anyone can buy them but this is not valid for those willing to spend their money on something with a higher price.

Secondly, attitude influences the trending Halal food consumption among consumers in Malaysia. This is because a person's attitude reflects how they will spend all their money effectively on trending halal food. Lastly, peer influence is the last independent variable towards the dependent variable which is trending Halal food consumption among consumers in Malaysia. This explains

how one's attitude and behaviors in consuming trending halal food are affected by those around them. Therefore, researchers will explore these three independent variables which are price, attitude and peer influence that will influence trending Halal food consumption among consumers in Malaysia.

2.6 CONCLUSION

In conclusion, this study attempts to contribute some knowledge about some of the potential factors influencing the selection of trending Halal food in Malaysia which can facilitate the researchers in finding knowledge related to this topic more widely. This literature review aims to provide the readers with general information or an overview of the factors influencing consumers in selecting Halal foods that are trending nowadays. So, in this study we believe that price, attitude and peer influence are some of the critical factors in selecting the trending Halal foods among users in Malaysia.

A theory exists in all areas of academic study, from philosophy to literature to the social sciences, not just in the primary and exact sciences. In contrast to this practice, a scientific theory is a theoretical aspect of science. Many scientists claim that religious ideas are unprovable and are a question of faith rather than a theory. Only when a set of knowledge descriptions has a substantial empirical basis is it labeled a theory in science. It is also used to describe something difficult to achieve in practice; for example, "the idea of improving the country's state is pure theory. This often shows that theory has predicted a particular outcome but has not been observed.

The first for the previous studies is price. The importance of 'price' as a determinant is controlled by a person's purchase behavior, which is influenced by factors such as income. The Second is attitude. This research focuses on consumer attitudes around food consumption, representing a buyer's mental assessment of goods or services. Third is peer influence. This shows that peer influence is vital in what

product to consume or purchase. Basically, this peer influence will affect a person's mind, thinking and behavior. Peer influence can be either positive or otherwise, so we as a person with sanity in thinking must think deeply in making decisions influenced by peers.

Last but not least, halal food. Nowadays, Halal foods are very familiar among users in Malaysia, especially Muslim users, because it is a very quality and safe product to be eaten with high hygiene and freshness provided in the process of preparing the foods. On the other hand, non-Muslim users believe that the logo Halal has the most hygienic food and is clean to be consumed.

CHAPTER 3: RESEARCH METHODS

3.1 INTRODUCTION

Research methods are the strategies, procedures, or methods used in the gathering of information or proof for analysis in order to gain new knowledge or a more profound comprehension of a subject. The research process is systematic and follows defined frameworks and principles for handling data and communicating findings. Researchers can use the frameworks and recommendations to help them choose what to include in their research, how to conduct it, and what conclusions are likely to be drawn from the data (Williams, 2007). Additionally, researchers need to be aware of the underlying presuppositions of particular methodologies and the standards by which they might decide which approaches and processes are appropriate for particular contexts and which are not. (Kothari, 2004).

This chapter will discuss the research design that enables research to be as efficient as possible, resulting in the most information possible. The purpose of research design is to allow for the acquisition of meaningful evidence with the least amount of money spent (Kothari, 2004). Besides, this chapter will discuss the data collection method to ensure that it is correct, accurate, and relevant to the topic at hand. In addition, this chapter will study the population, sample size and sampling techniques. It will help the study become easier to get the best information with good techniques. Also, the research tools used to collect, measure, and analyze data pertinent to your research objectives are typically chosen by the researcher and coordinated with the study approach.

Additionally, an instrument can be used to measure the variables. The size of the variable being measured significantly impacts the analytical processes that may be applied to the data and the conclusions that can be drawn from the data. The four different categories of measurement scales are nominal, ordinal, interval, and ratio scales. Lastly, the data analysis process, which involves cleaning, processing, and analyzing raw data to produce useful, pertinent information that can help businesses

make informed decisions, will also be covered in this chapter.

3.2 RESEARCH DESIGN

The descriptive research design will be used for this study. It focuses on gathering data to better comprehend the state of the world today. The behavior of a group of people can be described through descriptive research. Data must be gathered, analyzed, and presented as part of a theory-based design process. This gives a researcher the ability to describe the goals and methods of their research. Others can better understand the need for the research with the aid of descriptive design. The three main goals of descriptive research are to describe, explain, and validate the results. This study will use the primary data collection methods, quantitative data through surveys or questionnaires, to gain all the data. The method analyzes the factors influencing halal food consumption among consumers in Malaysia.

Analyzing a numerical result is referred to as "quantitative analysis." In a survey, respondents are questioned to elicit information on trends, preferences, activities, viewpoints, and any other quantifiable element. Quantitative data-gathering techniques are popular because they are simple to utilize. Researchers use these strategies to acquire facts and numbers by asking questions. Quantitative data is quantifiable and may be stated numerically. Also, the primary defense for using the quantitative approach is that it is typically less expensive and time-consuming than other research techniques. (Esmail Alekam, 2018). Researchers can ask closed-ended questions with various potential answers in quantitative surveys. Because they can select from a list of possibilities, respondents will find this method more convenient. It is the ideal replacement for more extensive studies that can become unmanageable when using the type of open-ended questions for which qualitative surveys are famous. The questionnaires will assist the researchers in gathering accurate data from respondents regarding the variables influencing the consumption of halal cuisine among consumers in Malaysia.

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3.3 DATA COLLECTION METHODS

Data collection is the process of gathering, calculating, and analyzing accurate information for a study using defined, approved protocols. A researcher may assess their hypothesis in light of the data gathered. Primary data and secondary data are the two categories of data collection techniques.

3.3.1 PRIMARY DATA

Information that has never been seen before is called primary data. The term "primary data" refers to the study's initial results. Primary data gathering and analysis frequently need more time and effort than secondary data analysis. It is original data collected for specific goals, using procedures that fit the research problem (Hox & Boeije, 2005). Before deciding on a data collection source, it is also necessary to figure out the research's goal and the target population. So, the questionnaire will be distributed to several informants in Malaysia with lists of questions related to this study about the factors influencing halal food consumption among consumers in Malaysia.

The researchers randomly chose clients in Malaysia, consumers among students, working people, families and others to collect and acquire the information in detail, accurately and precisely by using this collection method. In providing understanding to the respondents, a brief explanation will be provided related to the people's views on halal foods and the rampant consumption of halal food in Malaysia. This questionnaire will save time and less expense in obtaining the necessary information and will facilitate both parties, the respondents and the researcher, in analyzing the data obtained.

3.4 STUDY POPULATION

The term "population" refers to the entire group of individuals, events, or other exciting things the researcher desires to examine (Sekaran & Bougie, 2009). In order to collect statistics, the respondent population figures are needed. When doing research, it is essential to consider the entire population and the sample. As of Saturday, June 4, 2022, Malaysia will have a population of 33,160,944, according to the latest recent United Nations population projections. The official religion of Malaysia is Islam. However, the country is multicultural and multi-confessional. 63.5 percent of the population adheres to Islam, 18.7 percent adhere to Buddhism, 9.1 percent adhere to Christianity, 6.1 percent adhere to Hinduism, and 2.7 percent adhere to another religion or lack information. As a result, 110 Malaysian Muslims and 110 Malaysian non-Muslims were chosen for this study. The research objective was to examine the factors influencing the trending halal food consumption among consumers in Malaysia in choosing foods that are trending in Malaysia. The purpose of the study was to evaluate the factors influencing halal food consumption among customers in Malaysia and the intake of halal meals, which are popular in the country.

3.5 SAMPLE SIZE

The number of people who take part in the survey and are included in the sample is knownas the sample size. In this study, the sample of this study looked at the factors that influence the consumption of halal cuisine among consumers in Malaysia. A sample size of at least 120 Muslims and non-Muslims from Malaysia is required for this investigation. As a consequence of this, the total number of 120 respondents will be selected using the Krejcie & Morgan table (Krejcie and Morgan 1970), which may be found below.

Table 3.1: Table for Determining Sample Size of a Know Population (Krejcie and Morgan1970)

Table 3.1

Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size   Source: Krejcie & Morgan, 1970

3.6 SAMPLING TECHNIQUES

The probability that the researchers can collect data from all situations to answer the research question is improbable. To combat this, a sample is selected for data collection. The set of cases from which the research sample is selected is called population (Taherdoost, 2016). In the scope of statistical analysis, sampling is the selection process for several observations from a larger population that had already been predetermined. The methods that will be utilized to sample from the broad population depend on the types of analysis performed, including simple random or systematic sampling.

The sample group is determined from the population by utilizing sampling techniques. Generally, there are two types of sampling techniques: probability sampling and non-probability sampling. Probability sampling ensures equality in the chance for each item in the population to be selected. In this research, probability sampling is used.

Researchers select simple random sampling due to a lack of bias. The reason behind this is that simple random sampling should eliminate the probability of bias from occurring. Subsets of a larger group are made up of randomly chosen individuals, ensuring all members of the population have an equal chance of being selected. A balanced subset that presents the best probability of a broad group representation is achieved in most cases.

The simplicity of this sampling technique is another reason behind the selection. Compared to another, simple random sampling is much easier to produce than using other approaches. Consistent output can be produced as this procedure does not require specific abilities. This reason differentiates itself from other sampling techniques like stratified random sampling, which breaks down a large group into smaller ones known as strata. This method is categorized into groups depending on their common characteristics. The individuals in this method's subset are also chosen randomly, and it does not conduct any additional actions.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

This refers to the methods used in information gathering. Readings, interviews, questionnaires, and observations are some methods implemented. The researcher must ensure that the chosen instrument is genuine and reliable (Munir, 2017). The validity and reliability of an instrument are significantly impacted by its appropriateness and suitability in any research study. A rigorous

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analysis must be undertaken on methods used for data collection to produce desirable findings.

For this research, the instruments are required to meet the need of this research and are related to Malaysian consumption of halal foods. When the researchers ask one or more general and open questions, the participants must write down their honest responses based on the question. Both the researchers and participants can determine if there is a need for additional points and steer the direction of the interview as required. Questionnaires are used to understand consumer behavior better and make well-informed decisions. Depending on the study's goal, it can be considered a standalone study approach with various strategies. The researcher will give the students and workers a variety of questions related to halal food consumption and will dig further into the answers to the questions posed to the participants to gather more information from the interviews. Questionnaires are carried out to gather complete results and difficulties in discovery. This strategy will let the researcher understand the subject's experience, opinion, and feelings. Apart from that, researchers can also utilize the data to gather more data from individuals. Data gathering is usually conducted using a standard method to ensure equality between respondents and prevent biased perspectives from influencing the outcome. This is to make sure that the data collected from the instruments can be used to identify this study.

3.8 MEASUREMENT OF THE VARIABLES

An instrument, gadget, or computer may be used to measure a variable. What inferences may be taken from a given dataset depends greatly on the magnitude of the variables being monitored, as well as what analytical tools can be used. Among the many different types of measurements available are those based on nominal, ordinal, interval, and ratio scales, to name a few. Nominal scale data carry

the least amount of information, whereas ratio scale data include the most amount of information.

3.8.1 NOMINAL SCALE

Rather of a numerical representation, the nominal scale uses a single label to identify or express the worth of each object. Because of this, it is easy to give a numericalvalue to an item when it is used for identification. In contrast, when the number given to an item acts as a tag for classifying or grouping objects in a class, the nominal scale is utilized. A person may be classified as either male or female based on gender scales, for example. For example, if all men are the number 1, all females might be the number 2. Please keep in mind that the nominal is merely for the sake of calculation.

3.8.2 ORDINAL SCALE

The Ordinal Scale is listed 2nd in four 'Levels of Measurement', as described by S.S. Stevens. Ordinal scales include statistical data types in which variables are in order or position but without the degree of difference between categories. The ordinal scale contains qualitative data; 'ordinal' means 'order'. It puts variables in order/position, onlyallowing to measure values as higher or lower scales. The scale is unable to produce an accurate comparison between the two categories.

3.8.3 INTERVAL SCALE

An interval scale is a quantitative measuring scale in which there is an arrangement, the difference between the two variables is meaningful and equal, and the existence of zerois arbitrary. It measures variables that occur along the typical scale at the same interval. The measurements used to determine the distances between variables are fairly dependable.The interval scale is the third measuring level after the nominal scale and ordinal scale. Understanding the first two phases will help you identify the size of the interval. Nominalscales are used when the variables have no natural order or position. You may input numbered or non-numbered variables, but frequent survey examples

include gender, location, political party, pets, and so on.

3.8.4 RATIO SCALE

A ratio scale is a sort of variable measuring scale that is quantitative. It enables anyresearcher to compare interval or difference. The ratio scale is the 4th measuring level and has a zero point or original character. This is the distinctive property of this scale. The ratioscale is the most informative scale since it tends to tell about the order and quantity of itemsbetween the values of the scale. The most frequent example of this scale includes height, money, age, weight etc. Regarding the consumption of halal food among consumers in Malaysia, frequent instances seen include sales, pricing, number of clients, market share and so on.

3.9 PROCEDURE FOR DATA ANALYSIS

An inductive or deductive approach to content analysis may be used for both types of data, as stated by Elo and Kyngäs (2007). When it comes to qualitative content analysis, little is known about the method and many research books give a cursory introduction. With content analysis, researchers can build models that help researchers make sense of the world. The first three steps in the both inductive and deductive analysis are preparation, compilation, and reporting. The setup procedures for both methods are almost identical. Concepts may be derived from data via the application of inductive content analysis. Deductive content analysis analyzes data using a framework that relies on past knowledge.

In addition, inductive content analysis is employed when no prior research has been conducted on the phenomena or fragmentation. The deductive technique may be helpful if the overarching objective is to test earlier assumptions in various circumstances or to compare categories across time.

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Deductive approaches will be used in this investigation. Re-examining old data in a new context necessitates deductive content analysis (Catanzaro, 1988). Categories, ideas, models, and hypotheses may be examined as part of this study.

In order to link deductive categories to the text, Mayring (2000) claims that the previous section of the theoretical derivative analysis is used. Text passages must be categorized and methodologically controlled during the qualitative phase of analysis. The phase is implemented in numerous text analysis techniques. However, it needs to be better defined. For each deductive category, the primary purpose is to give definitions, examples, and particular coding criteria for the text passages that fall into that category. The definitions of the category are combined using a coding agenda.

Other data analysis strategies included creating and running code by the researchers in their study. An encoding process is just a means of classifying data, according to Dudovskiy (2019b). Short phrases or words may be used in this kind of coding. All codes should have descriptive names and themes. It is possible to encode events, behaviors, activities, and meanings, among other things. Data may be coded qualitatively or quantitatively using software like NVivo or ATLAS.i or HyperRESEARCH 2.8 or Max QDA, or even just by hand.

They are thus keen to employ interviews with informants to satisfy the study requirements for data collection and analysis and to relate the findings with Muslims 'perceptions of the topic. During this interview session, the researcher presents a comprehensive, open-ended question to one or more participants and notes their responses. This is an in-depth interview when a professional researcher meets with a research informant one-on-one. An in-depth interview is comparable to a psychological or clinical interview, although it is used differently in each case. The researcher will ask various questions and then follow up on each response from the informants with more studies to get more

information about the particular issues offered to the informants. Researchers plan to conduct more data-gathering methods such as questionnaires and open-ended surveys, which will help them get more relevant and relevant data for this study.

ATLAS.ti software, a computer program used primarily, but not exclusively, in qualitative research or qualitative data analysis, is also desired by researchers. With this program, researchers may locate outcomes in primary data; encode and annotate them; quantify and evaluate their significance; illustrate the frequently intricate connections between them. Anthropologists, architects, communicators, criminologists, economists, educationalists and technologists, as well as researchers and practitioners in the fields of anthropology and anthropology, utilize ATLAS.ti.

ATLAS.ti keeps researchers focused on the data, regardless of the subject matter. Analysis and visualization technologies may also offer fresh interpretations of material in the form of new visualizations. In addition, the researcher used primary data, such as the words and phrases that informants used during interviews and surveys, to interpret the data analysis and to discover the differences between primary and secondary data.

For data analysis, researchers attempt to summarize their findings. Because of this, the study's results have been related to the study's goals and objectives. Consequently, researchers can better examine data and information and better forecast data analysis findings. Consequently, the procedure shown in Figure 3.1 below serve as a brief demonstration and application of this study's methodology.

Stage 1: Preparation process

Gather relevant materials such as articles and journals, as well as reviews taken from online websites.

Stage 2: Define the methodological process

1. Research framework of the study

2. Determine the study method for the analysis

Stage 3: The objectives of the study process
1. To examine the relationship between price and the halal food consumption among consumers in Malaysia.
2. To examine the relationship between attitude and the halal food consumption among consumers in Malaysia.
3. To examine the relationship between peer influence and the halal food consumption among consumers in Malaysia.

Figure 3.1: Research Procedure

Table 3.2: The relationship between Research Objectives, Research Questions and ResearchMethodology

Research Objectives	Research Questions	Research Methodology		
		Research Design	Data Collection Method	Data Analysis
1. To examine the relationship between price and the Halal food consumption among consumers in Malaysia.	1. Is there any relationship between price and the Halal food consumption among consumers in Malaysia?	- Exploratory - Descriptive - Interview	- Primary Data	- Interview - Content analysis - Atlat.ti
2. To examine the relationship between attitude and the Halal food consumption among consumers in Malaysia.	2. Is there any relationship between attitude and the Halal food consumption among consumers in Malaysia?	- Exploratory - Descriptive - Interview	- Primary Data	- Interview - Content analysis - Atlat.ti
3. To examine the relationship between peer influence and the Halal food consumption among consumers in Malaysia.	3. Is there any relationship between attitude and the Halal food consumption among consumers in Malaysia?	- Exploratory - Descriptive - Interview	- Primary Data	- Interview - Content analysis - Atlat.ti

3.10 CONCLUSION

Methods used to gather data or evidence for analysis are known as research methods in the context of uncovering new information or gaining a better grasp of an issue. As a systematic process, the research employs predetermined frameworks and criteria for establishing the objective, collecting data, and disseminating the results. This includes the study strategy and the tools used for collecting, measuring, and evaluating data relevant to the researchers' goals. In order to acquire data that is correct, accurate, and relevant to the issue at hand, this chapter discusses the data-collecting procedure.

This project's practical data-collecting approach is quantitative data, which will be gathered using surveys or questionnaires. Surveys are an excellent way for researchers to get reliable data from Malaysian consumers on the variables that impact their halal food intake. Researchers may ask closed-ended questions with a list of alternative responses using quantitative surveys. Other advantages of quantitative research include its lower cost and shorter study duration than qualitative approaches.

Researchers used a random sampling of customers in Malaysia to gather and obtain reliable and exact information. Data collection is the process of gathering, measuring, and assessing relevant insights for research according to previously authorized standards. It is possible to acquire primary and secondary data, two different types. As a result, a questionnaire will be sent to several Malaysian informants with a set of questions relating to this research, which is focused on the variables that influence the consumption of halal cuisine.

The study aimed to determine what influences Malaysians' willingness to eat halal cuisine and how much they consume. The study's goal was to find out what variables influence Malaysians' intake of halal cuisine when it comes to the dishes currently prevalent in the country. Random or systematic sampling may be used to draw samples from a larger population, depending on the analysis being conducted. Probability sampling gives each item in the population an equal chance of being selected.

Standardized approaches ensure that each responder can answer the questions equally, avoiding biased viewpoints affecting the research or study's conclusion. A range of questions on halal food consumption will be given to the students and employees, and the researcher will go further into their replies to get more information from their interviews.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

In this chapter, the demographic data that the researchers reported in the previous chapter are examined using descriptive statistics called Statistical Package for Social Science (SPSS). Additionally, this section will go over the analysis done about the questionnaire's questions. In other words, the analysis findings based on data received from the questionnaire will be covered and the hypotheses that have already been discussed in chapter 2 will also be classified as rejected or accepted depending on the result of the analysis. The analysis will undergo several tests such as the Reliability test, Pearson correlation analysis, ANOVA test, and so on. The discussion's specifics are as shown.

4.2 PRELIMINARY TEST

4.2.1 PILOT TEST

Obtaining the necessary preliminary data for the estimation of a sample size for the primary outcome is one of the main justifications for the necessity of a pilot test. Preliminary data, such as mean and standard deviations for a group, is required for continuous outcomes(In, 2017).

The reliability of a pilot test is measured using Cronbach's alpha method and the validity of the questionnaire for this research will be evaluated by it. Cronbach's alpha is an internal reliability of a multi-item scale or questionnaire. When the alpha coefficient ranges from 0 and 1, it can be correlation-efficient and is regarded as a measure of scale dependability(Shamsuddin, 2015). The rule of thumb of Cronbach's alpha coefficient scales is shown in Table 4.1.

Table 4.1: The Rule of Thumb on Cronbach's Alpha

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to 0.69	Moderate
0.7 to 0.79	Good
0.8 to 0.89	Very Good
0.9 >	Excellent

Source: Adapted from Shamsuddin. (2015)

4.2.2 RELIABILITY TEST FOR PILOT TEST

Thirty sets of questionnaires have been given out to the targeted respondents. Later on, we will run the SPSS program on the result of the questionnaires given after the data have been collected to be reliability assessed. The questionnaire survey will then be issued for the main study and, if any issues are found, will be revised based on the findings of the pilot test.

Table 4.2: Summary of Reliability Analysis for Pilot Test

Variables	Cronbach's Alpha	No of Items	Level of reliability
The Trending Halal Food Consumption	0.899,	5	Very Good
Price	0.881	6	Very Good
Attitude	0.942	5	Excellent
Peer Influence	0.850	5	Very Good

Table 4.2 displayed a summary of the consistency of the dependent variable and independent variable from 30 questionnaires in the pilot test study. Price, attitude, and peer influence were the study's independent variables. They produced acceptable and positive values for Cronbach's alpha coefficient of 0.881, 0.942, and 0.850 respectively. The study's dependent variables, the trending halal food consumption in the table above, had a Cronbach's alpha coefficient of 0.899, which was deemed adequate and reliable.

The researcher may move further with the study because all of the variables' Cronbach's alpha charge is above 0.7, demonstrating the high reliability of the questionnaires. As shown in the reliability, it indicates that the questionnaires have been approved for this study and that the responder clearly understood the questions that were asked of them. The reliability test of the pilot test applied in this research, which had a number of respondents 228, was used to assess whether the variables were legitimate or not.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

Table 4.3: Respondents Demographic Profile

Respondent profile	Classification	Frequency N=228	Percentage (%)
Gender	Male	112	49.1
	Female	116	50.9
	20 years old and below	31	13.6
	21-30 years old	156	68.4
Age	31-40 years old	26	11.4
	41-50 years old	11	4.8
	51 years old and above	4	1.8
	Malay	116	50.9
	Chinese	63	27.6
Race	Indian	46	20.2
	Iban	2	0.9
	Bajau	1	0.4
	Islam	119	52.2
Religion	Hindu	40	17.5
	Buddha	35	15.4
	Christian	34	14.9

The contextual profile of 228 respondents has been collected in this research. The table of 4.3 consists of gender, age, race, and religion. There were 49.1% respondent with 112 consumer and over 50.9% of them were 116 of the female consumers that were involved in this questionnaire. Among these 5 groups of ages, the highest percentage of factors influencing the trending halal food consumption among consumers in Malaysia is 21 to 30 years old with 68.4% (n=156). The second highest is 20 years old and below with 13.6% (n=31). The third highest 31 to 40 years old with 11.4% (n=26). Following with 4.8% (n=11) group age from 41 to 50 years old. While the lowest percentage

is 1.8% (n=4) from age 51 years old and above. The reason 21 to 30 years old had the highest percentage is because they are from the teenagers. This is because young people really like trending foods. Meanwhile, the age 50 years old and above are the lowest because usually at this aged people or consumers have to take care of nutrition.

We have 5 group of races which is Malay, Chinese, Indian, Iban and Bajau. What we can see at table 4.3, it has a very significant difference with Malay race scores the highest percent 50.9% (n=116) and followed by Chinese race 27.6% (n=63). The third highest is Indian race which is 20.2% (n=46). Following with 0.9% (n=2) Iban. The lowest percentage is Bajau 0.4% (n=1). In table 4.3, we have 4 religious differences which is Islam, Hindu, Buddha and Christian. From the 228 respondents that have been collected, 52.2% (n=119) is Islam. When the next highest is Hindu 17.5% (n=40). Following with Buddha 15.4% (n=35). While the lowest is Christian 14.9% (n=34).

4.4 DESCRIPTIVE ANALYSIS

The only dependent variable used in this investigation was the typical consumption pattern of halal foods over time. The independence of four further factors was also considered (peer influence, price, and attitude). The overall average of all the different variables was analyzed in this study.

4.4.1 OVERALL MEAN SCORE FOR VARIABLES

Mean, and standard deviation scores for variables and sub-variables were developed using a 5-point Likert scale (one represents strongly disagreeing and five represents strongly agreeing).

Table 4.4: The overall Mean Score on Each Variable and Dimension

PART	DIMENSION	MEAN	STD. DEVIATION (SD)	N
B	**Dependent Variable**	**4.518**	**0.739**	**228**
	-The Trending Halal Food	4.518	0.739	228
C	**Independent Variables**	**4.256**	**0.898**	**228**
	- Price	4.231	0.885	228
	- Peer Influence	4.164	0.955	228
	- Attitude	4.374	0.855	228

Results from the dependent variables showed a high mean score (M=4.518, SD=0.739) (Table 4.4). Means on independent variables were also relatively high, at 4.256% (with a standard deviation of 0.898%). Price scored 4.231 (SD=0.885), Peer Influence scored 4.164 (SD=0.955), and Attitude scored 4.374 (SD=0.855), so all four independent variables combined to produce a highly satisfying mean score.

4.4.2 DESCRIPTIVE ANALYSIS FOR INDEPENDENT VARIABLES

Table 4.5: Descriptive Analysis of Price Factor

Price	N	Mean	Std. Deviation
I am sure that the trending Halal food which is sold in the market offers a reasonable and affordable price	228	4.27	0.843
I like to share money with friends to buy the trending Halal food	228	4.25	0.896
I have stable finances to buy the trending halal food.	228	4.21	0.867
The price and quality of every trending Halal food influence me to buy Halal food	228	4.44	0.746
I will buy the trending Halal food even if it offers a high price	228	3.97	1.114
I believe that the trending Halal food uses quality ingredients at reasonable prices	228	4.25	0.842

The descriptive analysis of the Price factor is broken down into six questions according to Table 4.5. It displays the average rating given by respondents (4.44-4.21) on the price factor variable using a 5-point Likert scale. According to Table 4.4, the mean price factor was 4.321. To break it down further, the average response to the first question was 4.27 (SD=0.843) (I am confident that the most popular Halal food on the market offers reasonable and affordable pricing). The Mean (SD=0.896) answer to question 2: "I like to share money with friends to buy the trending Halal food," was 4.25. The mean response to the third question was 4.21 (SD=0.867) and it was, "I have stable finances to buy the trendy halal food." The average answer to question 4 was 4.44 (SD=0.746), and the mean was that the respondent was more likely to purchase Halal food because of the price and quality of all trendy Halal foods. For the last question, the average response to "I will buy the trending Halal food

even if it offers a high price" was 3.97 (SD=1.114). In the end, the median response (4.25, SD=0.842) was found for question 6: "I think the trendy Halal food uses quality ingredients at reasonable prices."

Table 4.6: Descriptive Analysis of Peer Influence Factor

Peer Influence	N	Mean	Std. Deviation
I often buy trending halal food when invited by friends	228	4.20	0.905
I'm always interested in buying trending halal food when I see ads on social media	228	4.22	0.894
I am always interested in buying trending halal food because getting influenced by influencers	228	4.14	0.982
I was influenced to buy trending halal food due to my family's habit of trying trending food	228	3.96	1.143
I am interested in trying halal food from other cultures that have been made using halal items.	228	4.30	0.850

Table 4.6 provides the basis for a descriptive analysis of the Peer Influence factor, which is comprised of five questions. The average rating given by respondents on a five-point Likert scale for the factor of "Peer Influence" is displayed. The possible ratings span from 4.30 to 3.96. According to Table 4.4, the mean Peer Influence factor was 4.164. Further, the mean (SD=0.905) answer to question 1 was "I often buy trendy halal food when invited by friends," which indicates that this is a common occurrence for respondents. The mean response to question 2 was 4.22 (SD=0.894) and it was: "I'm always interested in buying trendy halal food when I see ads for it on social media." Following that, the average response to question 3 was 4.14 (standard deviation = 0.982): "I am always interested in buying trending halal food because getting influenced by influencers." The average response to question 4 was 3.96 (standard deviation, 1.143): "I was influenced to buy trendy halal food due to my

family's habit of trying trendy food." Question 5: "I am interested in trying halal food from other cultures that has been made using halal items." The mean answer was 4.30 (SD=0.850).

Table 4.7: Descriptive Analysis of Attitude Factor

Attitude	N	Mean	Std. Deviation
I'm interested in trying other cultural foods, such as viral Korean and Japanese foods.	228	4.42	0.822
I will prioritize finding halal food.	228	4.54	0.787
I will save money to satisfy the urge to try viral food	228	4.22	0.969
I will compare various similar menus from various other vendors.	228	4.34	0.853
Food reviews on social media such as TikTok, Facebook, and others will easily influence me.	228	4.35	0.845

Table 4.7 provides a descriptive breakdown (in the form of five questions) of the Attitude factor. The average rating given by respondents on a five-point Likert scale by this variable (from 4.54 to 4.22) is displayed. From Table 4.4, we can see that the mean Attitude score was 4.374. For example, in response to the first question, the mean (SD=0.822) was 4.42, indicating an interest in trying foods from other cultures, such as the trendy Korean and Japanese dishes that have been making the rounds recently. I will make it a top priority to find halal food, which was the mean response to question 2 (4.54, SD=0.787). The average response to the third question was 4.22 (SD=0.969), which was about saving money to try viral food. The mean response to question 4 was 4.34 (standard deviation = 0.853) when it read, "I will compare various similar menus from various other vendors." Last but not least, the mean (SD=0.845) response to question 5 was 4.35 which is "Food reviews on social media such as

TikTok, Facebook, and others will easily influence me.

4.4.3 DESCRIPTIVE ANALYSIS FOR DEPENDENT VARIABLES

Table 4.8: Descriptive Analysis the Trending Halal Food

The Trending Halal Food	N	Mean	Std. Deviation
I know that consuming halal food is very important for Muslims	228	4.71	0.591
I consider the level of cleanliness of the viral restaurant before buying food	228	4.66	0.626
I consider whether the viral shop has a halal certificate or not	228	4.52	0.771
I feel attracted to try the viral halal food in my place	228	4.49	0.730
I will try to make the viral halal food myself if the food is hard to find around my area	228	4.21	0.978

Table 4.8 provides the basis for a five-question descriptive analysis of the current trendy halal food. In this case, the trending halal food factor variable's mean score on a five-point Likert scale, which runs from 4.71 to 4.21, is displayed. Table 4.4's mean for the most popular halal food was 4.518. For example, the mean response to the first question, "I know that consuming halal food is very important for Muslims," was 4.71 (SD=0.591). In answer to question 2, "I think about the cleanliness of the restaurant before I eat there," the mean (SD=0.626) was 4.66. To continue, the mean response to question 3 was 4.52(SD=0.771): "I consider whether the viral shop has a halal certificate or not." The average answer to question 4 was 4.49 (SD=0.730), and it was "I feel attracted to try the viral halal food in my place." The mean response to question 5 was 4.21 (SD=0.978), which read: "I will try to make the viral halal food myself if the food is hard to find around my area."

4.5 VALIDITY AND RELIABILITY TEST

It is common practice to use concepts such as "validity" and "reliability" when evaluating the caliber of a piece of research. These demonstrate that a method, process, or test has been carried out appropriately. Validity is the process of determining whether or not a measurement is correct, whereas reliability is the process of deciding whether or not a measurement is consistent across time. An evaluation method is considered dependable if it always produces the same results, demonstrating its validity. One definition of accurate measurement is one that always makes the same outcomes when used in the same way and under the same circumstances. When we speak about the consistency or dependability with which a test analyses a characteristic, we are referring to what we mean when we talk about a test's reliability. Do you think a person's score on a retaken exam would be similar to their initial score or drastically different from it? If a person retakes a test and obtains the same score, we may deduce that the test is valid and reliable in evaluating the criteria at issue. The extent to which a method measures what it sets out to assess is called the method's "validity." A study has a high level of validity when the research results align with the fundamental characteristics, qualities, and fluctuations of the surrounding physical or social environment. This might refer to either the material or the social environment. When deciding, the two features of a test that are the most important to consider are its reliability and validity. The quality of the character's evaluation and the assessment itself are often referred to as the "validity" of the review.

Table 4.9: Correlations

			Price	Attitude	Peer Influence	The Halal Food Consumption
Spearman's rho	Price	Correlation Coefficient	1.000	.876**	.810**	.655**
		Sig. (2-tailed)	.	.000	.000	.000
		N	228	228	228	228
	Attitude	Correlation Coefficient	.876**	1.000	.889**	.670**
		Sig. (2-tailed)	.000	.	.000	.000
		N	228	228	228	228
	Peer Influence	Correlation Coefficient	.810**	.889**	1.000	.748**
		Sig. (2-tailed)	.000	.000	.	.000
		N	228	228	228	228
	The Halal Food Consumption	Correlation Coefficient	.655**	.670**	.748**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	228	228	228	228
**. Correlation is significant at the 0.01 level (2-tailed).						

From the table 4.9, the significance level of 0.000 0.05 for two-tailed testing suggests that the first item was accurate. Since the count value obtained was more than the pricing table product moment of 1.000, or 0.655, it is reasonable to conclude that item 1 did not violate any regulations. It is useful to claim that item 1 is accurate, given that the obtained count value of 0.670 is more than the attitude table product moment of 0.876. Since the final count value of 0.748 is higher than the peer influence table product moment of 0.810, it is reasonable to assume that item 1 was accurate.

Table 4.10: Reliability Coefficient for each Section of the Questionnaire

Variable	Number of Item	Cronbach's Alpha
The Trending Halal Food Consumption	5	0.860
Price	6	0.919
Peer Influence	5	0.937
Attitude	5	0.868

After establishing the reliability of the questionnaire via a series of pilot tests, the next step was to conduct exhaustive research into the dependability of the instrument. According to the dependability table 4.10 above, each of the four variables that comprise the concept of "Trending halal food" has a coefficient standard between 0.8 and 0.9. The Alpha Coefficient for halal food consumption came in at 0.860, which is respectable and acceptable. The price coefficient should be 0.919, the peer influence coefficient should be 0.937, and the attitude coefficient should be 0.868 for an assessment to be considered fair.

4.6 NORMALITY TEST

The probability that a random variable underlying a data collection is normally distributed may be calculated using normality tests, which analyze whether or not a normal distribution can sufficiently define a data set. Within the framework of information gathering, this is possible. The outcomes of these checks may be used to determine if a data set is acceptable for normal distribution. Whether you haven't already, check to see if your data follow a normal distribution. Many statistical procedures, including those that might be valuable to you, rely on the assumption of normality. Another statistical

technique or instrument will have to be utilized if the data do not conform to this hypothesis. We shall define "normal data" and examine several methods that may be used to assess whether data follows the norm. The benefits of normalcy testing and suggestions for deciding when and how to undertake them will also be highlighted here.

Table 4.11: Tests of Normality

	Kolmogorov-Smirnov[a]	Shapiro-Wilk	Result
	Statistic	Statistic	
Price	0.236	0.864	Normal distributed
Attitude	0.208	0.865	Normal distributed
Peer Influence	0.233	0.835	Normal distributed
The Halal Food Consumption	0.263	0.789	Normal distributed
	a. Lilliefors Significance Correction		

The table 4.11 above, the Kolmogorov-Smirnov test revealed a Sig (significance value) of 0.236 for the Price variable and a Sig (significance value) of 0.208 for the Attitude variable. Sig for the Peer Influence variable is 0.233, while Sig for the Halal Food Consumption variable is 0.263. According to the Kolmogorov-Smirnov Normality Test results in SPSS, all of the variables as mentioned earlier like Price, Attitude, Peer Influence, and the trending Halal Food Consumption are typically distributed. The information gathered in this investigation follows a normal distribution, making parametric statistical analysis possible.

A significant value (Sig) of 0.864 was found using the Shapiro-Wilk test for the Price variable, whereas a value of 0.865 was found for the Attitude variable. The Sig for Peer Influence is 0.835, but the Sig for Halal Food Consumption is just 0.789. According to the results of the Shapiro-Wilk

Normality Test in SPSS, all of the following variables have normal distributions, with a significance level of (Sig) > 0.05 for Price, Attitude, Peer Influence, and Halal Food Consumption. Data from the investigation follow a normal distribution, making parametric statistical analysis possible.

4.7 HYPOTHESES TESTING

4.7.1 RELATIONSHIP BETWEEN PRICE AND THE TRENDING HALAL FOOD CONSUMPTION AMONG CONSUMERS IN MALAYSIA

H0: There is no relationship between price and the tending Halal food consumption among consumers in Malaysia.

H1: There is a relationship between price and the trending Halal food consumption among consumers in Malaysia.

Table 4.12: Pearson Correlations of Price

		Price	The Halal Food Consumption
Price	Pearson Correlation	1	.614**
	Sig. (2-tailed)		.000
	N	228	228
The Halal Food Consumption	Pearson Correlation	.614**	1
	Sig. (2-tailed)	.000	
	N	228	228
**. Correlation is significant at the 0.01 level (2-tailed).			

From table 4.12 shows that there is a significant relationship between price and the trending Halal food consumption among consumers in Malaysia because the p-value is 0.000 which is less than α=0.05 and it can be generalize to the population because the significance level below 0.1. Meanwhile,

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the Pearson Correlation value is 0.614 which explained the moderate level of relationship between price factor and the trending Halal food consumption among consumers in Malaysia. Therefore, the H1 is accepted.

4.7.2 RELATIONSHIP BETWEEN ATTITUDE AND THE TRENDING HALAL FOOD CONSUMPTION AMONG CONSUMERS IN MALAYSIA

H0: There is no relationship between attitude and the trending Halal food consumption among consumers in Malaysia.

H2: There is a relationship between attitude and the trending Halal food consumption among consumers in Malaysia.

Table 4.13: Pearson Correlations of Attitude

		Attitude	The Halal Food Consumption
Attitude	Pearson Correlation	1	.630**
	Sig. (2-tailed)		.000
	N	228	228
The Halal Food Consumption	Pearson Correlation	.630**	1
	Sig. (2-tailed)	.000	
	N	228	228
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.13, it shows that there is a significant level between attitude factor and dependent variable for this study which is the trending Halal food consumption among consumers in Malaysia because the p-value is 0.000, while the Pearson Correlation is 0.630 which means there is an average relationship between attitude factor and the trending Halal food consumption among consumers in Malaysia. Therefore, the H2 is accepted.

4.7.3 RELATIONSHIP BETWEEN PEER INFLUENCE AND THE TRENDING HALAL FOOD CONSUMPTION AMONG CONSUMERS IN MALAYSIA

H0: There is no relationship between peer influence and the trending Halal food consumption among consumers in Malaysia.

H3: There is a relationship between peer influence and the trending Halal food consumption among consumers in Malaysia.

Table 4.14: Pearson Correlations of Peer Influence

		Peer Influence	The Halal Food Consumption
Peer Influence	Pearson Correlation	1	.736**
	Sig. (2-tailed)		.000
	N	228	228
The Halal Food Consumption	Pearson Correlation	.736**	1
	Sig. (2-tailed)	.000	
	N	228	228
**. Correlation is significant at the 0.01 level (2-tailed).			

From the table 4.14, it shows that there is a significant relationship between this independent variable which is peer influence factor towards dependent variable, the trending Halal food consumption among consumers in Malaysia because the p-value is 0.000. Meanwhile, the Pearson Correlation value is 0.736 which explained the strong relationship between peer influence and the trending Halal food consumption among consumers in Malaysia. Therefore, the H3 is accepted.

4.7.4 FACTORS INFLUENCE BETWEEN PRICE, ATTITUDE AND PEER INFLUENCE WITH THE TRENDING HALAL FOOD CONSUMPTION AMONG CONSUMERS IN MALAYSIA

H0: Price, attitude and peer influence are not the factors influencing the trending Halal food consumption among consumers in Malaysia.

H1: Price, attitude and peer influence are the factors influencing the trending Halal food consumption among consumers in Malaysia.

Table 4.15: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.568	.180		8.702	.000
	Price	.171	.064	.214	2.674	.008
	Attitude	-.149	.079	-.203	-1.892	.060
	Peer Influence	.652	.080	.752	8.199	.000
a. Dependent Variable: The Halal Food Consumption						

First of all, from the table 4.15 above shows that there is a relationship between price which is one of the factors influencing the trending Halal food consumption among consumers in Malaysia towards the dependent variable which is the trending Halal food consumption among consumers in Malaysia. It has a weak level of strength between the independent variable and dependent variable which is 0.171. Also, it has a positive direction between them which means the higher price factor, the higher the trending Halal food consumption among consumers in Malaysia. Next, the table 4.13 also shows that there is a relationship between attitude factor and the trending Halal food consumption among consumers in Malaysia because the unstandardized coefficients does not show a value of 0.00. Attitude factor has a weak level of strength between the independent variable and dependent variable

and it has a negative direction between them. Besides, there is a relationship between peer influence factor towards the dependent variable which is the trending Halal food consumption among consumers in Malaysia with the average level of strength which is 0.652. In addition, it has a positive direction between peer influence and the trending Halal food consumption among consumers in Malaysia. Last but not least, there are significant level for all the factors which are price, attitude and peer influence towards dependent variable because it shows all the significant level below than 0.1 (10%), H1 is accepted.

4.8 SUMMARY / CONCLUSION

In chapter 4, all tests in this study conducted by using SPSS software to get an accurate results of data analysis. The data that has been collected for this study is used for descriptive analysis, validity test, reliability test, normality test, Pearson's correlation and multiple linear regression analysis. All the independent variables and dependent variable were tested to clarify their relationship and to identify the factors influencing the trending Halal food consumption among consumers in Malaysia. So, in chapter 5, we will go over the findings of the results for the relationship between independent variable and dependent variable with the factors influencing the trending Halal food consumption among consumers in Malaysia.

CHAPTER 5: DISCUSSION AND SOLUTION

5.1 INTRODUCTION

Pearson's correlation coefficient and multiple linear regression analysis, both of which are discussed in Chapter 4 of this study, are one approach that might be utilized to analyze and explain the findings. This is only one of the numerous avenues that could be pursued. Both strategies will be discussed in further detail there. Both of these strategies may be broken down into manageable chunks that can be implemented. The options we have at our disposal are more comprehensive than just this one. Many other possible operational modes exist as well. Chapter 4 of this study outlines the procedures that need to be taken to achieve the desired outcome, and if we pay close attention to this section and read it thoroughly, we will have a much higher chance of succeeding. Chapter 2 presents a conclusion and a summary of the findings based on the information offered in the previous chapter and the study results conducted during the last chapter. After the data presented in the article's introduction, these were included. This goal was accomplished directly by applying the knowledge gained in the previous chapter. The researchers made assumptions regarding the study hypothesis and its current status based on the results of experiments designed to assess whether or not it should be accepted. It was with the use of these analyses that we determined whether or not to accept the hypothesis. Once the feasibility of the research hypothesis has been established, the following step is to develop a version of the theory that can be tested. In addition, the research goal described in the first chapter was integrated with the data presented here to arrive at the study's conclusion. It was done like this to ensure a more reliable decision. This conclusion was reached by combining the findings from the previous chapter with the data presented in this one. This finding was made by combining the earlier judgment on the investigation's goal with the information presented in this chapter. By the end of the corresponding chapter, we will have realized this on our own.

5.2 KEY FINDINGS

To what extent elements like price, attitude, and the influence of one's peers contribute to the increased popularity of halal food among customers in Malaysia is the primary goal of this study. Researchers concluded that factors such as price, attitude, and peer influence affect halal food's growing popularity after analyzing the data presented in chapter 4. Table 5.1 summarizes the research conducted to answer the question, "What factors, other than price and attitude, and peer influence, are influencing the rising popularity of halal cuisine among Malaysian consumers?" The purpose of this study is to investigate the factors that are driving the rising popularity of halal food in Malaysia. These goals were settled upon to determine the sources of influence on the current state of affairs.

Table 5.1: Findings of the Result

HYPOTHESES	RESULTS	FINDINGS THE DATA OF ANALYSIS
H1: There is a relationship between price and the trending Halal food consumption among consumers in Malaysia.	r = 0.614 p = 0.000 substantial	H1 is accepted
H2: There is a relationship between attitude and the trending Halal food consumption among consumers in Malaysia.	r = 0.630 p = 0.000 substantial	H2 is accepted

H3: There is a relationship between peer influence and the trending Halal food consumption among consumers in Malaysia.	r = 0.736 p = 0.000 substantial	H3 is accepted
H4: Price, attitude, and peer influence are the factors influencing the trending Halal food consumption among consumers in Malaysia.	Constant = 0.000 Price = 0.008 Attitude = 0.060 Peer Influence = 0.000	H4 is accepted

5.3 DISCUSSION

5.3.1 PRICE

From the table of 5.1, the Pearson Correlation Coefficient for the price, shows that the p-value is 0.000 which is the value is less than the alpha value (0.05). Also, it shows that there is a positive relationship between price and the trending Halal food consumption among consumers in Malaysia. Directly, it is a factor influencing the trending Halal food consumption among consumers in Malaysia.

Price is an important thing seen by consumers because it is common knowledge that the country's economy is not in a good state at the moment. A reasonable price will influence consumers in making a decision to purchase the desired item, and it also needs to be equivalent or comparable to the quality provided. 129 of 228 respondents which is 56.6% strongly agreed with the statement mentioned in the questionnaires about the price and quality of every trending Halal food influence the consumers to buy Halal food. Price is a crucial factor in foretelling and comprehending consumer behaviour. Price will be created as one of the marketing tools as well as a vital competitive instrument since psychological

factors will demonstrate that it is an indicator of quality (Kamalul Ariffin, Dihanan, & Abdul Wahid, 2019).

5.3.2 ATTITUDE

The Pearson Correlation Coefficient from table 5.1 of attitude factor which shows the p-value is 0.000 less than the alpha value (0.05). This proves that it has a significance or positive relationship between this attitude factor and dependent variable which is the trending Halal food consumption among consumers in Malaysia. In addition, it shows that attitude factor cannot be rejected as a factor influencing the trending Halal food consumption among consumers in Malaysia.

In general, Halal food is a religious demand and it is also good and Halal cuisine that may develop a respectable and pleasant personality (Adzharuddin & Yusoff, 2018). The selection of the trending Halal food is influenced mainly by attitude since attitude affects decisions. An individual's psychological propensity to judge whether or not they like something is called attitude. It is strongly connected to personal behaviour-related personality. The results of questionnaires distributed among consumers in Malaysia show that 68.4% strongly agreed to prioritize the selection of trending Halal food under the attitude factor.

5.3.3 PEER INFLUENCE

Based on the table findings of the result 5.1, shows that peer influence have a positive relationship with the trending Halal food consumption among consumers in Malaysia because the p-value is 0.000 less than the alpha value (0.05). It means, peer influence is accepted as a factor influencing the trending Halal food consumption among consumers in Malaysia.

In this era of globalization, peer influence is one of the main factors in making a decision. The degree to which peers have an impact on a person's mindset, way of thinking, and behaviour seems to

be how peer influence is classified (Esmail Alekam, 2018). 48.2%, 110 of 228 respondents among consumers in Malaysia, strongly agreed with the statement mentioned in the questionnaires about often buying halal food when invited by friends. It shows that there is strong relationship between peer influence and the trending Halal food consumption among consumers in Malaysia.

5.4 IMPLICATIONS OF THE STUDY

The results of this study give the spotlight on the components which will affect the variables that are sustaining Malaysia's growing interest in halal food. The subjective norm of use, user satisfaction, social influences, a government program, and academics or scholars who intend to do additional future research on this topic may thus benefit in some way from it. This study has consequences for the Muslim consumer as well as for food quality, hygiene, and safety. The Holistic Halal Assurance Management System (HAMS) as the name implies, is a system that is responsible for ensuring each one of the production steps meets the legal requirement of being halal certified in terms of food safety, cleanliness, and quality(Sulaiman, Hashim, & Osmara, 2021). As a Muslim, this HAMS is needed for produce consumption that meets the Sharia law requirement. However, halal food represents the quality of the food, hygiene, and safety for non-Muslims. Every law intends people to bring maslahah (good) and reject mafsadah (bad), whether in terms of religion, life, intellectual progeny, or money in this world and the hereafter.

One of the benefits of consuming halal food is that it contributes to a person's healthy development as they get older. Additionally, it aids in preventing numerous diseases from affecting people and society. Food sources that are unclean and impure, as well as unhygienic processing and storage techniques, frequently hurt consumers and contribute to outbreaks and diseases. Halal food is

also defined as being free from feces throughout the manufacturing process, including processing raw materials, storage, cooking, manufacturing, packing, and transportation. As to conclude, halal food must be hygienic and secure from consumption.

Non-Muslim business owners nowadays take advantage of the opportunity to create halal cuisine to satisfy the needs of Muslims to save money and make a profit. Feces may accidentally contaminate halal food due to the rapid pace of technological advancement in food processing and production. There are many different types of halal food contamination on the market, particularly when it comes to halal food preparation techniques, including slaughtering techniques, raw material sources, material sources, processing, packing, food hygiene, safety, Etc.

5.5 LIMITATIONS OF THE STUDY

This research discusses the factors influencing the trending halal food consumption among consumers in Malaysia. This research is based on quantitative methods and all data is collected through online questionnaires which are Google Forms because it is easier in the current situation. Google forms have been distributed to 228 consumers in Malaysia.

This research's limitations were discovered. First off, the researchers were lack of time and were in rush to get the respondents to answer the questionnaire. In addition to that, the questionnaire is made online to collect the data from the respondents. The worst part is when the respondents did not have the urge to answer the questionnaire honestly and the data collected is inaccurate because some of the respondents were not obligated and bear enough to this study.

The focal point that becomes the main reason behind this study is based on the independent variables which are price, attitude, and peer influence. The ability of these investigations to explore

other study facets is constrained. Another instance is when the sample size for this study was determined through convenience sampling. The sample's representativeness is beyond the researchers' control. This lack of control may lead to skewed research samples and findings, which restricts the generalizability of investigations. In light of these considerations, researchers in the future may think about employing a mixed methods approach to lessen the study's possible limitations.

5.6 RECOMMENDATIONS OR SUGGESTIONS FOR FUTURE RESEARCH

There are some recommendations or suggestions that the researchers can give to overcome this study's limitations and make future research more precise. First, the duration of data collection at a specified place or platform must be managed by the researchers wisely. Time management is crucial to assign tasks and to gather data from the respondents in a precise amount of time. This will make it easier for the researcher to run the respondents' data into the SPSS program.

Next, the researcher advises selecting the respondents who fit the requirements and are qualified enough to respond to the whole questionnaire that has been distributed. The targeted respondents can answer the questionnaire honestly and have enough time to read it carefully. Therefore, doing it this way will result in a positive outcome for the researchers because this will affect the focus of their answers.

Finally, to explain the questionnaire's questions clearly, future researchers should concentrate on the proper techniques like the direct approach or doing a field study to meet the respondents. Respondents provided an accurate answer, and this data collection method is more honest. In order to enhance this kind of future research topic, recommendations may therefore need to be taken into account by future researchers.

5.7 OVERALL CONCLUSION OF THE STUDY

To sum all things up, this research desires to investigate the factors influencing the trending halal food consumption among consumers in Malaysia. The data gathered from the survey was subjected to several tests to look into this research. The results show a significant interaction between all of the factors included in this research, which are price, attitude, and peer influence with the factors that influenced the trending halal food consumption among consumers in Malaysia. The targeted respondents filled out 228 questions that were gathered.

These independent and dependent variables were examined using multiple linear regression and Pearson's Correlation Coefficient to ascertain the link between the factors that influenced the trending halal food consumption among consumers in Malaysia.

According to Pearson's Correlation Coefficient results, the stated independent variables in this research, price, and attitude, show a moderate relationship between the dependent variables. While peer influence showed that it has a good relationship that was influenced by the factors of consuming trending halal food, they all contribute to the increased popularity of halal food among consumers in Malaysia. According to table 5.1, the p-value of all independent variables stated is 0.00, which means there are no independent variables affecting halal food consumption among Malaysian consumers that are inadmissible for this study. Because all of the hypotheses presented in Chapter 2 are accepted, this research is successful.

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APPENDIX A – DRAFT OF QUESTIONNAIRE

FACTORS INFLUENCING THE TRENDING HALAL FOOD CONSUMPTION AMONG

CONSUMERS IN MALAYSIA

Dear individual responder,

We are final-year students enrolled in the Bachelor of Business Administration (Islamic Banking and Finance) with Honour (SAB) program at the Faculty of Business and Entrepreneurship (FEB) of the University Malaysia Kelantan (UMK). This questionnaire was issued as part of our final year project in Kota Bharu, Kelantan, to research the factors influencing the trending halal food consumption among consumers in Malaysia. All information will be kept secret and used exclusively for academic reasons. Your replies will be completely anonymous and will never be associated with you. Your involvement is entirely optional.

Prepared by:

1. AINNUR INSYIRAH BINTI AINOR JAMARAHMAN (A19A0031)

2. AMEERA BINTI MD DAUD (A19A0041)

3. AMIRAH ANISAH BINTI MUHAMAD IQBAL FIRDAUSI (A19A0045)

4. AMIRAH SYAHIRAH BINTI KHAIRUL FAIZI (A19A0046)

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SECTION A: DEMOGRAPHIC

Please answer the question correctly by selecting ONE of the options provided.

Sila jawab soalan dengan betul dengan memilih salah SATU pilihan jawapan yang disediakan.

1. Gender / Jantina

   (   ) Male / Lelaki

   (   ) Female / Perempuan

2. Age / Umur

   (   ) 20 years old and below / 20 tahun dan ke bawah

   (   ) 21 – 30 years old / 31 – 40 tahun

   (   ) 31 – 40 years old / 31 – 40 tahun

   (   ) 41 – 50 years old / 41 – 50 tahun

   (   ) 51 years old and above / 51 tahun dan ke atas

3. Race / Bangsa

   (   ) Malay / Melayu

   (   ) Chinese / Cina

   (   ) Indian / India

   (   ) Other / Lain-lain

4. Religion / Agama

   (   ) Islam / Islam

   (   ) Buddha / Buddha

   (   ) Hindu / Hindu

   (   ) Christian / Kristian

   (   ) Others / Lain-lain

5. Do you want to experience the popular Halal foods? / Adakah anda ingin merasai makanan Halal yang popular?

   (   ) Yes / Ya

   (   ) No / Tidak

SECTION B: FACTORS THAT INFLUENCE THE CONSUMPTION OF HALAL FOOD AMONG MALAYSIANS

Next, please rate this section aims *to investigate the elements that impact Malaysians' consumption of halal food.* You can circle your honest response from 1 to 5. Please keep in mind that there are no right or incorrect answers.

Seterusnya, sila nilai bahagian ini bertujuan untuk menyiasat elemen yang memberi kesan kepada pengambilan makanan halal rakyat Malaysia. Anda boleh bulatkan jawapan jujur anda dari 1 hingga 5. Sila ingat bahawa tiada jawapan yang betul atau salah.

1=Strongly Disagree / Sangat Tidak Setuju

2=Disagree / Tidak Setuju

3=Slightly Agree / Agak Setuju

4=Agree / Setuju

5=Strongly Agree / Sangat Setuju

No.	Questions / Statement	Strongly disagree	Disagree	Slightly agree	Agree	Strongly agree
1.	I know that consuming halal food is very important for Muslims.					
2.	I consider the level of cleanliness of the viral restaurant before buying food					
3.	I consider whether the viral shop has a halal certificate or not.					
4.	I feel attracted to try the viral halal food in my place.					
5.	I will try to make the viral halal food myself if the food is hard to find around my area					

SECTION C: PRICE FACTOR

This section aims to study the price factors that influence the consumption of halal food among Malaysians.

Bahagian ini bertujuan untuk mengakji faktor harga yang mempengaruhi pengambilan makanan halal dalam kalangan orang Malaysia.

No.	Questions / Statement	Strongly disagree	Disagree	Slightly agree	Agree	Strongly agree
1.	I am sure that the trending Halal food which is sell in the market offers a reasonable and affordable price.					
2.	I like to share money with friends to buy the trending Halal food.					
3.	I have stable finances to buy the trending halal food.					
4.	The price and quality of every trending Halal food influence me to buy Halal food.					
5.	I will buy the trending Halal food even if it offers an expensive price.					
6.	I believe that the trending Halal food uses quality ingredients at reasonable prices.					

SECTION D: PEER INFLUENCE FACTOR

This section intended to study peer influence factors with factors that influence the trending halal food consumption among consumers in Malaysia.

Bahagian ini bertujuan untuk mengkaji faktor pengaruh rakan sebaya dengan faktor yang mempengaruhi pengambilan makanan halal yang trending dalam kalangan pengguna di Malaysia.

No.	Questions / Statement	Strongly disagree	Disagree	Slightly agree	Agree	Strongly agree
1.	I often buy trending halal food when invited by friends.					
2.	I'm always interested in buying trending halal food when I see ads on social media.					
3.	I am always interested in buying trending halal food because getting influenced by influencers.					
4.	I was influenced to buy trending halal food due to my family's habit of trying trending food.					
5.	I am interested in trying halal food from other cultures that has been made using halal items.					

SECTION E: ATTITUDE FACTOR

This section intended to study attitude factors with factors that influence the trending halal food consumption among consumers in Malaysia.

Bahagian ini bertujuan untuk mengkaji faktor sikap dengan faktor yang mempengaruhi pengambilan makanan halal yang trending dalam kalangan pengguna di Malaysia.

No.	Questions / Statement	Strongly disagree	Disagree	Slightly agree	Agree	Strongly agree
1.	I'm interested in trying other cultural foods, such as the viral Korean and Japanese foods.					
2.	I will prioritize finding halal food.					
3.	I will save money to satisfy the urge to try viral food.					
4.	I will compare various similar menus from various other vendors.					
5.	Food reviews on social media such as TikTok, Facebook, and others will easily influence me.					

APPENDIX B – GANTT CHART

Months / Research activity	March 2022	April 2022	May 2022	June 2022	July 2022	October 2022	November 2022	December 2022	January 2023
Briefing and grouping	■								
Identify research title and findings articles.	■	■							
Meeting with our SV related to research project	■	■							
Title approval and start writing chapter 1		■							
Chapter 1 submission		■							
2nd meeting and correction Chapter 1		■							
Start writing for Chapter 2			■						
Chapter 2 submission			■						
3rd meeting and correction Chapter 2			■						
Start writing Chapter 3 and correction for Chapter 3			■						
Turnitin check and full submission for PPTA 1				■					
Presentation final year project 1					■				

Task										
Data collection						■				
Meeting with SV for Chapter 4						■				
Start writing for chapter 4						■				
Correction for Chapter 4							■			
Start writing Chapter 5								■		
Correction Chapter 5								■		
Turnitin check and full submission for final year project									■	
Presentation final year project									■	

Universiti Malaysia KELANTAN	**REKOD PENGESAHAN PENYARINGAN** *TURNITIN* *VERIFICATION RECORD OF TURNITIN SCREENING*

Kod/Nama Kursus*:* AFS4113

Code/ Course Name: SAB

Sesi/*Session:*   2022/2023

Semester*:*   7

Nama Program/*Name of Programme:* SAK, SAB, SAL, SAR, SAP, SAH, SAW

Fakulti/Pusat/*Faculty/Centre:* Fakulti Keusahawanan Dan Perniagaan/

Faculty of Entrepreneurship and Business

Pengesahan Penyaringan Plagiat/ *Verification of Plagiarism Screening*

Saya, Ainnur Insyirah Binti Ainor Jamarahman (A19A0031), Ameera Binti Md Daud (A19A0041), Amirah Anisah Binti Muhamad Iqbal Firdausi (A19A0045), Amirah Syahirah Binti Khairul Faizi (A19A0046) dengan ini mengesahkan Kertas Projek Penyelidikan ini telah melalui saringan aplikasi turnitin. Bersama ini dilampirkan sesalinan laporan saringan Turnitin dengan skor persamaan sebanyak 20%.

I Ainnur Insyirah Binti Ainor Jamarahman (A19A0031), Ameera Binti Md Daud (A19A0041), Amirah Anisah Binti Muhamad Iqbal Firdausi (A19A0045), Amirah Syahirah Binti Khairul Faizi (A19A0046) hereby declare that I have screen my thesis using Turnitin Software. Enclosed here with a copy of verification of Turnitin screening with similarity score of 20%.

Tajuk Kertas Kerja Penyelidikan/ *The Tittle of Research Project Paper:-*

FACTORS INFLUENCING THE TRENDING HALAL FOOD CONSUMPTION AMONG CONSUMERS IN MALAYSIA.

Tandatangan/*Signature*

………..………………AINNUR……………………

Nama Pelajar/*Student Name*: Ainnur Insyirah Binti Ainor Jamarahman

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Tarikh/*Date*:　　　6 JANUARY 2023

Tandatangan/*Signature*

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………………… MIYA…………………………

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Tandatangan/*Signature*

……………… MIRA ……………………………

Nama Pelajar/*Student Name*: Amirah Syahirah Binti Khairul Faizi

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FINAL YEAR PROJECT GROUP 4 TURNITIN

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Name of Supervisor: DR. NADZIRAH BINTI MOHD SAID — Name of Programme: SAB

Research Topic: FACTORS INFLUENCING THE TRENDING HALAL FOOD CONSUMPTION AMONG CONSUMERS IN MALAYSIA

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	**Content (10 MARKS)** (Research objective and Research Methodology in accordance to comprehensive literature review) Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)	Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.	Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.	____ x 1.25 (Max: 5)	
		Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question	Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question	Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Question	Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective,	____ x 1.25 (Max: 5)	

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			and unscientific with unsearchable topic.	and less scientific with fairly researchable topic.	and scientific with good researchable topic.	Research Question and scientific with very good researchable topic.		
2.	**Overall report format (5 MARKS)**	***Submit according to acquired format***	The report is not produced according to the specified time and/ or according to the format	The report is produced according to the specified time but fails to adhere to the format.	The report is produced on time, adheres to the format but with few weaknesses.	The report is produced on time, adheres to the format without any weaknesses.	___ x 0.25 (Max: 1)
		Writing styles (clarity, expression of ideas and coherence)	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	___ x 0.25 (Max: 1)
		Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	___ x 0.25 (Max: 1)
		Reference list (APA Format)	No or incomplete reference list.	Incomplete reference list and/ or is not according to the format.	Complete reference list with few mistakes in format adherence.	Complete reference list according to format.	___ x 0.25 (Max: 1)
		Format organizing (cover page, spacing,	Writing is disorganized and underdeveloped	Writing is confused and loosely organized.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with	___ x 0.25 (Max: 1)

	alignment, format structure, etc.)		with no transitions or closure.	Transitions are weak and closure is ineffective.		clear transitions and a focused closure.	
3.	**Research Findings and Discussion (20 MARKS)**		Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	____ x 1 (Max: 4)
			Measurement is wrong and irrelevant	Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	____ x 1 (Max: 4)
			Data analysis is inaccurate	Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	____ x 1 (Max: 4)
			Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	____ x 1 (Max: 4)
			Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	____ x 1 (Max: 4)
4.	**Conclusion and Recommendations (15 MARKS)**		Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	____ x 1.25 (Max: 5)
			Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	____ x 1.25 (Max:5)
			Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	____ x 1.25 (Max:5)
						TOTAL (50 MARKS)	