



INTERNATIONAL JOURNAL OF ENTREPRENEURSHIP AND MANAGEMENT PRACTICES (IJEMP)

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FACTORS AFFECTING THE INTENTION OF MUSLIM CONSUMERS TO BUY MUSLIM PRODUCTS IN JOHOR BAHRU

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Article Info:

Article history:

Received date: 18.04.2024

Revised date: 13.05.2024

Accepted date: 15.06.2024

Published date: 30.06.2024

To cite this document:

Kadir, N. A. A., Hehsan, A., Rahim, A. B. (2024). Factors Affecting The Intention of Muslim Consumers to Buy Muslim Products in Johor Bahru *International Journal of Entrepreneurship and Management Practices*, 7 (25), 158-169.

DOI: 10.35631/IJEMP.725014.

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Abstract:

Muslim consumers are often associated with *halal toyyiban* in fulfilling the conditions set by sharia. Consumers need to identify and be clear that every product and item produced by a manufacturer is not all from a Muslim manufacturer or company. Halal related issues often occur in the market, so that consumers are increasingly confused with the products being marketed and raise doubts to consumers. Most consumers are turning to Muslim goods that are more guaranteed of halal quality and authenticity. This study was conducted to analyse the elementsof consumer intentions through the purchase of Muslim products of the category of daily necessities in the local market. The research methodology through quantitative methods was used to analyse 384 respondents through simple random sampling and analysed using SPSS version 27. Three variables were used in this study namely attitudes, subjective norms and perceptions of behavioural control. The findings showed that all variables showed significant values and the attitude variable was the strongest factor (0.000*). It therefore clearly shows that consumer intentions are the result of self -motivation i.e. attitude. It is hoped that this study can help consumers in increasingtheir confidence to choose and use Muslim goods in the local market.

Keywords:

Muslim Consumers, Muslim Product, Muslim Goods, Halal, Intention

Introduction

Buy Muslim first (BMF) is a campaign that has been implemented for a long time. But it became hotly debated around 2019 with various campaigns to stimulate the economic development of traders among Muslim traders. Muslim consumers need to be aware that the demands of daily life need to be taken care of so that the sanctity of Islam continues to be preserved. Not from the aspect of nutrition but also in terms of actions, clothing, services carried out at all times must also follow the requirements of sharia based on religion and the law of God. A consumer is a person who uses and wears a product or thing that provides benefits and produces the desired benefits. Therefore, as a consumer it is necessary to follow and maintain the halal limits at all times without getting bored and burdensome.

Every item purchased or owned for use needs to be aware of its halal status. This is because it is very important to know the purity of a product or service before use. Halal products that have a valid halal status and are certified by the Department of Islamic Development Malaysia (JAKIM) are easy to obtain because they have a clear halal logo. However, Muslim products do not necessarily have a halal logo certified by JAKIM. Most Muslim products are Small and Medium Industry (SMI) products and products that do not yet have a valid halal certificate. In addition, Muslim products, especially food products, are home-made (homemade) products.

However, all products produced by Islamic manufacturers are believed to have a hygienic and pure status for the use of the ingredients. As a Muslim has been taught and emphasized with the concept of halal itself. The concept of halal, which has been stated by Dr. Yusuf Al-Qaradhawi and translated by Dr. Zulkifli Mohamad al-Bakri, states that halal is a permissible thing which is separated from haram and has been allowed by the *Shari'ah*. *Toyyiban*, on the other hand, means something holy and good. "O mankind! Eat of the lawful and good things in the earth, and do not follow the footsteps of the devil. Indeed, the devil is a clear enemy to you" Surah al-Baqarah, 2: 168 .

God gives freedom for human beings to eat anything as long as it is halal and does not cause harm. He also reminded all human beings not to follow the actions of the devil who is the main enemy of human beings. Therefore, as a Muslim individual, it is necessary to take care of the welfare in this world and the hereafter and adhere to Islam based on the Quran and sunnah.

Islam emphasizes many things in life to ensure the well-being of the people. Not to be missed also in the context of consumers, Islam outlines principles to be the basis for consumers to ensure well-being. Based on writings by (Riptiono & Sulis, 2020) Mohammad Noorizzuddin Nooh & Muhammad Ridhwan Ab. Aziz, (2018) in their book on the behaviour of Muslim consumers stated that the most important principle of consumerism is truth and rights. Truth and the right to see human beings are allowed by Allah to obtain and use good in terms of substance, purpose and also means. While the second is cleanliness and purity. Dirty items or things are strictly prohibited as they are feared to cause harm. When it comes to clean and pure then it involves the concept of halal because halal itself gives such a meaning. Next is simplicity, usefulness and benefit as well as spirituality and morality. If viewed in more depth, Islam has set such an importance for consumers to be more sensitive and smart in owning and using something.

Such guidelines help consumers to be more careful so that what is used and possessed provides benefits and advantages for their well-being. This is because everything that enters the human body, especially regarding eating, will affect actions and attitudes either positively or negatively. If the source is from a good, clean, and also halal source then it will make a person good behaviour while if the source is not clean and halal it will give the opposite effect. This statement is reinforced by the hadith narrated by Rasulullah based on the narration of al-Bukhari and Muslim which means "Surely what is lawful is clear and what is unlawful is clear, and between the two there are things that are *syubhah* (which is not clear halal or haramnya) which people do not know. like a person who protects his religion and his self-respect. The person who slips into the matter of *syubhah* will enter into the matter of haram like a shepherd on the edge of a forbidden place, who eventually neglects and enters it into the forbidden place. As for every thing there is a the forbidden area and the forbidden place of Allah are all that are forbidden. Know that in every body a piece of flesh if it is good, the whole body is good and if it is corrupt then the whole body is corrupt. That is the heart."

The heart that drives the behaviour or behaviour of the consumer to buy and use something. The heart is often associated with the intention to do something. Intention from the point of view of Language carries the meaning of purpose that is preceded or accompanied by will. While from the Islamic point of view, intention is the desire to do something followed by an act to obtain the pleasure of Allah SWT (Umar Sulaiman Al-Asyqar, 2006). An-Nawawi, (1988) translation by Mustafa Abdul Rahman, states that intention is the purpose and intent of the act that determines the good or bad reward that will be received.

Many factors can influence a user's intentions in Actions as indicated by the user's own behaviour. If from the Islamic point of view based on al-Ghazali states the intention results from the crossing of the human heart. In his book he states that the human heart is not the heart or the exterior but is more of a divine and spiritual nature. While from the western point of view, intention is influenced by several items such as attitudes and also subjective norms, namely internal and external factors. This matter is referred to base on the Theory of Planned Behaviour. Where this theory was originally better known as the Theory of Reasoned Action developed by Icek Ajzen & Martin Fishbein, (1973). Later this theory was improved by Ajzen in 1985 and was converted into the Planned Behaviour Theory. As a basis in the theory used to explain there is a relationship between three factors, namely attitudes, subjective norms and behavioural control over intention.

Problem Statement

Issues regarding food often occur and cause concern to Muslims. No less so with cases related to food safety that are the concern of Muslim consumers. The development of technology today is of particular concern to Muslim consumers because of the various methods and means used to get better results. If there is any doubt about something about food, shariah experts are consulted to get certainty. But sometimes expert answers do not bring confidence to consumers. For example, studies on blood plasma in food consumption. The results of the study found two different views of opinion. This can lead to a lack of confidence of consumers to buy and use the results. In addition, the study on the determination of the law of Genetically modified foods (GMF), it will apply the principles outlined as well as the application of the determination of the law of genetically modified products more clearly and systematically. Doubts can arise if consumers are not confident and doubt the concept of halal *toyyiban* if the producer is not from among the Muslims.

In addition, the issue regarding the slaughter of chickens, cartel meat importers mixed with non-halal meat has happened a long time ago and it has become a matter of doubt to consumers. In addition, the use of alcohol and *tuak* in food to make the food more delicious. At the same time, the use of animal enzymes in food to get a more beautiful and attractive food texture. Once upon a time there was an issue regarding pig enzymes in foods based on chocolate products marketed in Malaysia. The use of ingredients that are not halal and raise doubts cause consumers to be unsure of the purity of the food. If you look at the use of animal enzymes, we need to ensure whether it is from a halal animal source, and the method of slaughter in accordance with sharia if the animal is a halal animal to be eaten. Although relevant bodies such as JAKIM and the mufti's office have issued fatwas on this matter, but a clearer and broader understanding needs to be given to consumers, especially Muslim consumer, so that there is no misunderstanding.

Many studies on halal have been conducted either in Malaysia or abroad. From 2011 to 2020, more than 20 studies on the issue of the effectiveness of halal purchasing intentions were conducted by more than 30 researchers throughout Malaysia. Various halal -related studies were conducted including studies on meat, pharmaceuticals, halal products, finance, cosmetics, food and even retail. Studies on Muslim products have not been widely conducted in Malaysia in particular. In 2020, a study on 'BMF-does halal awareness affect the intention of Muslims to buy' was carried out by researchers from Universiti Sains Malaysia (USM).

Based on the study conducted in Malaysia in 2020 (Hassan et al., 2020) the primary focus was on understanding the intention to buy Muslim-made products. This research placed significant emphasis on awareness factors, exploring how well-informed consumers are about Muslim-made products and how this awareness influences their purchasing decisions. The study aimed to uncover the underlying motivations and barriers that consumers face in choosing these products, shedding light on the importance of awareness in shaping buying behavior.

Meanwhile, another study by Fitry Oktavia Fatmi, (2020) delved into the realm of halal products, albeit from a different methodological approach. Oktavia's research was rooted in library research, which involves a thorough review and analysis of existing literature and data on halal products. This study sought to comprehend the broader implications of halal certification and its impact on consumer trust and purchasing behavior. By focusing on halal products, Oktavia aimed to highlight the critical aspects of halal compliance and its significance in the market.

On the other hand, studies conducted abroad, specifically in Africa (Bashir et al., 2019) and Indonesia (Fahmi, 2017), involved two different research groups in 2020. These international studies also centered on the intention to buy halal goods but from diverse cultural and economic contexts. The researchers aimed to understand how different factors influence the intention to purchase halal products in these countries, providing a comparative perspective on the global halal market. The emphasis was on identifying commonalities and differences in consumer behavior towards halal goods in Nigeria and Indonesia, contributing to a broader understanding of the global halal market dynamics.

Thus, this study stands out by focusing specifically on the inclination to buy Muslim-made products, distinguishing it from the studies. The unique aspect of this research lies in its emphasis on three main factors: attitude, subjective norms, and perceived behavioral control of Muslim consumers. By examining attitude, the study looks at consumers' overall evaluations

of Muslim-made products and their predisposition towards purchasing them. Subjective norms pertain to the perceived social pressure to buy or not buy these products, considering the influence of family, friends, and community. Lastly, perceived behavioral control refers to the consumers' perception of their ability to purchase Muslim-made products, encompassing factors like accessibility, availability, and affordability. Therefore, due to the lack of research on Muslim products, this study was conducted to see what factors influence the intention of Muslim consumers to buy Muslim products in Johor Bahru.

Literature Review

The new generation of consumers are facing huge halal issues and challenges (Mohamad Noor, N. N. 2017). Competition for the production of halal products between Muslim and non-Muslim producers is increasingly fierce between them. Nowadays, products produced by non-Muslims are increasing because they want to be on par with Muslim products in the market. Muslim consumers need to have good knowledge and sensitivity because there are also non-Muslim consumers who also have knowledge and sensitivity about Muslim products (Nor Aini Haji Idris & Mohd Ali Mohd Noor, 2013). In addition, consumers also need to be concerned and aware of this issue. According to Idris and Noor (2013) concern can be seen through the knowledge and behaviour of individuals. Basically, every Muslim who produces goods/products must be the result of the product is a product that is believed to be clean and halal quality according to Islamic law.

The choice of food that complies with Islamic sharia is taken seriously because it is important to shape a better and useful human life. According to Idris and Noor (2013) again, a caring attitude in the selection of food that complies with Islamic sharia helps to produce Muslims who are faithful and pious. The main drivers of the development of the Muslim product industry are the Muslim consumers themselves. At the same time, attitudes also show mutual cooperation in groups of Muslims because it is very influential (Bachok et al., 2018). As a wise consumer, he/she should choose to use products originated from producers of the same religion itself. The large number of Muslim consumers helps to promote good industrial development. However, it still depends on the internal and external factors of the Muslim consumers themselves whether they are aware and concerned or not about the Muslim products. Every Muslim product must be a product that is halal, pure and clean.

A variety of consumer behaviours that often get attention either by researchers or the community. Every consumer behaviour is often influenced by some factor in themselves or around them. Individuals who are Muslims will not run away from the demands set by Allah SWT. Therefore, this causes religion to influence a person because religion will be the most important determining factor (Siti Khalilah Basarud-din & Azizi Abu Bakar, 2019). Things like this will affect the intentions of every individual consumer, especially Muslim consumers. According to Siti Khalilah Basarud-din & Azizi Abu Bakar, (2019) consumers who have a positive and significant awareness and attitude will stimulate consumer intentions in purchasing especially to Muslim products. In a study conducted by (Hassan et al., 2020) stated that the attitude towards the purchase of Muslim products is very influential but it is not due to subjective normative factors or more to environmental factors. This suggests that most user intentions will be influenced by within an individual. Faith is the basis for the Muslim individual which is also a common thing in behaviour that will stimulate one's intentions in a matter (Siti Khalilah Basarud-din & Azizi Abu Bakar, 2019).

Now the issue of halal has become a major issue in life as there are many cases related to confusion as well as misuse of halal logo.

Table 1: List of Studies The Halal Issues

Number	Year	Author
1	2019	Mustafa 'Afifi Ab. Halim, 2019
2	2018	Bachok et al., 2018
3	2017	Mohd Izhar Ariff Mohd Kashim, Nur Asmadayana Hasim, Rizafizah Othaman, Mohammad Zaini Yahaya, Rozida Khalid, Muhammad Adib Samsudin
4	2017	Osman Lisut
5	2017	Fahmi, 2017

Halal has become the main hamper in all countries in the world because it can increase the confidence of consumers and customers, especially among Muslims Ruslan, A. A. A., Kamarulzaman, N. H. and Sanny, (2018). A study conducted by Karim et al., (2011) showed that consumer beliefs among Muslims about the purchase of products produced by Muslims have a positive influence on the intention to buy. In contrast to the study conducted by Mokhlis, (2001) stated that consumption tends to consider society as a driver of consumer intentions in the purchase of Muslim products and this is further evidenced by Othman et al., (2008). According to Norman & Wahid, (2017) stated that attitude, environment is also a strong contributing factor in the action of consumers to buy Muslim products in the market.

Research Methodology

The study involved collection of primary data to clearly identify the intentions of consumers in the purchase of Muslim products. The study used a quantitative survey to describe the sample in terms of the percentage and ratio of respondents involved. Primary data results from quantitative methods are analysed in order to be generalized to the studied population (John W Creswell, 2009) (At the same time, it is also suitable to be used for testing hypotheses and will use the questionnaire form only once at a time.

The population involved are Muslim consumers throughout the district of Johor Bahru which covers seven mukims within the district. Of the seven mukims in Johor, after being selected, the mukims involved are Bandar Johor Bahru sub -district under the supervision of Johor Bahru City Council, Pulai sub -district under the supervision of Iskandar Puteri City Council and Plentong sub -district under the supervision of Pasir Gudang City Council. After calculating using the appropriate method and looking at Robert V. Krejcie & Daryle W. Morgan, (1970) showed that for a population whose number exceeds 75 000 then the size of the respondent is 383. Therefore, this study involved 384 respondents who answered

Therefore, this study involved 384 respondents who answered questionnaire forms administered by respondents themselves (Self-administered questionnaires). This questionnaire involves five important parts, namely the demographics of respondents, attitude variables, subjective norms, behavioural control perceptions and dependent variable that is intention. The instrument questions were adapted from relevant past studies. Next the

validity of the instrument was carried out by involving three experts. Thereafter, a reliability test was conducted by looking at Cronbach's alpha values. The measured reliability value should be accurate where it should exceed the value of 0.600 which is the cut-off point as stated.

The data analysis method uses descriptive analysis to look at the percentage and mean value as well as multiple regression analysis to look at the variables that influence the dependent variable (intention). Analysis using IBM SPSS Statistics 27. SPSS is a Windows -based software program that can be used to analyse data as well as create tables and graphs.

The diagram below shows the process carried out by the researcher throughout this research study. Each step in the diagram represents a critical phase in the research methodology, ensuring a systematic and thorough approach to achieving the study's objectives.

Following the literature review, the next step is the development of research instruments. Based on insights gained from previous studies, the researcher conducts discussions to design and refine questionnaires or other tools necessary for data collection. This step ensures that the instruments are valid and reliable for capturing the required information.

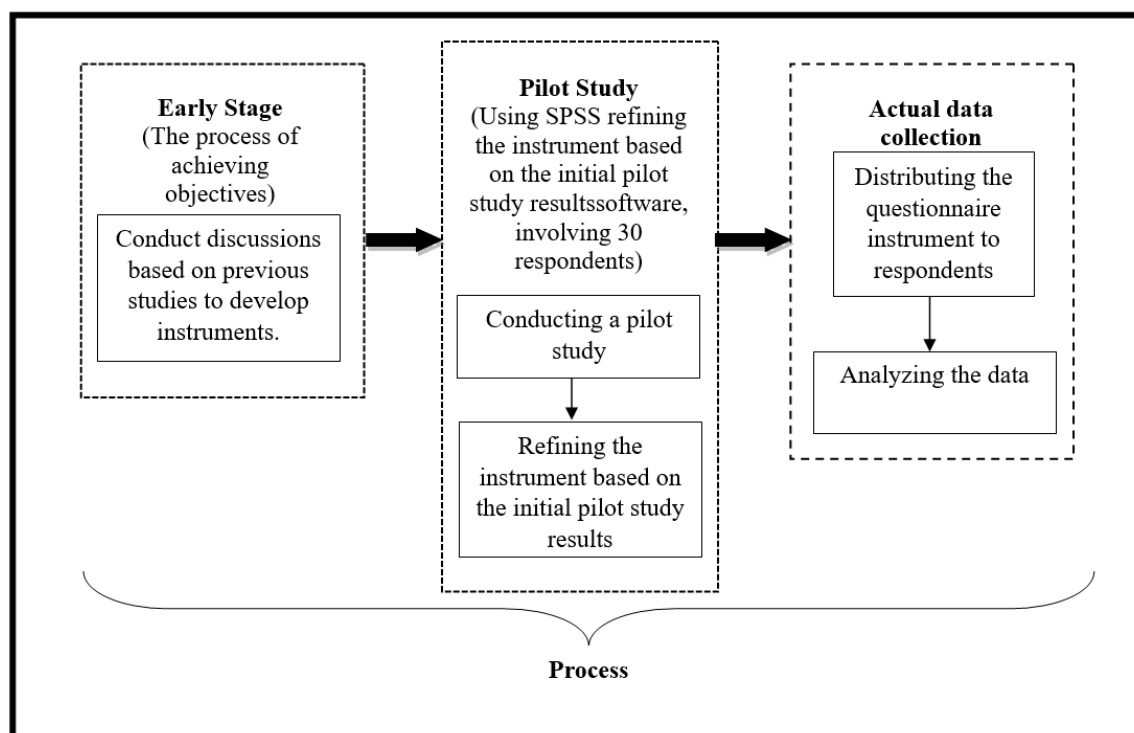


Figure 1: Flow Chart of The Process

Result

The background of the respondents looked at the demographics involving gender, age, marital status, employment status, level of education, number of households, how to get religious education and also the work environment. The table below shows the frequency and percentage of respondents based on the information provided.

Table 2: Total Number of Respondents Involved

Variable	Frequency (n)	Percentage (%)
Gender		
Male	106	27.6
Female	278	72.4
Age (year)		
18 – 25	5	1.3
26 – 45	156	40.6
46 – 65	220	57.3
66 and above	3	0.8
Level of Education		
SRP/PMR	2	0.5
SPM	39	10.2
STPM/Sijil/Diploma	81	21.1
Ijazah Sarjana Muda	180	46.9
Ijazah Sarjana/PhD	82	21.4
Marriage Status		
Single Married	37	9.6
Single mother/father	330	85.9
	17	4.4
Household (Number)		
Less than 3	110	28.6
4 - 6	188	49
More than 6	86	22.4
Level of Income		
B40	131	34.1
M40	95	24.7
T20	158	41.1
Source of Religious Education		
Formal	48	12.5
Non-formal	17	4.4
Both	319	83.1
Working surrounding		
Yes	119	31
No	265	69

Source: Respondents Survey

Next, to identify the factors influencing intention, multiple regression analysis was conducted to look at three variables namely attitudes, subjective norms and perceptions of behavioral control. Based on the results of this analysis shows that all three independent variables (attitude, subjective norm, and perception of behavioral control) have a significant influence on the dependent variable (intention) where all these variables accounted for 45.8% of intention variance. with a significant model has been formed $F = 106,946$, $p < 0.000$. In Table

1, shows the multiple regression analysis.

Table 3: Multiple Regression Analysis

Variable	B	Beta	T	Sig
Constan	1.542		13.035	.000
Actitudes	.234	.356	6.266	.000
Subjetive norma	.137	.207	3.351	.001
Behavioural control	.117	.202	3.924	.000

Source: Analysis from SPSS

Based on the table above, all these variables significantly showed a positive influence on the conscious variable (intention). Yet among the three variables, the attitude variable is the highest factor where attitude is the main factor influencing the conscious variable (intention) when the beta value shows it the highest is as much as .356 compared to subjective norms and behavioural control perception practices. But subjective norms and behavioural control perceptions also showed significant values with .001 and 0.00, respectively

Discussion

Attitude was the strongest contributing factor in this analysis. Similar to the studies conducted by Fahmi, (2017) as well as Afendi et al., (2014) showed that attitude has a very positive relationship related to intention. This is because attitude is a strong internal factor. Muslim consumers are now increasingly aware of the importance of finding essential items that are believed to be clean and halal. Although the food is less believed to be halal, consumers are increasingly aware of the importance of choosing halal food products. Consumers are increasingly aware that today's market is filled with a variety of halal products (Bachok et al., 2018).

The increase in attitudes has led to an increase in the number of consumers who are confident to use Muslim products. Attitude is the desire to buy and raise a better income. Not only influencing attitudes will remain a subjective norm and control of behavior.

Families are the most constrained and easy source of information to ask their respective parents. Today's consumers are increasingly sensitive and reluctant to make choices. The employee environment can influence consumer intentions by looking through observations of what merchants are selling.

Conclusion

This study has successfully demonstrated that the attitude variable stands out as the most influential factor shaping consumers' intentions to purchase Muslim-produced products within the study region. Consumer attitudes, which serve as pivotal determinants, are evaluated based on a combination of preferences and the knowledge amassed before reaching purchasing decisions. As emphasized by Riptiono & Sulis, (2020), this connection between attitudes and intentions is illuminated by the growing awareness among consumers, a result of their extensive engagement with literature and information.

Riptiono's insight underscores the significance of consumer knowledge in shaping attitudes and subsequent purchasing intentions. In today's information-rich environment, consumers are empowered to make informed choices, guided by their attitudes towards products and brands.

Their attitudes are not solely shaped by personal preferences but are also influenced by the depth of their understanding, garnered through various sources such as research, reviews, and recommendations.

Intention is the beginning of an action that comes from the heart. Intentions that are ingrained in the heart need to be highlighted by action. (Al-Asyqar, 2006) states that intention is the desire in performing an action to achieve the pleasure of God and intention itself is an interrelated process between the will of elements such as purpose, desire and hope. Attitude is an assessment of a person's behavior determined by the desire to do something. Thus, attitude was shown to be the strongest factor compared to other variables influencing the intention element.

The development of the production of Muslim products in the market has made consumers many options for their use in order to obtain satisfaction. At the same time, this study also looks at whether consumer awareness and concern are at the level of how as well as the behavior shown in the purchase of Muslim products in the market. Therefore, this study is important for consumers, government and other stakeholders including NGOs in Malaysia to study and see the extent to which prioritizes the purchase of Muslim products as an issue of boycotting non-Muslim product.

Based on the findings of this study, there are several key contributions that can greatly benefit entrepreneurs seeking to improve their businesses is imperative for entrepreneurs to adopt a heightened level of attentiveness and meticulousness when it comes to understanding and responding to consumer preferences, particularly in light of current circumstances. By staying abreast of evolving trends and shifts in consumer behavior, entrepreneurs can tailor their products and services more effectively to meet the dynamic needs and desires of their target market. This proactive approach enables entrepreneurs to maintain a competitive edge in the marketplace and foster stronger connections with their customer base..

The positive intentions expressed by consumers in Johor Bahru towards purchasing Muslim-produced products present a valuable opportunity for Muslim entrepreneurs in the region. These findings serve as a clear indication of consumer demand for such products and can serve as a guiding reference for entrepreneurs looking to capitalize on this market segment.

In conclusion, the contributions highlighted in this study underscore the importance of continuous adaptation and responsiveness on the part of entrepreneurs to meet the evolving needs and preferences of consumers. By fostering collaboration between consumers, research institutions, and entrepreneurs, and leveraging insights gleaned from consumer behavior, entrepreneurs can position themselves more effectively to thrive in today's dynamic marketplace.

Acknowledgement

This work was supported by a Fundamental Research Grant Scheme (FRGS) grant (FRGS/1/2020/SS03/UTM/02/1, Cost Center No. R.J130000.7853.5F386) from the Ministry of Higher Education, Malaysia. The authors would like to thank all the individuals who have contributed to this paper

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