

Predicting intention to choose halal products using theory of reasoned action

Abstract

Purpose – Emphasis on the importance of halal products is now growing. It is fast becoming a new market force and brand identifier and is now moving into the mainstream market, affecting and changing perception on how business should be conducted, including from a marketing point of view. The purpose of this paper is to test the applicability of the theory of reasoned action (TRA) in predicting the intention to choose halal product among Malaysian consumers. Design/methodology/approach – A structured questionnaire was used to elicit responses from consumers using a convenience sampling technique. A total of 485 responses were received. Needless to say, this study extends the applicability of the TRA to study halal product usage among consumers in Malaysia. Findings – The findings indicated that the TRA is a valid model in the prediction of the intention to choose halal products. Attitude ($\beta=0.288$, $p<0.001$) and subjective norm ($\beta=0.814$, $p<0.001$) were found to be positively related to intention, with subjective norm being the more influential predictor. Subjective norm was also positively related to the attitude ($\beta=0.336$, $p<0.001$) to choose halal products. Research limitations/implications – The study contains a limited number of measures in the model. Nevertheless, it provides new information on the emerging issue of halal products. Practical implications – The results will be primarily beneficial to restaurants, fast food restaurants and small and medium enterprises in Malaysia by offering an insight into the intentions of consumers to choose halal products. Originality/value – The paper extends the understanding of TRA to newly emerging contexts such as halal products usage intentions.