

Does religion influence consumers' green food consumption? Some insights from Malaysia

Abstract

Purpose

– This paper aims to examine whether Muslim and non-Muslim consumers give different importance to green food consumption.

Design/methodology/approach

– Data were analysed using means comparison and multiple discriminant analysis across a sample of 700 students in a public higher learning institution in the Federal Territory of Labuan, Malaysia, using the convenience sampling technique.

Findings

– Empirical results via multiple discriminant analysis discovered that imperative aspects such as specific needs, personal environmental values related to green food and governmental efforts strongly predict discrimination towards green food consumption among the non-Muslim consumers. Muslim consumers follow a strict diet that complies with religious dietary laws.

Practical implications

– Understanding Muslim and non-Muslim consumers' awareness of and intentions towards green food consumption is very important for any manager in the food industry or food market, as it is critical that the food they produce is safe, environmental and healthy. It is understood that Muslim consumers are very particular about food intake, as they can only consume food that complies with religious dietary laws.

Originality/value

– The results of this study presented vital insights and enhanced the understanding of the role of religion and its influence on green food consumption in Asia.