

**INTENTION TO PURCHASE *HALAL* PRODUCTS
AMONG UNIVERSITY'S STUDENTS: THE
APPLICATION OF THEORY OF PLANNED
BEHAVIOR (TPB)**

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PROPOSAL OF FINAL YEAR RESEARCH PROJECT

**INTENTION TO PURCHASE *HALAL* PRODUCTS
AMONG UNIVERSITY'S STUDENTS: THE
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BEHAVIOR (TPB)**

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TABLE OF CONTENT

THESIS DECLARATION.....	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
ABSTRACT.....	vii
ABSTRAK.....	viii
CHAPTER 1	1
INTRODUCTION	1
1.0 INTRODUCTION	1
1.1 BACKGROUND OF STUDY	1
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH QUESTION	4
1.4 RESEARCH OBJECTIVE.....	4
1.5 SCOPE OF THE STUDY	5
1.6 SIGNIFICANCE OF STUDY.....	5
1.6.1 To the Researcher	6
1.6.2 To the Future Youth.....	6
1.6.3 For Government	6
1.7 DEFINITION OF TERM.....	7
1.7.1 Intention to purchase	7
1.7.2 <i>Halal</i> Product.....	7
1.7.3 Attitude	7
1.7.4 Subjective Norms	7
1.7.5 Perceived Behavior Control.....	8
1.8 ORGANIZATION OF PROPOSAL.....	8
CHAPTER 2	10
LITERATURE REVIEW	10
2.1 INTRODUCTION.....	10
2.2 UNDERPINNING THEORY	10
2.3 PREVIOUS STUDY	11
2.3.1 Concept of <i>Halal</i> Product.....	11
2.3.2 Intention to Purchase	12
2.3.3 Attitude	13

2.3.4 Subjective Norms	14
2.3.5 Perceived Behavioural Control.....	14
2.4 HYPOTHESES STATEMENT	15
2.5 CONCEPTUAL FRAMEWORK	15
2.6 SUMMARY	16
CHAPTER 3	17
METHODOLOGY	17
3.1 INTRODUCTION.....	17
3.2 RESEARCH DESIGN	17
3.3 DATA COLLECTION METHODS	18
3.4 STUDY POPULATION AND SAMPLE SIZE	18
3.5 SAMPLING TECHNIQUES	20
3.6 RESEARCH INSTRUMENT DEVELOPMENT.....	20
3.6.1 Questionnaire Design	20
3.6.2 Measurement Scale.....	21
3.6.3 Pilot Study	21
3.7 MEASUREMENT OF THE VARIABLES	22
3.8 PROCEDURE FOR DATA ANALYSIS	22
3.8.1 Descriptive analysis.....	23
3.8.2 Pearson’s Correlation Coefficient	23
3.8.3 Regression Analysis	23
3.9 SUMMARY	24
CHAPTER 4	25
DATA ANALYSIS AND FINDINGS	25
4.1 INTRODUCTION.....	25
4.2 PRELIMINARY ANALYSIS.....	25
4.2.1 Reliability Test	25
4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS.....	27
4.3.1 Gender	27
4.3.2 Age.....	28
4.3.3 Education	28
4.3.4 Status	29
4.3.5 Income	29
4.4 DESCRIPTIVE ANALYSIS FOR INDEPENDENT AND DEPENDENT VARIABLE	30

4.4.1 Independent Variable – Attitude.....	30
4.4.2 Independent Variable – Subjective Norms	31
4.4.3 Independent Variable – Perceived Behavioral Control	32
4.4.4 Dependent Variable – Intention to Purchase	33
4.4.5 Overall Descriptive Statistic.....	34
4.5 PEARSON’S CORRELATION COEFFICIENT	34
4.5.1 The Relationship Between Independent Variable and Dependent Variable	35
4.5.2 The Relationship Between Attitude and Intention to Purchase.....	36
4.5.3 The Relationship Between Subjective Norms and Intention to Purchase	36
4.5.4 The Relationship Between Perceived Behavioral Control and Intention to Purchase	37
4.6 HYPOTHESES TESTING.....	38
4.7 MULTIPLE LINEAR REGRESSION.....	38
4.8 Chapter Summary.....	41
CHAPTER 5	42
DISCUSSION AND CONCLUSION	42
5.1 INTRODUCTION.....	42
5.2 Key Finding.....	42
5.3 Discussion	44
5.3.1 Theoretical Implications	44
5.3.2 Practical Implications.....	45
5.3.3 Methodological Contributions	46
5.4 Limitations of Study.....	46
5.5 Recommendation.....	47
5.6 Conclusion.....	48

REFERENCE

APPENDIX A – DRAFT OF QUESTIONNAIRE

APPENDIX B – GANTT CHART

LIST OF TABLES

Table 3.1: Krejcie & Morgan Table..... 19

Table 3.2: The 5-Likert Scale Table 22

Table 4.1: Result of Reliability Analysis Cronbach’s Alpha..... 26

Table 4.2: Gender..... 27

Table 4.3: Age..... 28

Table 4.4: Education 28

Table 4.5: Status..... 29

Table 4.6: Income 29

Table 4.7: Descriptive Analysis of Independent Variable 30

Table 4.8: Descriptive Analysis of Independent Variable 31

Table 4.9: Descriptive Analysis of Independent Variable 32

Table 4.10: Descriptive Analysis of Dependent Variable 33

Table 4.11: Overall Descriptive Statistic 34

Table 4.12: Rules of Thumb about Correlation Coefficient Size 34

Table 4.13: Pearson Correlation Analysis between Independent and Dependent Variable 35

Table 4.14: Pearson Correlation Analysis between attitude and intention to purchase..... 36

Table 4.15: Pearson Correlation Analysis between subjective norms and intention to purchase 36

Table 4.16: Pearson Correlation Analysis between perceived behavioral control and intention to purchase 37

Table 4.17: Summary of Correlation Analysis 38

Table 4.18: Model Summary 38

Table 4.19: Table of ANOVA 39

Table 4.20: Table of Coefficients 39

Table 5.1: Summary of Correlation Analysis 43

LIST OF FIGURES

Figure 2.1: Conceptual Framework 16

Figure 5.1: Conceptual Framework 44

ABSTRACT

This research uses Ajzen's Theory of Planned Behavior as a theoretical framework to build on prior research on *halal* food purchasing behavior among university students. Data are gathered using questionnaires self-administered. The parameters that influence university students' *halal* food purchase behavior are investigated using multiple regression analysis in this article.

All characteristics have a favorable and significant impact on *halal* food purchasing intentions, according to the results of the multiple regression analysis. This study, like many other empirical studies, is not without flaws. To begin with, the sample size is modest. To improve the study, increase the sample size and incorporate participants from other university departments. This study only looked at three antecedents of *halal* food purchases among university students. As Malaysia attempts to play a larger role in the *halal* market, more study is needed to discover and resolve the negative elements of *halal* food consumption.

Potential relationships between independent variables (such as trust, moral obligation, habit, and self-identity) should be documented in a future study. By determining the rationales for *halal* food purchases, this study contributes to and expands our knowledge of *halal* food purchasing behavior. The findings aid investment decisions related to the creation of Malaysia as a *halal* center by addressing and taking into consideration the issues and requirements of Malaysian government agencies and enterprises.

Keywords: *Buying habits, consumer behavior, food products, and university students*

ABSTRAK

Dalam kajian ini, Teori Perilaku Terancang Ajzen digunakan sebagai kerangka teori dengan tujuan memperluas penyelidikan sebelumnya yang mengkaji tingkah laku pembelian makanan halal pada pelajar Universiti. Data dikumpulkan melalui soal selidik yang dikendalikan sendiri. Makalah ini menggunakan analisis regresi berganda untuk mengenal pasti faktor-faktor yang mempengaruhi tingkah laku pembelian makanan halal pelajar Universiti.

Hasil analisis regresi berganda menunjukkan bahawa semua faktor mempunyai pengaruh positif dan signifikan terhadap niat membeli makanan halal. Seperti kajian empirikal yang lain, kajian ini bukan tanpa had. Saiz sampel itu sendiri agak kecil. Kajian ini dapat diperkukuhkan dengan meningkatkan ukuran sampel dan termasuk peserta di kawasan Universiti lain. Kajian ini juga hanya mempertimbangkan tiga anteseden pembelian makanan halal di kalangan pelajar Universiti. Oleh kerana Malaysia sebenarnya berusaha untuk memainkan peranan yang lebih besar dalam industri halal, lebih banyak penyelidikan diperlukan untuk mengenal pasti dan menangani aspek bermasalah penggunaan makanan halal.

Korelasi yang berpotensi antara beberapa pemboleh ubah bebas (misalnya kepercayaan, kewajipan moral, kebiasaan, dan identiti diri) perlu dilaporkan dalam kajian selanjutnya. Kajian ini menyumbang dan memperluas pemahaman kita tentang tingkah laku membeli makanan halal, mengenal pasti rasional pembelian makanan halal. Dari sudut pandangan manajerial, temuan memberikan sokongan untuk keputusan pelaburan dan untuk keputusan yang berkaitan dengan penubuhan Malaysia sebagai hab halal yang menangani dan mempertimbangkan kebimbangan dan keperluan perniagaan dan agensi Kerajaan Malaysia.

Kata kunci: *Tingkah laku membeli, Tingkah laku pengguna, Produk makanan, pelajar Universiti*

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

The first chapter presents the introduction of this study. This research study is to analyze the intention to purchase *halal* products among university's student. This chapter is made up of eight sections which are the background of research, problem statement, research objective, research questions, the scope of the study, and significance of the study.

1.1 BACKGROUND OF STUDY

Shariah compliance is not only in the Islamic finance and banking industry, but it is also related to our daily nutrition in foods. When we are diligent and attentive in utilizing such items because of *halal* and safe issues, our lives are served with a range of food, beverages, and consumer products. As a result, it is important to consume *halal* meals and purchase quality goods in our daily life. Verse 168 of Surah al-Baqarah, Allah SWT highlights this problem: Which means: "Oh you people! Eat just what is lawful and good in the land, and avoid following in the footsteps of the devil, who is our adversary.". The *halal* status of a food or beverage is determined by its source, processing method, and location. If it is related to an animal, it must be slain following Shari'ah rules. While some foods and beverages are unlawful, the source and ingredients, the processing method, and the state of the premises all play a role. Foods and beverages are processed containing unlawful substances such as fat or pork, dogs, and other animals not slain according to sharia, blood, alcohol, feces, poisons, and so on.

Halal is an Arabic word that means "Islamic law allows or permits" (*Halal.gov*, 2015). With more countries implementing *halal* practices in the food business and other fields involving *halal* and its consumers, the *halal* idea is now widely used. *Halal*, or Islamic Law, refers to the regulations that govern food consumption that is permissible for Syara's ingestion (JAKIM, 2015). The Quran defines *halal* by listing all *halal* (allowed) and *haram* (forbidden) food items that are relevant to a Muslim's diet.

Islam is a global religion with a sizable following. Muslims live in 122 countries, and the demand for *halal* food is rising in lockstep with the Muslim population. Food demand is continuing to rise due to the world's rising population. More people will be hungry and

undernourished unless food resources are sufficient to support the expanding population. A total of 870 million people were expected to be undernourished between 2010 and 2015. (FAO, 2012).

Islam is a world religion with a big number of adherents all over the world. There are Muslims in 122 countries, and the demand for *halal* food is shoot up in tandem with the Muslim population. Because of the world's flourishing population, food demand continues to rise. Food supplies must be adequate to support the growing population, or more people will go hungry and undernourished. In the period 2010-2015, an estimated 870 million individuals were undernourished (FAO, 2012).

In the global food market, the *halal* food business has already established itself as a key participant. The global *halal* market value of *halal* food trade was predicted to reach US\$547 billion in 2015, according to *DagangHalal.com*. In Malaysia, a primarily Muslim country, *halal* has also played a key role. Malaysia's Muslim community makes up about 60% of the country's total population. Muslims and non-Muslims alike purchase *halal* items in Malaysia. The *Halal* Regulation and Rules were expressly specified in the Trade Description Act 2011, which established an Order on the Status of *Halal*, the Definition of *Halal*, and the *Halal* Certification Required in Malaysia. The concept of *halal* extends beyond food and drink to include consumer goods, food processing facilities, and slaughterhouses. The two primary bodies that govern *halal* in Malaysia are the Jabatan Kemajuan Islam Malaysia (JAKIM) and the Jabatan Agama Islam Negeri (JAIN) or Majlis Agama Islam Negeri (MAIN) (MAIN). The government established these institutions to oversee, monitor, and execute *halal* food regulations.

The *halal* method of food production was once only used by Muslim businesses, however, as demand for *halal* items has increased, non-*halal* businesses in Malaysia have begun to incorporate Islamic values into their operations (Abdul-Talib, 2020). The *halal* concept of creating products must adhere to all JAKIM rules, or the *halal* status will tamper with the consumer's faith in the *halal* status would be shattered. Malaysia's young generation is the country's future, and they will steer the country in the proper direction for a brighter future. Malaysian youth account for 43% of the country's overall population (The Asia Foundation, 2012). Due to the vast number of young people in Malaysian society, they become are major consumers of *halal* food. Because of Malaysia's variety, where people of many ethnicities exist, both Muslims and non-Muslims in Malaysia should have a mutual

understanding including food. However, Muslims must follow *halal* food consumption requirements and are forbidden from eating meals from other races that contain *haram* elements like alcohol and pig parts. According to the Global Islamic Report (GIR, 2019/2020), *halal* food items would grow at a CAGR of 6.3 percent from \$1.37 trillion in 2018 to \$1.97 trillion in 2024. (Ho, Abd Rahman, Yusuf, & Zamzamin, 2014).

1.2 PROBLEM STATEMENT

The goal of this research is to investigate the elements that influence *halal* goods' purchase intentions. In this regard, consumers should be more vigilant about *halal* products, particularly food, and the *halal* label that is provided in every product they consume and use. However, some Muslims are unaware of the *halal* status and certification of the meals they purchase (Gordon, 2020). As a result, *halal*-related concerns continue to be a problem to this day.

The lack of information is the first difficulty with *halal* concerns. Because of their behavior or attitude, which is unwilling to know the latest information or issues about *halal*, Muslim consumers receive a lack of information about *halal*, particularly with the food they consume. F. Hassan is a writer who lives in the United Arab Emirates (2019). Even though they have access to technology such as the internet, television, and radio, they show little interest in learning about *halal*. As a result, individuals received incorrect or no *halal* information. Atlas, J. (2015). For example, youngsters prefer to browse other websites rather than go to useful websites like JAKIM or *halal* to learn more about *halal* status or issues.

On top of that, the current issues connecting to *halal* incidences have seriously attracted society's attention. For instance, Malaysia has been startled by the issue of fake *halal* meat two directors of Raihanah Cold Storage Sdn Bhd, a frozen meat company situated in Johor Bharu, were charged for fabricating *halal* emblems on vehicles on December 30, 2020. Four suspects were remanded in custody on the 4th of January 2021. Ironically, the company has been operating since 40 years ago and they have been supplying this kind of meat with a fake *halal* logo throughout the country. However, according to Ruslan et al., (2018), the objective verification of fraudulent activities in producing *halal* food is difficult to be verified where food fraud is a subjective concept *halal* food production encompasses many aspects, especially in the preparation, processing, storage, packaging, handling, and transportation. By

following the procedure in the production process, fraud in *halal* food production can be avoided.

Food product makers must follow the *halal* rules provided by Malaysian organizations such as JAKIM to ensure that the food available for purchase at the market is *halal* and free of any *haram* ingredients. The *halal* law must be coordinated with consumer demand to provide benefits to both Muslims and non-Muslims. *Halal* processes can also make food consumption healthier and safer. How well the *halal* concept is embraced by Malaysia's multi-racial society will be determined by how well the *halal* philosophy and practices are comprehended, particularly by the youth. The study of *halal* acceptability among Muslim and non-Muslim teens can help society better grasp true *halal* concepts and practices.

1.3 RESEARCH QUESTION

Research questions are some of the questions that will be addressed in this report, and to which prompt, as well as, assured answers can be given based on the information gathered. There should be a clear and compelling rationale for the research's purpose (Riva, Malik, Burnie, Endicott, & Busse, 2012). The following are the research questions for this study:

RQ 1: What is the level of attitude, subjective norms, perceived behavioral control, and intention to purchase *halal* products among University Students?

RQ 2: How are the influent attitude, subjective norms, perceived behavioral control, and intention to purchase *halal* products among University Students?

RO 3: To what extend the relationship between attitude, subjective norms, and perceived behavioral control on intention to purchase *halal* products among University Students?

1.4 RESEARCH OBJECTIVE

Research objectives are strongly tied with research questions which are used to define the overall and precise intentions and results that a study plans to complete (Aceyourpaper, 2018). The research objectives for this study are given below:

RO 1: To determine the level of attitude, subjective norms, perceived behavioral control and intention to purchase *halal* products among University Students.

RO 2: To examine the relationship between attitude, subjective norms, perceived behavioral control, and intention to purchase *halal* products among University Students.

RO 3: To analyze the significant influence of attitude, subjective norms, and perceived behavioral control on intention to purchase *halal* products among University Students.

1.5 SCOPE OF THE STUDY

The objective of this analysis is to discuss the *halal* issues among student universities or youngsters in Malaysia. The online survey will be conducted among 367 Muslim students in higher education institutions in Malaysia. The respondents may consist of different gender and only Muslim students from the target population. The demand for *halal* food products is on the rise among customers globally owing to their safety, hygiene, and quality as specified in the Holy Qur'an.

Food is one of the important things that Islam emphasizes on Muslims. Food is a basic need in daily life to ensure individual health is guaranteed in addition to supply energy to perform various activities since all good activities performed for the sake of Allah SWT are considered as ibadah. *Halal* practices in Malaysia, according to Sharifah Zannierah (2011), *halal* practices in Malaysia involve not just religious considerations, but also food safety and hygiene conditions. To keep the food free of non-*halal* components, food processing should adhere to excellent manufacturing methods.

1.6 SIGNIFICANCE OF STUDY

The purpose of this analysis is to provide information on the factors that influence Muslim students' intentions to purchase *halal* products. The researcher will examine the effect of changes in the independent variables, attitude, subjective norms, and perceived behavioral control, on the dependent variable, intention to purchase *halal* products, among university students. It is expected that attitude, subjective norms, and perceived behavioral control will have a positive and significant impact on purchase intention. The finding of this research will provide a clear image to the researcher, government, food producers, and distributors to become conscious of their want to purchase *halal* products.

1.6.1 To the Researcher

This analysis paper, will aid the researchers to explore and investigate the percentage of university students who intend to buy *halal* products. Besides, this research will allow researchers to discover critical aspects that contribute to youth revisit intention that many researchers have not explored. Future researchers may gain instinct from referring to the topic of this research paper. Apart from that, this study also will give benefits to the future researcher. The finding of this study would provide relevant information on any kind of eating non-*halal* food on people especially youth in Malaysia. This study will inspire future researchers to do a similar study with a broader scope and variables not mentioned in this study.

1.6.2 To the Future Youth

Future youth may gain benefits through the research topic since the research will guide them to understand thoroughly the effect that may influence Muslim students among university students in Malaysia. So, they would be more aware of their intention to purchase because it is demonstrated in the research that may provide useful information to future consumers.

1.6.3 For Government

This research could also assist the Malaysian government in developing policies and managing the *halal* industry. There are various agencies directly or indirectly involved with the issue related to *halal* food. The Department of Islamic Development Malaysia (JAKIM), The State Islamic Religious Department (JAIN), and The State Islamic Religious Council (MAIN) were designated as the party competent authority for *halal* certification (*Halal Certification and Marking Order*, 2011). Muslim Food Industry will be able to make this study a benchmark to contribute to the growing worldwide *halal* industry. The outcome from this study helps the government to determine and improve the enforcement of *halal* certificates. Development of the relevant policy could provide more opportunities such as making a genuine contribution in the shape of supervision and ensure *halal* food products locally and internationally for youth and Muslims who are interested to sell *halal* food in Malaysia.

1.7 DEFINITION OF TERM

1.7.1 Intention to purchase

In this study, intention to purchase point out to the likelihood of a consumer buying a product. The intention to buy is an individual's aware plan to purchase a product (Listyaningrum & Albari, 2012). The buyback interest refers to the willingness of an individual and his inclination to purchase a specific product or service (Ajzen, 2005). This can be regarded as one of the consumer cognitive mechanisms behavior on to how customers want to purchase a specific product (Bashir et al., 2019). Intention can be a good predictor of future behavior. Adequate product awareness leads to purchasing behavior (Bashir et al., 2019)

1.7.2 *Halal* Product

Halal product typically the production food consumed by Muslims is permissible unless food classify in the Qur'an or Hadith is *haram* or debarred to be eaten by Muslims. *halal* products have been allowed or legalized according to Islamic law. *Halal* items, according to Rehman and Shabbir (2010), are Shariah-compliant products.

1.7.3 Attitude

In this case study, because those with high favorable sentiments appear to be more likely to want to buy *halal* items, attitudes are thought to be an important factor influencing consumer intentions to buy *halal* cuisine. Further, these findings reinforce Ajzen's (1991), statement indicating that attitudes are a significant factor in predicting and understanding human behavior. As a result, the intention to acquire *halal* products precedes the process prior to the actual purchase. Attitude has a direct relationship with intentional behavior.

1.7.4 Subjective Norms

The term "subjective norms" refers to social pressures felt by others about whether or not to perform certain behaviors (Ajzen, 1991). Thus, in these findings, subjective norms have proven to be the most influential drivers of intention to choose *halal* products. In addition,

subjective norms are social pressures that are felt to influence consumers' decisions to purchase *halal* food (Alam & Sayuti, 2011).

1.7.5 Perceived Behavior Control

Perceived behavior control refers to elements that can impair behavioral performance and can be classified into components (Ajzen, 1991). The first component is self-efficacy, which is described as a person's belief in his or her own capacity to do an action. In addition, the second component, known as the facilitator state, relates to the resources' availability required to engage in the behavior (Tan and Teo, 2000). In their study, Alam and Sayuti (2011) discovered that perceived behavioral control is not a significant predictor of *halal* food purchasing behavioral intentions.

1.8 ORGANIZATION OF PROPOSAL

There are three chapters in this proposal. The study is partially based on the area of research followed by the chapters:

i. Chapter 1 (Introduction)

Chapter one dispenses the backdrop of the research, problem statement, research objective, research questions, the scope of study and significance of the study, the definition of the term, and organization of the proposal are all included in the first chapter. The purpose of this study is to look at the factors that influence *halal* goods purchases. In general, consumers should be more concerned about *halal* issues, particularly food and *halal* logos, as they are an important medium in market profitability

ii. Chapter 2 (Literature Review)

The literature review for the study is explained in this chapter. This chapter will address the introduction, underpinning theory, previous studies, hypotheses statement, and conceptual framework. This chapter discusses the literature review of consumer awareness of *halal* food consumption and elements that can influence it. The independent variables (IVs) and dependent variable (DV) for this study will be clarified in this chapter. The underpinning theory for this study is the Theory of Planned Behaviour (TPB). As Muslims, we must know

and be aware of the *halal* and *haram* concepts; therefore, we cannot rely solely on the deed and the authority.

iii. Chapter 3 (Research Methodology)

This section is a detailed overview procedure in the study that started with the introduction and proceeded by the research methods, research design, research techniques, population study, sample size, data collection, pilot study, data analysis, and conclusion. The researcher will choose and decide the suitable research design to use in this research, either quantitative or qualitative. Other than that, the researcher will identify the type of sampling design to implement in the study. Next, the researcher also decides the sample size of the selected population that wants to investigate, and the method to collect the data.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter discusses a review of the literature on the intention to purchase *halal* products and the factors that influence it. This chapter will explain the independent variables (IVs) and dependent variables (DVs) for this study. Furthermore, using the previous study as a foundation, a conceptual framework was proposed to investigate the relationship between IVs and DV.

2.2 UNDERPINNING THEORY

This study builds on (Ajzen's, 1985) Theory of Planned Behavior (TPB) as a theoretical framework, intending to expand previous research on university students' intention to purchase *halal* products. TPB is a psychology theory that connects beliefs to behavior. According to the idea, three basic components affect an individual's behavioral intentions which are attitude, subjective norms, and perceived behavioral control. In turn, one of TPB's tenets is that behavioral intention is the most proximal predictor of human social behavior. Ajzen came up with the idea to intensify the theory of reasoned action's predictive ability (TRA). Ajzen proposed including perceived behavioral control into TPB. Perceived behavior control was not included in TRA. TPB was used to study links in a range of human domains from beliefs, attitudes, behavioral intentions and acts.

TPB evolved from TRA, a hypothesis initially offered by Martin Fishbein and Ajzen in 1980. According to TRA, if an individual perceives a recommended activity as positive (attitude) and feels that people want the person to execute the activity (subjective norm), the intention (motivation) to conduct the activity increases, and the individual is more likely to undertake the activity. Attitudes and subjective norms are strongly tied to behavioral intention, which is connected to actual conduct. However, it demonstrates that behavioral intention does not always result in actual behavior. Because behavioral intention cannot be the sole driver of conduct when an individual's power over the behavior is limited, Ajzen developed TPB by

including the component "perceived behavioral control" into TRA. In this approach, he improved TRA's ability to anticipate real behavior (Ajzen, 1991)

2.3 PREVIOUS STUDY

2.3.1 Concept of *Halal* Product

Halal is a term that has traditionally been used to describe food. Now, it appears that the concept of *halal* has been broadened to include practically all goods and services, including cosmetics, apparel, medications, financial services, and even travel packages. *Halal* is a term used in the manufacturing and production industries to describe products that are devoid of materials or components that Muslims are prohibited from using or consuming according to (Faridah Jalil and Nurhafilah Musa, 2012). When it comes to livestock, *halal* refers to following the correct religious processes, such as having the animals slaughtered according to Islamic guidelines.

According to Matthew (2014), *halal* is described in the Quran as a suitable food that can be ingested without fear of damage, as well as being legal and allowed. Furthermore, opposite of *halal* that means legal and permissible, according to Said et al. (2014). Furthermore, Muslims and all humans must consume *halal* meals, according to God's command in the Holy Quran. In Arabic, the word *halal* implies "permission in law," according to Wilson and Liu (2010). Authorized actions based on the Holy Quran, according to Haque et al. (2015), are *halal*.

When addressing *halal* and *haram* in the context of food and drink, Henderson (2016) defines them as foods and beverages that Muslims cannot consume according to the Quran and the Prophet's sayings, as well as from a legal aspect. According to Mathew (2014), the word *halal* in the Quran signifies legal or permissible. As a result, *halal* food that can be eaten without hesitation is permitted food. Food and beverages that are *halal* can be characterized as items that people can consume without any legitimate justification and that is likewise devoid of any impure or illegal elements (Said et al., 2014). The advantages are offered by the product's attributes, according to Kotler and Keller (2005), to satisfy client requests and wants. Furthermore, product attributes also the benefit imparted and deliver, thus a business can use a

significant competitive strategy to differentiate their product from competitors, which is to supply more enticing elements in their product (Wan & Toppinen, 2016).

Halal refers not only to food and beverage but also to other life aspects. It has recently aroused the cosmetics interest and pharmaceutical firms' owing to growth potential factors such as rising Muslim population and consumer demand for *halal* products. Cosmetics and personal care are described as 'things utilised or used on the human body for the purpose of purification, enrichment, attraction or modification of appearance " under the United States Food, Drug, and Cosmetic Act of 2012. Cosmetics include, among other things, skincare creams, lotions, powders, shower gels, perfumes, cosmetics, and deodorants. According to Teng et al. (2013), the average person uses about 25 cosmetic products each day, demonstrating the relevance and demand for cosmetics in people's daily lives. Muslim consumers, like any other consumer, consume cosmetics and personal care items regularly, as they desire a healthy and high-quality lifestyle.

2.3.2 Intention to Purchase

According to Azam (2016), the condition of preparation for a person is known as the intent, and it is considered as a rapid antecedent of behavior. Intention to purchase can also be defined as a person's state of readiness to purchase specific products. Furthermore, it is believed that a person's religious devotion influences their attitude and behavior, as well as their food patterns and decision-making during the purchasing process (Lee et al., 2016). Many prior research has employed the Theory of Planned Behavior (TPB) to explain why people want to buy, eat, and recognize *halal* cuisine (Rahim & Junos, 2012). According to Asshidin, Abidin, and Borhan (2016), market research organizations in the automobile industry utilize intention to purchase analysis to anticipate sales of new and existing goods.

Apart from religion, a person's desire to eat or purchase food is linked to his or her positive or negative attitude, social weight, and behavior control. To predict and clarify the behavior and intention, the TPB lists perceived behavioral control, attitude toward the conduct, and subjective norm as components. According to Ajzen (1991), the benefits and downsides of directing certain activity can be used to determine a person's attitude toward subjective norm refers to the perception of the companion or societal weight, which encourages the performance of the action. Research could be undertaken, according to Ozgen and Kurt (2013), to assess the relationship and impact of customer sentiments about purchasing *halal* items.

Wan and Toppinen (2016) claimed that purchasing behaviors or purchase intentions will exist once customers consider and assess the product. Customers' buying habits and subjective intents can be forecasted and used as a key metric, according to the same study. As a result, most marketers regard it to be a useful tool for anticipating clients' purchasing intentions (Khemchotigoon & Kaenmanee, 2015).

2.3.3 Attitude

Keller (2003) divides knowledge into levels and foundation focused on consumers awareness, perceives attribute, perceived images, and opinions on a product and its experiences, all of which are tied to the consumers total understand of the brand, whereas attitude is a psychological condition that produces positives or negative images of an entity, (Eagly and Chaiken, 1995). Attitude can be defined as a learning proclivity to the predisposition for positive or negatives behavior according to Schiffman and Kanuk (1997).

To put it another way, a consumer's attitude is based on their knowledge and belief about a specific item, which should be a result of the pieces of information on the integrations process and as a result, determines an insatiable intention to act in a specific manner (Xiao et al., 2011). "The stronger an individual's intention to engage in the behavior under discussion, the more favorable their attitude toward it is", according to Ajzen (1991). Consumers must rely on research erasures to assess attitude because it is difficult to measure directly according to Phau et al., (2009). As a result, a person's attitude toward *halal* food is shaped by their idea that the product is *halal*, and this belief will lead to a favorable attitudes, such as a desire to obtain the product (Ajzen, 1991). The concept of attitude has recently been extensively investigated and It's regarded to be a predictor of consumer buy intent, especially in the food area. According to Alam and Sayuti (2011), customer purchase intention is strongly influenced by attitudes, and customers that have a more positive mindset are more likely to buy *halal* cuisine. Innovation-orient consumers show a favorable association between attitude and purchase intention, according to studies show (Choo et al., 2004).

Other research (Lada et al., 2010) established a link between customer attitudes and their inclination to purchase *halal* food products. Individual food purchasing behaviors were also studied (Tarkiainen and Sundqvist, 2005), and a considerable positive association was found between individual attitude and purchase intention. A recent study focused on *halal* food

(Mukhtar and Butt, 2012) discovered a substantial association between *halal* food buying intention and attitude to purchase it.

2.3.4 Subjective Norms

The motivation to conform with significant others' ideas is measured by the socially pressured individuals who perform or do not perform specific actions. It shows that important reference objects (other people or groups) believe that a person should perform these actions and are inspired to do so (Nilsson et al., 2004). To assess the cultural pressures on an individual to undertake or not perform specified acts, very subjective standards are applied (Rhodes and Courneya, 2003). If previous topics were examined, a very subjective norm might have a stronger impact on the buying objective of *halal* items.

In the Philippines, Lee and Green (1991) found that subjective standards are the main predictors of objective behavior, whereas, in the United States, attitude outweighed subjective standard. However, one study (Tarkiainen and Sundqvist, 2005) concentrates on organic food goods, while *halal* food goods are completely ignored. According to studies, the highest predictor of *halal* product selection is the subjective norms (Mukhtar and Butt, 2012). In other investigations, it was discovered that the subjective norm was the most significant predictor of purchase intent. (Lada et al., 2010).

2.3.5 Perceived Behavioural Control

Perceived behavioral control is defined as the ability to regulate one's behavior when it is perceived to be manageable. It measures how much people understand that they have control over their attentional behavior (Liou and Contento, 2001). Perceived behavioral control is more intriguing than tangibles control since it takes into account people's judgments of how easy or difficult it is to perform the task in question according to (Verbeke and Vackier, 2005). Perceived behavior is the independent predictors of a person's willingness to buy. Bandura (1977)'s concept of self-efficacy is concerned with determining how we perform necessary activities in a given situation.

The ability to control one's behavior is measured by perceived behavioral control (Liou and Contento, 2001; Karijin et al., 2007). Although subjective and objective knowledge is intertwined, they are split into two phases (Alba and Hutchinson, 1987; Brucks, 1985). To begin with, subjective knowledge has the potential to overstate or underestimate one's true

worth output knowledge when people not accurately assess how much or how little they know. Next, subjectively knowledge assessments can reveal both self-confidence and knowledge levels.

2.4 HYPOTHESES STATEMENT

The directionality given in each hypothesis is drawn from past TPB-based studies. It is hypothesized that attitude has a direct relationship with intention behavior. The link between subjective norms and behavioral control is also proposed as a direct link here. Three hypotheses were developed to investigate the correlation between the independent variables (attitude, subjective norm, and perceived behavior control) and the dependent variable (intention to purchase).

H1: There is a significant and positive relationship between attitude and intention to purchase *halal* products among University Students.

H2: There is a significant and positive relationship between subjective norm and intention to purchase *halal* products among University Students.

H3: There is a significant and positive relationship between perceived behavioral control and intention to purchase *halal* products among University Students.

2.5 CONCEPTUAL FRAMEWORK

The goal of the investigation is to look at university students' intentions to buy *halal* items. This section outlines the theoretical framework that has been suggested. In general, figure 2.5.1 displays the TPB-based research model employed in this work. A theoretical framework, according to Sekaran (2006), is a conceptual model of how one theorizes or makes logical sense of the relationship between the various components that have been recognized as essential to the problem. The research framework, as shown in Figure 2.5.1, proposes three independent variables (IVs) for this study: attitude, subjective norms, and perceived behavioral control, with the intention to purchase as the dependent variable (DV) to be examined.

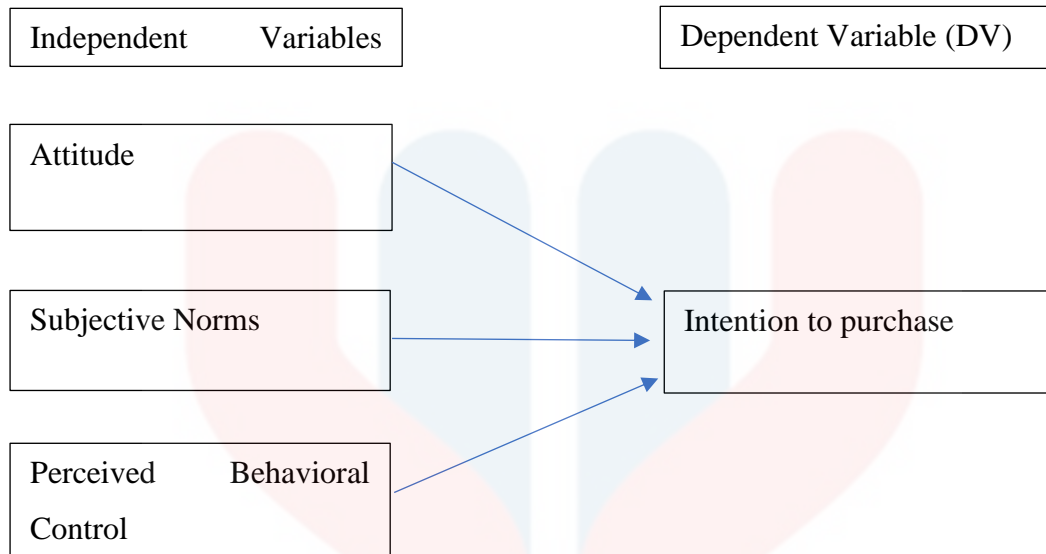


Figure 2.1: Conceptual Framework

Figure 2.1 shows the proposed conceptual model of the study. The connection between attitude, subjective norms, perceived behavioral control as (IV) and intention to purchase *halal* products (DV).

2.6 SUMMARY

In conclusion, chapter two explains how each variable is formed using relevant studies and past research. This chapter discusses the literature review of intention to purchase *halal* products and elements that can influence it. It also covers the review of attitude, subjective norms, perceived behavioral control, and intention to purchase. Moreover, chapter two also explains the relevant model and built the relationship between attitude, subjective norms, perceived behavioral control as independent variables, and intention to purchase as a dependent variable. A review of the theoretical framework has been presented. The following chapter is going to discuss the research methodology in testing the developed hypothesis.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter outlines the procedures for gathering, processing, and analyzing data to respond to the hypothesis in a more organized and systematic manner. It includes information on the research design, data collection method, study population, sample size, sampling techniques, research instruments development, measurement of variables, the procedure for data analysis, and summary. In this chapter, the researcher can determine whether he or she wishes to utilize a quantitative or qualitative research strategy in this study. The researcher will then decide which type of sample design to use for this study. The researcher must then determine why he or she chose that particular sampling methodology. Furthermore, the researcher will determine the sample size of the population to be studied as well as the sort of data collection method to be used in this study. Then, this chapter aims is to ensure that proper research practices are followed to give readers a better understanding and evaluation of the research findings.

3.2 RESEARCH DESIGN

A research design, according to Kumar (1999), is a method used by researchers to answer questions objectively, accurately, cost-effectively, and with validity. It focuses on gathering information about a specific object, event, or activity, such as a specific business unit or organization and it comprises doing an empirical analysis of a current phenomenon in its natural setting utilizing a variety of data collection methods (Yin, 2009). Once the decision to conduct the research has been made, a strategy for gathering data is required to meet the research objectives (Aaker et al., 2000). Quantitative, qualitative, and mixed methods research are the three types of research available (Creswell, 2008; Cohen et al., 2007; Gliner et al., 2009; Kothari, 2010).

We decide to use a quantitative approach for this study. Data, such as percentages and numbers, will be managed by a computer using the Statistical Package for Social Science (SPSS), allowing the research to save a significant amount of energy, resources, and time. More

importantly, the outcome of this study focuses on the analysis of an issue in which one variable may have an impact on another. The goal of this study is to determine the relationship between the IVs (attitude, subjective norms, and perceived behavioral control) and the DV (intention to purchase). As respondents, university students are the focus of this study. The respondent will fill out an online series of questionnaires containing questions about research variables. The medium that will use in the online survey is the google form. Before we conclude, the data will be calculated and analyzed.

3.3 DATA COLLECTION METHODS

The goal of this research is to use a quantitative approach to assess the intention to purchase *halal* products. A questionnaire method is employed as a data collection tool to gauge respondents' propensity to purchase *halal* products. Before distributing the questionnaire, the respondents have been questioned whether they are eating *halal* cuisine because it is the main purpose of our study. Our research study is targeting the University's students in IPTA.

The data collection method referred to how the information was gathered. Primary data and secondary data are two types of data sources that can be used to collect data. The primary data is information that the researcher gathered specifically for the study. Primary data can take the form of quantitative or qualitative methods, depending on how the information is gathered. Primary data has been chosen as the primary data collection method in this study. It is gathered from the online questionnaire that is answered by Muslim consumers. From that questionnaire answered by them, the consumers' intentions in purchasing *halal* products will be identified.

3.4 STUDY POPULATION AND SAMPLE SIZE

The term population refers to the total group of individuals, events, or things of interest that the researcher desires to explore (Uma and Roger, 2013). The population of this study is focusing on Muslim University students in IPTA. The reason why this research is focused on Muslim University students is due to Muslims are more obedient to the religion so they will try to meet the demands taught in Islam.

Will Kenton (2021) defines a sample as a smaller, easier-to-manage subset of a bigger group. It is a subset of a larger population having similar characteristics. Statistical tests utilize samples when the population size is too big to cover all future members or observations. A sample should reflect the entire population rather than a bias toward a specific attribute. When a smaller number of persons represent the total population, reliable findings can be obtained while saving time and money. Researchers should be able to make broad inferences about the population studied by analyzing the sample.

Approximately, the population of students around 8000 (academic service division, 2021). Meanwhile, the study's sample size is made up of (367) participants based on table Krejcie & Morgan (1970). As long as the sample size does not exceed 1000, the decent maximum sample size is generally approximately 10% of the population (Bullen, 2021). The researcher was using sources of Krejcie & Morgan table as below.

Table 3.1: Krejcie & Morgan Table

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
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

KELANTAN

3.5 SAMPLING TECHNIQUES

A way of selecting a sub-group from a community to participate in a study is called sampling. It is a method of selecting people for research in a manner that the people choose to be representative of the large group from which they were chosen. There are two sampling methodologies, according to Zikmund (2003): a likelihood (probability) approach and a non-likelihood (non-probability) method. Nonprobability sampling is a method of selecting a sample from a group of people who are easy to reach or meet. Convenience sampling is a type of non-likelihood sampling approach in which a sample is taken from a group of people who are convenient to approach. Grab sampling or availability sampling are terms used to describe this type of survey. Furthermore, this study employs a simple random sample. A random subset of the target population is one in which every member has the same chance of being chosen. A basic random sample is intended to reflect a group accurately.

3.6 RESEARCH INSTRUMENT DEVELOPMENT

In this study, the researcher employs an online survey method to collect data from target respondents, utilizing a questionnaire as a tool data collection. The definition of quantitative research, according to Adi Bhat (2020), is a systematic examination of phenomena using measurable data and statistical, analytical, or computational approaches. In essence, quantitative research collects and distributes online surveys, and questionnaires to current and future clients (Adi Bhat, 2020).

3.6.1 Questionnaire Design

The poll survey data is accurate, has a high level of credibility, and satisfies the investigation's purpose (Sekaran & Bougie, 2016). One of the most important considerations when creating a questionnaire is to guarantee that the study's research objectives can be met using the data gathered (Churchill & Iacobucci, 2006). Moreover, questionnaire design and administration are done following the study objectives, hypothesis developed literature support, and constructs used, according to Churchill and Iacobucci (2006). The survey will be divided into two sections. The first component includes demographic information about the respondents, such as such as gender, age, education, status, and income. In determining the

examination's concealed components, appropriate statistical elements will be employed as illustrative elements.

The second part of the questionnaire will include all independent variables and dependent variables of the intention to purchase *halal* products among university students. . The questions that will be used include attitude (5 items), subjective norms (5 items), perceived behavior control (5 items), and purchase intention (5 items).

3.6.2 Measurement Scale

According to Li (2013), a Likert scale can be used to determine the level of agreement and disagreement on the assigned questions. According to Dawes (2008), researchers often utilize a 5-point scale format. Furthermore, the same study found that using 5-point scales improved the validity and reliability of the results when compared to using fewer scales. In addition, the Likert 5-point scale can more accurately reflect the real thoughts of the interviewees (Joshi, Kale, Chandel & Pal, 2015). Therefore, all variables will be evaluated using the Likert 5-point scale to show their level of knowledge in this study. 5 points mean "strongly agree", 4 points mean "agree", 3 points mean "neutral", 2 points mean "disagree", and 1 point mean "strongly disagree".

3.6.3 Pilot Study

According to Adolphus (2017), in order to make the question structure more successful, the pre-test of the questionnaire should include experts. A pilot study was done before the actual survey to assess the poll's reliability and validity. A pilot study is a sort of questionnaire test in which the sample size is smaller than the anticipated sample size. At this point in the survey, the questionnaire is distributed to a percentage of the overall sample population, or, in less formal contexts, to a convenience sample. A pilot survey also evaluates the instructions' accuracy by assessing if all of the respondents in the pilot sample can follow the instructions exactly as provided.

It also gives additional guidance on whether the sort of survey is effective in reaching the objectives of the study. In practice, pilot surveys save money because if flaws in the questionnaire or interview are discovered early on. There is a lesser likelihood of faulty or, worse, wrong results and the need to start again after the survey is completed. Before sending the confirmed questionnaire to the target respondents, the pilot test is being completed. The

record is usually preserved regarding the concerns and problems encountered from the respondents' point of view, as well as the clarification of the questions and the time spent answering each question.

3.7 MEASUREMENT OF THE VARIABLES

The first part, section A, collects biographical information about the responder, such as gender, age, education, marital status, and income. To determine the level of agreement on how strong or not strongly the consumers feel about the statement, the researcher used a nominal scale in Section A and a 5-point Likert scale in Sections B and C. The scale will be 1-5, with 1 denoting extreme disagreement, 2 denoting disagreement, 3 denoting neutrality, 4 denoting agreement, and 5 denoting strong agreement.

Table 3.2: The 5-Likert Scale Table

Indication	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Rating	1	2	3	4	5

3.8 PROCEDURE FOR DATA ANALYSIS

The data collected from the surveys are analyzed using the Statistical Package for Social Research. Science (SPSS) version 22.0 is a computer software program. The data will be subjected to descriptive and inferential analysis, with the results being generated using SPSS. The inferential analysis is used to examine the link using Pearson Correlation, while descriptive analysis is used to characterize the demographics of the respondents, such as mean and average mean. The dependent variable is intricately related to the independent variables.

3.8.1 Descriptive analysis

Demographic analysis is a technique for gaining a better knowledge of respondents, such as their age, gender, and racial makeup. Data in demographic analysis refers to socio-economic information such as age, income, employment, birth, married status, and educational attainment. Most researchers, government and non-governmental organizations, as well as large enterprises, will employ demographic analysis data to learn more about the characteristics of the population. The researchers also want to know how the populations of social variables might alter throughout time.

We employ demographic analysis to collect data from our respondents to look at the socioeconomic determinants that influence *halal* product consumption in this study. We will collect information such as age, race, income, education level, and marital status to conduct a demographic analysis for our study.

3.8.2 Pearson's Correlation Coefficient

The Pearson product-moment correlation coefficient (or, in short, Pearson correlation coefficient) is a calculation that determines the frequency of a linear relationship between two variables, denoted by the letter r . In simple terms, a Pearson product-moment correlation attempts to draw a best-fit line through the data of two variables, and the Pearson correlation coefficient, r , indicates how far all such data points are from this best-fit line (i.e., how well the data points match this new model/line of best fit).

When the value is greater than 0, Pearson correlation is possible. It's a sign of a strong partnership. When one variable's value rises, it has an impact on the other variable's value. As a result, when a value is less than 0, there will be a negative relationship. As a result, as one variable's value rises, the value of the other variable falls (Harold Hotelling, 1953).

3.8.3 Regression Analysis

Regression analysis is a collection of statistical approaches for examining correlation between one or more independent variables and a dependent variable. It can be used to forecast how variables will interact in the future as well as to determine the strength of a link between them. There are three forms of regression analysis: linear, multiple linear, and nonlinear. The most frequent models are linear and multi-linear. Typically, nonlinear regression analyses are

used for more complex data sets that have a nonlinear link between dependant and separate variables. In many sectors, particularly financial, regression analysis is helpful.

3.9 SUMMARY

In a nutshell, this chapter discussed what is the method that has been used which able to answer the research questions and the quantitative approach has been selected. The selected research design, population and sample study research technique, data collection procedures, and data analysis use dare explained by researchers. Systematic research planning can help facilitate data and research information to be collected, analyzed, and evaluated. Therefore, this research is important in studying the intention to purchase *halal* products among university students by utilizing the applications of the theory of planned behavior (TPB).

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

The purpose of this chapter is to describe the relationship between dependent variable and the independent variable and to test the hypotheses of the study. In this chapter, SPSS Version 26.0 (Statistical Package for Social Science) was used to analyze the data and the findings examined in this chapter were presented. It uses the following methods of data analysis:

- Reliability Analysis Cronbach's Alpha
- Frequency Analysis
- Descriptive Analysis
- Pearson's Correlations Coefficient
- Regression Analysis

Questionnaires are constructed and distributed to the target respondents who are university's students in Malaysia. Before the actual data collection, 30 questionnaires were distributed for the purpose of the pilot study to test the reliability of the questionnaire. Then, questionnaires were distributed to 150 respondents.

4.2 PRELIMINARY ANALYSIS

4.2.1 Reliability Test

Based on the reliability analysis for these questionnaires, the higher internal consistency reliability will determine if the Cronbach's alpha is more than 0.9, the rate of internal consistency will be higher. Furthermore, the rate of internal consistency will be lower if the Cronbach's alpha is less than 0.6. As a result, it must be greater than 0.7 to yield a good outcome.

The purpose of the pilot test is to assess the questionnaire's reliability in order to determine whether or not dependent and independent variables will work or need to be changed in this study. The pilot test method was carried out before sending the verified questionnaire to

the target respondents. A total of 30 pilot test samples were collected in order to complete the questionnaire. Participants in the survey were given this questionnaire to test the instrument's reliability. A pilot study, according to Hassan et al., (2006), is an important stage in a research project since it helps researchers to identify potential problem areas and inadequacies in the questionnaire and protocol throughout the research process.

Table 4.1: Result of Reliability Analysis Cronbach's Alpha

Variables	Number of Items	Cronbach's Alpha
Intention to purchase	5	0.728
Attitude	5	0.906
Subjective norms	5	0.857
Perceived Behavioural Control	5	0.952

The results of the reliability test of each variable in this study are shown in table 4.1. According to table above, the range of Cronbach's Alpha after the reliability test is 0.728 to 0.952, indicating that each variable is acceptable when using the Cronbach's alpha coefficient thumb rule.

As a result, the Cronbach's Alpha for five-item of intention to purchase is 0.728. It indicates that this independent variable is acceptable internal consistency of the item in measuring. As the minimum value that perceived acceptable for this study is 0.6, the value is deemed good and acceptable enough to be applied. It shows that questionnaires were acceptable and reliable to measure all three independent variables.

Then, the result of reliability test for attitude, it shows that the Cronbach's Alpha for five-items of attitude measure is 0.906. As the minimum value that perceived acceptable for this study is 0.6, the value is deemed acceptable and reliable enough to be applied. According to the rule of thumb Cronbach's Alpha, the result indicates that the independent variable, attitude, has the excellent internal consistency of the item in measuring concepts.

Next, the reliability statistics continue to test the reliable for next independent variable which is subjective norms. The result of Cronbach's Alpha for five-items of this independent variable is 0.857. As the minimum value that perceived acceptable for this study is 0.6, the value is deemed acceptable and reliable enough to be applied. Based on rule of thumb Cronbach's Alpha it indicates that subjective norms has good internal consistency of measuring. It can be explained that the questionnaires that being distributed in this study about the intention to purchase *halal* products among university's students are acceptable to be applied.

Lastly, the reliability test for the last independent variable shows that, Cronbach's Alpha for five-items of perceived behavioural control is 0.952. According to rule of thumb Cronbach's Alpha, this value represents excellent reliability of the measuring instrument where the range is between 0.80 to < 0.90. It shows that questionnaires were acceptable and reliable to be applied.

As summary, the reliability test for dependent variable, intention to purchase has good and acceptable internal consistency. For the independent variable for subjective norms is internal consistency of measuring, while the other two variables which are attitude and perceived behavioral control have excellent of internal consistency.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

4.3.1 Gender

Table 4.2: Gender

Gender		Frequency	Percent
Valid	Female	116	77.3
	Male	34	22.7
	Total	150	100

Table 4.2 indicate the gender distribution of respondents in this study. The majority of the responders 77.3% (N=116) were female, while the males 22.7 % (N=34) made up the minority. As a result, the number of female respondents was larger than the number of male respondents.

4.3.2 Age

Table 4.3: Age

Age			
		Frequency	Percent
Valid	19 - 21 years old	24	16.0
	22-24 years old	124	82.7
	25 years and above	2	1.3
	Total	150	100

There were three age categories, according to Table 4.3. The majority of the respondents were between the ages of 22 and 24, accounting for 82.7 % (N=124) of the total 150 respondents. Following that is the age group of 19-21 years old, which accounts for 16.0 % (N=24). While 1.3 % (N=2) of the participants were under the age of 25.

4.3.3 Education

Table 4.4: Education

Education			
		Frequency	Percent
Valid	SPM/STPM/Matriculation	22	14.7
	Diploma	10	6.7
	Bachelor	115	76.7
	Master	2	1.3
	PhD	1	0.7
	Total	150	100.00

According to Table 4.4, the Bachelor education level has the highest number of respondents 76.7 % (N=115). Respondents with an SPM/STPM/Matriculation education accounted for 14.7 percent N=22) of the total. Diploma came in second with 6.7%(N=10). Then there are 1.3 % (N=2) of those who have a Master's degree. Finally, there are 0.7% (N=1) of respondents who have a PhD.

4.3.4 Status

Table 4.5: Status

Status			
		Frequency	Percent
Valid	Single	147	98.0
	Married	2	1.3
	Widow	1	0.7
	Total	150	100.00

According to Table 4.5, 98.0 % (N=147) of respondents said they were single. At the time of the poll, 1.3 % (N=2) of the total respondents claimed to be married. While only 0.7 % (N=1) of widows are reported, this is a modest fraction.

4.3.5 Income

Table 4.6: Income

Income			
		Frequency	Percent
Valid	< RM2000.00	145	96.7
	RM2001-RM4000	4	2.7
	>RM4001.00	1	.7
	Total	150	100.00

Next, the respondent's income section is produced using data from the income group of university students (Table 4.6). According to the table above, the greatest income is 96.7 % (N=145) for those earning less than RM2000. Then comes RM2001-RM4000, which has 2.7 % (N=4) of respondents, and above RM4001 has 0.7% (N=1) of respondents.

4.4 DESCRIPTIVE ANALYSIS FOR INDEPENDENT AND DEPENDENT VARIABLE

This section presents the results of the descriptive analysis for the independent variable and dependent variable. Furthermore, the mean and standard deviation for the items used to measure all the independent variables and dependent variables by using the Likert Scale, (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree. The table below illustrated the result of the descriptive analysis.

4.4.1 Independent Variable – Attitude

Table 4.7: Descriptive Analysis of Independent Variable

ATTITUDE					
Items	N	Minimum	Maximum	Mean	Std. Deviation
Consuming halal product is important to me	150	1	5	4.83	.540
I am sure to consume halal product rather than non halal	150	1	5	4.79	.661
I am sure halal product is rather than non halal	150	1	5	4.84	.532
Consuming halal product will make the body more healthy	150	1	5	4.75	.644
Consuming halal product will have a positive impact on individual behavior	150	1	5	4.70	.730

Table 4.7 shows the descriptive analysis for the independent variable which is attitude. From the table, we can see the result of mean and standard deviation for the items used to measure the attitude. There were five (5) questions measured with the higher mean is 4.84 which mean the respondent prefer *halal* product rather than non-*halal* (Njanja, L., Ogutu, 2014). It has proven that *halal* product is safe to consume and the hygiene in the food is guaranteed. Meanwhile, the lowest mean that is shown in the table is 4.70 which is consuming the *halal* products will have a positive impact on individual behavior.

4.4.2 Independent Variable – Subjective Norms

Table 4.8: Descriptive Analysis of Independent Variable

SUBJECTIVE NORMS					
Items	N	Minimum	Maximum	Mean	Std. Deviation
I bought halal products because of the motivation from lecturers	150	1	5	3.61	1.310
I bought halal products because of an influence from friends	150	1	5	3.59	1.434
I bought halal products because of the government's encouragement	150	1	5	3.75	1.316
People can influence me to visit shop that are labeled halal	150	1	5	4.55	.791
My family will emphasize to me the importance of choosing a halal product	150	3	5	4.80	.492

Table 4.8 shows the descriptive analysis for the independent variable, subjective norms toward intention to purchase a *halal* product (Njanja, L., Ogutu, 2014). From the result that been shown in the table, we can see that the highest mean is 4.80 which is the necessity of selecting a *halal* product that will be emphasized to them by their family. These prove that family members play an important role in influencing children's actions. Meanwhile, the lowest mean that been shown in the table above is 3.59 which is purchasing *halal* products because of an influence by a friend. That means some of the respondents are not easily influenced by friends in order to buy *halal* products.

4.4.3 Independent Variable – Perceived Behavioral Control

Table 4.9: Descriptive Analysis of Independent Variable

PERCEIVED BEHAVIORAL CONTROL					
Items	N	Minimum	Maximum	Mean	Std. Deviation
I believe I have the ability to purchase halal product	150	1	5	4.75	.579
If is were entirely up to me, I am confident that I will purchase halal products	150	1	5	4.73	.665
I see myself as capable of purchasing halal products in the future	150	2	5	4.77	.533
I have resources time and willingness to purchase halal product	150	3	5	4.72	.545
Halal products are generally available in the shops where I usually do my shopping	150	2	5	4.75	.567

Table 4.9 shows the mean and standard deviation for the items used to measure the perceived behavioral control. There were also five questions measured (Njanja, L., Ogotu, 2014), with the highest mean of 4.77 for the item they believe will be able to purchase *halal* items in the future. Otherwise, the lowest mean with 4.72 which is they have the time and willingness to buy *halal* products.

4.4.4 Dependent Variable – Intention to Purchase

Table 4.10: Descriptive Analysis of Dependent Variable

INTENTION TO PURCHASE					
Items	N	Minimum	Maximum	Mean	Std. Deviation
In the future, I will buy halal products	150	1	5	4.89	.457
I believe the government is keeping an eye the halal products on the market	150	2	5	4.54	.720
The chance that I would consider purchasing the price of a halal products item is very highs	150	1	5	3.89	1.234
I am willing to spend a little more money each month to buy halal products	150	1	5	4.66	.740
Even if I am unfamiliar with the brand, I will choose halal products	150	1	5	4.71	.649

The last table of descriptive analysis which is table 4.10 shows the dependent variable of the intention to purchase *halal* products. (Rachbini, W. 2018)). From the result that been shown in the table, it shows that the highest mean is 4.89 which is they will buy *halal* products in the future. That means consumer are aware about the *halal* products before buying it. In the meanwhile, the lowest mean that is shown in the table is 3.89 which is the chance that they would consider purchasing a *halal* product item.

4.4.5 Overall Descriptive Statistic

Table 4.11 below shows the overall analysis descriptive for intention to purchase *halal* products among university’s students. The result illustrated that attitude shows the highest mean among the other independent variables with 4.781 and standard deviation 0.520. Perceived behavioral control second highest with 4.745 for mean and 0.479 for standard deviation. Meanwhile, subjective norms is third place with mean value is 4.060 and standard deviation is 0.816.

Table 4.11: Overall Descriptive Statistic

Descriptive Statistics			
	Mean	Std. Deviation	N
Attitude	4.7813	.51986	150
Subjective norms	4.0600	.81620	150
Perceived behaviour control	4.7453	.47932	150
Intention to purchase	4.5373	.45296	150

4.5 PEARSON’S CORRELATION COEFFICIENT

The most known analytical method for representing the degree of the linear relationship between the dependent variable and the independent variable is Pearson Correlation by Hinkle, Wiersma, & Jurs (2003). In this research, Pearson Correlation is used to analyze and evaluate the relationship between the independent variable which are attitude, subjective norms, and perceived behavioral control and the dependent variable is intention to purchase.

Table 4.12: Rules of Thumb about Correlation Coefficient Size

Correlation Coefficient Size (r)	The Strength of the Relationship
(0.76 to 1.00) or (-0.91 to -1.00)	Very strong to perfect correlation
(0.51 to 0.75) or (-0.51 to -0.75)	Moderately to strong correlation
(0.26 to 0.50) or (-0.26 to -0.50)	Fair correlation
(0.00 to 0.25) or (0.00 to -0.25)	Weak or no correlation

Sources: Adopted from (Colton, 1974)

Table 4.12 explains the Rules of Thumb by Colton on the scale of the correlation coefficient. It defines the strength of the relationship, varying from -1.0 to +1.0, with a coefficient range whereby positive or negative signs imply either positive or negative associations. The meaning "0" means that the two different variables have a zero relationship.

4.5.1 The Relationship Between Independent Variable and Dependent Variable

Table 4.13: Pearson Correlation Analysis between Independent and Dependent Variable

Correlations					
		Attitude	Subjective norms	Perceived Behaviour Control	Intention to purchase
Attitude	Pearson Correlation	1	.316**	.761**	.481**
	Sig. (2-tailed)		.000	.000	.000
	N	150	150	150	150
Subjective norms	Pearson Correlation	.316**	1	.332**	.441**
	Sig. (2-tailed)	.000		.000	.000
	N	150	150	150	150
Perceived Behaviour Control	Pearson Correlation	.761**	.332**	1	.428**
	Sig. (2-tailed)	.000	.000		.000
	N	150	150	150	150
Intention to purchase	Pearson Correlation	.481**	.441**	.428**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	150	150	150	150

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

Table 4.13 above shows the complete result of Pearson Correlation analysis between the independent variable (attitude, subjective norms, and perceived behavioral control) and the dependent variable (intention to purchase).

4.5.2 The Relationship Between Attitude and Intention to Purchase

Table 4.14: Pearson Correlation Analysis between attitude and intention to purchase
Correlations

		Intention to purchase	Attitude
Intention to purchase	Pearson Correlation	1	.481**
	Sig. (2-tailed)		.000
	N	150	150
Attitude	Pearson Correlation	.481**	1
	Sig. (2-tailed)	.000	
	N	150	150

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

The table above shows the relationship between attitude and intention to purchase. The value of the correlation coefficient is ($r = 0.481$, $p < 0.01$), which indicates that the correlation coefficient shows a fair strength of correlation between attitude and intention to purchase *halal* products (Aditami,S. 2016).

4.5.3 The Relationship Between Subjective Norms and Intention to Purchase

Table 4.15: Pearson Correlation Analysis between subjective norms and intention to purchase
Correlations

		Intention to purchase	Subjective norms
Intention to purchase	Pearson Correlation	1	.441**
	Sig. (2-tailed)		.000
	N	150	150
Subjective norms	Pearson Correlation	.441**	1
	Sig. (2-tailed)	.000	
	N	150	150

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

There was a statically significant correlation between subjective norms and intention to purchase *halal* products with value $r = 0.441$, $p < 0.01$. The correlation coefficient shows a fair strength of correlation between subjective norms and intention to purchase *halal* products. The independent variable (subjective norms) is the second variable that closely related with the intention to purchase *halal* products among university's students.

4.5.4 The Relationship Between Perceived Behavioral Control and Intention to Purchase

Table 4.16: Pearson Correlation Analysis between perceived behavioral control and intention to purchase
Correlations

		Intention to purchase	Perceived Behaviour Control
Intention to purchase	Pearson Correlation	1	.428**
	Sig. (2-tailed)		.000
	N	150	150
Perceived Behaviour Control	Pearson Correlation	.428**	1
	Sig. (2-tailed)	.000	
	N	150	150

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

Next, the table shows the relationship between perceived behavioral control and intention to purchase *halal* products in our study. The value of the correlation coefficient is 0.428 with $p < 0.01$. The correlation coefficient also indicates that a fair strength of correlation between subjective norms and intention to purchase *halal* products.

4.6 HYPOTHESES TESTING

Table 4.17: Summary of Correlation Analysis

	Hypothesis	Pearson's Correlation Result	
H1	There is a significant relationship between attitude and intention to purchase <i>halal</i> products among University Students.	$r = 0.481$ $p < 0.01$	Supported
H2	There is a significant relationship between subjective norms and intention to purchase <i>halal</i> products among University Students.	$r = 0.441$ $p < 0.01$	Supported
H3	There is a significant relationship between perceived behavioral control and intention to purchase <i>halal</i> products among University Students.	$r = 0.428$ $p < 0.01$	Supported

4.7 MULTIPLE LINEAR REGRESSION

Table 4.18: Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.571 ^a	.326	.313	.37554
a. Predictors: (Constant), Attitude, Perceived Behavioral Control, Subjective Norms.				
b. Dependent Variable: Intention to Purchase				

From the table above, it revealed that R is 0.571. Based on this value, it indicates that there is a high positive connect between the predictors which is independent variables, (Attitude, Subjective Norms and Perceived Behavioural Control) and dependent variable (Intention to Purchase). Meanwhile, the correlation of determination, R Square value is 0.326, which means 32.6 % of the variation in intention to purchase can be explained by the independent variables which are attitude, subjective norms and perceived behavioural control

while the other percentage (67.4 %) of this variation is explained by other factors. The adjusted R Square is 0.313 and Std. Error of the estimate is 0.375.

Table 4.19: Table of ANOVA

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.981	3	3.327	23.590	.000 ^b
	Residual	20.590	146	.141		
	Total	30.571	149			
a. Dependent Variable: Intention to Purchase						
b. Predictors: (Constant), Attitude, Perceived Behavioral Control, Subjective Norms.						

From the table 4.19 above, the p-value is 0.000. It shows that this study significance because the p-value is less than 0.05. Therefore, at least one of the three variables: attitude, subjective norms and perceived behavioural control can be used to model intention to purchase.

Table 4.20: Table of Coefficients

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.136	.320		6.683	.000		
	Attitude	.280	.092	.321	3.050	.003	.417	2.400
	Subjective Norms	.174	.040	.313	4.323	.000	.880	1.136
	Perceived Behavioral Control	.076	.100	.080	.757	.450	.412	2.428
a. Dependent Variable: Intention to Purchase								

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \Sigma$$

In this study, there are three independent variables that will be point out as X1, X2 and X3. The β_0 is value for y-intercept (constant from coefficients table). The value for Y will be depending on the β_1 , β_2 and β_3 . The result can be positive or negative. Based from the coefficients table above, the equation can be drive as below:

Multiple regression model equation:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$$

$$Y = 2.136 + 0.280X_1 + 0.174X_2 + 0.076X_3$$

Where: Y = Intention to purchase

X1 = Attitude

X2 = Subjective norms

X3 = Perceived behavioral control

Hence the equation of the model for this study is;

$$\text{Intention to purchase} = 2.136 + 0.280 (\text{attitude}) + 0.174 (\text{subjective norms}) + 0.076 (\text{perceived behavioral control})$$

The result can be acquired from the equation above is a below:

a) $\beta_1 = 0.280$

Regarding to the table given, it can indicate that attitude have positive relationship with the intention to purchase *halal* products among University Students. Based on the table, the coefficient value is 0.280. This can be explained that any percentage change in independent variable may result 0.280 percent change in dependent variable, intention to purchase. After that, the p-value for attitude is less than 0.05. Means, that attitude is significant predictor of intention to purchase. Therefore, with the positive relationship between these two variables, it indicates that the increase of independent variable will increase the intention to purchase *halal* products among University Students.

b) $\beta_2 = 0.174$

From the table 4.19 above, it can be illustrated that subjective norms give positive relationship result to the intention to purchase *halal* products among University's Students. This is because subjective norms will affect the intention to purchase *halal* products among University's Students. Then, the coefficients value of 0.174 for this independent variable states that any change in percentage for subjective norms may result the changing of 0.174 percent in dependent variable, intention to purchase. Based on the table above, the p-value is less than 0.05 which is 0.000. Means, that subjective

norms is significant predictor of intention to purchase. Consequently, any increase of independent variables will encourage the increase of intention to purchase *halal* products among University's Students. Otherwise, if any decrease of independent variables it will also give affects to dependent variable.

c) $\beta_3 = 0.076$

As refer to the table above, it can be seen that the perceived behavioral control have positive relationship with the intention to purchase *halal* products among University's Students. Means, that perceived behavioral control will give effect to the intention to purchase *halal* products among University's Students. The coefficient value is 0.076 shows that every percentage change in perceived behavioral control may result to the changing of 0.076 percent in dependent variable from the intention to purchase. But, as refer to the p-value for perceived behavioral control in coefficients table is 0.450 which is greater than 0.05. Thus, perceived behavioral control is not significant predictor for intention to purchase.

4.8 Chapter Summary

The results analysis that was obtained during the questionnaire and the data analysis using SPSS version 26.0 were discussed in detail in this chapter. The results of the pilot test demonstrated that the data is statistically trustworthy and genuine. After that, Pearson's Correlation Analysis was used to evaluate the hypothesis of significant correlations between the independent and dependent variables. The dependent variable, intention to purchase has a weak correlated relationship with the independent variable, attitude, subjective norms, and perceived behavior control.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

In this chapter, the researchers have discussed the result of the research which was presented in chapter four. The summary of the result was constructed according to the issues presented in chapter two. From the data collected, the researcher is analysed whether the hypotheses are accepted or rejected.

Besides that, this chapter has also discussed the conclusion of the research result based on the research objectives. The scope and limitations of the study also were discussed. In addition, the researchers have suggested several opinions to make improvements in this research. The main purpose of this research is to examine the relationship between the independent variables (attitude, subjective norms and perceived behavioural control) and the dependent variable (intention purchase) on intention to purchase *halal* products. According to the analysis, the researchers concluded that the independent variables which are attitude, subjective norms and perceived behavioural control have relationship on the dependent variable which is intention to purchase halal products.

5.2 Key Finding

Based on the findings, this research presented summary of all the hypothesis, as shown in table 5.1 below. From the total of three hypotheses which were set before the findings, three of them were supported. These hypotheses have all fulfilled the objectives of this study, which are to investigate and analyse the intention to purchase *halal* products among University's Students.

Table 5.1: Summary of Correlation Analysis

	Hypothesis	Pearson's Correlation Result	
H1	There is a significant relationship between attitude and intention to purchase <i>halal</i> products among University Students.	r = 0.481 p < 0.01	Supported
H2	There is a significant relationship between subjective norms and intention to purchase <i>halal</i> products among University Students.	r = 0.441 p < 0.01	Supported
H3	There is a significant relationship between perceived behavioral control and intention to purchase <i>halal</i> products among University Students.	r = 0.428 p < 0.01	Supported

H1: There is a significant relationship between attitude and intention to purchase halal products among University Students.

Based on the finding results, it can be concluded that product quality has a significant positive relationship affecting the University Student's attitude and intention to purchase *halal* products. JAKIM (2015), in their study about the halal word written in the Al-Quran means "lawful, permitted, allowed or legal" and the opposite of *halal* is haram means unlawful or illegal. Besides, this finding is also supported by Matthew (2014), where the study concluded that the main concern of consumers today is food quality.

H2: There is a significant relationship between subjective norms and intention to purchase halal products among University Students.

Referring to the analysis, this hypothesis is accepted. In conclusion, the relationship between subjective norms has a positive significant connection in affecting the intention to purchase *halal* products among University's Students. Alam & Sayuti (2011) in their study also found out that in general, subjective norms are social pressures that are felt to influence consumers decisions to purchase *halal* food.

H3: There is a significant relationship between perceived behavioural control and intention to purchase halal products among University Students.

According to this study, it can be concluded that perceived behavioural control has a positive significant relationship in affecting the intention to purchase *halal* products among University Students. Afendi et al. (2014) in their study, perceived behavioural control is the ability to buy *halal* food. Furthermore, this also supported by Alam and Sayuti, (2011), and Afendi, Azizan, and Darami (2014) prove that perceptions of behaviour control have an effect on buying interest in halal products.

5.3 Discussion

5.3.1 Theoretical Implications

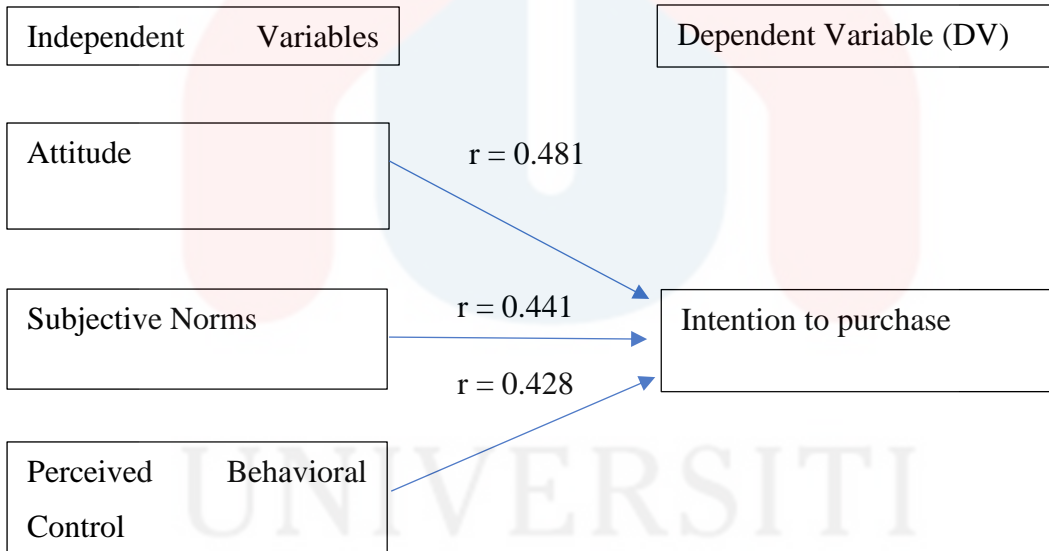


Figure 5.1: Conceptual Framework

Figure 5.1 shows the proposed conceptual model of the study. The connection between attitude, subjective norms, perceived behavioral control as (IV) and intention to purchase *halal* products (DV).

The results build on existing evidence of intention of purchase as the dependent variable. While the independent variables are attitude, subjective norms and perceived behavioural control. The data contributes a clearer understanding of the relationship where the p-value for the relationship is below than 0.01. This shows that there is a relationship between attitude and intention to purchase *halal* products among University Students. It indicates that

there is a relationship between all variables; attitude, subjective norms and perceived behavioural control. By analyzing at the previous research, the research relationship of intention to purchase halal products is not significant due to the attitude, subjective norms and perceived behavioural control which is unwilling to know the latest information or issues about *halal*. Meanwhile, the finding of this research is significant where most of the respondents is understand regarding to the *halal* food consumption. Subsequently, the result of the knowledge of *halal* food consumption indicated that the respondents were from age range between 22-24 years old.

5.3.2 Practical Implications

This research could contribute benefits to the researchers in the future to study what are the other factors that influenced the intention to purchase *halal* products among University Students. This study can also help the researcher to measure the level of intention to purchase of the consumption of *halal* product in everyday life by measuring the level of attitude, subjective norms and perceived behavioural control to purchase *halal* products that available in Malaysia. Other than that, this research is also give benefits to academicians that want to widen the general attitude and intention to purchase of *halal* products study in Malaysia. The entrepreneur and investor that want to open halal food and beverage can also refer to the study finding or result that allow them to make changes in their business model, which can retain existing customers and attract new customers to their premises.

According to research conducted by Syrotyuk et al. (2018) on attitudes toward purchasing *halal* products confirms that attitudes, subjective norms and behavioral control have a significant impact on the intention to buy halal food. These results are consistent with research by Syukur and Nimsai (2018) and Teng et al. (2018) proved that attitudes have an effect on buying interest in *halal* products.

The result shows that attitude, subjective norms and perceived behavioural control has a relationship with intention to purchase *halal* products which has a p-value at 0.000. This result shows that the relationship between independent variable and dependent variable is a moderate to strong positive relationship where it is proven the finding of past study for knowledge and understanding. According to Alzeer (2017), a clear understanding and knowledge of *halal* and *Toyyiban* will enable us to facilitate the determination either the final product is complying with Shariah or not.

From the data collected, we discover that the respondents are might be having issues in choosing *halal* products when they have little knowledge about *halal*. Azam (2016) states that attitude is one of the important factors affecting the purchase intention of food products *halal* because consumers who have a positive attitude toward *halal* products tend to have very high purchase intentions to buy food products *halal*. The results of research by Abd-Rahman et al. (2015) and Hasan and Suciarto (2020) prove that attitudes have a positive effect on the intention to use *halal* products.

5.3.3 Methodological Contributions

In this research, quantitative method was selected to collect data from the respondents. It was convenience and consume less time during data collection. Since it is easy for researcher to obtain large number of respondents at a time, therefore researcher can distribute the questionnaire to the targeted respondents in a location. The targeted respondent is Muslim which able to help in answering the questionnaire. Quantitative method allows the researcher to test for hypothesis, identify the cause and effect of the variable, and collect larger or randomly respondents. The future researcher is advice to apply this method in their research paper.

This research had applied the casual research approach which allows the researcher to identify and investigate the cause and effect of the variables among each other, which will deliver a good quality of research results for the end user as references. The target respondents should be determined earlier based on the research objective of the study. The future researcher is encouraged to identify their target respondents to ease the process during data collection. For example, in this research the target respondents are the Muslim who are concerning and consuming Halal products every day.

Lastly, it was highly recommended for the future researcher to enlarge the number of sample size and also the selection of respondents whether in Kelantan or in whole Malaysia which can obtain the data to be more accurate. It also make the research paper to be more quality and persuasive in this industry.

5.4 Limitations of Study

From the research, there are some limitations that prevent further exploration of the study. The limitation is the number of respondents that the researcher chose just to focus on

students of Universiti Malaysia Kelantan (UMK). It was collected on 150 respondents answering the questionnaire online. Of the small number, this research is not valid for other research. They randomly selected and stated only Muslim respondents to answer the questionnaire. Out of that, the respondents were from different people, different ages and different opinions. Their opinions are important because each has a different background, level of education and marital status.

Another limitation of the study is that the researcher has to distribute the set of questionnaires multiple times through massa media either WhatsApp and others online, to complete the number of respondents. Most respondents came from WhatsApp to answer a set of questionnaires. So, the researcher needs to attract and arouse them so that it takes some time to answer the questionnaire. There were some people who did not want to sacrifice with this situation, thus causing the researchers to distribute the questionnaires one by one to the individuals in WhatsApp. From that, the researcher found it difficult to complete the number of respondents in a short time.

Moreover, when the study focused on one mass media, the study was limited to exploring more respondents than other mediums. If the respondent does not fill out the questionnaire and research the questionnaire in the social media application, the researcher will still have to arrest the other respondents until they complete the number. It is difficult in a mass media medium to collect data plus some of the respondents also lack knowledge and understanding about *halal* food and products. So, researchers need to think more about how they can make respondents understand the set of questions in the questionnaire. Finally, the limitation of the study is that we find it difficult to find reliable sources because most of the journals and articles were published under 2015 as well as most of them from abroad.

5.5 Recommendation

Our study found that all the variables namely intention to buy *halal* products, attitudes, subjective norms and perceived behavioral control can be suggested to be included in the next study, so that future studies can better understand towards *halal* product selection. This study is for use for the community after this although this research will take a long time to complete.

It can be a guide for new researchers to do new research on *halal* products. This research will provide more perspective and improve the scope of the study in determining the factors that influence behavior to purchases of *halal* products among Muslim's students.

Therefore, future researchers conducting similar research factors should consider more holistically to achieve accurate and precise results.

If the high behavior of buying *halal* products can affect the intention to buy *halal* products and instead increase significantly, Muslim's students will be more satisfied with their quality of life especially in the purchase of *halal* products on a daily basis. Authorities need to work together to make sure people believe in the work that is being done. In this way, people can trust the responsibility of seeking knowledge and increase their understanding of *halal* products and feel that the quality of purchasing *halal* products will improve compared to the situation before they understood about *halal* products.

With the desire of the public to seek knowledge about the purchase of *halal* products, it can affect the intention and high quality of life for Muslim's students in the purchase of *halal* products. Swift action must be taken to ensure their quality of life at least meets their needs and adequacy. The value of knowledge on the purchase of *halal* food must be maintained because the value of understanding products is as good as the intention of students on the purchases to *halal* products. The Department of Islamic Development Malaysia (JAKIM) and the government should think of and study the assistance and methods of distribution of *halal* food that are appropriate to their quality of life so that it can be improved to a level that meets their needs.

5.6 Conclusion

In conclusion, there were three independent variables namely attitudes, subjective norms and perceived behavioral control that were used in the form of questionnaires. Questionnaires were distributed to 150 students randomly at Universiti Malaysia Kelantan (UMK). The aim of this study was to determine consumer intentions towards the purchase of *halal* products and contribute to recognizing the importance of subjective behaviors and norms to be associated in such purchases.

The results have been analyzed and research has been presented in this chapter to highlight the importance of knowledge and understanding to build awareness in the *halal* consumption of a product or brand. The findings of the study indicate that intention is a major factor influencing consumer purchases of *halal* products. This indicates that good intentions will lead to more good practices in *halal* product purchasing activities.

From the analysis conducted, there is a significant relationship between the two independent variables (attitude and perceived behavioral control) on the determinants of *halal*

product purchase intentions among students at Universiti Malaysia Kelantan (UMK) Pengkalan Chepa. Thus, studies have proven that there is a moderate effect on perceived behavior control and attitude that influences Muslim's student intentions towards the use of *halal* products.



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APPENDIX A- DRAFT OF QUESTIONNAIRE



Intention to Purchase Halal Products Among University's Students: The Application of Theory of Planned Behaviour (TPB)

Dear respondents,

Assalamualaikum w.b.t. and greetings.

We are Students of University Malaysia Kelantan (UMK) students in Bachelor of Business Administration (Islamic Banking and Finance) who are conducting a research on intention to purchase halal products among university's students: The application of theory of planned behaviour (TPB), we hope all respondents can answer ALL the questions provided. Your opinion is important in the complication of the study.

This questionnaire is bilingual and consists of two sections. Section A is about personal information. Section B are questions that related to our variable (intention to purchase, attitude, subjective norms and perceived behaviour control.

The information provided by you will be kept confidential and used for research purpose only.

Thank you for participation in our survey. Your feedback will help be very useful in our project.

Yours sincerely,

NUR AIMAN NAJIHAH BINTI ABU BAKAR	A18A0518
NUR ALIA SHAFIQATUL NABIHA BINTI MOHAMAD	A18A0532
NUR ATIKAH BINTI NOR AZLIN	A18A0548
NUR IRYANE BINTI MOHAMED ZI	A18A0590

QUESTIONNAIRE

PART A: DEMOGRAPHIC / Demografik

Please select your answer by placing a tick (/) on the appropriate answer given.

Sila pilih jawapan anda dengan menandakan (/) pada jawapan yang disediakan.

1. GENDER

Male/ <i>Lelaki</i>	
Female/ <i>Perempuan</i>	

2. AGE

19-21 years old	
22-24 years old	
25 years and above	

3. EDUCATION

SPM/STPM/Matriculation	
Diploma	
Bachelor	
Master	
Phd	

4. STATUS

Single	
Married	
Widow	

5. INCOME

< RM2000.00	
RM2001-RM4000	
> RM4001.00	

PART B. DEPENDENT VARIABLE AND INDEPENDENT VARIABLE

Section B:

Based on your opinion, please indicate the extent to which you agreed or disagreed with the following statements using 5 points Likert scale. Please TICK only one answer to indicate the extent between 1 to 5.

[1= Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree]

Berdasarkan pendapat anda, sila nyatakan jawapan anda pada pernyataan yang berikut dengan skala yang dibekalkan. Anda hanya boleh memilih satu jawapan di antara 1 ke 5 untuk menunjukkan pendapat anda.

[1 = Sangat tidak setuju; 2 = Tidak Setuju; 3 = Neutral; 4 = Setuju; 5= Sangat Setuju]

i) **Intention To Purchases**

No.	Questions	Scale				
		1	2	3	4	5
Q1	<p>In the future, I will buy <i>halal</i> product.</p> <p><i>Pada masa akan datang, saya akan membeli produk halal.</i></p>					
Q2	<p>I believe the government is keeping an eye on the <i>halal</i> products on the market.</p> <p><i>Saya percaya kerajaan memerhatikan produk Halal di pasaran.</i></p>					
Q3	<p>I am willing to spend a little more money each month to buy <i>halal</i> products.</p> <p><i>Saya bersedia menghabiskan sedikit wang setiap bulan untuk membeli produk Halal.</i></p>					

Q4	<p>The chance that I would consider purchasing the price of a <i>halal</i> product item is very highs.</p> <p><i>Peluang untuk saya akan mempertimbangkan untuk membeli Harga barang produk halal sangat tinggi.</i></p>					
Q5	<p>Even if I am unfamiliar with the brand, I will choose <i>halal</i> product.</p> <p><i>Walaupun saya tidak biasa dengan jenama, saya akan memilih produk halal.</i></p>					

ii) Attitude

No.	Questions	Scale				
		1	2	3	4	5
Q1	Consuming <i>halal</i> product is important to me					

	<p><i>Pengambilan produk halal adalah penting bagi saya</i></p>					
Q2	<p>I am sure to consume halal product rather than non halal</p> <p><i>Saya pasti menggunakan produk halal daripada yang tidak halal</i></p>					
Q3	<p>I'm sure halal product is safer than non-halal</p> <p><i>Saya yakin produk halal lebih selamat daripada yang tidak halal</i></p>					
Q4	<p>Consuming halal product will make the body more healthy</p> <p><i>Pengambilan produk halal akan menjadikan tubuh lebih sihat</i></p>					
Q5	<p>Consuming halal product will have a positive impact on individual Behavior</p>					

	<i>Pengambilan produk halal akan memberi kesan positif kepada individu tingkah laku.</i>					
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iii) Subjective Norms

No.	Questions	Scale				
		1	2	3	4	5
Q1	I bought halal products because of the motivation from lecturers. <i>Saya membeli produk halal kerana motivasi dari pensyarah.</i>					
Q2	I bought halal products because of an influence from friends. <i>Saya membeli produk halal kerana pengaruh rakan-rakan.</i>					
Q3	I bought halal products because of the government's encouragement					

	<i>Saya membeli produk halal kerana dorongan kerajaan</i>					
Q4	<p>People can influence me to visit shop that are labeled halal</p> <p><i>Orang boleh mempengaruhi saya untuk mengunjungi kedai yang berlabel halal</i></p>					
Q5	<p>My family will emphasize to me the importance of choosing a <i>halal</i> product.</p> <p><i>Keluarga saya akan menekankan kepada saya betapa pentingnya memilih produk halal.</i></p>					

iv) Perceived Behaviour Control

No.	Questions	Scale				
		1	2	3	4	5

Q1	<p>I believe I have the ability to purchase halal product.</p> <p><i>Saya percaya saya mempunyai kemampuan untuk membeli produk halal.</i></p>					
Q2	<p>If it were entirely up to me, I am confident that I will purchase halal products.</p> <p><i>Sekiranya semuanya bergantung kepada saya, saya yakin bahawa saya akan membeli produk halal.</i></p>					
Q3	<p>I see myself as capable of purchasing halal products in the future.</p> <p><i>Saya melihat diri saya mampu membeli produk halal pada masa akan datang.</i></p>					
Q4	<p>I have resources, time, and willingness to purchase halal products.</p>					

	<p><i>Saya mempunyai sumber, masa, dan kesediaan untuk membeli produk halal.</i></p>					
Q5	<p>Halal products are generally available in the shops where I usually do my shopping.</p> <p><i>Produk halal biasanya terdapat di kedai-kedai di mana saya biasanya membeli-belah.</i></p>					

APPENDIX B – GANTT CHART

No.	WEEK ITEM	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		1	Briefing PPTA I	■												
2	Selection of Research Topic		■													
3	Discussion with Supervisor		■													
4	Chapter 1		■	■	■											
5	Discussion with Supervisor					■										
6	Chapter 2					■	■	■								
7	Discussion with Supervisor								■							
8	Chapter 3								■	■	■					
9	Discussion with Supervisor											■				
10	Final Report											■				
11	Submission of Draft Proposal to Supervisor												■			
12	Submission of Draft Proposal to Examiner													■		
13	Presentation														■	

14	Final Correction and Amendments															
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No.	WEEK ITEM	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		1	Briefing PPTA II	■												
2	Questionnaire interview		■	■	■	■										
3	Briefly SSPS					■										
4	Chapter 4						■	■	■							
5	Discussion with Supervisor									■						
6	Chapter 5										■	■				
7	Discussion with Supervisor												■			
8	Research Paper Submission													■		
9	E-poster Submission													■		
10	E- poster Video Presentation													■		
11	Final Report Submission														■	
12	Online Colloquium															■

Lampiran E

ASSESSMENT FORM FOR RESEARCH PROJECT II

Student's Name: NUR AIMAN NAJIHAH BINTI ABU BAKAR

Matric No. A18A0518

Student's Name: NUR ALIA SHAFIQATUL NABIHA BINTI MOHAMAD

Matric No. A18A0532

Student's Name: NUR ATIKAH BINTI NOR AZLIN

Matric No. A18A0548

Student's Name: NUR IRYANE BINTI MOHAMED ZI

Matric No. A18A0590

Name of Supervisor: ENCIK MOHD RUSHDAN YASOA'

Name of Programme: SAB

Research Topic: INTENTION TO PURCHASE *HALAL* PRODUCTS AMONG UNIVERSITY'S STUDENTS: THE APPLICATION OF THEORY OF PLANNED BEHAVIOR (TPB)

ASSESSMENT RUBRICS FOR RESEARCH PROJECT II

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)	Poorly clarified and not focused on Research objective and Research Methodology in	Fairly defined and fairly focused on Research objective and Research Methodology in accordance to	Good and clear of Research objective and Research Methodology in accordance to	Strong and very clear of Research objective and Research Methodology in accordance to	____ x 1.25 (Max: 5)	

	Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)		accordance to comprehensive literature review.	comprehensive literature review.	comprehensive literature review with good facts.	comprehensive literature review with very good facts.		
			Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question and unscientific with unsearchable topic.	Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question and less scientific with fairly researchable topic.	Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Question and scientific with good researchable topic.	Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective, Research Question and scientific with very good researchable topic.	___ x 1.25 (Max: 5)	
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,		The report is grammatically, theoretically,	There are many errors in the report, grammatically,	The report is grammatically, theoretically,	The report is grammatically, theoretically,	___ x 0.25		

		logic and reasoning)	technically and logically incorrect.	theoretically, technically and logically.	technically and logically correct in most of the chapters with few weaknesses.	technically, and logically perfect in all chapters without any weaknesses.	(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, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with clear transitions and a focused closure.	____ x 0.25 (Max: 1)	
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)						

Student's Name: _____ Matric No. _____

Research Topic: _____

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: PEER EVALUATION (Weight 10%)

NO.	CRITERIA	PERFORMANCE LEVELS				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Helping (CLO1; C1, A3: CS/CT/TS)	The teammate never offered assistance to other teammates.	The teammate sometimes offered assistance to others.	The teammate offered assistance to each other most of the time.	The teammate always offered assistance to other members.	____ x 0.5 (Max: 2)	
2.	Listening (CLO1; C1, A3: CS/CT/TS)	The teammate never worked from others' ideas.	The teammate sometimes worked from others' ideas.	The teammate worked from others' ideas most of the time.	The teammate always worked from others' ideas	____ x 0.5 (Max: 2)	
3.	Participating (CLO1; C1, A3: CS/CT/TS)	The teammate never contributed to the project.	The teammate sometimes contributed to the project.	The teammate contributed to the project most of the time.	The teammate always contributed to the project.	____ x 0.5 (Max: 2)	
4.	Questioning (CLO1; C1, A3: CS/CT/TS)	The teammate never interacted, discussed, or posed questions to other team members.	The teammate sometimes interacted, discussed, and posed questions to other team members.	The teammate interacted, discussed, or posed questions to other team members most of the time.	The teammate always interacted, discussed, or posed questions to other team members	____ x 0.5 (Max: 2)	
5.	Sharing (CLO1; C1, A3: CS/CT/TS)	The teammate never offered ideas or reported his/her findings to others.	The teammate sometimes offered ideas and reported his/her findings to others.	The teammate sometimes offered ideas and reported his/her findings to others.	The teammate always offered ideas and reported his/her findings to others.	____ x 0.5 (Max: 2)	

Research Topic: _____

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: PRESENTATION (Weight 20%)

NO.	CRITERIA	PERFORMANCE LEVEL				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Teamwork (CLO2; A3/TS)	Is not committed to work in a group	Is committed but make little effort to complete the research report in group	Is committed and make reasonable effort in completing the research report	Is very committed and make very good effort in completing the research report	___ x 1 (Max: 4)	
2.	Clear delivery of ideas (CLO2; A3/CS)	Able to deliver ideas and require further improvement	Able to deliver ideas fairly clearly and require minor improvements	Able to deliver ideas clearly	Able to deliver ideas with great clarity	___ x 1 (Max: 4)	
3.	Effective and articulate delivery of ideas (CLO2; A3/CS)	Able to deliver ideas with limited effect and require further improvement	Able to deliver ideas fairly effectively and require minor improvements	Able to deliver ideas effectively and articulately	Ability to deliver ideas with great effect and articulate	___ x 1 (Max: 4)	
4.	Appropriate use of visual aid (CLO2; A3/CS)	Uses visual aids very poorly and the use interferes with the presentation	Uses visual aids but not very effective in aiding the presentation. The usage distorts the presentation at times	Uses visual aids effectively. The usage of technology flows with the presentation	Uses visual aids very effectively. The usage enhances the quality of presentation	___ x 1 (Max: 4)	
5.	Confidence and Ability to Answer Questions (CLO2; A3/CT)	Exhibits a very low level of confidence and appears visibly 'shaky'. Finds it difficult to answer questions.	Exhibits low level of confidence at times. Does not appear to be confident in answering questions	Exhibits a high level confidence. Does a good job in answering questions.	Exhibits a very high level of confidence. Is perfectly at ease while answering questions.	___ x 1 (Max: 4)	
TOTAL						/20	

Research Topic: _____

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: RESEARCH REPORT (Weight 60%)

NO.	CRITERIA		PERFORMANCE LEVEL				Weight	TOTAL
			POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Introduction (CLO1; C1, A3)		Background of study, Problem Statement, Research Objective and Research Question is lack of clarity and focus	Background of study, Problem Statement, Research Objective and Research Question is written but with inconsistent focus.	Clearly written of Background of study, Problem Statement, Research Objective and Research Question with good facts.	Very clear of Background of study, Problem Statement, Research Objective and Research Question with very good facts.	___ x 2.5 (Max: 10)	
			Background of study, Problem Statement, Research Objective and Research Question is written unsystematic and unscientific.	Background of study, Problem Statement, Research Objective and Research Question is written less systematic and less scientific.	Background of study, Problem Statement, Research Objective and Research Question is written systematic and scientific.	Background of study, Problem Statement, Research Objective and Research Question is written very systematic and scientific.		
			Scientific refers to researchable topic	Scientific refers to researchable topic	Scientific refers to researchable topic	Scientific refers to researchable topic		
2.	Overall Proposal Format (CLO2; C2, A3)	Submit according to the deadline and adhere to the required format	The research proposal is not produced according to the specified time and/ or according to the format.	The research proposal is produced according to the specified time but fails to adhere to the format.	The research proposal is produced on time, adheres to the format but with few weaknesses.	The research proposal is produced on time, adheres to the format without any weaknesses.	___ x 0.25 (Max: 1)	
		Writing style (clarity, expression of ideas and coherence)	The proposal is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The proposal is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The proposal is well written and easy to read; Majority of the points are well explained and flow of ideas is coherent.	The proposal 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	
	Overall							

	Proposal Format (CLO2; C2, A3)						(Max: 1)	
		Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing includes a strong, beginning, middle, and end with clear transitions and a focused closure.	____ x 0.25 (Max: 1)	
3.	Literature review (CLO2; C2, A3)		<ul style="list-style-type: none"> Does a poor job in summarizing the relevant literature review 	<ul style="list-style-type: none"> Weak in summarizing the literature review 	<ul style="list-style-type: none"> Critically analyzes but does not summarize effectively 	<ul style="list-style-type: none"> Critically analyzes and summarizes effectively 	____ x 1 (Max: 4)	
			<ul style="list-style-type: none"> Does not provide adequate reference of literature review 	<ul style="list-style-type: none"> Provide some reference of literature review 	<ul style="list-style-type: none"> Provide adequate reference of literature review 	<ul style="list-style-type: none"> Provide strong reference of literature review 	____ x 1 (Max: 4)	
			<ul style="list-style-type: none"> Weak research framework 	<ul style="list-style-type: none"> Adequate research framework 	<ul style="list-style-type: none"> Feasible research framework 	<ul style="list-style-type: none"> Sound research framework 	____ x 0.75 (Max: 3)	
			<ul style="list-style-type: none"> Framework is not link with the literature and the research issues 	<ul style="list-style-type: none"> Framework has a weak link with the literature and the research issues but some major weaknesses exist 	<ul style="list-style-type: none"> Framework has a good link with the literature and the research issues but some minor weaknesses exist 	<ul style="list-style-type: none"> Framework has a strong link with the literature and the research issues 	____ x 1 (Max: 4)	
4.	Research method (CLO3; C3, P3, A3)		<ul style="list-style-type: none"> Research methodology is designed poorly 	<ul style="list-style-type: none"> Research methodology is adequately designed 	<ul style="list-style-type: none"> Research methodology is good and can address most of the research issues 	<ul style="list-style-type: none"> The methodology is sound and can address all of the research issues 	____ x 1.75 (Max: 7)	
			<ul style="list-style-type: none"> Unable to clearly identify the type of research (Quantitative/ Qualitative) 	<ul style="list-style-type: none"> Able to identify the type of research (Quantitative/ Qualitative) 	<ul style="list-style-type: none"> Clearly identify the type of research (Quantitative/ Qualitative) 	<ul style="list-style-type: none"> Clearly identify the type of research with good support (Quantitative/ Qualitative) 	____ x 1.5 (Max: 6)	
			<ul style="list-style-type: none"> There is no data collection method specified 	<ul style="list-style-type: none"> Data collection method used are not appropriate 	<ul style="list-style-type: none"> Data collection method used are appropriate with some explanations 	<ul style="list-style-type: none"> Data collection method used are appropriate with good explanations 	____ x 1.5 (Max: 6)	

		<ul style="list-style-type: none"> Wrong interpretation of Research Tools and Analysis 	<ul style="list-style-type: none"> Lack interpretation of Research Tools and Analysis 	<ul style="list-style-type: none"> Good interpretation of Research Tools and Analysis 	<ul style="list-style-type: none"> Very good and clear interpretation of Research Tools and Analysis 	____ x 1.5 (Max: 6)		
TOTAL							/60	

TOTAL MARKING SCHEME

Assessment	Marks Given By Supervisor	Marks Given By Examiner	Total
(A) Effort (10%)			
(B) Oral Presentation (20%)			/ 2 =
(C) Research Report (60%)			/ 2 =
(D) Peer Evaluation (10%)			i)
i)			ii)
ii)			iii)
iii)			iv)
iv)			
	Grand Total		i)
	Grand Total		ii)
	Grand Total		iii)
	Grand Total		iv)

Name of Supervisor/ Examiner: _____ Signature: _____ Date: _____