

Non-Muslim consumers' intention to purchase halal food products in Malaysia

ABSTRACT

Purpose – This study aims to identify the intention to purchase Halal food products amongst non-Muslim consumers in Malaysia, moderated by the acculturation effect.

Design/methodology/approach – A structured close-ended questionnaire was used to gather data through the random distribution of 397 non-Muslim consumers from the Alumni

network of several private higher education institutions in Malaysia. **Findings** – The collected data was analyzed through the structural equation modelling technique using partial least

squares with SmartPLS 3.0. The result indicated that attitude, subjective norms and

perceived behavioral control were positively influenced by the purchase decision of Halal

food products amongst non-Muslim consumers in Malaysia. Apart from that, the acculturation effect moderates the relationship between attitude and intention to purchase. **Research**

limitations/implications – This finding will contribute to academics, Halal food makers and government in understanding the Halal food purchase intention amongst non-Muslim

consumers in Malaysia. **Practical implications** – The outcome of this study can be used as an input for Halal entrepreneurship in terms of marketing and operation strategy. On the

government aspect, this study also provides an implication on national public policy and strategic economic planning in developing overall national Halal policy. **Social implications** –

The social harmonization amongst the multiple races in Malaysia is partially contributed through the acculturation effect. The acculturation effect has been reflected through the

food choice decision amongst Malaysian, despite of different religious belief and home culture background. **Originality/value** – Research in studying Halal food purchase intention

amongst non-Muslim consumers are scarce. This research is able to reinforce the theory of planned behavior model in dealing with Halal food choice decisions, taking into consideration

of acculturation effect.