

## The Effect of Attitude, Subjective Norm and Perceived Behaviour Control Towards Intention of Muslim Youth at Public Universities in Kelantan to Consume Halal Labelled Chocolate Bar Product

Muhamad Nursalwani<sup>[a],\*</sup>; Abdul Latiff Zulariff<sup>[b]</sup>

<sup>[a]</sup>Master Student, Faculty of Agro Based Industry, University Malaysia Kelantan, Jeli, Kelantan, Malaysia.

<sup>[b]</sup>Senior Lecturer, Faculty of Agro Based Industry, University Malaysia Kelantan, Jeli, Kelantan, Malaysia.

\*Corresponding author.

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### Abstract

Halal products which have been certified by JAKIM are safe to be consumed by the consumers. The objective of this research was to determine the effect of attitude, subjective norm and perceived behaviour control towards intention of Muslim youth at public universities in Kelantan to consume halal labelled chocolate bar product. This study used a cross sectional study with a survey method via questionnaire. This study involved 334 Muslim youths in public universities, Kelantan that were chosen by a simple random sampling technique. The results show that there were significant difference and a strong positive relationship between the attitude, subjective norm and perceived behavioural control with the intention to consume halal labelled chocolate bar product.

**Key words:** Attitude; Subjective norm; Behaviour; Halal labelled; Students

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### INTRODUCTION

Lawful or allowed by Islamic Law are the meaning of halal that are comes from an Arabic word. Halal which

had meaning of “permitted, allowed or lawful” is a Qur’anic term according to *Qur’an Surah*.

O you who have believed, do not prohibit the good things which Allah has made lawful to you and do not transgress. Indeed, Allah does not like transgressors. And eat of what Allah has provided for you [which is] lawful and good. And fear Allah, in whom you are believers. (Qur’an, 5, pp.87-88)

Malaysia Department of Islamic Development (JAKIM) defines the halal food as the food that not made of any part of animal which is prohibited by Islam and free from any unlawful component. The halal food also includes the process of slaughtering, storing, displaying and preparing of the food itself. Forbidden and prohibited are the meaning for the reverse word of halal which is haram or non-halal. While the word “syubhah” is the meaning for any food or drink product which does not come under the category of halal or haram. Consuming the “syubhah” foods or drinks product should be avoided until the status becomes clear (Singapore Halal Directory, 2016).

Islam emphasize the food consume by Muslim to gain a meaningful life. Halal-label is a standard and acknowledged by Muslim international in responding to the needs of Muslims on food labelling content. Halal label is not just a religious requirement due to the effort of Malaysia certification body in promoting halal label and the importance of eating healthy food product.

At the present moment, Malaysian government provides full support in order to promote the process of Halal Certification on the products and services. Hence, halal provides guarantee to all Muslim consumers. Halal Industry Development Corporation (HDC) recommends all the applicants for Halal Certification to fulfil the necessities of Good Manufacturing Process (GMP) and Hazard Analysis Critical Control Point (HACCP) (Halal Industry Development Corporation, 2013). Halal products are the quality products to non-Muslims. Hence, halal products that have been certified by JAKIM are products that are halal and safe to consume by consumers.

There is a growing need to provide halal labelling on the packaged food due to the current development in Malaysia food industries. Halal labelling provides the producers and vendors in Malaysia and elsewhere with a broad understanding of consumers' beliefs, emotional states, and thoughts to properly interpret the consumption decisions of their products. The halal label exposed on the packaging of chocolate bar products was shown to influence all consumers in consuming the products (Hamdan et al., 2013).

The information gives an assurance on the main ingredients used for the food, as well as additives and condiments. Currently, consumers understand the importance of health and they search for health food to avoid the diseases and improve their mental state and life's quality. Therefore, more Malaysia's people are showing bigger interest in purchasing and consuming healthier and more hygienic foods.

Nowadays, consumers acknowledge about imported chocolate bar products. The willingness of affluent consumers to spend on chocolate bar products increased due to the perceived quality of chocolate bar products. The brand choice and product variety of chocolate bar products affects the consumption behaviour of consumers. Some imported chocolate bar products in Malaysia that have halal labels are Kit Kat, Toblerone, Hersheys', and Cadbury.

The presence of halal label on every chocolate bar product led to easy sales in the Malaysian market. The government of Malaysia is striving to develop the country as a global halal centre. JAKIM has developed a set of food standards that are mostly recognized by Muslim countries. JAKIM need to be responsible for the implementing the halal certification system in addition to monitor and enforce halal guidelines in the country. Malaysia has a population of more than 30 million and around 60% of that are Muslims (Man, 2014). Malaysia has a mature Muslim consumer market and increasing demand for chocolate bar products based on Halal label.

Chocolate bar product based on Halal label is chosen for this study because chocolate is a popular snack among food and beverage of the consumers especially youth consumers. There is lack of empirical study exploring on the halal consumption from Muslim youth point of view (Abdul Khalek & Syed Ismail, 2015). Hence, this study should be conducted to determine the effect of the attitude, subjective norm and perceived behaviour control of the Muslim youth at public universities, Kelantan toward intention to consume halal labelled chocolate bar product by applying the Theory of Planned Behaviour (TPB) as the conceptual framework.

## 1. LITERATURE REVIEW

Theory of planned behaviour (TPB) is the one of the most widely used theories of consumer behaviour. This theory

is an explanatory model developed by Icek Ajzen in 1985 which is used for a wide variety of behavioural intention. The behavioural intention consists of three main variables which are attitude toward the behaviour, subjective norm and perceived behavioural control (Lee, Cerreto, & Lee, 2010).

TPB used also as social cognition model which holds that health-related behaviour can be expected from the intention theory. Attitudes, subjective norms and perceived behavioural control influence intention towards the behaviour. The attitudes are considered as beliefs on the outcome of the health-related behaviour weighted by value of outcome. Subjective norm is the individual belief weighted by the level of compliance with such influence. It key people in his or her life might affect them to act in a certain way. Perceived behavioural control is the individual belief that weighted by perceived control he or she has over these factors (Dumitrescu et al., 2011).

TPB model has been used in a study on the effect of food labelling on purchasing behaviour among non-Muslim consumers in Klang Valley (Abdul Latiff, 2013). 795 respondents have been selecting in the survey. TPB model was statistical significantly accurate with the study based on the analysis that describes the consumer purchasing intention. In this study, TPB also will be used in effort to answer the research questions regarding the intentions of Muslim youth at public universities in Kelantan towards halal label on chocolate bar product. TPB will be used in order to identify the intention levels of Muslim youth at public universities in Kelantan in regards to halal label on chocolate bar product.

Researchers agreed that by using TPB, the intention to consume identifies the belief of individual human in consuming food product based on Halal label (Muhamad Yunus et al., 2014). The application of TPB in halal issues helps to explain about the behaviour of the consumer in consuming halal certified product (Mohamed Yunos et al., 2014).

Theory of Planned Behaviour (TPB) by Ajzen had been adapted as a theoretical framework by Abdul Khalek et al., (2015). A study on the young Muslim's behavioural intention to consume halal food with halal label in Malaysian Private Higher Learning Institutions. The results show that young Muslims' has positive attitudes and behaviour control towards halal food had influenced the intention to consume halal food in Klang Valley.

A study about the direct effects of halal product actual purchase antecedents among the International Muslim consumers by Mohamed Omar (2012) had indicated that TPB is an effective model in the expectation of actual purchase of halal food products. The study is done based on the TPB theory to investigate the direct effects of purchase intention and consumer confidence towards halal product actual purchase. Ibrahim and Ismail (2015) also applied TPB in their study and finds that religiosity

is significantly related to the intention in purchasing halal labelled non-food products.

Abdul Latiff and Ayob (2014) using the TPB as a theoretical framework to determine the effect of food labels on consumer purchasing behaviour among Malaysian consumers in Selangor. In the study done, TPB model explained about 68.56% of variance in the intention of the consumers in purchasing labelled food products. Therefore, the finding on the effect of food labels on consumer purchasing behaviour is positively significant. According to the TPB model, the whole results show that the using of food labels has positive affect towards the consumer's purchasing behaviour.

To determine the intentional behaviour of food manufactures, TPB is used in the study of Abdul Rahman et al. (2014) as a leading framework in the literature. TPB provides a framework to study the factors that could affect the behaviour of food manufacturers about their choices. There are three independent variables of behavioural intention in TPB which is attitude, subjective norms and the perceived behavioural control. The intention of the study is the indicator of willingness the food manufacturers are towards accepting Malaysian halal certification for their products. Therefore, based on the literature, it is hypothesized that:

H1: Attitude has no relationship with intention toward halal labelled chocolate bar product.

H2: Subjective norm has no relationship with intention toward halal labelled chocolate bar product.

H3: Perceived behavioural control has no relationship with intention toward halal labelled chocolate bar product.

## 2. METHODOLOGY

### 2.1 Conceptual Framework

Theory of Planned Behaviour (TPB) is adequately to explain the relationship between the attitude of the Muslim youth, subjective norm and perceived behaviour control towards intention in consuming halal labelled chocolate bar product. TPB suggests that the attitude of the Muslim youth towards halal labelled chocolate bar product are made up of their beliefs and perception they extremely influenced over their lifetime based on demographic profile and background. In addition, subjective norms also influence the intention of Muslim youth to consume chocolate bar product based on halal label. Besides that, the Muslim youth is most likely to perform a particular behaviour which they feel to have a control on it.

### 2.2 Sampling Method and Procedure

In this study, self-administered of questionnaires were designed for Muslim youth at public universities in Kelantan in order to address the objectives of the study. The survey questionnaires were distributed

to 334 undergraduate students of public universities in Kelantan which are Universiti Malaysia Kelantan (UMK), Universiti Sains Malaysia (USM) and Universiti Teknologi MARA (UiTM). The study was done by using simple random sampling method. Question pertaining to the demographic profile and the TPB factors. Respondents were asked to rate a five (5) point Likert scale which are Strongly Disagree (1), Disagree (2), Either Agree nor Disagree (3), Agree (4) and Strongly Agree (5).

### 2.3 Analysis Method

There are three analysis methods had been used in this study which are descriptive analysis, reliability analysis and Pearson Correlation Analysis. The descriptive analysis was used to analyse the demographic profile of Muslim youth. The reliability analysis was applied to determine the extent to which the items in the questionnaire were related to each other to provide an overall index of internal consistency of the scale as a whole and needed exclusion from the scale. The higher the reliability of the instrument when the errors caused are lower (Vicol & Zait, 2014). The data then were further analysed with Pearson Correlation analysis to determine the relationship between variables which influenced the intention of Muslim youth at public universities in Kelantan on halal labelled chocolate bar products and the circumstances that might change their intention level. Table 1 showed the rule of thumb for interpreting the size of a correlation coefficient (Hinkle et al., 2003).

**Table 1**  
**Rule of Thumb for Interpreting the Size of a Correlation Coefficient (Hinkle et al., 2003)**

Size of correlation	Interpretation
0.90 to 1.00 (-0.90 to -1.00)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (0.00 to -0.30)	Negligible correlation

## 3. FINDINGS AND DISCUSSION

### 3.1 Demographic Information

Based on the result shown in Table 2, most of the students were females (251 persons) which are 75.1% as compared to males (83 persons) which are 24.9%. Most of the students' age is between 19-21 years old (187 persons, 56.0%) and the rest is between 22-24 years old (147 person, 44.0%). The mean score was recorded for age is 21.28 years old. On the other hand, the income sources of the students with the highest compositions is from government loan (195 persons) which is 58.4%, followed by family (107 persons) which is 32.0% and scholarship

(32 persons) which is 9.6%. Most of the students have their income per month from below than RM500 which is 271 persons (81.1%) and the rest have income per month for RM501-RM1,000 which is 63 persons (18.9%). The lifestyle of a person regularly affects the behaviour and relates to the choice of chocolate bar product. In this study, as shown in Table 2, the compositions of the lifestyles are as follows; physical activity as the top lifestyles with the highest respondents which is 100 students (29.9%), followed by health consciousness with 73 students (21.9%), then religious awareness with 72 students (21.9%), environmental activist with 66 students (19.8%), freestyle with 6 students (1.8%), entertainment with 6 students (1.8%), political activist with 4 students (1.2%), social life with 3 students (0.8%), sedentary, artistic, cultural activist and enthusiast with 1 student respectively (0.3% correspondently). Table 2 also shows that the brand of chocolate bar product mostly preferred were Cadbury with the highest students which are 143 students (42.8%). Followed by Kit Kat 96 students (28.7%), Toblerone 34 students (10.2%), Crispy 26 students (7.8%), Mars 13 students (3.9%), Vochelle 7 students (2.1%), Hershey's 4 students (1.2%), Daim 3 students (0.9%), Kinder Bueno also 3 students (0.9%), Van Houten 1 student (0.3%) as well as Beryl's, Tango, Power Bar and Snickers with 1 student respectively (0.3% for each). The outcome of the survey indicates that 324 students (97.0%) aware about the Halal label on chocolate bar product and the rest which is 10 students (3.0%) not aware of the Halal label on chocolate bar product.

**Table 2**  
**Socio-Demographic Profile of the Respondents**

Variables	Frequency	Percentage (%)	Mean	SD
<b>Gender</b>				
Male	83	24.9		
Female	251	75.1		
<b>Age (years)</b>				
19-21	187	56.0	21.28	1.35
22-24	147	44.0		
25-27	0	0		
<b>Income sources</b>				
Family	107	32.0		
Government loan	195	58.4		
Scholarship	32	9.6		
<b>Amount of income per month</b>				
< RM500	271	81.1	1.19	0.39
RM501 – RM1,000	63	18.9		
> RM1,001	0	0		
<b>Lifestyles</b>				

To be continued

Continued

Variables	Frequency	Percentage (%)	Mean	SD
Physical activity	100	29.9		
Environmental activist	66	19.8		
Health consciousness	73	21.9		
Religious awareness	72	21.9		
Freestyle	6	1.8		
Entertainment	6	1.8		
Sedentary	1	0.3		
Artistic	1	0.3		
Cultural activist	1	0.3		
Political activist	4	1.2		
Social life	3	0.9		
Enthusiast	1	0.3		
<b>Chocolate bar product mostly preferred</b>				
Cadbury	143	42.8		
Kit Kat	96	28.7		
Crispy	26	7.8		
Mars	13	3.9		
Toblerone	34	10.2		
Kinder Bueno	3	0.9		
Daim	3	0.9		
Van Houten	1	0.3		
Vochelle	7	2.1		
Beryl's	1	0.3		
Hershey's	4	1.2		
Tango	1	0.3		
Power bar	1	0.3		
Snickers	1	0.3		
<b>Awareness of Halal label on chocolate bar product</b>				
Yes	324	97.0		
No	10	3.0		

### 3.2 Reliability Analysis

Table 3 below shows the result of reliability analysis for four variables in this study. For the first variable which is the attitude towards chocolate bar product based on Halal label, with Cronbach's Alpha is 0.933. Second variable, society influence to consume chocolate bar product based on Halal label, value of 0.910. Thirdly the ability to consume chocolate bar product based on Halal label is 0.857. The last variable which is the intention towards consuming chocolate bar product based on Halal label is 0.895. All the value of four variables is more than 0.850. This means that there is consistency among the variables of the Theory of Planned Behaviour (TPB) and it is relevant. It can be concluded that TPB is fit for this study.

**Table 3**  
**Reliability Test Analysis**

Variables	Cronbach's Alpha	Items
The attitude towards chocolate bar product based on Halal label	0.933	9
Society influence to consume chocolate bar product based on Halal label	0.910	12
The ability to consume chocolate bar product based on Halal Label	0.857	10
The intention towards consuming chocolate bar product based on Halal label	0.895	7

### 3.3 Pearson Correlation Analysis

**Table 4**  
**Results of Pearson Correlation Analysis**

		Attitude	Subjective norm	Perceived behavioural control
Intention to consume chocolate bar Product based on Halal label	Pearson correlation	0.562**	0.491**	0.669**
	Sig. (2-tailed)	0.000	0.000	0.000

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

### 3.3.2 Testing Relationship Between Subjective Norm and Intention of Muslim Youth at Public Universities in Kelantan to Consume Chocolate Bar Product Based on Halal Label

Based on Table 4, the result of correlation analysis for subjective norms is also significant at the level of 0.491 and shows positive correlation between subjective norms and intention to consume. This results indicated that Hypothesis 2 which predicted subjective norm has no relationship with intention toward Halal labelled chocolate bar product was rejected.

Subjective norms are important in influencing the intention of Muslim youth to consume chocolate bar product based on Halal label, especially in Malaysia, a collectivistic country. Consistent to the study of Abdul Khalek and Syed Ismail (2015), the research found that subjective norm was significantly related to intention.

### 3.3.3 Testing Relationship between Perceived Behavioural Control and Intention of Muslim Youth at Public Universities in Kelantan to Consume Chocolate Bar Product Based on Halal Label

Hypothesis 3 that predicted perceived behavioural control has no relationship with intention toward halal labelled chocolate bar product was rejected by the results of correlation analysis as shown in Table 4. The correlation between perceived behavioural control and intention to consume is significant at the level of 0.669 and has positive relationship. This is because perceived behavioural control could directly affect the intention by increasing the effort to goal achievement.

### 3.3.1 Testing Relationship Between Attitude and Intention of Muslim Youth at Public Universities in Kelantan to Consume Halal Labeled Chocolate Bar Product

Table 4 shows the results of Pearson correlation analysis which is applied to measure the relationship for all independent variables on the dependent variable. The correlation between attitude and intention to consume chocolate bar product based on halal label is significant at the level of 0.562 and has positive correlation.

Therefore, the result rejected Hypothesis 1 which predicted that attitude has no relationship with the intention to consume Halal labelled chocolate bar product. In other words, Muslim youth with high positive attitudes appeared to have greater intentions to consume halal labelled chocolate bar product. Afendi et al. (2014) also found that attitude has significant relationship with the intention.

This finding contradicted with the study conducted by Bonne et al. (2006) which found that perceived behavioural control was not an important factor that influences the intention in choosing halal food. According to Bonne et al. (2006), the halal food's availability is not the main factor of halal consumption as Muslims were willing to put their effort in getting the halal food as prescribed by Islam. However, this study supported the finding Omar et al. (2014) which confirmed that perceived behavioural control was found had significant relationship with intention.

## CONCLUSION

In summary, the null hypothesis was rejected for all hypothesis. The results indicate that the attitude, subjective norm and perceived behavioural control were significant and had a strong positive relationship with the intention to consume halal labelled chocolate bar product. This result had answered the objective which is the relationship between attitudes, subjective norm and perceived behavioural control toward intention of Muslim youth at public universities in Kelantan to consume chocolate bar product based on halal label.

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