

# Purchase Intention of International Muslim Students towards Halal Food in Malaysia

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## ABSTRACT

The objectives of this research are to evaluate and validate the determinants that affect purchase intention of International Muslim students towards Halal food in Malaysia; (2) to determine the relationship between factors and the purchase intention of International Muslim students towards Halal food in Malaysia. The study was conducted among International Muslim students. A descriptive research was conducted to address the research objective.

The research was undertaken among the International Muslim students. The adopted sampling method was non-probability convenience sampling and questionnaire. There were 670 usable questionnaires were analysed by using Statistical Package for Social Science Software version 17. There are nine hypotheses developed for this research and tested using Pearson Correlation Analysis and Multiple Regression Analysis. The results of the study indicated that subjective norm, confidence, perceived value, food safety, and health consciousness is positively related to purchase intention.

The research problem and research question were fully addressed and justified based on the statistical analysis and supported by literature review. The contributions to this research such as theoretical and managerial were also presented. Limitations and recommendations were highlighted at the end of the chapters.