

Project Paper
On
Consumers' Purchase Intention toward Halal Food Products:
Evidence from Bangladesh

Supervised By:

Afzal Hossain

Lecturer

Department of Marketing

Comilla University

Prepared By:

Mst. Samia Rahman Sabah

ID: 22307001

Session: 2022-2023

Department of Marketing

Comilla University



Department of Marketing

Comilla University

Date of Submission : June 29, 2025

Letter of Transmittal

Date: 29 June, 2025

Afzal Hossain

Lecturer

Department of Marketing

Comilla University

Subject: Submission of the Project Paper

Dear Sir,

It is a great pleasure to submit the final project paper titled, **“Consumers' Purchase Intention toward Halal Food Products: Evidence from Bangladesh”** prepared as per the requirement for completion of the MBA program at Comilla University. Thank you very much for facilitating me to work on this interesting topic.

I, sincerely, hope that this paper meets your approval and requirements. Therefore, I am submitting this project paper for your kind consideration. Hope that you would be pleased to accept my project paper and oblige me.

Yours Sincerely,

Mst. Samia Rahman Sabah

ID: 22307001

Session: 2022-23

Department of Marketing

Comilla University

Declaration of the Student

I, Mst. Samia Rahman Sabah, hereby declare that the report titled **“Consumers' Purchase Intention toward Halal Food Products: Evidence from Bangladesh”** has been prepared as part of the requirement for the Master of Business Administration (MBA) program. This report is the result of my individual effort and reflects my own understanding and analysis, completed under the supervision of Afzal Hossain, Lecturer, Department of Marketing, Comilla University.

I sincerely recognize the importance of academic honesty and have made sure that everything presented in this report is based on my own effort and understanding. Wherever I have drawn on the ideas or findings of others, I have acknowledged them through proper referencing.

I am sincerely thankful for the opportunity to carry out this research, and for the valuable guidance and support, I received during the process.

Mst. Samia Rahman Sabah

ID: 22307001

Session: 2022-23

Department of Marketing

Comilla University

Declaration of Supervisor

This is to the declaration that, the project work entitled “**Consumers' Purchase Intention toward Halal Food Products: Evidence from Bangladesh**” has been prepared by Mst. Samia Rahman Sabah, ID No-22307001, Department of Marketing ,sincerely and under my close supervision. This additional to authorize that it is actual project work and acceptable for the particular fulfillment of the degree of MBA. This report is prepared for academic purposes only.

This project paper has been prepared under my guidance and is a record of the bona-fide work carried out successfully.

Afzal Hossain

Lecturer

Department of Marketing

Comilla University

Acknowledgement

First of all, I am grateful to almighty Allah for enabling me to complete this report within the scheduled time perfectly.

After that I would like to thanks my honorable teacher Afzal Hossain, Lecturer, Department of Marketing, Comilla University for his proper support and direction to complete this project paper. Further, I am grateful to those researchers, whose literature helped me to gather knowledge about this topic and complete this project paper.

Lastly, I would like to thank all respondents in the surveys for their time and effort. This study would not have been possible without continuous support, encouragement of my friends and family members.

With best regards,

Mst. Samia Rahman Sabah

ID: 22307001

Session: 2022-23

Department of Marketing

Comilla University

Abstract

Purpose: This research seeks to explore the key psychological and sociocultural drivers behind Bangladeshi consumers' intention to purchase halal food products and builds on an expanded version of the Theory of Planned Behavior to better understand how people's personal beliefs and the social pressures around them shape their choices when it comes to buying halal food.

Design/methodology/approach: This study followed a quantitative route and gathered responses through a structured questionnaire from 205 individuals in Bangladesh. A purposive sampling method was chosen to ensure participants were familiar with the topic. The data were processed using SPSS software.

Findings: The findings showed that halal awareness, certification, and social influence (subjective norms) had a strong and statistically significant impact on purchase intention. The findings offer fresh insights into the actual behavioral patterns guiding halal consumption in a culturally rich and religiously aware society like Bangladesh.

Research limitations/implications: This study relied on purposive sampling and online data collection, which may not fully represent all consumer groups. It also did not include perceived behavioral control, a key TPB component, which may limit a deeper understanding of practical challenges in accessing halal-certified products in Bangladesh.

Practical implications: To enhance consumer confidence, the study suggests expanding public education on halal standards, enlarging the transparency of certification procedures, and engaging local communities in sensitization. To marketers, it is crucial to transcend mere emphasis on religious compliance would be key to appealing to a broader segment of consumers.

Originality/value: This study stands out by applying an extended Theory of Planned Behavior framework to halal consumption in Bangladesh—an area rarely addressed despite the country's Muslim majority.

Keywords: Halal Awareness, Halal Certification, Religiosity, Attitude, Subjective Norms, Purchase Intention, Theory of Planned Behavior, Halal Food.

Table of Contents

Letter of Transmittal.....	i
Declaration of the Student.....	ii
Declaration of Supervisor.....	iii
Acknowledgement.....	iv
Abstract.....	v
Chapter One: Introduction.....	1
1.1 Preamble.....	2
1.2 Research Gap.....	3
1.3 Research Question.....	4
1.4 Research Problem Statement.....	4
1.5 Objectives of the Research.....	5
1.6 Scope of the Research.....	6
1.7 Importance of the Research.....	6
Chapter Two: Literature Review.....	8
2.1 Review of Literature.....	9
2.1.1 Halal Awareness.....	9
2.1.2 Halal Certification.....	10
2.1.3 Religiosity.....	11
2.1.4 Attitude.....	12
2.1.5 Subjective Norms.....	13
2.1.6 Purchase Intention.....	14
2.2 Theoretical Background and Hypotheses Development.....	15
2.2.1 Theory of Planned Behaviour (TPB).....	15

2.2.2 Hypotheses Development (with research model).....	16
Chapter Three: Research Methodology.....	19
3. Research Methodology.....	20
3.1 Research Design.....	20
3.2 Data Collection Method.....	20
3.3 Method of Sampling.....	21
3.3.1 Sampling Unit.....	21
3.3.2 Sampling Technique.....	21
3.3.3 Sample Size.....	21
3.4 Measurement Scale of the Dependent and Independent Variable.....	21
3.4.1 Measurement Instruments.....	22
3.5 Data Analysis.....	25
3.6 Quality of Data Assurance.....	25
Chapter Four: Data Analysis and Interpretation.....	26
4. Data Analysis and Interpretation.....	27
4.1 Respondent's Demographics Characteristics Frequency Distribution.....	27
4.2 Descriptive Statistics.....	28
4.3 Multicollinearity Test.....	29
4.4 Model Summary.....	30
4.5 ANOVA.....	31
4.6 Coefficients.....	31
4.7 Discussion of Findings.....	33
Chapter Five: Recommendations and Conclusion.....	35
5.1 Recommendations.....	36

5.2 Conclusion.....	37
5.2.1 Theoretical Contributions.....	37
5.2.2 Practical Implications.....	38
5.3 Limitations.....	40
References.....	42
Appendix-A: Questionnaire.....	47
Appendix – B: Analysis of literature review.....	51

List of Tables

Table 1 Origin of construct and measured variable.....	22
Table 2: Demographic Profile of the respondent.....	27
Table 3: A Summary of the descriptive statistics.....	29
Table 4: Multicollinearity Test.....	30
Table 5: Regression Model Summary.....	30
Table 6: Significance Testing of Regression Model.....	31
Table 7: Coefficients.....	32
Table 8: Decision on Hypotheses.....	32

List of Figures

Figure 1 Research model.....	18
Figure 2 Verified Model.....	33

Chapter One

Introduction

1.1 Preamble

In recent years, health and nutrients have not been Muslim consumers' only concerns when choosing what to eat but also consider ethical, cultural values aligned with Islamic dietary laws. The concept of halal means permissible in Arabic, and it encompasses a comprehensive lifestyle rooted in Islamic principles. Consuming halal is a moral and spiritual duty for Muslim consumers as it ensures that what one eats aligns with religious beliefs and is free from any haram elements, such as pork, alcohol, or improper slaughtering methods (Nico et al., 2021).

Globally, the halal food market is rapidly expanding, fueled not solely by the increase in Muslim consumers worldwide but also by increasing demand from non-Muslim consumers who associate halal products with hygiene, quality, and ethical processing (Aziz & Vui, 2012). To adapt to the change of halal market's rapid expansion, businesses, policymakers, and researchers must examine the core factors of halal food preferences.

In Bangladesh—a Muslim-majority country with over 90% of its population identifying as Muslim—the importance of halal food is deeply woven into the social and cultural fabric. Despite this, academic research on halal consumption in Bangladesh is surprisingly limited. Most studies on halal consumer behaviour have been concentrated in other Islamic contexts, such as Malaysia, Indonesia, Pakistan, and the Middle East (Mahendri et al., 2020; Saleh & Rajandran, 2024). Although previous studies have provided significant knowledge, yet it often fails to address regional, local economic realities that guide consumer choices in Bangladesh.

Furthermore, existing research often explores halal-related factors in isolation—studies may focus solely on halal awareness (Fitria et al., 2019), or just on halal certification (Septiani & Ridlwan, 2020), or on religiosity (Elseidi, 2018). While each of these factors is undoubtedly important, the lack of an integrated approach means that we still know relatively little about how these variables interact to influence consumer behavior as a whole. This is where the Theory of Planned Behavior (TPB) becomes particularly useful.

Ajzen (1991) formulated the theory of planned behavior, which suggests that human behavior is primarily influenced by psychological factors: attitude toward the behavior, subjective norms, and perceived behavioral control. This model has been frequently used in consumer behavior research to explain why people make certain purchasing decisions, including those related to halal food (Afendi et al., 2014; Ali et al., 2018). However, TPB in its basic form

may not fully capture the religious and cultural nuances involved in halal consumption. Therefore, many scholars have advocated for extending the TPB model by including additional constructs such as religiosity, halal awareness, and halal certification to better reflect the complexity of halal-related decision-making (Albra et al., 2023; Vizano et al., 2021).

In countries like Bangladesh, religiosity often plays a central role in shaping consumption choices. For many consumers, purchasing halal food is not simply a preference—it is an expression of faith, identity, and spiritual commitment (Kurniawati&Savitri, 2020). At the same time, halal awareness—that is, how informed consumers are about halal standards and their importance—affects the level of trust and confidence in the products they purchase (Ozturk, 2022). Halal certification acts as a formal assurance, helping consumers feel confident that what they are buying complies with Islamic laws (Shahnia et al., 2024). However, the credibility and visibility of such certification vary from place to place, and in many markets, consumers remain skeptical unless trust in certification bodies is well established (Nurhasanah&Hariyani, 2017).

In addition to these internal and belief-driven factors, external influences also matter. Subjective norms, or the influence of family, peers, and broader social groups, play a significant role in determining halal food choices—especially in collectivist societies like Bangladesh, where social approval and conformity can strongly guide individual behavior (Elseidi, 2018). Similarly, attitude—how favourably a consumer views halal food—can influence both their intention and actual behaviour (Bashir, 2019).

1.2 Research Gap

Although a good number of studies have looked into what influences consumers to buy halal food, most of this research has been done in countries like Indonesia, Malaysia, Pakistan, and a few others. Very little attention has been paid to Bangladesh, even though it's a Muslim-majority country where halal food is widely consumed. This leaves a clear gap in understanding how Bangladeshi consumers think and behave when it comes to halal food choices.

Additionally, while several prior works have examined individual factors like halal awareness, halal certification, attitude, religiosity, and subjective norms independently or in limited combinations, very few studies have integrated all these factors within a unified framework grounded in the Theory of Planned Behavior (TPB). This limits our understanding

of how these variables interact holistically to shape consumer purchase intentions in a real-world setting.

Furthermore, the role of religiosity, though acknowledged as a significant driver of halal consumption, has not been uniformly explored across different demographic or regional contexts, and its interaction with other TPB constructs (like attitude and subjective norms) remains under-researched. Similarly, halal certification — a critical trust mechanism — is often evaluated in isolation without considering how its perceived credibility influences consumer behavior when moderated by awareness or subjective norms.

So, this study seeks to address those gaps by examining how halal awareness, certification, attitude, religiosity, and subjective norms influence purchase intentions among Bangladeshi consumers.

1.3 Research Question

This research undertakes to investigate the following research questions:

- To what extent does halal awareness influence consumers' purchase intention toward halal food products in Bangladesh?
- How does the presence of halal certification affect the purchase intention of halal food products among Bangladeshi consumers?
- How does religiosity influence consumers' intention to purchase halal food products in a predominantly Muslim country like Bangladesh?
- What is the role of consumer attitude in shaping purchase intention toward halal food products in Bangladesh?
- To what extent do subjective norms affect consumers' intention to purchase halal food in Bangladesh?

1.4 Research Problem Statement

In a country like Bangladesh, where the majority of the population identifies as Muslim, the demand for halal food products is naturally high. However, despite the strong cultural and religious relevance of halal consumption, very few academic studies have deeply explored what truly influences Bangladeshi consumers' intentions to purchase halal food. Most existing research in this area has focused on countries such as Malaysia, Indonesia, and

Pakistan, leaving a significant gap in understanding the behavioral patterns and decision-making processes of consumers in the Bangladeshi context.

Although individual factors like religiosity, halal awareness, halal certification, attitude, and subjective norms have been examined separately in past research, their combined impact within a single theoretical framework has received little attention. This fragmented approach fails to capture the bigger picture of how these variables may interact and influence each other. There's also a lack of studies applying a well-established behavioral model—such as the Theory of Planned Behavior (TPB)—to examine halal food purchase intention in an integrated and structured way in Bangladesh.

Another important issue is that variables like halal certification and halal awareness are becoming increasingly important in today's globalized and brand-conscious food market. Yet, it remains unclear how much trust Bangladeshi consumers place in certification labels or how deeply their awareness of halal principles influences their purchasing behavior—especially when moderated by religiosity or social expectations.

This study aims to address these gaps by applying the TPB framework to investigate how attitude, subjective norms, religiosity, halal awareness, and halal certification collectively influence consumers' intention to purchase halal food products in Bangladesh. By focusing on these interrelated factors within a unified theoretical model, the study seeks to offer a deeper, more meaningful understanding of consumer behavior in the Bangladeshi halal food market—an understanding that can inform better marketing strategies, policy decisions, and halal certification practices.

1.5 Objectives of the Research

The main aim of this research is to explore what influences Bangladeshi consumers to buy halal food products. Although halal food plays an important role in the daily lives of many people in Bangladesh, there is still a lack of clear understanding about the specific factors that shape consumers' purchase intentions in this context.

This study is designed to achieve the following objectives:

- To examine the influence of halal awareness on purchase intention
- To investigate the impact of halal certification on purchase intention
- To evaluate how religiosity influences consumers' halal food purchase intentions

- To explore the effect of consumers' attitude on their intention to purchase halal food
- To assess the role of subjective norms in influencing halal food purchase intention

1.6 Scope of the Research

This study explores what truly motivates Bangladeshi consumers to choose halal food products. Although halal food is a central part of life for most people in Bangladesh, not much research has been done to understand the reasons behind their purchase decisions. This study aims to fill that gap by analyzing the deeper factors that influence people's choices when it comes to halal food.

This study focuses on five key areas: halal awareness, halal certification, religiosity, attitude, and subjective norms. These are studied through the lens of the Theory of Planned Behavior (TPB)—a well-known model that helps explain why people behave the way they do, especially when it comes to making decisions like what food to buy.

This study focuses on the Bangladeshi context, it provides a local perspective that is often missing in global halal research. It looks at how religious beliefs, personal attitudes, social expectations, and trust in certification all come together to shape purchase intentions. The research is based on primary data collected from real consumers, aiming to offer insights that reflect their true feelings, beliefs, and habits.

In short, this study doesn't just look at what people are buying—it looks at why they're buying it, offering a complete picture of the factors that influence halal food choices in Bangladesh today.

1.7 Importance of the Research

Understanding why people choose halal food in a Muslim-majority country like Bangladesh is not just an academic exercise—it's a necessity for anyone involved in food production, marketing, regulation, or social science. This research uncovers valuable insights that can benefit different groups in meaningful ways:

For Marketers and Businesses:

For businesses, this study reveals that consumers seek halal certification as an assurance of a product's genuineness. By understanding what shapes consumer intention—like halal awareness, attitudes, religious beliefs, social influence, **and** certification trust—marketers can

design campaigns that value their audience. Whether it's improving packaging, using religiously mindful branding, or creating awareness through social media, this research provides a clear direction. Ultimately, this study helps businesses do more than sell. It helps them build genuine relationships with faith-conscious consumers—not just in urban markets but across the country.

For Policymakers:

For regulators and government bodies, halal is more than a religious term—it's a public trust issue. People rely on official certifications and regulations to make informed decisions about what they eat. This study provides a clear picture of how much consumers value halal certification and how much their awareness and religious beliefs influence their purchasing behavior. It emphasizes consumers value trust and authenticity in halal food certification. Policymakers can use these findings to set better standards for halal food labeling, improve regulatory frameworks, and promote halal education as part of consumer protection and public health initiatives. By doing so, they help not only preserve religious values but also build a more informed, health-conscious, and trusting food ecosystem in Bangladesh

For the Academic Community:

Although many studies have looked at halal food consumption in countries like Malaysia, Indonesia, and Pakistan, Bangladesh has often been overlooked—despite its strong Islamic culture and high demand for halal products. This study contributes to the growing body of knowledge on consumer behavior in the halal market, especially in South Asia. The theory of Planned Behavior (TPB) incorporates religious and cultural factors; this study offers a more holistic framework that can be applied to ethical or faith-based consumption behaviors. It provides a foundation for future research into halal consumption, religious influences on behaviour, and consumer trust in developing countries. It also opens the door for comparative studies between Muslim-majority and minority regions or between traditional and modern consumer segments.

Chapter Two

Literature Review

2.1 Review of Literature

2.1.1 Halal Awareness

Nico et al. (2021) explored the significance of halal awareness on consumers' purchase intention. This study found that consumers who become more informed about halal food products tend to feel more assured and confident in purchasing halal-certified products. Consumers' excellent halal awareness leads to stronger purchase intentions, as informed consumers are more conscious of product authenticity and halal guidelines (Septiani & Ridlwan, 2020). Religious beliefs, health considerations, and recognition of halal certification logos drive halal awareness, which significantly influences individuals purchasing intention (Kurniawati & Savitri, 2020; Fadlullah, 2021; ASTUTI & ASIH, 2021). Aziz and Vui (2012) found that halal awareness plays a key factor in influencing non-Muslim consumers' purchase intention toward Halal food products because individuals who know Halal concepts are more likely to view Halal products positively as halal products are more ethical, hygienic, and high-quality standards than non-halal products. Efendi (2020) explored halal awareness as a critical psychological factor that impacts Muslim consumers' purchasing behaviour; it also serves as an internal motivator; individuals who are more conscious about halal verifying ingredients or product sources, processes involved in production, handling, and marketing before making a purchase. Halal awareness reduces the psychological risk associated with product uncertainty due to the alignment with religious and ethical consumption, which drives consumers' purchase intention (Ozturk, 2022). Fitria et al. (2019) highlighted that halal awareness is strongly associated with the intention to purchase. Despite being highly influenced by modern trends and convenience, millennials with a favourable awareness regarding halal principles significantly influence their purchase intentions as they commit to religious values. Halal awareness plays a prominent role in shaping consumers' purchase intentions (Bashir, 2019). Halal awareness leads to increased sensitivity among Muslim and non-Muslim consumers who are conscious of safer, cleaner, and higher quality products and choose Halal-certified products. Mahendri et al. (2020) highlight halal awareness as a cognitive filter through which individuals evaluate their purchasing decisions based on Islamic dietary laws. In multicultural and multi-religious societies, halal awareness contributes to a stronger intention to purchase Halal food products (Saleh & Rajandran, 2024). Halal awareness significantly influences purchase intention as awareness reflects the initial stage of the purchasing process (Karimah & Darwanto, 2021). Halal awareness not only positively affects purchase intention but also plays a moderating role in enhancing the

influence of religiosity (Albra et al.,2023). Halal awareness is the consumer's initial right to decide what to consume, know the correct slaughtering process, and prioritize halal food, as halal awareness has a positive and significant effect on attitude (Shahniah et al., 2024). In some countries where the Muslim population is large and people are more aware of halal, halal awareness directly impacts the purchasing intention of that country (AQDAS & AMIN, 2020). According to Pratama et al. (2023), awareness of halal highly influences consumer loyalty toward a product and service. Hussin et al. (2017) highlighted that Halal awareness highly influences Muslim consumers due to strong religious education and the active role played by Islamic organizations.

2.1.2 Halal Certification

Septiani and Ridlwan (2020) found that halal certification significantly influences both Muslim and non-muslim consumers, as halal certification compliance with Islamic dietary laws and food safety standards ensures trust, quality and hygiene. Aziz and Vui (2012) highlighted that Halal certification serves as a trust signal for non-Muslim consumers boosting consumer confidence and influencing consumer purchase intention. Halal certification has a direct and positive impact on purchase intention as it works as a label that reduces uncertainty and enhances confidence in the product's integrity and credibility (Efendi, 2020). Halal certification mediates between halal awareness and purchase intention(Fitria et al.,2019). The study reveals that visible halal certification can reduce perceived risks and positively influence purchase decisions by increasing trust, transparency, and product integrity. Halal certification serves as an official guarantee that positively impacts purchase intention (Saleh & Rajandran, 2024). In the context of globalized food markets where information about product authenticity, sourcing, and handling are asymmetrical, halal certification is a critical tool to mitigate uncertainty (Karimah & Darwanto,2021). Halal certification is credible as it guarantees that every stage of a product's supply chain complies with halal standards and allows producers to transparently assure consumers of the product's full compliance with halal requirements (Shahniah et al., 2024). Halal certification is a certificate of assessment, especially for the products that derive from animal derivatives, such as fat, gelatin, and flavours, to ensure consumers that the product is produced both halal and hygienic (Nurhasanah & Hariyani, 2017). According to Mutmainah (2018), halal certification verifies that a product is free from any elements that are forbidden (ḥarām) under Islamic law, which positively impacts purchase intention.Halal certification serves a dual role by assuring Muslims of religious compliance and communicating ethical

and health-related benefits that resonate with a broader audience; brand communication and consumer education play a key role in shaping how halal certification is perceived among non-Muslims (Ibeabuchi et al., 2024). Halal certification acts as an authoritative signal that also serves as a mediating factor between various consumer considerations, such as religiosity, product knowledge, or brand trust, that influence purchase intention (Ramadhan & Faizi, 2023).

2.1.3 Religiosity

Religiosity enhances consumers' halal purchase intention as highly religious individuals actively seek knowledge about halal food standards and certifications, which tend to exhibit stronger adherence to halal consumption principles (Nico et al., 2021). Religious belief or religiosity positively affects halal product purchase intention because individuals with strong religious commitments consider halal products as a moral and spiritual necessity (Kurniawati & Savitri, 2020). Mahendri et al. (2020) found that religiosity not only directly affects purchase decisions but also indirectly influences halal awareness. Highly religious consumers' are more likely to seek halal-certified products. The influence of religiosity on consumer behaviour is particularly noteworthy; religiosity continues to anchor ethical and spiritual decision-making that works as a market segmenting tool for businesses targeting Halal-conscious consumers (Karimah & Darwanto, 2021). Albra et al. (2023) explored that religiosity plays a psychological and cultural determinant in influencing consumer purchase intention. Religious knowledge is the source of awareness that Muslim consumers practice in their daily lives. Religiosity indicates the doctrine of certain ideas or teachings about religious traditions that positively influence consumer intention to consume halal food rather than cosmetics and pharmaceutical products (ASTUTI & ASIH, 2021). The authors also revealed five dimensions: ideological, ritualistic, intellectual, consequential, and experimental, which operate religiosity. Islamic religiosity has three main dimensions: Islamic doctrinal, intrinsic religiosity, and extrinsic religiosity; these dimensions are based mainly on the Qur'an and Sunnah; consumers who highly follow the Qur'an and Sunnah are more likely to be influenced by the opinions of others, and due to these behaviours of Muslim consumers, religiosity moderately and significantly influences purchase intention (Elseidi, 2018). Newaz et al., 2016 explore the distinctions between intrinsic religiosity (deep, sincere faith) and extrinsic religiosity (social or personal benefits), finding that intrinsic religiosity drives a stronger preference for Shariah-compliant products. The authors underscore that product type also matters, with overtly Islamic offerings like savings accounts attracting more religious

consumers than less explicitly religious ones. Religiosity acts as a moral compass, influencing attitudes and lifestyle choices, with highly religious individuals favouring ethically aligned goods and purchasing intentions are crucial factors in religious markets (Nora & Minarti, 2016).

2.1.4 Attitude

Nico et al. (2021) highlighted that consumers with a positive attitude toward halal food are play a similarly significant role in determining purchase intentions. Also, as attitude is shaped by factors such as halal awareness, religiosity, and trust in halal certification, consumers are more likely to consider it superior in quality, hygiene, and ethical production while purchasing products. A positive attitude is shaped by the consumers who perceive Halal products as trustworthy, healthy, and ethically sound, which drives strong halal purchase intention (Ozturk, 2022). Bashir (2019) found that attitude is a critical variable that positively influences foreign consumers' purchase intention toward halal food, which is beyond religious necessity. The author also revealed that attitude can be enhanced through factors like halal awareness and certification, which cues the authenticity of halal food products. Attitude is the profitable tendency toward a product and the evolution of a practice triggered by oneself while consumers interact with an object that directly influences purchase intention and is mediated between the social servicescape and the purchase intention (Shahnian et al., 2024; ASTUTI & ASIH, 2021). Consumers positive attitudes toward arise from higher halal awareness that directly affects purchase intention (AQDAS & AMIN, 2020). Pratama et al. (2023) found that attitude can be divided into two kinds of: a general attitude toward physical objects and an attitude toward performing specific behaviours that foster a positive attitude towards purchase intention. Attitude is an important element in predicting and describing human behaviour in the intentions to purchase (Afendi et al., 2014). Marketers and policymakers should emphasize consumers' attitudes in non-Muslim-majority countries to enhance halal product acceptance (Elseidi, 2018). According to Nurhasanah & Hariyani (2017), attitude is a Key Factor influencing purchase intention to consume halal products as awareness alone isn't enough; how someone feels about that awareness also matters. Besides, awareness is a process of actively educating oneself and becoming more conscious in daily decisions. Attitude includes emotional responses, such as feelings of satisfaction, peace of mind, and spiritual fulfillment derived from consuming halal food (Hussin et al., 2017). Noor (2020) found that attitude is emphasized by trust and perceived benefits that lead to positive purchases. Nora and Minarti (2016) found that attitude acts as a bridge between personal

values and actions that nurture positive attitudes and are key to driving purchase intentions. Positive attitudes stem from personal values, education, and cultural influences associated with health benefits, environmental sustainability, and ethical production, which show higher buying intent (Hasan & Suciarto, 2020). Favourable attitudes tend to form when their experiences are smooth and satisfying—such as receiving the right product on time or getting good deals (Hasbullah et al., 2015).

2.1.5 Subjective Norms

According to Nico et al. (2021), subjective norms means perceived social pressures individuals experience while performing or avoiding certain behaviours shaped by the expectations of significant others. Their study found that strong social influences from surroundings influence consumers halal purchase intention, but their buying intention may be diminished if they feel little social pressure to purchase halal products. There is a causal path between subjective norms and purchase intention that significantly influences the intention to choose Halal products (Afendi et al., 2014). Subjective norms are salient normative beliefs concerned with socially desirable behaviour; Muslim consumers positively and significantly influence purchase intentions (Elseidi, 2018). Hussin et al. (2017) found that subjective norms impacted the Halal purchase intentions of Muslims, as they are highly sensitive to social expectations, and their purchase decisions are acceptable or encouraged by their social circle. Subjective norms are social pressures from influential networks that are sensitively affecting food-related behavioural intent (Elseidi, 2018). Subjective norms play a key role in purchase intention, but their impact differs culturally due to normative beliefs and group opinions (Noor et al., 2020). Normative beliefs drive subjective norms that shape consumers' purchase intentions (Budiman & Wijaya, 2014). Hasan and Suciarto (2020) explored that social approval directly boosts purchase intention. Marketers can leverage this by showcasing community acceptance or influencer endorsements. Young consumers are highly influenced by their subjective norms like social environments and peer approval, which significantly impact purchase intention (Hasbullah et al., 2015). The study also revealed that even with good website usability, a lack of social validation can deter purchases. Subjective norms operate strongly in both traditional and digital buying environments; businesses can benefit greatly from understanding how subjective norms influence consumers by applying strategies such as user-generated content, peer reviews, referral systems, and influencer marketing, which influences consumers' purchase intention (Ling et al., 2024). Subjective norm is not

just a passive background factor; it actively shapes purchase intentions by tapping into social expectations and norms (Harjadi & Gunardi,2022).

2.1.6 Purchase Intention

Nico et al. (2021) found purchase intention is an individual's conscious decision to purchase a product or service. According to the authors, purchase intention is shaped by three primary factors: attitude toward the behaviour, subjective norms, and perceived behavioural control. Septiani and Ridlwan (2020) highlighted two factors- halal certification and halal awareness- that significantly influence on purchase intention. Purchase intention is not only determined by rational factors (product quality and emotional factors) but also by emotional factors (ethical considerations) (Aziz & Vui,2012).Non-Muslim consumer's purchase intention may not be solely determined by religious factors but also by the perceived value. Ozturk (2022) explored purchase intention as a behavioural tendency that aligns consumer preference with multi-dimensional factors like Halal product knowledge, Halal awareness, perceived psychological risk, and attitude toward Halal products. The study also found that perceived psychological risk decreases the intention to purchase, and due to this anxiety, individuals purchase unless the product is Halal-certified. Purchase intention is shaped by exposure to global consumer trends, which are influenced not only by halal awareness but also by religious beliefs, brand trust, perceived quality, and ethical assurance (Fitria et al., 2019). Bashir (2019) emphasized the importance of halal awareness, halal logos, and consumer attitudes that positively influence purchase intention, as these factors boost consumer confidence. Purchase intention helps to understand actual consumer behaviour that is strengthened by certification and trust (Saleh & Rajandran, 2024). Purchase intention is influenced by behavioural factors that shape a consumer's confidence in identifying permissible products (Karimah & Darwanto,2021). Purchase intention is the mental stage in the decision-making process of Muslim consumers to ensure that the product is halal (Albra et al.,2023; Shahniah et al., 2024). Purchase intention is at its peak when the need becomes pressing (AQDAS & AMIN, 2020). People are most likely to make a purchase when they know the existence and importance of a product (Pratama et al., 2023). The authors also explored that celebrity endorsement significantly influences purchase intention as celebrities tend to sit in the minds of consumers for a long time. Ali et al. (2018) explored purchase intention as a standalone concept that reflects a consumer's willingness to buy Halal-branded food products. The authors revealed brand trust emerges as a powerful driver of purchase intention. Purchase intention refers to a subjective tendency of consumers to buy certain

products based on perceived benefits and value (Nurhasanah & Hariyani, 2017). Halal purchase intention is not purely a function of product quality but somewhat religious beliefs and cultural identity (Hussin et al., 2017). Ham et al. (2015) found that subjective norms influence intentions weaker than attitudes, where subjective norms are emphasized by personal factors like attitude and perceived control. Nora and Minarti (2016) found that in spite of intervening external barriers like price, availability, and purchase intention, they predict actual behaviour that bridges internal motivations and real-world buying decisions. Positive beliefs about health/environment, peer approval, and easy accessibility collectively drive buying or purchase intent that links consumer psychology and real-world buying behaviour (Hasan & Suciarto, 2020). Hasbullah et al. (2015) highlighted that trust and user-friendly design are critical to converting intention into actual purchases that connect interest and action. Purchase intention is amplified by peer/family approval and digital trends in collectivist cultures (Ling et al., 2024).

2.2 Theoretical Background and Hypotheses Development

2.2.1 Theory of Planned Behaviour (TPB)

AJZEN (1991) introduced the Theory of Planned Behavior (TPB)—a powerful lens through which human actions can be decoded, from everyday choices to complex decisions like consumer purchases. At its core, TPB reveals that our intentions act as the driving force behind the behaviour, shaped by three key forces: our attitude toward the action, the invisible pressure of social expectations (subjective norms), and our belief in our ability to execute it (perceived behavioural control). More than just a model, TPB has become a cornerstone for unraveling the why behind what we do. In recent years, TPB has been widely applied to halal consumption research and has proven to be effective in explaining the purchase intentions of both Muslim and non-Muslim consumers (Afendi et al., 2014; Elseidi, 2018). The relevance of TPB becomes even more pronounced when extended with culturally and religiously significant constructs such as religiosity, halal awareness, and halal certification—elements particularly important in halal consumption decisions.

Factors like religiosity and knowledge about halal products were found to strengthen this relationship, indicating that the TPB framework could be effectively extended with domain-specific variables (Vizano et al., 2021). Aziz & Vui (2012) examined non-Muslim consumers in Malaysia using TPB and found that halal awareness, halal certification, marketing promotion, and brand influenced purchase intentions positively, although food quality

showed a negative association. This demonstrates TPB's cross-cultural applicability and its ability to capture consumer behavior in diverse religious contexts.

Similarly, Albra et al. (2023) tested TPB in the context of religiosity and halal awareness among Indonesian Muslims. The study revealed that halal awareness acted as a mediating factor between religiosity and purchase intention, thereby reinforcing the TPB assumption that attitude is a central determinant of intention (Albra et al., 2023). Pratama et al. (2023) emphasized the mediating role of attitude in the relationship between halal brand awareness and purchase intention. Their results confirmed that TPB variables—particularly attitude—not only directly influence intentions but also serve as a key mediator in the influence of marketing cues on consumer behavior.

Afendi et al. (2014) conducted a study in Malaysia and validated all three core TPB components—attitude, subjective norms, and perceived behavioral control—as significant predictors of halal purchase intention. This foundational work laid the groundwork for TPB-based halal behavior models and was echoed by similar findings in international contexts. Elseidi (2018), focusing on Arabian Muslim consumers in the UK, also highlighted the salience of subjective norms, especially among individuals with high and low religiosity. This indicates that societal expectations often outweigh individual attitudes in multicultural, minority settings when it comes to halal food decisions.

By applying theory, Ali et al. (2017) found that halal awareness, certification, attitude, subjective norms, and perceived behavioral control all significantly drive the purchase intention of international Muslim students in China. This study not only confirmed TPB's core propositions but also emphasized the global relevance of halal values in shaping behavior. In the context of Muslim minorities, Hussin et al. (2017) studied Singaporean Muslims and affirmed that religious commitment, attitude, subjective norms, and perceived behavioral control—all key TPB variables—were positively associated with purchase intentions. Their findings reinforce TPB's applicability in understanding minority consumer behavior.

2.2.2 Hypotheses Development (with research model)

Halal awareness indicates consumer's knowledge of halal standards, certification processes, and Islamic dietary compliance (Nico et al., 2021). Previous research has shown that consumers with higher halal awareness are more likely to trust halal-certified products and are inclined to purchase them (Shahnian et al., 2024).

H1: Halal Awareness positively influences on Purchase Intention

Halal certification acts as an official guarantee that a product adheres to Islamic dietary laws which reduces uncertainty about the product's authenticity and safety. Studies have highlighted that the presence of halal certification increases consumer confidence in halal products, making them more likely to purchase (Septiani & Ridlwan, 2020).

H2: Halal Certification positively influences on Purchase Intention

Religiosity is the degree of commitment to an individual's religious beliefs, plays a crucial role in halal food consumption. According to Kurniawati and Savitri (2020), more religious individuals are likely to make purchasing decisions based on religious guidelines, and as such, their purchase intention towards halal products will be stronger.

H3: Religiosity positively influences on Purchase Intention

According to Bashir (2019) attitude toward halal food is shaped by their personal beliefs and perceptions about the benefits of consuming halal products. Consumers with a positive attitude towards halal food, recognizing its health, ethical, and religious advantages, are more likely to intend to purchase such products.

H4: Attitude positively influences on Purchase Intention

Subjective norms reflect societal expectations and social pressure to engage in a specific behavior, which is strongly influenced by family, peers, and religious leaders (Ajzen, 1991). If individuals perceive that their social circle values halal food consumption, they are more likely to intend to purchase halal products (Elseidi, 2018).

H5: Subjective Norms positively influences on Purchase Intention

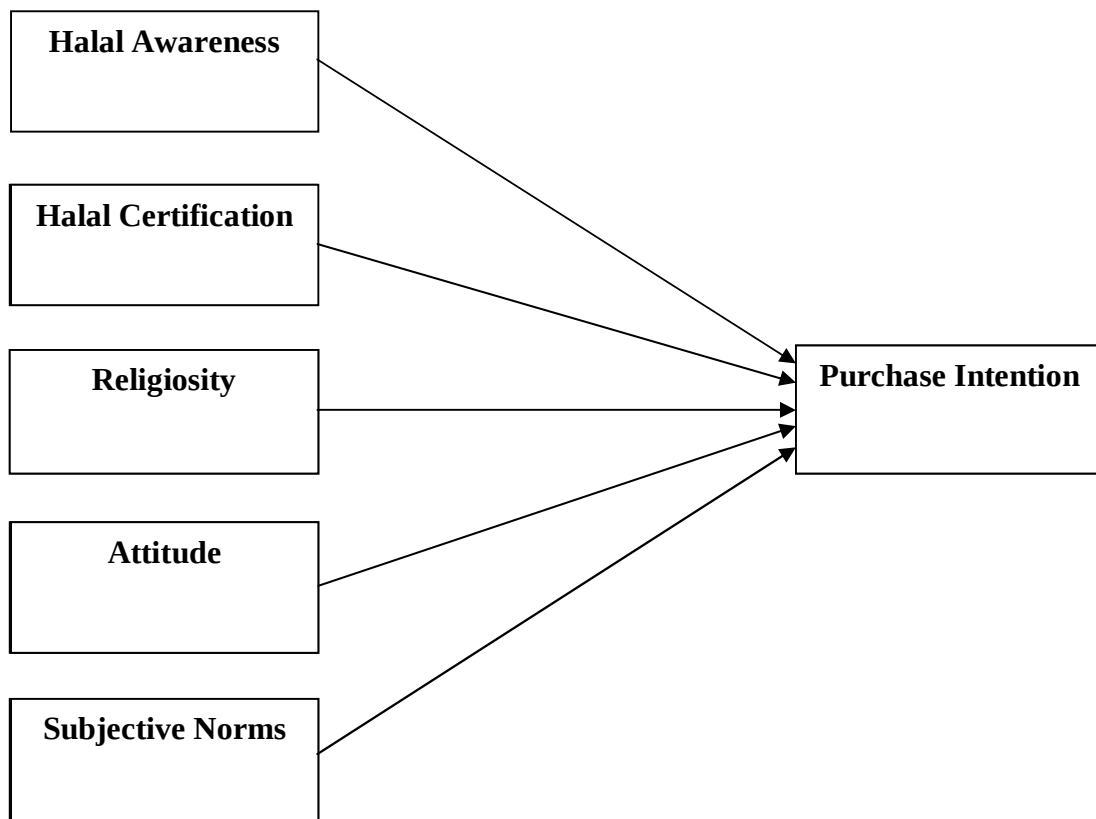


Figure 1 Research model

Chapter Three

Research Methodology

3. Research Methodology

Research methodology is a structured framework and guidelines that help researchers to research design, identify sampling techniques, data collection and analysis methods and ensure which findings are valid and reliable (Sreekumar, 2023). This research is based on a quantitative approach, gathering data through a structured questionnaire. The hypotheses were evaluated using an online purposive sampling survey. Moreover, a descriptive research design incorporated to explore survey respondents' opinions regarding purchase intention toward Halal food products in Bangladesh.

3.1 Research Design

Research design refers to the methodological blueprint for a study that guides which procedures, techniques, and analytical tools are employed to collect and examine data that ensure the study effectively addresses its research inquiries or hypotheses (Singh, 2023).

This study adopts a quantitative research design as this kind of research measures aspects of human behaviour and society by applying statistical techniques to verify results (Watson, 2015). Data was gathered via a structured questionnaire to test the proposed hypotheses. As a descriptive study, it focuses on capturing participants' intention to purchase Halal food products in Bangladesh to ensure empirical validity.

3.2 Data Collection Method

Ethical research practices were followed during this research. All participants were informed about the purpose of the study, and no one was forced to participate. A structured questionnaire used as The primary research instrument that covered topics like personal attitudes, social influences, religion, and awareness of halal certification to understand how Bangladeshi consumers decide to buy halal food. Questionnaire-based surveys like this are great for studying consumer behaviour by examining factors including attitude, subjective norms, religiosity, halal awareness, and certification that influence halal consumption.

An online survey was formulated through Google Forms to capture halal food purchase behaviour and shared across social media like Facebook, WhatsApp, Telegram and email, ensuring broad accessibility and allowing responses from diverse demographic groups nationwide.

Additionally, secondary data from books, journals, newspapers, and online publications (e.g., ResearchGate, Google Scholar, Emerald Insight) were reviewed. Key journals such as the Journal of Consumer Marketing and Asia Pacific Journal of Marketing and Logistics to reinforce the study's theoretical framework.

3.3 Method of Sampling

3.3.1 Sampling Unit

A sampling unit indicates the fundamental spatial element under investigation for any specific research objective established either through systematic technical methods or observational assessment by researchers (Mörsdorf et al., 2015). In this study, the sampling unit consists of individual consumers who are part of the target population to understand purchase intentions toward halal food products in Bangladesh. As Bangladesh is a predominantly Muslim country, the focus is on Muslim consumers as they represent the majority demographic for halal food consumption. The study will ensure the inclusion of diverse backgrounds, different age groups, educational levels, and income brackets. The sampling unit will be selected from urban and rural areas across Bangladesh. Ranging from young adults (20-25) to middle-aged and older adults (41 or above), ensuring insights across various stages of life, including individuals from various educational backgrounds and a diverse range of income groups, will be targeted.

3.3.2 Sampling Technique

Non-probability purposive sampling technique was applied to investigate this study. The sample was selected if the participants exhibited specific traits connected to the research aims, ensuring they were acquainted with halal food. This method was selected because it helps to gather data from individuals with relevant experience and is less time-consuming than random sampling techniques.

3.3.3 Sample Size

Data collection was conducted via a structured questionnaire from a purposive sample of 205 individuals in Bangladesh who intended to purchase halal food products.

3.4 Measurement Scale of the Dependent and Independent Variable

The study intended to use the Likert Scale, which consists of five stages (1 to 5). In this scale, 1 is used for Strongly Disagree, 2 is used for Disagree, 3 is used for Somewhat, 4 is used for

Agree and finally 5 is used for Strongly Agree. The scale was used to measure all variables, including dependent and independent variables, and to seek the respondents' responses individually regarding purchase intention toward Halal food products in Bangladesh.

3.4.1 Measurement Instruments

The scale items for measuring purchase intention toward Halal food products in Bangladesh which will be adopted from Dwi et al., 2020; M Syukur& S Nimsai, 2018; S.Nurhasanah& HF Hariyani, 2017; Malik et al., 2019; Awan et al., 2015; Rachbini& W.,2018; Maichum et al., 2017; Suleman et al., 2021; Lada et al., 2009. The study was used five constructs of consumers purchase intention toward Halal food products in Bangladesh. First, Halal Awareness factor includes I am fully aware and informed about Halal, I think Halal-ness is very important for all Muslims, I make sure about the product Halal ingredients, I know that alcoholic drinks include unlawful (haram) drinks, I make sure to have enough knowledge to make an informed decision. Second, Halal Certification factor includes Halal certification is used to ensure halal product, Halal certification increases halal production in the market, When I buy a product, I demand a Halal certified product, Halal certification give me a sense of security. Third, Religiosity factor includes My religion requires me to always eat halal food, I avoid buying products that are prohibited by religion, I take decision to buy halal products which are influenced by religious beliefs. Fourth, Attitude factor includes I have a favorable attitude towards halal products, I'm sure halal product is safer than non-halal, Consuming halal product will have a positive impact on individual behavior, Consuming halal food will make the body more healthy. Fifth, Subjective Norms factor includes Most people who are important to me choose halal products, My family members prefer halal products, People can influence me to eat halal food. Dependent variable as Purchase Intention factor includes I plan to choose halal products in the forthcoming month, I will not visit a place where halal is still in doubt, I have the desire to buy halal products rather than famous products, I have the confidence in buying halal products even though they are expensive.

Table 1 Origin of construct and measured variable

Constructs	Item	Measured Variables	Adapted From
Halal Awareness	HA1	I am fully aware and informed about Halal	Dwi et al., 2020; M Syukur& S Nimsai, 2018
	HA2	I think Halal-ness is very important for all	

		Muslims	
	HA3	I make sure about the product Halal ingredients	
	HA4	I know that alcoholic drinks include unlawful (haram) drinks	
	HA5	I make sure to have enough knowledge to make an informed decision	
Halal Certification	HC1	Halal certification is used to ensure halal product	S.Nurhasanah& HF Hariyani, 2017; Malik et al., 2019; Awan et al., 2015
	HC2	Halal certification increases halal production in the market	
	HC3	When I buy a product, I demand a Halal certified product	
	HC4	Halal certification give me a sense of security	
Religiosity	R1	My religion requires me to always eat halal food	M Syukur& S Nimsai, 2018; Malik et al., 2019
	R2	I avoid buying products that are prohibited by religion	

	R3	I take decision to buy halal products which are influenced by religious beliefs	
Attitude	A1	I have a favorable attitude towards halal products	Rachbini& W.,2018; Maichum et al., 2017
	A2	I'm sure halal product is safer than non-halal	
	A3	Consuming halal product will have a positive impact on individual behavior	
	A4	Consuming halal food will make the body more healthy	
Subjective Norms	SN1	Most people who are important to me choose halal products	Suleman et al., 2021
	SN2	My family members prefer halal products	
	SN3	People can influence me to eat halal food	
Purchase Intention	PI1	I plan to choose halal products in the forthcoming month	Malik et al., 2019; Rachbini& W.,2018; Lada et al., 2009
	PI2	I will not visit a place where halal is still in doubt	
	PI3	I have the desire to	

		buy halal products rather than famous products	
	PI4	I have the confidence in buying halal products even though they are expensive	

3.5 Data Analysis

This study analyzed data collected through structured questionnaires using the Statistical Package for the Social Sciences (SPSS) Version 25.0 (Field, 2018). The descriptive statistics (frequency, percentage, mean, and standard deviation) summarize respondent demographics and the distribution of responses across all measurement items. This helped to develop a basic understanding of the dataset and the characteristics of the study population. Multiple linear regression analysis examines the predictive power of the independent variables on purchase intention. The regression model produced beta coefficients, t-values, and significance levels (p-values), which were used to evaluate each hypothesis.

3.6 Quality of Data Assurance

The enumerators and supervisors were thoroughly briefed on the study's purpose, such as its objectives, the scales used, the procedures for collecting and administering the questionnaire, and the understanding of enumerators and supervisors contributed to the smooth and efficient execution of the research activities. Additionally, the data collected were carefully checked and verified by trained inspectors daily before being entered into SPSS for analysis.

Chapter Four

Data Analysis and Interpretation

4. Data Analysis and Interpretation

According to Egger (2008), data analysis is primarily an interpretive process that involves more than structuring information and understanding how participants have experienced life. The researcher actively participates by thinking, interpreting, and understanding the narratives in context and emotions. Analysis is interpretation in conversation with data.

4.1 Respondent's Demographics Characteristics Frequency Distribution

Frequency table describes respondents' demographic characteristics such as- Gender, Age, Education, Occupation, Monthly Income frequency included with percentage.

Table 2: Demographic Profile of the respondent

Characteristics	Category	Frequency	Percentage
Gender	Male	99	48.3%
	Female	106	51.7%
Age	20 to 25	86	42%
	26 to 30	64	31.2%
	31 to 35	31	15.1%
	36 to 40	12	5.9%
	41 or above	12	5.9%
Education	SSC	4	2.0%
	HSC	47	22.9%
	Graduate	92	44.9%
	Post-graduate	58	28.3%
	Others	4	2.0%
Occupation	Student	63	30.7%
	Service holder	44	21.5%
	Businessman	50	24.4%
	Housewife	36	17.6%
	Others	12	5.9%
Monthly Income	15,000 BDT or below	46	22.4%
	15,001 to 20,000	36	17.6%
	20,001 to 30,000	57	27.8%

	30,001 to 40,000	46	22.4%
	40,001 or above	20	9.8%
Have experience in buying Halal products?	Yes	205	100%
Experience (Years)	1 years	50	24.4%
	1.5-2 years	53	25.9%
	2-3 years	43	21.0%
	More than 3 years	59	28.8%

This study contains 205 respondents, where the gender analysis of males and females, which are (48.3% males and 51.7% females). In this survey, total number of respondents is divided into gender. And it is found that female was 106 in number and male was 99 in numbers. The total number of people is divided into age where 42% people are within 20 to 25 years, 31.2% people are within 26 to 30 years, 15.1% are above 31 to 35 years, 5.9% people are within 36 to 40 years and 5.9% people are 41 or above years. In the case of educational qualification, 2.0% of the respondents are in SSC level, 22.9% of the respondents are in HSC level, post graduate, 44.9% of the respondents are graduates, 28.3% of the respondents are post-graduates, 2.0% of the respondents are in others level. Occupation categories started from Student. Among the respondents, 30.7% respondents are Student, 21.5% respondents are Service holder, 24.4% respondents are Businessman, 17.6% respondents are Housewife, 5.9% respondents are in others occupation. The total number of people is divided into their income level where 22.4% people income are within 15,000 BDT or below, 17.6% people are 15,001 to 20,000 BDT, 27.8% people are within 20,001 to 30,000 BDT, 22.4% people are within 30,001 to 40,000 BDT, 9.8% people are 40,001 or above BDT. 100% respondents have experience in buying Halal products. 24.4% respondents have 1 year experience in buying Halal products, 25.9% respondents have 1.5-2 years experience in buying Halal products, 21.0% respondents have 2-3 years experience in buying Halal products, 28.8% respondents have more than 3 years experience in buying Halal products,

4.2 Descriptive Statistics

As Kaur et al. (2018) explain, Descriptive statistics involves organizing data using measures like frequency, mean, median, standard deviation, and percentages. The author also

highlighted that the mean is the central point where most data tend to cluster, standard deviation reflects how much the data spreads out from that average; a small value means most data are close to the mean, while a large one shows more variability, skewness reveals if the data leans more to the left or right—whether it’s balanced or lopsided, kurtosis tells us about the shape of the peak—whether the data are flat or sharply peaked. The results showed that the attitude had the highest mean score ($M = 4.4476$) and the purchase intention had the lowest mean score ($M = 4.3768$).

Table 3: A Summary of the descriptive statistics

Descriptive Statistics							
	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
HA	205	4.4361	.40785	-3.858	.170	26.565	.338
HC	205	4.4085	.47729	-3.034	.170	15.305	.338
R	205	4.4439	.42744	-3.022	.170	21.030	.338
A	205	4.4476	.40295	-3.690	.170	27.239	.338
SN	205	4.3805	.49115	-2.475	.170	11.996	.338
PI	205	4.3768	.46285	-3.171	.170	16.807	.338

4.3 Multicollinearity Test

Oke et al. (2019) explained that multicollinearity can reduce the reliability of regression models by independent variables becoming too alike. It is harder to assess the individual effect of predictors if they are highly correlated. To identify this issue, they suggested checking tolerance and VIF values—where tolerance less than 0.10 or VIF more than 10 is problematic. These checks are required so that the results of the analysis remain clear and reliable. In this study, the results reveal that all predictor variables are within the acceptable thresholds. The VIF values for Halal Awareness (5.013), Halal Certification (3.745), Religiosity (3.939), Attitude (6.322), and Subjective Norms (2.766) are all below the critical value of 10. Also, since the tolerance values are all comfortably above 0.10, it indicated that multicollinearity would not interfere with independent variables’ ability to interpret the outcome variable.

Table 4: Multicollinearity Test

Constructs	Collinearity Statistics	
	Tolerance	VIF
Halal Awareness	.199	5.013
Halal Certification	.267	3.745
Religiosity	.254	3.939
Attitude	.158	6.322
Subjective Norms	.362	2.766

4.4 Model Summary

A regression model summary provides key statistics that help evaluate the relationship between independent and dependent variables. It typically includes coefficients, standard errors, t-values, p-values, R^2 , and adjusted R^2 , which together indicate model fit and the significance of predictors (Field, 2013).

Table 5: Regression Model Summary

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.866a	.749	.743	.23468
a. Predictors: (Constant), Halal Awareness, Halal Certification, Religiosity, Attitude, Subjective Norms			
b. Dependent Variable: Purchase Intention			

Here, table 5 illustrated that $R = 0.866$, which means there is a strong positive relationship between the independent variables and purchase intention. As we know, correlation R -value 0.50 is medium and here $R=86.6\%$ predicted that the relationship between the variables are strong enough. Here, Adjusted R square= .743 is close to R square= .749, also represents a deep relation and plays a vital role in explaining the hypothesis of independent variables. The SD is .23468, which suggesting the model's predictions are reasonably accurate.

4.5 ANOVA

ANOVA, or Analysis of Variance, is a statistical method used to determine whether there are significant differences between the means of three or more groups. It assesses variability within and between groups to test the null hypothesis that all group means are equal (Field, 2013).

Table 6: Significance Testing of Regression Model

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.743	5	6.549	118.905	<.001b
	Residual	10.960	199	.055		
	Total	43.702	204			
a. Predictors: (Constant), Halal Awareness, Halal Certification, Religiosity, Attitude, Subjective Norms						
b. Dependent Variable: Purchase Intention						

This table tests whether the overall regression model is statistically significant. Here, a high F-value= 118.905 and the Significance (Sig.) = < .001, meaning this result is highly significant statistically.

4.6 Coefficients

Coefficients in regression analysis represent the estimated impact of each independent variable on the dependent variable, holding other variables constant (Field, 2013). The significance of coefficients is typically evaluated using t-tests, with p-values indicating whether the effects are statistically meaningful (Tabachnick & Fidell, 2019).

Table 7: Coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.017	.189		.090	.928
	HA	.357	.090	.315	3.958	<.001
	HC	.233	.067	.240	3.496	<.001
	R	-.008	.076	-.008	-.111	.912
	A	.183	.103	.159	1.786	.076
	SN	.222	.056	.236	3.990	<.001
a. Dependent Variable:Purchase Intention						

In table 7, Halal Awareness is significantly influence purchase intention as the regression coefficient values are represented where t-value of Halal Awareness is more than 1.96 or 3.958 which is considered acceptable and a significance value is acceptable as significant is less than 0.05. Halal Certification is also significant as the t-value is 3.496 and the significance value is <.001. Religiosity is not the significant factor for the study as the t-value is -.111 and the significance value is .912. Attitude has a modest influence but is not statistically significant as the t-value is 1.786 and the significance value is .076. Subjective Norms is very significantly influence purchase intention as the t-value is 3.990 and the significance value is <.001.

Table 8: Decision on Hypotheses

Hypotheses		Sig.	Decision
H1	Halal Awareness positively influences on Purchase Intention	<.001	Accepted
H2	Halal Certification positively influences on Purchase Intention	<.001	Accepted
H3	Religiosity positively influences on Purchase Intention	.912	Not Accepted

H4	Attitude positively influences on Purchase Intention	.076	Not Accepted
H5	Subjective Norms positively influences on Purchase Intention	<.001	Accepted

Hence, the table indicated that H1,H2 and H5 have a positive and significant influence on purchase intention. So, H1,H2 and H5 have accepted hypotheses and H3, H4 are rejected.

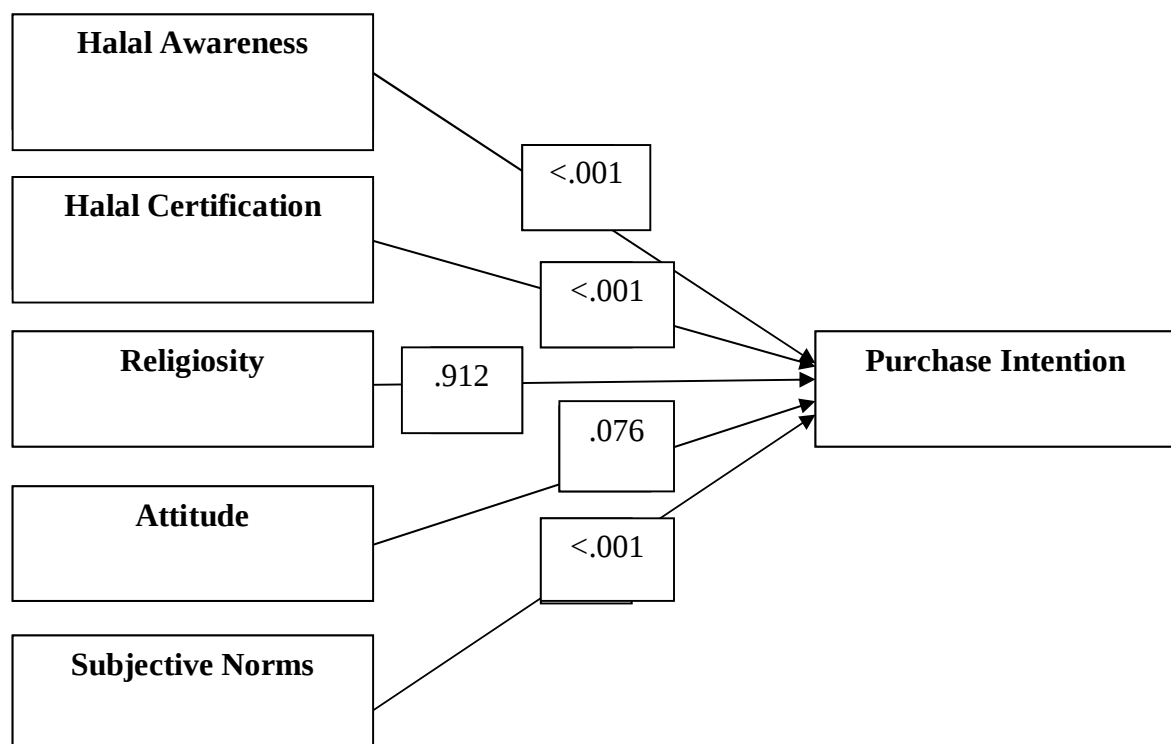


Figure 2 Verified Model

4.7 Discussion of Findings

This study set out to examine the underlying factors that shape consumers' purchase intention toward halal food products in Bangladesh by applying an extended Theory of Planned Behavior (TPB). The analysis focused on five key variables: halal awareness, halal certification, religiosity, attitude, and subjective norms.

The results show a strong and positive relationship between halal awareness and purchase intention. Respondents who demonstrated higher levels of awareness regarding halal principles, product ingredients, and Islamic dietary standards were more likely to express a strong intention to buy halal food products. According to previous studies, informed

consumers are better equipped to evaluate product authenticity and religious compliance (Nico et al., 2021; Septiani & Ridlwan, 2020). In the Bangladeshi context, where religion deeply informs daily life, halal awareness appears to function not only as a knowledge base but also as a moral compass.

The study also confirmed that halal certification significantly influences consumers' intention to purchase. Aziz and Vui (2012), emphasized halal certification as a trust signal that reassures both Muslim and non-Muslim consumers about food safety and religious compliance. In a market like Bangladesh, halal certification functions as a key reassurance mechanism for buyers despite the existence of regulatory gaps and consumer doubts (Shahnia et al., 2024).

The result shows religiosity did not emerge as a statistically significant factor of purchase intention in this study. While it was hypothesized that stronger religious commitment would directly enhance consumers' intention to buy halal food, the data did not support this assumption. This finding stands in contrast to several prior studies that positioned religiosity as a central motivator in halal consumption behavior, particularly in Muslim-majority societies like Bangladesh (Kurniawati & Savitri, 2020; Albra et al., 2023).

Participants who viewed halal food positively—associating it with cleanliness, health benefits, ethical sourcing, and religious integrity—showed stronger purchase intention. This supports earlier research that identified attitude as a core TPB component, capable of directly shaping consumer intentions (Bashir, 2019; Pratama et al., 2023). The study also echoes the work of Ozturk (2022), who found that positive attitudes are reinforced by heightened awareness and reduced perceived psychological risk. In Bangladesh, where cultural and spiritual values strongly inform consumer preferences, attitude becomes a key interpretive filter through which consumers judge the suitability of food products.

The outcome of this study confirms Subjective norms positively impact consumers' purchase intentions that aligns with existing literature on the significance of social pressures in shaping consumer habits in collectivist environments (Elseidi, 2018; Hasbullah et al., 2015). Respondents indicated that family, friends, and religious communities strongly influenced their food choices. In a country like Bangladesh, where community expectations and peer influence play a dominant role in shaping behavior, subjective norms operate not just in private decisions but across public

Chapter Five

Recommendations and Conclusion

5.1 Recommendations

In light of the findings of this study, several practical and policy-oriented recommendations are proposed to strengthen consumer engagement with halal food products in Bangladesh.

- **Enhance Halal Awareness Through Targeted Education Campaigns**

The study found that consumers with higher levels of halal awareness are more confident in their purchasing decisions. By focusing on younger generations, who increasingly rely on digital media, religious institutions, educational platforms, and community leaders can collaborate to spread accurate information about halal ingredients, permissible production methods, and the significance of consuming halal food.

- **Standardize Halal Certification Practices**

A unified national halal certification authority should be established with stricter auditing, monitoring, and labeling requirements to ensure that the halal certification process is standardized, visible, and widely recognized will help build consumer trust.

- **Foster Positive Attitudes Toward Halal Products Through Value-Based Marketing**

Businesses should design campaigns by focusing on the idea that halal is not only a religious necessity, but also a lifestyle choice grounded in hygiene, environmental care, and ethical production so that these values can appeal to both devout and less religious consumers, as well as to non-Muslims interested in clean and ethical food.

- **Recognize the Role of Social Influence in Shaping Halal Consumption**

Subjective norms emerged as a strong predictor of purchase intention, especially in the collectivist culture of Bangladesh. By leveraging testimonials, influencer endorsements, and user-generated content, businesses can reflect the values of local communities. Religious leaders and public figures can also play a vital role in reinforcing halal consumption norms.

- **Reevaluate the Role of Religiosity in Marketing Strategies**

To create a more comprehensive communication strategy, marketers and policymakers should integrate religiosity with other motivators such as awareness, certification trust, and social influence to create a more comprehensive communication strategy.

5.2 Conclusion

5.2.1 Theoretical Contributions

This study provides several key theoretical contributions to the field of consumer behavior, particularly within the context of halal food consumption. This study builds on Ajzen's (1991) Theory of Planned Behavior by adapting it to better fit the cultural and religious context of halal consumption. It does so by adding key elements like halal awareness, certification, and religiosity to the original TPB components—attitude, subjective norms, and perceived behavioral control—to provide a more complete understanding of what drives consumer intentions in this area.

First, this research demonstrates the relevance of the TPB model in a cultural and religious context like Bangladesh, though not all theoretical assumptions held true. Specifically, while the TPB model has been widely supported in prior halal consumption research (Afendi et al., 2014; Vizano et al., 2021), this study's findings suggest that some extensions—such as religiosity and attitude—do not always have a direct influence on purchase intention.

Second, despite previous studies supporting the importance of religiosity in halal-related decisions (Mahendri et al., 2020; Elseidi, 2018), this research found that religiosity did not significantly affect halal food purchase intention.

Second, the integration of religiosity into TPB adds theoretical depth by recognizing the moral and spiritual dimensions that drive consumer intentions in Muslim-majority societies. Religiosity, as a psychological and behavioral construct, influences both direct and indirect decision-making mechanisms (Kurniawati & Savitri, 2020; Albra et al., 2023). This result goes against the usual assumption that being more religious automatically leads to stronger intentions to buy halal products. Instead, it seems that religiosity might play a more indirect or symbolic role—perhaps influencing how aware people are of halal issues or how they respond to social expectations, rather than directly shaping their purchase decisions.

Third, another key takeaway from this study is the important role that halal awareness plays in shaping consumer trust and confidence. When people are better informed about halal principles and what to look for in certified products, they tend to make more thoughtful and deliberate purchasing decisions—something also noted by Nico et al. (2021) and Shahniah et al. (2024). Bashir (2019) similarly found that halal awareness has a direct effect on buying intent while also influencing how certification trust shape consumer decisions.

Fourth, the incorporation of halal certification as a trust-enabling mechanism enriches the theoretical landscape by focusing on the role of formal assurances in reducing perceived risk. Certification acts as an external validator, and its inclusion in the TPB framework aligns with the extended model used by researchers like Septiani and Ridlwan (2020) and Saleh and Rajandran (2024). This finding holds strong relevance in Bangladesh, where inconsistent regulations and unreliable certifications often shape consumer decisions. (Nurhasanah & Hariyani, 2017).

The study provides new insights into how subjective norms valuable contributions to our understanding of social influences in collectivist environments. In Bangladesh's cultural setting, the research identifies family units, religious leaders, and social networks as primary forces guiding halal consumption choices. These results not only support existing literature on the heightened importance of subjective norms in Muslim societies (Elseidi, 2018; Hussin et al., 2017) but go further by uncovering the intricate relationships between social expectations, personal faith, and product awareness - relationships that collectively form the foundation of religiously-motivated purchasing behavior.

In conclusion, this study offers an important theoretical refinement of the TPB model in religious markets. By revealing the limited role of religiosity and attitude—and the strong predictive power of social influence, awareness, and certification—it encourages future research to rethink how TPB constructs operate in different socio-religious contexts. This multi-layered understanding enhances the theoretical discourse on ethical and faith-based consumption, particularly in underexplored markets like Bangladesh.

5.2.2 Practical Implications

This research has many notable practical contributions for marketers, halal certifying bodies, and public agencies working in the halal food industry in Bangladesh. It shows how marketers and public agencies may better motivate consumers, address trust issues, and consider the sociocultural concerns that influence the purchase decisions of halal consumers.

Firstly, improve consumer education with focused awareness campaigns. Because of the strong positive correlation that exists between halal awareness and purchase intention, businesses and public agencies must develop information campaigns that teach the public about halal concepts, scrutiny of the food ingredients, and the production stages of food. Religious institutions, digital platforms, community seminars, and public advocacy can promote halal consciousness. As noted by Nico et al. (2021) and Fitria et al. (2019), better educated consumers tend to be more active participants in the market and more loyal to brands. Thus, strengthening consumer literacy on halal standards will enhance confidence and expand market growth.

Secondly, build trust through transparent and standardized halal certification. Marketers certainly need to display halal certification logos as this certification enhances trust and reduces uncertainty for the consumer. It is equally important to educate consumers on the significance of each certification. Moreover, it is the responsibility of the policymakers and religious leaders in Bangladesh to work together towards having a single halal certification accepted all across the country. As highlighted by Septiani and Ridlwan (2020), lack of trust for halal certified products can easily lead to inconsistent purchasing behavior.

Thirdly, utilize social influence through community engagement. From what this study has shown, it's clear that people's decisions about buying halal food in Bangladesh are strongly guided by those around them—especially family members, close friends, and respected religious figures. Since social approval matters so much in this cultural context, it might be more effective for businesses to move beyond traditional advertising and instead focus on building trust through local networks and community-driven initiatives. When people notice that individuals they trust or identify with are choosing certain products—especially in matters as personal and culturally important as halal food—it often boosts their own confidence in making similar choices. This finding is also supported by earlier research, such as that by Elseidi (2018) and Hasbullah et al. (2015), who pointed out that social influence, particularly among youth, plays a meaningful role in shaping consumer behavior.

Fourthly, reconsider how religiosity is framed in marketing. Interestingly, although religiosity is often seen as a driving force behind halal food consumption, this research did not find it to be a significant predictor of purchase intention in the Bangladeshi context. This does not suggest that religion is unimportant—but rather that consumers may assume halal products meet religious standards by default. Because of this, marketers need to strike a better balance

in how they communicate with consumers. Relying only on religious messaging may not be enough. Highlighting other meaningful qualities—like how clean the product is, its health benefits, or whether it’s ethically made—can appeal to a wider audience, including those who may not be deeply religious, as discussed by Mahendri et al. (2020).

Fifthly, avoid overreliance on assumed positive attitudes. Even though attitude is often highlighted in consumer behavior theories, the results of this study showed that simply having a positive view of halal food doesn’t always translate into a real intention to buy. In other words, just liking or approving of halal products isn’t necessarily enough to motivate a purchase. Businesses should be cautious not to overestimate the power of attitude without reinforcing it with practical cues. To truly influence behavior, marketers might focus more on building consumer trust through third-party endorsements, visible halal certifications, or peer reviews. Creating easy access to halal options and providing clear, reliable product information could have a more immediate impact on buying behavior than trying to shift attitudes alone.

Sixthly, develop branding that reflects local values and trust. For brands operating in the halal food market in Bangladesh, trust and transparency are non-negotiable. This study suggests that consumers respond well to clear, honest communication—especially when it comes to certification and ingredient sourcing. Companies should consider designing packaging that highlights these elements in a straightforward way. In addition, integrating community values into brand messaging—such as featuring local faces, cultural themes, or even regional dialects—can help establish emotional connections with consumers. As noted in the works of Saleh and Rajandran (2024) and Shahnian et al. (2024), branding that aligns with both social identity and consumer expectations can enhance credibility and strengthen customer loyalty.

5.3 Limitations

This study has a few limitations, which need to be addressed in future research for more robust findings.

- The study uses non-probability purposive sampling, which may have introduced sampling bias as it may not represent all Bangladeshi consumers with less familiarity with certified halal practices.
- One notable shortcoming of this study is the absence of perceived behavioral control which is an influential element of the Theory of Planned Behavior (TPB). By not

incorporating this factor, the study may have weakened the model's ability to fully explain why consumers face practical barriers to accessing halal-certified products.

- As this study gathered data through online platforms , it may have unintentionally left out individuals, especially older adults and those with poor internet access.

References

- Abdul Aziz Nugraha Pratama, M. L. (2023). The effect of halal brand awareness on purchase intention in indonesia: the mediating role of attitude. *Cogent Business & Management* , 1-18.
- AE Egger, A. C. (2008). Data: analysis and interpretation. *Visionlearning* .
- Afzaal Ali, G. X. (2018). Antecedents of consumers' Halal brand purchase intention:an integrated approach. *Emerald Insight* .
- Afzaal Ali, G. X. (2017). Factors Affecting Halal Meat Purchase Intention: Evidence from International Muslim Students in China. *British Food Journal* , 527-541.
- AJZEN, I. (1991). The Theory of Planned Behavior . *ORGANIZATIONAL BEHAVIOR AND HUMAN DECISION PROCESSES* , 179–211.
- Bashir, A. M. (2019). Effect of halal awareness, halal logo and attitude on foreign consumers' purchase intention. *British Food Journal* , 1998-2015.
- Chukwuebuka Ibeabuchi, A. E. (2024). Determinants of purchase intention towards halalcertified cosmetic products among nonMuslims. *Journal of Islamic Marketing* .
- Citra Shahnia, D. P. (2024). The Effect of Halal Awareness, Halal Certification, and Social Servicecafe on Purchase Intention in Indonesia: The Mediating Role of Attitude. *International Review of Management and Marketing* , 97-104.
- Devi Septiani, A. A. (2020). The Effects of Halal Certification and Halal Awareness on Purchase Intention of Halal Food Products in Indonesia. *Indonesian Journal of Halal Research* , 55-60.
- Dikdik Harjadi, A. G. (2022). Factors affecting eco-friendly purchase intention: subjective norms and ecological consciousness as moderators. *Harjadi & Gunardi, Cogent Business & Management* , 1-16.
- Efendi, A. (2020). The Effect of Halal Certification, Halal Awareness and Product Knowledge on Purchase Decisions for Halal Fashion Products. *Journal of Digital Marketing and Halal Industry* , 145-154.
- Elseidi, R. I. (2018). Determinants of halal purchasing intentions: evidences from UK. *Journal of Islamic Marketing* , 167-190.

Elseidi, R. I. (2018). Determinants of halal purchasing intentions: evidences from UK. *Journal of Islamic Marketing* , 167-190.

Fadlullah, A. K. (2021). THE EFFECT OF HALAL LABEL, HALAL AWARENESS, FOOD INGREDIENTS, ADVERTISING AND PURCHASE INTEREST ON THE DECISION TO BUY “SAMYANG NOODLES” (STUDY ON UNIVERSITIES STUDENTS IN MALANG CITY) . *South East Asia Journal of Contemporary Business, Economics and Law* .

Field, A. (2013). Discovering statistics using IBM SPSS statistics (4th ed.). *Sage Publications* .

Hana Novita Hasan, S. S. (2020). The influence of attitude, subjective norm and perceived behavioral control towards organic food purchase intention . *Journal Of Management and Business Environment* .

Hasan Saleh, T. R. (2024). Relationship between Non-Muslim Consumer Intention to Purchase Halal Products with Halal Awareness, Halal Certification, Halal Marketing and Halal Knowledge: Systematic Review. *INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES* , 416-426.

Hayat M. Awan, A. N. (2015). Factors affecting Halal purchase intention – evidence from Pakistan’s Halal food sector. *Management Research Review* , 640-660.

J Oke, W. A. (2019). Use of correlation, tolerance and variance inflation factor for multicollinearity test. *GSJ* .

Kamonthip Maichum, S. P.-C. (2017). The Influence of Attitude, Knowledge and Quality on Purchase Intention towards Halal Food: A Case Study of Young Non-Muslim Consumers in Thailand. *International Journal of Management & Social Sciences* , 354-364.

Lim Ai Ling, C. P. (2024). INFLUENCE OF SUBJECTIVE NORMS ON SHAPING CONSUMER PURCHASE INTENTIONS: A STRUCTURED REVIEW. *Malaysian Journal of Business* , 35 – 52.

Liza Nora, N. S. (2016). The role of religiosity, lifestyle, attitude as determinant purchase intention. *Proceedings The 2nd International Multidisciplinary Conference 2016* , 135-148.

M Syukur, S. N. (2018). Factors influencing the purchase intention of halal packaged food in Thailand. *core.ac.uk* .

MA Mörsdorf, V. R. (2015). Definition of sampling units begets conclusions in ecology: The case of habitats for plant communities. *PeerJ* .

Malik Rahmi Fitria, H. A. (2019). THE EFFECT OF HALAL AWARENESS, HALAL CERTIFICATION AND HALAL MARKETING TOWARD HALAL PURCHASE INTENTION OF FAST FOOD AMONG MUSLIM MILLENIALS GENERATION. *Russian Journal of Agricultural and Socio-Economic Sciences* .

Marija Ham, M. J. (2015). The role of subjective norms in forming the intention to purchase green food. *Economic Research-Ekonomska Istraživanja* , 738–748.

Mohd Fauzi Abu-Hussin, F. J. (2017). Halal Purchase Intention Among the Singaporean Muslim Minority. *Journal of Food Products Marketing* , 769–782.

Mutmainah, L. (2018). The Role of Religiosity, Halal Awareness, Halal Certification, and Food Ingredients on Purchase Intention of Halal Food. *Journal of Islamic Economics, Finance, and Banking* , 33-50.

Newaz, F. T.-S. (2016). Muslim religiosity and purchase intention of different categories of islamic financial products. *Journal of Financial Services Marketing* , 141-152.

Nico Alexander Vizano, K. K. (2021). The Effect of Halal Awareness on Purchase Intention of Halal Food: A Case Study in Indonesia. *The Journal of Asian Finance, Economics and Business* , 0441–0453.

Nida Karimah, D. (2021). Effect of Halal Awareness, Halal Certification, Food Ingredients Composition, Halal Marketing and Religiosity on Purchase Intention of Imported Food . *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah* , 177-191.

Noor Afzainiza Afendi, F. L. (2014). Determinants of Halal Purchase Intention: Case in Perlis . *International Journal of Business and Social Research* .

Norlina Mohamed Noor, S. N. (2020). Online Shopping: The Influence of Attitude, Subjective Norm and Perceived Behavioral Control on Purchase Intention. *International Conference on E-Business and Applications* .

- Nurul Aqila Hasbullah, A. O. (2015). The Relationship of Attitude, Subjective Norm and Website Usability on Consumer Intention to Purchase Online: An Evidence of Malaysian Youth. *Procedia Economics and Finance* , 493 – 502.
- Ozturk, A. (2022). The Effect of Halal Product Knowledge, Halal Awareness, Perceived Psychological Risk and Halal Product Attitude on Purchasing Intention. *Business and Economics Research Journal* , 127-141.
- P Kaur, J. S. (2018). Descriptive statistics. *International Journal of Academic Medicine* .
- Rachbini, W. (2018). The Relationship of Attitude, Subjective Norm, Perceived Behavioral Control on Halal Food Purchasing Behavior in Jakarta. *IOSR Journal of Business and Management (IOSR-JBM)* , 28-37.
- Ramadhan, Z. F. (2023). Determinants of Purchase Decision on Halal Product: The Mediating Effect of Halal Certification. *Jurnal Ilmu Ekonomi dan Bisnis Islam* , 187-214.
- RAMAISA AQDAS, A. A. (2020). ISLAMIC PERSPECTIVE IN CONSUMER BEHAVIOUR: EFFECT OF HALAL AWARENESS AND HALAL LOGO WITH MEDIATING ROLE OF PURCHASE INTENTION. *Hamdard Islamicus* , 89-107.
- Saniatun Nurhasanah, H. F. (2017). Halal Purchase Intention on Processed Food. *Tazkia Islamic Finance and Business Review* , 187-209.
- Santi Budiman, T. W. (2014). Purchase Intention of Counterfeit Products: The Role of Subjective Norm . *International Journal of Marketing Studie* .
- Savitri, D. A. (2020). Awareness level analysis of Indonesian consumers toward halal products. *Journal of Islamic Marketing* , 522-546.
- Shahida Suleman, A. S. (2021). Religiosity, halal food consumption, and physical well being: An extension of the TPB. *Cogent Business & Management* .
- Sharma, S. (2023). Harsh Hospitality, Happy Holidays: Exploring Locals' Discrimination in Domestic Tourism. *ANZMAC 2023 - Conference Proceedings* .
- Singh, S. (2023). What is Research Design? Understand Types of Research Design, with Examples. *Researcher.Life* .

Sreekumar, D. (2023). What is Research Methodology? Definition, Types, and Examples. *Paperpal* .

Suddin Lada, G. H. (2009). Predicting intention to choose halal products using theory of reasoned action. *International Journal of Islamic and Middle Eastern Finance and Management* , 66-76.

Tabachnick, B. G. (2019). Using multivariate statistics (7th ed.). *Pearson* .

Wahyuddin Albra, D. M. (2023). The Role of Halal Awareness on the Relationship between Religiosity and Halal Purchase Intention. *International Journal of Islamic Economics and Finance (IJIEF)* , 313-336.

Watson, R. (2015). Quantitative research. *Nursing standard* .

Wisnu Mahendri, J. T. (2020). The Influence of Religiosity and Halal Label through Halal Awareness Purchase Decisions . *Budapest International Research and Critics Institute-Journal* , 1739-1746.

Yuhanis Abdul Aziz, C. N. (2012). The role of halal awareness and halal certification in influencing non-muslims' purchase intention. *3rd INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMIC RESEARCH (3rd ICBER 2012) PROCEEDING* .

Yuni ASTUTI, D. A. (2021). Country of Origin, Religiosity and Halal Awareness: A Case Study of Purchase Intention of Korean Food. *Journal of Asian Finance, Economics and Business* , 0413–0421.

Appendix-A: Questionnaire

Dear Respondent,

I am Mst Samia Rahman Sabah, student of Comilla University. I have been conducting a survey on the title of **Consumers Purchase Intention toward Halal Food Products: Evidence from Bangladesh**. I will be grateful if you kindly responses to the following questions. For your kind information, I would like to ensure you that this survey is conducted only for educational purposes and the information will keep confidential.

Demographic Information

Q1. Your gender:[1] Male [2] Female

Q2. Your age (year): [1] 20 to 25 [4] 36 to 40
[2] 26 to 30 [5] 41 or above
[3] 31 to 35

Q3. Your Education:[1] SSC [4] Post-graduate
[2] HSC [5] Others
[3] Graduate

Q4. Your Occupation:[1] Student [4] Housewife
[2] Service holder [5] Others
[3] Businessman

Q5. Your monthly family income? [1] 15,000 BDT or below
[2] 15,001 to 20,000
[3] 20,001 to 30,000
[4] 30,001 to 40,000
[5] 40,001 or above

Q6. Do you have any experience in buying Halal products/services? [1] Yes [2]No

Q7. Experience in buying halal products /services: [1] 1 year

[2] 1.5-2 years

[3] 2-3 years

[4] More than 3 years

Guide: The following statement was used to explore individual disposition that people have about exploring their ideas about halal food purchase intention. The statement answered on a 5-point Likert scale. (Notes: 1 =strongly disagree, 2 = disagree, 3 =neutral,4 = agree, 5 = strongly agree).

	Halal Awareness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am fully aware and informed about Halal	[1]	[2]	[3]	[4]	[5]
2	I think Halal-ness is very important for all Muslims	[1]	[2]	[3]	[4]	[5]
3	I make sure about the product Halal ingredients	[1]	[2]	[3]	[4]	[5]
4	I know that alcoholic drinks include unlawful (haram) drinks	[1]	[2]	[3]	[4]	[5]
5	I make sure to have enough knowledge to make an informed Decision	[1]	[2]	[3]	[4]	[5]
	Halal Certification					
6	Halal certification is used to ensure halal product	[1]	[2]	[3]	[4]	[5]
7	Halal certification increases halal production in the market	[1]	[2]	[3]	[4]	[5]
8	When I buy a product, I demand a Halal certified product	[1]	[2]	[3]	[4]	[5]
9	Halal certification give me a sense of security	[1]	[2]	[3]	[4]	[5]

	Religiosity					
10	My religion requires me to always eat halal food	[1]	[2]	[3]	[4]	[5]
11	I avoid buying products that are prohibited by religion	[1]	[2]	[3]	[4]	[5]
12	I take decision to buy halal products which are influenced by religious beliefs	[1]	[2]	[3]	[4]	[5]
	Attitude					
13	I have a favorable attitude towards halal products	[1]	[2]	[3]	[4]	[5]
14	I'm sure halal product is safer than non-halal	[1]	[2]	[3]	[4]	[5]
15	Consuming halal product will have a positive impact on individual behavior	[1]	[2]	[3]	[4]	[5]
16	Consuming halal food will make the body more healthy	[1]	[2]	[3]	[4]	[5]
	Subjective Norms					
17	Most people who are important to me choose halal products	[1]	[2]	[3]	[4]	[5]
18	My family members prefer halal products	[1]	[2]	[3]	[4]	[5]
19	People can influence me to eat halal food	[1]	[2]	[3]	[4]	[5]
	Purchase Intention					
20	I plan to choose halal products in the forthcoming month	[1]	[2]	[3]	[4]	[5]
21	I will not visit a place where halal is still in doubt	[1]	[2]	[3]	[4]	[5]
22	I have the desire to buy halal	[1]	[2]	[3]	[4]	[5]

	products rather than famous products					
23	I have the confidence in buying halal products even though they are expensive	[1]	[2]	[3]	[4]	[5]

Appendix – B: Analysis of literature review

S .L	Authors	Year	Origin	Title	Objective	Factors (IV,DV & Others)	Theoretical Background	Major Findings	Implications	Research Gap
1	Nico Alexander Vizano, KhamaludinKhamaludin, MochammadFahlevi	2021	Indonesia	The Effect of Halal Awareness on Purchase Intention of Halal Food: A Case Study in Indonesia	To examine the influence of halal awareness on the purchase intention of halal food among Indonesian consumers.	IV (Independent Variable): Halal Awareness (Dependent Variable): Purchase Intention Other Factors: Religiosity, Knowledge, Attitude, Subjective Norms	Theory of Planned Behavior (TPB)	Halal awareness significantly influences purchase intention. Religiosity and knowledge about halal products strengthen this relationship. Attitude and subjective norms also play a mediating role in shaping consumer behavior.	The study suggests that businesses and policymakers should focus on increasing halal awareness through education and marketing campaigns. Strengthening halal certification processes can also enhance consumer trust and purchase intention.	The study is limited to Indonesia and does not explore cross-cultural differences. Future research could investigate the role of digital marketing and e-commerce in promoting halal products.
2	Devi Septian, Ahmad AjibRidwan	2020	Indonesia	The Effects of Halal Certification and	To examine the influence of halal certification	IV (Independent Variables): Halal Certification		Both halal certification and halal awareness positively	Businesses should focus on obtaining g and	The study suggests further research could

				Halal Awareness on Purchase Intention of Halal Food Products in Indonesia	on and halal awareness on the purchase intention of halal food products in Indonesia.	n, Halal Awareness DV (Dependent Variable): Purchase Intention		and significantly influence consumers' purchase intentions of halal food products.	promoting halal certification to build consumer trust. Increasing halal awareness through education and marketing campaigns can enhance purchase intention. Policymakers should ensure the credibility of halal certification bodies.	explore other factors influencing purchase intentions, such as religiousity and recommends expanding the demographic scope beyond the sampled population.
3	DwiAgustinaKurniawati, Hana Savitri	2020	Indonesia	Awareness Level Analysis of Indonesian Consumers Toward Halal Products	To measure and analyze the halal awareness of Indonesian consumers toward halal products	Independent Variables (IV): Religious Belief, Health Reason, Halal Logo Certification, Exposure Dependent Variable (DV): Halal		Religious belief, health reasons, halal logo certification, and exposure — positively and significantly influence consumers' halal awareness.	Businesses should focus on increasing halal awareness through education and marketing campaigns. Strength	The study suggests further research could explore other factors influencing halal awareness, such as cultural influence

						Awareness			ening halal certification processes can build consumer trust and drive purchase decisions. Policymakers should ensure the credibility of halal certification bodies.	s or personal experiences, and recommends expanding the demographic scope beyond the sampled population
4	YA Aziz, CN Vui	2012	Malaysia	The Role of Halal Awareness and Halal Certification in Influencing Non-Muslims' Purchase Intention	To examine how halal awareness, halal certification, food quality, marketing promotion, and brand influence the purchase intentions of non-Muslim consumers towards halal products.	Independent Variables (IV): Halal Awareness, Halal Certification, Food Quality, Marketing Promotion, Brand. Dependent Variable (DV): Purchase Intention	Theory of Planned Behavior (TPB)	Halal awareness, halal certification, marketing promotion, and brand positively influence non-Muslims' purchase intentions. But food quality was found to have a negative association with purchase intention.	Encouraging halal certification can expand the market reach of halal products beyond Muslim consumers. Highlighting the quality and health benefits of halal products can	

									enhance trust and purchase intention.	
5	ArifEfendi	2020	Indonesia	The Effect of Halal Certification, Halal Awareness, and Product Knowledge on Purchase Decisions for Halal Fashion Products	To examine the effect of halal certification, halal awareness, and product knowledge on purchasing decisions for halal fashion products, and to provide a perspective on the importance of using halal products in society.	Independent Variables (IV): Halal Certification, Halal Awareness, Product Knowledge Dependent Variable (DV): Purchase Decision		Halal certification has a positive but insignificant effect on purchasing decisions for halal-labeled fashion products. Halal awareness has a positive and significant impact on purchasing decisions. Product knowledge also has a positive and significant effect on purchasing decisions.	The findings suggest that increasing consumer awareness and knowledge about halal products can significantly enhance their purchasing decision. Companies should focus on educational marketing strategies to boost halal awareness and product knowledge among consumers.	The study found that halal certification did not significantly influence purchase decisions, indicating a potential area for further research to understand the underlying reasons and to explore other factors that may impact the effectiveness of halal certification in influencing consumer behavior.

									ers.	.
6	AbdulkadirOzturk	2022	Turkey	The Effect of Halal Product Knowledge, Halal Awareness, Perceived Psychological Risk, and Halal Product Attitude on Purchasing Intention	To investigate consumer's attitudes and purchase intentions towards halal chicken products, focusing on the effects of halal product knowledge, halal awareness, and perceived psychological risk.	(IV): Halal Product Knowledge, Halal Awareness, Perceived Psychological Risk, Attitude (DV): Purchase Intention	Knowledge-Attitude-Practice (KAP) model	Halal product knowledge, halal awareness, and perceived psychological risk positively influence attitudes towards halal chicken products. Attitudes towards halal products, halal awareness, and perceived psychological risk positively influence purchase intention.	Enhancing consumer knowledge and awareness of halal products can boost positive attitudes and purchasing intentions. Addressing psychological risks associated with non-halal products can further encourage halal product purchases.	Limited exploration of the combined effects of halal knowledge, awareness, and perceived psychological risk on consumer attitudes and purchase intentions.
7	Malik RahmiFitria, HermawanAji, AsnawiYudha Heryawan	2019	Indonesia	The Effect of Halal Awareness, Halal Certification, and Halal Marketing Toward	To examine the influence of Halal awareness, Halal certification, and Halal marketing on Halal purchase	Independent Variables (IV): Halal Awareness, Halal Certification, Halal Marketing Dependent Variable (DV): Halal Purchase		Halal awareness, halal certification, and halal marketing significantly influence halal purchase intention among	Enhancing halal awareness, ensuring proper halal certification, and effective halal marketing can further encourage halal product purchases.	Further research could explore additional factors influencing halal purchase intentions and examine

				Halal Purchase Intention of Fast Food Among Muslim Millennials Generation	intention of fast food among Muslim millennials.	Intention		Muslim millennials.	strategies can positively impact purchase intentions. Marketers should focus on these factors to attract Muslim millennial consumers.	different demographic groups
8	Abdalla Mohamed Bashir	2019	South Africa	Effect of Halal Awareness, Halal Logo, and Attitude on Foreign Consumers' Purchase Intention	To examine the influence of Halal awareness, Halal logo, and consumer attitude on foreign consumers' purchase intention toward Halal products.	Independent Variables: Halal Awareness, Halal Logo, Attitude Dependent Variable: Purchase Intention towards Halal Food Products		Halal awareness significantly influences foreign consumers' purchase intention. The presence of a Halal logo positively affects purchase intention. Consumer attitude toward Halal products plays a mediating role in shaping purchase intention.	Marketers should consider targeting non-Muslim consumers, as they have shown significant interest in halal food products. Enhancing halal awareness and ensuring clear halal certification (logos)	The study was limited to Cape Town, South Africa, and focused on specific variables; future research could explore other regions and additional factors influencing halal purchase intentions.

									can positively influence purchase intentions among foreign consumers.	
9	WisnuMahendri, JuniantoTjahjo Darsono, AchmadFirdiansjah	2020	Indonesia	The Influence of Religiosity and Halal Label through Halal Awareness on Purchase Decisions	To examine the effects of religiosity and halal labeling on purchase decisions, with halal awareness acting as a mediating variable.	Independent Variables; Religiosity, Halal Label Mediating Variable: Halal Awareness Dependent Variable: Purchase Decision		Religiosity and halal labeling positively influence halal awareness. Halal awareness significantly impacts purchase decisions. Halal awareness mediates the relationship between religiosity, halal labeling, and purchase decisions.	Enhancing religiosity and clear halal labeling can increase halal awareness, leading to informed purchase decisions. Marketers should emphasize halal certifications and target religious values to boost consumer confidence.	Further research could explore additional factors influencing halal purchase decisions and examine different demographic groups.
10	Hasan Saleh, ThurgaRajand	2024	Malaysia	Relationship	To explore	Independent		Halal awareness	Enhancing halal	Further research

	ran			between n Non- Muslim Consu mer Intentio n to Purchas e Halal Product s with Halal Awaren ess, Halal Certific ation, Halal Marketi ng, and Halal Knowle dge: System atic Review	the relationsh ip between non- Muslim consumer s' intention to purchase halal products and factors such as halal awareness , halal certificati on, halal marketing , and halal knowledg e.	Variables: Halal Awareness , Halal Certificatio n,, Halal Marketing, Halal Knowledg e Dependen t Variable: Non- Muslim Consumer s', Purchase Intention towards Halal Products		positively influences non- Muslim consumers ' purchase intention. Halal certificatio n enhances trust and purchase intention among non- Muslim consumers . Halal marketing strategies significantly impact non- Muslim consumers ' perception and intention to purchase Halal products. Halal knowledge plays a crucial role in shaping non- Muslim consumers ' attitudes and purchase intentions.	awarene ss and knowled ge among non- Muslim consum ers can positivel y influenc e their purchas e intentio ns. - Consiste nt and clear halal certificat ion and labeling are crucial for building trust among non- Muslim consum ers. - Effective halal marketin g strategie s that emphasi ze ethical, health, and quality aspects can	could explore addition al factors influenci ng non- Muslim consume rs' purchase intention s towards halal products and examine different demogra phic groups.
--	-----	--	--	--	---	---	--	---	---	--

									attract non-Muslim consumers.	
1 1	NidaKarimah, Darwanto	202 1	Indone sia	Effect of Halal Awareness, Halal Certification, Food Ingredients Composition, Halal Marketing, and Religiosity on Purchase Intention of Imported Food Products	To examine the influence of halal awareness, halal certification, food ingredients composition, halal marketing, and religiosity on the purchase intention of imported food products among Muslim consumers in Semarang	Independent Variables: Halal Awareness, Halal Certification, Food Ingredients Composition, Halal Marketing, Religiosity Dependent Variable: Purchase Intention of Imported Food Products		Halal awareness, halal certification, food ingredients composition, halal marketing, and religiosity — positively and significantly affect the purchase intention of imported food products among Muslim consumers.	Enhancing consumers' halal awareness and providing clear halal certifications can boost purchase intentions. Transparent information about food ingredients and effective halal marketing strategies are crucial. Religiosity plays a significant role in shaping purchase intentions, indicating that religious	The study is limited to Muslim consumers in Semarang; future research could explore other regions and include non-Muslim consumers to provide a broader perspective.

									beliefs influenc e consum er behavior .	
1 2	AchmadKholi dFadlullah	202 1	Indone sia	The Effect of Halal Label, Halal Awaren ess, Food Ingredi ents, Adverti sing, and Purchas e Interest on the Decisio n to Buy 'Samya ng Noodle s' (Study on Universi ty Student s in Malang City)	To examine the direct and indirect effects of halal label, halal awareness , food ingredient s, advertisin g, and purchase interest on the purchasin g decisions of Samyang noodles among university students in Malang City.	Independ ent Variables: Halal Label ,Halal Awareness , Food Ingredient s, Advertisin g, Purchase Interest Dependen t Variable: Purchase Decision		Halal label significan tly influences the decision to buy "Samyang Noodles." Halal awareness positively affects consumer decisions. Food ingredient s play a critical role in shaping purchase decisions. Advertisin g enhances consumer interest and decision- making. Purchase interest mediates the relationshi p between the factors and the decision to buy.	Emphasi zing halal labeling and effective advertisi ng can enhance purchas e interest and decision s among consum ers. Market ers should focus on increasin g halal awarene ss and providin g clear informat ion about product ingredie nts to boost purchas e interest and decision s.	The study is limited to universit y students in Malang City; future research could explore different demogra phics and regions to generaliz e findings

13	WahyuddinAlbra, DarmawatiMuchtari, Nurlela, Muliani, RisnaSafitri, Fitria, ZaitunNisa	2023	Indonesia	The Role of Halal Awareness on the Relationship between Religion and Halal Purchase Intention	To investigate the effect of religiosity and halal awareness on halal purchase intention and analyze the mediating effect of halal awareness on the relationship between religiosity and halal purchase intention.	Independent Variable (IV): Religiosity. Dependent Variable (DV): Halal Purchase Intention. Mediating Variable: Halal Awareness	Theory of Planned Behavior	Religiosity positively influences halal purchase intention. Halal awareness mediates the relationship between religiosity and halal purchase intention. Halal awareness strengthens the impact.	Enhancing religiosity and halal awareness can increase consumers' interest in purchasing halal products	The study suggests further exploration into other potential moderators in the relationship between religiosity and halal purchase intention.
14	Citra Shahniah, DudiPermana, Sri Harini, EndriEndri, MutiaWahyuningih	2024	Indonesia	The Effect of Halal Awareness, Halal Certification, and Social Servicescape on Purchase Intention in Indonesia: The Mediating Role of Attitude	To determine the effect of halal awareness, halal certification, and social servicescape on the purchase intention of halal food, mediated by attitude towards Japanese food products.	Independent Variables (IV): Halal Awareness, Halal Certification, Social Servicescape. Mediating Variable: Attitude towards Japanese Food Products. Dependent Variable (DV): Purchase Intention of Halal Food		Halal awareness, halal certification, and social servicescape positively affect attitudes towards Japanese food products. Attitudes, positively and significantly influence the purchase intention of halal food.	Businesses should focus on these factors to effectively attract and retain consumers seeking halal food options.	The study focused on a specific Japanese restaurant, suggesting that future research could explore a more comprehensive range of food establishments to generalize the findings. Addition

										ally, investigating other potential mediators or moderators, such as cultural influences or personal values, could provide a deeper understanding of the factors influencing halal food purchase intentions.
15	Yuni ASTUTI, Daru ASIH	2021	Indonesia	Country of Origin, Religiosity, and Halal Awareness: A Case Study of Purchase Intention of Korean Food	To empirically analyze whether foods from a non-Muslim majority country, such as South Korea, could influence consumer intention in a predominantly Muslim country	IV: Religiosity, Halal Awareness, Country of Origin; DV: Purchase Intention		Religiosity and halal awareness positively and significantly affect attitude toward halal labels; however, the attitude toward halal labels has a positive but insignificant effect on	Highlights the importance for marketers to adhere to halal principles in predominantly Muslim markets, even when introducing products from non-Muslim	Further research could explore other factors influencing purchase intention and consider different cultural contexts.

								purchase intention. Country of origin did not have a positive effect on attitudes towards the halal label	countries.	
16	RAMAISA AQDAS, AZKA AMIN	2020	Pakistan	Islamic Perspective in Consumer Behavior: Effects of Halal Awareness and Halal Logo with Mediating Role of Purchasing Intention	To examine the relationship between halal awareness, halal logo, consumer attitude, and buying behavior, with the mediating role of purchase intention in the Pakistani consumer market.	IV: Halal Awareness, Halal Logo; Mediator: Purchase Intention; DV: Buying Behavior		Positive correlation between halal awareness and consumer attitude with purchase intention; however, the halal logo does not significantly influence purchase intention. The mediating role of purchase intention is significant between halal awareness and consumer attitude.	Suggests that increasing halal awareness positively impact consumer attitudes and purchasing intentions, while merely displaying a halal logo may not be sufficient.	Future studies could investigate the reasons behind the insignificance of the halal logo and explore other potential moderators in the relationship
17	Abdul Aziz NugrahaPratama, M. LuthfiHamidi & Edi Cahyono	2023	Indonesia	The Effect of Halal Brand Awareness on Purchasing	To investigate the relationships between halal	IV: Halal Brand Awareness; Mediator: Attitude; DV: Purchase	Theory of Planned Behavior (TPB)	Halal brand awareness positively influences both attitude	Highlights the importance for halal industry players	Future research could explore other factors influencing

				e Intention in Indonesia: The Mediating Role of Attitude	brand awareness and purchase intention, with attitude as a mediating variable, among Indonesian consumers	Intention		and purchase intention. Attitude also positively affects purchase intention and partially mediates the relationship between halal brand awareness and purchase intention	to respond to consumers shifting from conventional to halal lifestyle orientation	ng purchase intention and consider different cultural contexts
1 8	NA Afendi, FL Azizan, AI Darami	201 4	Malaysia	Determinants of Halal Purchase Intention: Case in Perlis	To determine the factors that influence purchase intention of Halal products among consumers at selected supermarkets around Perlis.	IV: Attitude, Subjective Norms, Perceived Behavioral Control; DV: Purchase Intention	Theory of Planned Behavior	Attitude, subjective norms, and perceived behavioral control positively impact the intention to purchase Halal products	Understanding these factors can help retailers and marketers in strategizing to meet consumer needs effectively	Future research could focus on fast-growing cities for more comparable results and provide workable directions in Halal products
1 9	RI Elseidi	201 8	UK	Determinants of Halal Purchasing Intensions: Evidence from UK	To explore the perceptions of Arabian Muslim consumers about halal food products	IV: Attitude, Subjective Norms, Perceived Behavioral Control; DV: Purchase Intention; Moderator	Theory of Planned Behavior	Subjective norms are the most influential determinant of purchase intention for consumers with both	Insights can aid halal food producers in developing sophisticated marketing	Focus was limited to Arabian Muslim consumers in Scotland; future studies

					and investigate their behavior towards halal-labelled food products in UK mainstream supermarkets using the Theory of Planned Behavior (TPB)	s: Islamic Religiosity, Confidence in Halal Logo		high and low Islamic religiosity.	g strategies to cater to Muslim consumers in the UK.	could include a more diverse Muslim population.	
20	A Ali, Xiaoling, Sherwani, Ali	G M A	2018	Pakistan	Antecedents of Consumers' Halal Brand Purchase Intention: An Integrated Approach	To elaborate the relationships among brand perceived quality, Halal brand image, Halal brand satisfaction, Halal brand trust, Halal brand loyalty, and consumer purchase intention	IV: Brand Perceived Quality, Halal Brand Image, Halal Brand Satisfaction, Halal Brand Trust, Halal Brand Loyalty; DV: Halal Brand Purchase Intention		Perceived brand quality positively influences Halal brand image, satisfaction, trust, loyalty, and purchase intention. Additionally, Halal brand image, satisfaction, trust, and loyalty significantly influence consumer Halal brand purchase intention.	Understanding these relationships can help businesses develop strategies to enhance consumer trust and loyalty towards Halal brands, thereby increasing purchase intentions	The study is limited to Pakistani Muslims; findings may not be equally valid for Muslim consumers in other countries or for other types of products.
21	A Ali, Sherwani,	M A	2021	China	Investigating	To empirically	IV: Halal Brand		Halal brand	Findings assist	Study conduct

	Ali, Z Ali			the Antecedents of Halal Brand Product Purchase Intention: An Empirical Investigation	to validate the interrelationships among branding constructs such as brand image, perceived quality, satisfaction, trust, and loyalty in the context of halal brand products to gauge Chinese Muslim consumers' purchasing intentions.	Image, Halal Brand Perceived Quality, Halal Brand Satisfaction, Halal Brand Trust, Halal Brand Loyalty; DV: Halal Brand Purchase Intention		image positively influences perceived quality, satisfaction, trust, and loyalty, which in turn significantly influence purchase intention	businesses and policymakers in better meeting the demand for halal products among Chinese Muslims	ed in the halal food sector of China; further research could explore other non-Muslim-majority countries
22	A Ali, G Xiaoling, M Sherwani, A Ali	2017	China	Factors Affecting Halal Meat Purchase Intention: Evidence from International Muslim Students in China	To investigate the factors influencing Halal meat purchase intention among international Muslim students in China.	IV: Halal Awareness, Halal Certification, Attitude, Subjective Norms, Perceived Behavioral Control; DV: Purchase Intention	Theory of Planned Behavior	Halal awareness, certification, attitude, subjective norms, and perceived behavioral control positively influence purchase intention.	Enhancing Halal awareness and certification can boost purchase intentions among international Muslim students	The study focuses on international Muslim students in China; future research could explore other demographic groups or regions
2	S Nurhasanah,	201	Indone	Halal	To	IV: Halal		Halal	Business	The

3	HF Hariyani	7	sia	Purchase Intention on Processed Food	investigate the factors affecting customers' purchase intention of Halal processed food	Awareness, Health Reasons, Perceived Value, Halal Marketing, Food Safety, Halal Certification, Brand Image, Perceived Quality; DV: Purchase Intention		awareness, health reasons, perceived value, and Halal marketing have significant positive effects on purchase intention. Food safety influences purchase intention indirectly through health reasons; Halal certification influences indirectly through brand image; brand image and perceived quality influence indirectly through perceived value	es should focus on enhancing Halal awareness, health benefits, and perceived value to boost purchase intentions.	study is limited to processed food in Indonesia; future research could explore other product categories or regions
24	MF Hussin, Abu F Johari, A Hehsan	2017	Singapore	Halal Purchase Intention Among the Singaporean Muslim Minorit	To examine the factors influencing Halal purchase intention among the Muslim	IV: Religious Commitment, Halal Awareness, Attitude, Subjective Norms, Perceived Behavioral Control;	Theory of Planned Behavior	Religious commitment, Halal awareness, attitude, subjective norms, and perceived behavioral control	Marketers should consider religious commitment and Halal awareness to	The study focuses on the Muslim minority in Singapore; future research could

				y	minority in Singapore	DV: Purchase Intention		positively influence purchase intention.	effective ly target the Muslim minority market in Singapo re	explore other minority Muslim populati ons or regions
2 5	M Syukur, S Nimsai	201 8	Thaila nd	Factors Influenc ing the Purchas e Intentio n of Halal Packag ed Food in Thailan d	To investigat e the factors that can influence the purchase intention of halal food among Muslim consumer s in Thailand.	IV: Product Characteri stics, Place (Distributi on), Halal Awareness , Religiosity Level; DV: Purchase Intention	Theory of Planne d Behavi or	Product charakteris tics, place (distributio n), halal awareness, and religiosity level significanti ly influence consumers ' purchase intention of halal food in Thailand.	Underst anding these factors can help business es and policym akers develop strategie s to enhance the consum ption of halal food among Muslim consum ers in Thailand	The study focuses on Muslim consume rs in Thailand; future research could explore other demogra phic groups or regions to validate these findings.

Turnitin 독창성 보고서

처리일자: 2025년 06월 24일 00:47 KST
ID: 2704749859
단어 수: 11560
제출일: 1

HP-22307001_(3)hjm[1] (1) (1).doc 저자: sindy d.costa

[문서보기 창](#)

유사성 지표 19%	출처별 유사성 인터넷 출처: 12% 출판물: 14% 학생 보고서: 5%
--------------------------	---

[인용 리스트 제외](#)
[서지 리스트 제외](#)
[사소한 일치 제외](#)

모드: 보고서 빠른보기(클래식)
[프린트](#)
[다운로드](#)

1% 일치(출처: 인터넷 2024년 10월 18일)
<https://www.mdpi.com/2071-1050/16/19/8333>

1% 일치()
[Sari, Mia, Rusydiana, Aam Slamet, Indra, Indra, Avedta, Sherrindra. "How Do Halal Component and Marketing Drive Muslim Consumers?", Fakultas Ekonomi dan Bisnis Islam UIN Walisongo, 2023](#)

1% 일치(Shahedul Hasan, Mohammad Faruk, Kamron Naher, Shazzad Hossain. "Influence of halal marketing on intention towards halal cosmetics: halal awareness and attitude as mediators", Journal of Islamic Marketing, 2024)
[Shahedul Hasan, Mohammad Faruk, Kamron Naher, Shazzad Hossain. "Influence of halal marketing on intention towards halal cosmetics: halal awareness and attitude as mediators", Journal of Islamic Marketing, 2024](#)

1% 일치()
[Shaari, Hasnizam, Ahmad, Norzieirani et al. "The Influence of Halal Marketing Strategies on Intention to Purchase Halal Product: A Comparative Study between Malaysia and Thailand", "UUM Press, Universiti Utara Malaysia", 2020](#)

1% 일치(Hashim, Azura Hanim. "The Relationship Between Religiosity, Halal Perception and Intention to Purchase Halal Food Products: A Comparative Study Between Arab Muslim and Non-Arab Muslim Consumers", University of Malaya (Malaysia), 2023)
[Hashim, Azura Hanim. "The Relationship Between Religiosity, Halal Perception and Intention to Purchase Halal Food Products: A Comparative Study Between Arab Muslim and Non-Arab Muslim Consumers", University of Malaya \(Malaysia\), 2023](#)

1% 일치(Syayyidah M. Jannah, Hasan Al-Banna. "HALAL AWARENESS AND HALAL TRACEABILITY: MUSLIM CONSUMERS' AND ENTREPRENEURS' PERSPECTIVES", Journal of Islamic Monetary Economics and Finance, 2021)
[Syayyidah M. Jannah, Hasan Al-Banna. "HALAL AWARENESS AND HALAL TRACEABILITY: MUSLIM CONSUMERS' AND ENTREPRENEURS' PERSPECTIVES", Journal of Islamic Monetary Economics and Finance, 2021](#)

1% 일치()
[Nurhasanah, S. \(Saniatun\), Hariyani, H. F. \(Happy\). "Halal Purchase Intention on Processed Food", Asosiasi Dosen Ekonomi Syariah, 2017](#)

1% 일치(Khalek, Aiedah Abdul. "Determinants Influencing Halal Food Consumption among Generation Y Muslims in Malaysian Private Universities", University of Malaya (Malaysia), 2023)
[Khalek, Aiedah Abdul. "Determinants Influencing Halal Food Consumption among Generation Y Muslims in Malaysian Private Universities", University of Malaya \(Malaysia\), 2023](#)

<1% 일치(출처: 인터넷 2020년 11월 02일)
<https://www.mdpi.com/2624-6511/3/4/59/htm>

<1% 일치(출처: 인터넷 2020년 03월 03일)
<https://www.mdpi.com/2071-1050/11/11/3213/htm>

<1% 일치(출처: 인터넷 2023년 04월 30일)
<https://www.mdpi.com/2304-8158/12/8/1702>

<1% 일치(출처: 인터넷 2022년 02월 26일)
<https://www.coursehero.com/file/73571000/Md-Ashraf-Islam-Final-Projet-Paperdocx/>

<1% 일치(출처: 인터넷 2023년 03월 17일)
<https://WWW.coursehero.com/file/129897104/Week-2-assignment-1docx/>

<1% 일치(출처: 인터넷 2023년 10월 21일)
<https://www.coursehero.com/file/152545512/13264073-MBApdf/>

<1% 일치(출처: 인터넷 2023년 09월 17일)
<https://www.coursehero.com/file/62183840/HRM-PRACTICES-IN-NGO-SECTOR-A-COMPARATIVE-ANALYSISdoc/>

<1% 일치(출처: 인터넷 2025년 03월 05일)
<https://etd.aau.edu.et/server/api/core/bitstreams/b918539c-fb93-4945-baf3-9d41785e892d/content>

<1% 일치(출처: 인터넷 2024년 03월 29일)
<https://etd.aau.edu.et/items/89670784-b7ce-42f2-95b3-3c3129e8e50b/full>

<1% 일치(출처: 인터넷 2025년 02월 28일)
<https://etd.aau.edu.et/server/api/core/bitstreams/6ee50061-310b-4dae-85b4-565946629b7e/content>

<1% 일치(출처: 인터넷 2024년 04월 17일)
<https://etd.aau.edu.et/server/api/core/bitstreams/07df4663-6f13-4036-81f6-fd1e08ba3250/content>
