INVESTIGATING THE FACTORS AFFECTING CONSUMER PURCHASE INTENTION TOWARDS HALAL ORGANIC FOOD

Shaizatulaqma Kamalul Ariffin; Nur Najihah Dihanan;Nabsiah Abdul Wahid
Graduate School of Business, Universiti Sains Malaysia, Malaysia

E-mail: *shaizatulaqma@usm.my*

Abstract
Organic food industry is currently one of the emerging markets around the world. People begin to realize the advantages of using organic instead of conventional food. Despite taking care of the environment, people are also concerned about their healthy lifestyle. The rising of Muslim consumers in the world has also attracts this industry to react in order to meet Muslims needs and preferences. Organic foods must have a Halal certification to please and win Muslim consumers. The purpose of this paper is to investigate factors, namely, attitudes, subjective norms, perceived behaviour control and price that influence Muslim consumer's purchase intention towards Halal organic food. To do this, questionnaires were distributed to 208 respondents that shop at organic stores in Penang, Malaysia during end of January until early February, 2019. The relationships between factors were investigated, this study using structural equation modelling (SEM) with partial least square (PLS) version 2.0. The study found that attitudes, perceived behaviour control and price have significant effects on consumers' purchase intention of Halal organic food, while subjective norms was found to be insignificant. This study contributes to the body of literature by adding price as one of the independent variables to the Theory of Planned Behavior. This study also contributes valuable information to the food and beverage industry indicating that Muslim consumers' are now looking at Halal logo and certification in order to buy organic food products.

Research paper

Reference to this paper should be made as follows: Kamalul Ariffin, S., Dihanan, N. N., & Abdul Wahid, N. (2019). Investigating the Factors Affecting Consumer Purchase Intention towards Halal Organic Food, *Journal of Entrepreneurship, Business and Economics*, *7*(2), 162–188.

Scientificia

Introduction

Recently, organic food has a high demand in the market as people begin to realize the advantages of using organic instead of conventional food. According to Chakrabarti (2010), this is because people are concerned about the nutrition, health and the quality of their food. Besides that, the change from conventional to organic food, it believed to help in protecting and improving the environment and human (Yazdanpanah & Forouzani, 2015). The farming itself illustrates the long-term benefits of organic food in terms of increasing soil fertility, controlling pests and diseases without harming the environment. Also, despite taking care of the environment, people are also concerned about their healthy lifestyle (Liang, 2016). Life-style factors and awareness about the chemical impression of the products used make the choice of organic food as one of the healthy foods in the industry.

Furthermore, in the rapid growth of development especially in the industry of the food nowadays, people are more likely alert and aware of the manufacturing itself. This is because food manufacturers are increasingly ignorant about the content of the food products. They are more likely thinking about the profit instead of the health of the consumer. Due to this, the country itself should play its role by changing the demand of the food to the organic products (Yadav & Swaroop, 2016).

According to Seegebarth et al. (2016), organic food can be referred to in the production process and not only to the product itself, but also or-

ganic food is the product of organic farming which is a type of agriculture that has stringent limits on the amount of artificial synthetic inputs. Besides that, according to Manuela et al. (2013), they found that organic food can be considered as healthier, safer, better tasting and having quality than conventional food. Thus, we can conclude that organic food is commonly one of the growing markets in the industry where people nowadays are concerned about their health.

Malaysia is one of the countries populated mostly by Muslims based on Department of Statistics Malaysia (DOSM); Malaysia has a population of 32.6 million in the fourth quarter as updated in 2018 and Muslims populate around 62%. Thus, in this context, organic food need to comply with the halal certification where Muslims people nowadays are more sensitive towards halal requirements (Garg & Joshi, 2018). Along with this, halal can be defined as anything that is allowed or acceptable to the Muslims (Yadav & Swaroop, 2016). Besides that, a consumer is very conscious if they are unable to locate the Halal certificate sign in the product and they will try to look for the ingredients that can verify the Halal (Garg & Joshi, 2018). Despite this, the Islamic law for specified foods have halal and haram, particularly where Islam forbids the consumption of pork and alcohol. This is supported by Jamal and Sharifuddin (2015), as the Muslim consumers need to use the guidelines that had been implemented in the Islamic law.

Based on all the consequences that had happened recently, not all the manufacturers are following the guidelines of manufacturing organic food because they tend to chase the profit instead of having the good guidelines.

Besides that, most of the shops or even retailers are also unable to display the Halal certificates (Ariffin et al., 2019), especially the organic food shops, they are more likely use the term pork-free to convince the customers. In addition, people tend to purchase organic foods because of the organic food term itself, indicating that their concern of the organic food is less regarding Halal issues. Having the Muslim population, Malaysia also has its organic food manufacturers that produce and sell organic food such as BMS Organic, Signature Market and others in the market.

In Malaysia, many of past studies discussing issues on people intention to purchase organic food, as well as people intention to purchase halal food (Khalek et al., 2015; Hassan et al., 2015; Liang, 2016; Misnan et al., 2018; Lada et al., 2009). However, there is limited studies discussing issues on consumer purchase intention toward halal organic food. Hence, regarding the halal and organic food concern, this study is done to know and address the factors that influence purchase intention towards halal organic food. To address this issues, the Theory of Planned Behaviour (TPB) is applied in this study to have a deeper understanding in determining the problem addressed. TPB has been widely applied to predicting and understanding human behaviour across a variety of different fields (Elseidi, 2018; Haro, 2018; Lada et al., 2009).

Elseidi (2018) found a positive direct attitude, perceived behavioural control and subjective norms determines Muslim consumers' intention to purchase halal-labelled products from the UK mainstream supermarkets. The study found that attitude, subjective norms, and perceived behavioral

control are the important factors in influencing Muslim consumers' intention to purchase halal-labelled food, the findings showed that Muslims in the UK have a strong positive attitude, subjective norms and perceived behavioural control which positively influence their intention to buy those products. It illustrates that Muslim consumers' are being more willing to put considerable efforts into obtaining halal food.

Therefore, this study aims to investigate the factors that influence the purchase intention of halal organic food. Factors such as attitude, subjective norms, and perceived behavioural control are investigated. In this study, TPB will be extended by adding price as an independent variable. Organic food usually is charging at higher price, price is an indicator of quality. Organic foods are healthy, pesticide-free and naturally processed without additional fertiliser (Han & Ryu, 2009). Besides, price is one of the important elements in predicting and understanding consumer behaviour (Liang, 2016). Thus, it is important to know the effect of price on Muslim consumers' purchase intention toward halal organic food.

To begin the discussion, this paper is structured as follows. Subsequent to this introduction, Section 2 continues with a review of related literature in streams of research on value-expressive function and purchase intention that influence consumer response to advertising. Section 3 briefly explains the method and data used, while Section 4 explains the empirical results as well as discusses the relevant implications and marketing consequences. The final section concludes the study.

Literature Review

Theory of Planned Behaviour (TPB)

Theory of Planned Behaviour was developed to be conceptualized in this study assuming that individuals are aware of the implications of their action before they decide to engage. There are three variables in the TPB framework such attitude, subjective norms and perceived behaviour (Ajzen, 2015).

According to Liang (2016), a theory of planned behaviour is a cognitive model of human behaviour based on the construct of attitudes, subjective norms, perceived behaviour control that lead to behaviour intention where behaviour intention is referring to the strength of an individual's plan to perform a behaviour. In this study, we did not test behaviour; we stopped at behavioural intention as the strength of consumer purchase intention will predict their actual behavior. TPB also noted that a person will perform a behavior if he/she has a positive attitude toward the behavior, people around him/her influence him/her to perform the behavour, as well as he/she is capable to perform the behavior (Gronhoj et. al, 2010; Batrancea et al., 2019). Therefore, behaviour construct will be excluded from this current study.

Meanwhile, attitudes is representing overall sets of beliefs and evaluations which have positive and negative effects (Ajzen, 2015). The TPB framework is illustrated as in Fig 1.
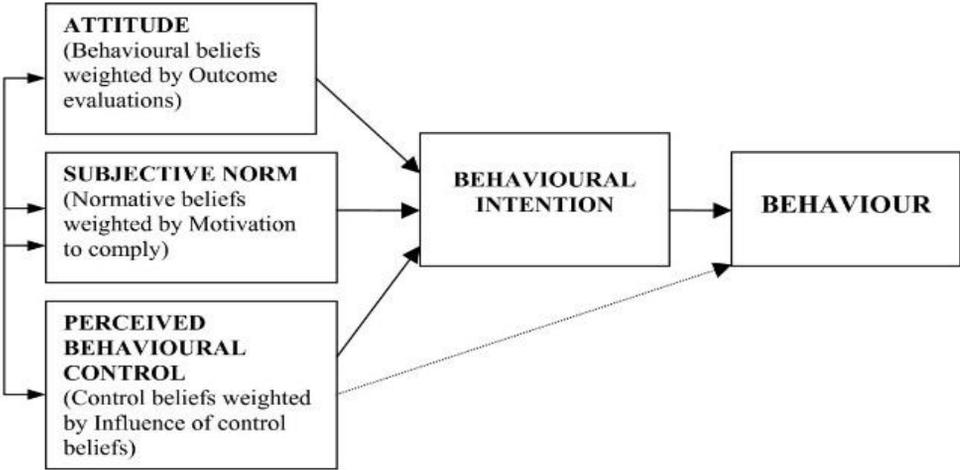
Figure 1. Theory of Planned Behaviour (*Source: Ajzen, 1991*)

Attitude likely refers to the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question (Ajzen, 2015; Defranc et al., 2008; Radovic Markovic and Salamzadeh, 2012). Subjective norms can be defined as individual perceptions of whether other people think they should or should not do something, are essential to individuals thinking behaviour (Ajzen, 2015). In addition, subjective norms also will assess the social pressure on individuals to perform or not to perform specific behaviour (Awan, Siddiquei, & Haider, 2015). Perceived behaviour control refers to the people's perception of ease or difficulty in performing the behaviour of interest (Ajzen, 2015).

Hypotheses for the standard TPB construct:

1. Attitudes will positively affect behavioural intention.
2. Subjective norms will positively affect behavioural intention.

3. Perceived behaviour control will positively affect behavioural intention.

Attitudes towards Purchase Intention relationship

Public awareness of environmental sustainability and health continues to increase today, and it also causes some people to start looking to consume food products by considering the level of safety, nutritional content and environmentally friendly labels. The benefits of organic food have been expressed for decades. Future, organic food will help people to have the higher nutrition in their body. Now, by giving in to this development; the industry, and government needs a better understanding of consumer acceptance of organic food.

According to Radman (2005), users had a positive interest in an attitude towards organic food produces. One of the reasons is that organic food reaches a premium level beyond conventional food. This premium level is also a barrier to development as consumers feel that organic food is too expensive.

According to Bilal et al. (2015), by paying attention to consumer perceptions of organic food in terms of health attitudes, quality, price, environmentally friendly and food safety, consumers need to have opinions of health that contributes to organic foods. Paying attention to food security, human health and environmental concerns along with sensory attitudes such as nutritional value, taste, freshness, and appearance also will influence consumer preferences on organic foods.

Also, Garg and Joshi (2018) stated that there is a positive and significant relationship between the Halal brand linked with an attitude where there is a strong relationship between food, culture, diet, and religion. Therefore, these variables are related to each other. Therefore, the hypothesis proposed is:

H₁: *There is a positive and significant relationship between attitude towards halal organic food and purchase intention of Halal organic food..*

Subjective Norms towards Purchase Intention Relationship

As mentioned, subjective norms can be defined as individual perceptions of whether other people think they should or should not do something, are important to individuals thinking behaviour. The contribution of the opinion of any given reference is weighted with the motivation that an individual must abide by the wish of those references. Besides that, subjective norms are one's perception or view of the belief of others that will affect the interest in doing or not conducting the behaviour being considered. This model quantifies these beliefs by multiplying the probable probability of a person called relevant thinking that one should carry out the behaviour with one's motivation to follow what he wants to do (Tarkiainen & Sundqvist, 2005).

In addition, this variable is an important component to evaluate the purchase intention of a customer towards Halal organic food. By looking at previous studies, it has been identified that consumers' behavioural intentions to execute a particular action are a function of a subjective norm (Garg

& Joshi, 2018). Furthermore, subjective norms are identifiable opinions of people who are important for an individual and affect their decision making. In previous study, subjective norms are observed to be a significant variable which affects purchase intention of Halal food products (Garg and Joshi, 2018). Therefore, the hypothesis proposed is:

H₂: *There is a positive and significant relationship between subjective norms and purchase intention of Halal organic food.*

Perceived Behaviour Control towards Purchase Intention relationship

According to Awan et al. (2015), perceived behaviour control is one of the determinant factors of the individual's intention towards purchasing. This can be supported by the definitions of the perceived behaviour perceptions of the extent to which the behaviour is measured to be manageable. In addition, perceived behaviour control also measures the point to which individuals distinguish the mechanism over endorsing the behaviour as intention. In this study, we analysed consumers' perception of ease or difficulty in performing their purchase intention toward halal organic food.

Besides that, according to Afzainiza et al. (2014), perceived behaviour was also found to have a positive relationship which give a greater impact of control in explaining the variability of not unusual behaviour. Also, perceived behaviour control is determining the individual's beliefs about the power of both situations which the more the control and individuals feels about making Halal product purchase, the more likely she or he will purchase Halal organic foods. Therefore, the hypothesis proposed is:

H₃: *There is a positive and significant relationship between perceived behaviour control and purchase intention of Halal organic food.*

Price towards Purchase Intention relationship

Organic food generally is charging at a higher price which this is essentially the main and most significant reasons for the failure of consumers to develop positive purchasing intention on Halal organic food. Price is an essential element in predicting and understanding customer behaviour. Besides that, price is one of the extended variables that will be used in this study to know the effects of the purchase intention of Halal organic food. Besides, the consumers are more likely to use the price they expect to pay for the product as a reference in making price assessment. Everyone knows that organic foods are healthy foods, pesticide-free and naturally processed without additional fertilizers.

According to Han and Ryu (2009), from consumer view, price is something that they have to scarify to obtain a product. Economic reasons would suggest that a low price or an ever-competitive price is one of the key drivers to improve marketing performance. Meanwhile, from the psychological reasons it will show that price is an indicator of quality and therefore it will be designed as one of the selling instruments as well as a decisive competitive instrument. In addition, price can be defined as the degree to which goods are worth the money paid for it (Yi, Zhao & Joung, 2018). When making their decision to purchase, the important factor that will be considered by the consumer is the price which will reflect the property of organic

foods (Liang, 2016). In here, we analysed whether price will have a significant effect towards consumer purchase intention of halal organic food. Therefore, the hypothesis proposed is:

H4: *There is a positive and significant relationship between price and purchase intention of Halal organic food.*
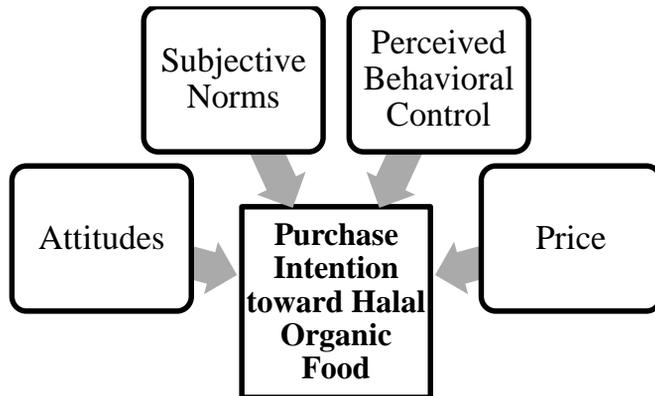
Figure 2. Theoretical Model

Methodology

In this study, non-probability sampling was used. A non-probability design involves the element in a population that is selected randomly, thus, in this study the sample subject is randomly selected (Sekaran, 2009). Furthermore, convenience sampling was taking place in which data is collected from respondents of the population who are conveniently available to provide it (Sekaran, 2009). Sample sizes of larger than 30 and smaller than 500 are appropriate for most of the studies (Roscoe, 1975). Therefore, in this study we distributed a self-administered survey questionnaire to a total of 250 respondents of willing Muslim consumers in Penang, Malaysia.

This study conducted a questionnaire survey by using a five-point Likert scale to obtain data for each of the constructs in the model of the study. Based on Raufu and Naqiyuddin (2014), halal organic foods are rarely in the market nowadays, and some of the consumers still do not have awareness towards brands, label, halal Malaysia logo, and product. This questionnaire was adapted from the previous studies as mentioned below in Table 2.

Furthermore, this study is obtained through a structured questionnaire consisted of four sections such as demographic, attitude, subjective norms, perceived behaviour control, and price towards purchase intention. It was conducted in Penang, Malaysia by using non-probability sampling such as convenience sampling as the process of collecting data where it is more quick, convenient and less expensive as respondent's participation is voluntary. Besides that, convenient sampling is easy to be carried out because it is simple and can have as many samples as we can.

Of 250 returned questionnaires, only 208 (83.2%) were usable for further data analysis. Table 1 is about respondents' profile where in this study it shows the characteristics of the sample that consists of the gender of 69.75% female and balance consists of male consumers out of 208 consumers. Besides that, the sample shows that 84.13% comes from single consumer which age range between 20-30 years old. Most of the consumers are degree holders such as 104 consumers where their income level is between RM3000 to RM5000, who have been working around or more than 10 years. At this age, most of the respondents are looking for healthy foods

and, they are willing to purchase the healthy foods for a healthy lifestyle. In fact, today we have a lot of manufacturers producing organic food at affordable prices. The questionnaire also asked on their experience in purchasing halal organic food before, and most of them do not have any history on purchasing halal organic food.

Table 1. Respondents Profile

Particular	Items	Frequency	Percentage (%)
Gender	Male	65	31.25
	Female	143	68.75
Age	20 years old or less	28	13.46
	21-30 years old	149	71.63
	31-40 years old	25	12.02
	41-49 years old	6	2.88
Marital Status	Single	177	85.03
	Married	31	14.90
	Divorced	2	0.96
Education Level	SPM	35	16.83
	Diploma	37	17.79
	Degree	75	36.06
	Other	28	13.46
Length of service	Less than 1 year	55	26.44
	1-5 years	106	50.96
	6-10 years	16	7.69
	more than 10 years	3	1.44
	Other	28	13.46
Income Level	RM3000 and below	116	55.77
	RM3000 - RM4000	59	28.37
	RM4000-RM5000	5	2.40
	Other	28	13.46

Table 2. Item Measurements

Variables	Adapted from:	Items
Attitudes	(Ajzen, 2002; Arvola et al., 2008; Yazdanpanah & Forouzan, 2015)	Purchasing Halal organic food is interesting,
		Purchasing Halal organic food is a good idea,
		Purchasing Halal organic food is important
Subjective Norms	(Yadav & Swaroopet, 2016; Garg & Joshi, 2018; Lada, Harvey Tanakinjal, & Amin, 2009)	My family thinks that I should buy Halal organic food
		Most people I value would buy Halal organic food
		People I value (such as my teacher) think you should buy Halal organic food
Perceived Behaviour Control	(Ajzen, 2015)	If I wanted to, I could buy Halal organic food
		I think it is easy for me to buy Halal organic food
		It is mostly up to me whether to buy Halal organic food
Price	(Phan & Mai, 2016)	I think price is my first consideration when I am going to buy Halal organic food
		I think price of Halal organic food is affordable nowadays
		I compare prices of many Halal organic food before buying
Purchase Intention	(Phan & Mai, 2016; Yazdanpanah & Forouzani, 2015)	I will continue buying Halal organic food
		I will buy Halal organic food at least once a week
		I intend to increase the frequency of purchasing for Halal organic food

In this study, we have used both validity and reliability tests to measure the goodness of data. According to Raufu and Naqiyuddin (2014), the construct validity had been used to test how well an instrument was developed to measure a particular construct intended to measure reliability.

Meanwhile, it was used to test on how consistently the measuring instruments had measured the constructs.

Table 3 shows that the results of all items loadings exceeded the recommended value of 0.5 as suggested by Hair et al. (2011). Additionally, the composite reliability is used to test the degree to which the construct indicators really represent the latent and the value obtained ranging from 0.845 to 0.968, which had exceeded the recommended value of 0.7 by Hair et al. (2011). Meanwhile, the average variance extracted (AVE) was used to examine the variance captured by the constructs' indicators relative to measurement error. In this study, the AVEs for the indicators are within the range 0.589 and 0.832 respectively (Table 3).

Table 3. Results of Measurement Model

Model Constructs	Items	Factor Loadings	CA	CR	AVE
Attitudes (AT)	AT1	0.829	0.960	0.967	0.832
	AT2	0.892			
	AT3	0.911			
	AT4	0.946			
	AT5	0.941			
	AT6	0.949			
Price(P)	P1	0.889	0.787	0.846	0.589
	P2	0.529			
	P3	0.658			
	P4	0.924			
Perceived Behaviour Control (PB)	PB1	0.767	0.841	0.888	0.619
	PB2	0.877			
	PB3	0.940			
	PB4	0.572			
	PB5	0.725			
Purchase Intention (PI)	PI2	0.871	0.912	0.934	0.738
	PI3	0.901			
	PI4	0.880			
	PI5	0.846			

Model Constructs	Items	Factor Loadings	CA	CR	AVE
Subjective Norms (SN)	PI6	0.795	0.874	0.905	0.675
	SN1	0.359			
	SN2	0.730			
	SN3	0.974			
	SN4	0.944			
	SN5	0.934			

Based on Table 3, there is also a reliability analysis which is an indication of the consistency with which the instruments measure the concepts and help to access the goodness of measure. In other ways, reliability is a measure of how closely the various items those constitute a scale correlate. There are many different types of reliability estimates and one of the most widely used tests is CA (Cronbach's Alpha) and it is employed in this study.

According to the results of reliability tests in Table 3, the Cronbach's Alpha results should range from zero to one where the closer to one means there is a high level of internal consistency among variables. In this respect, Table 3 shows that the CA results range from 0.79 to 0.97 hence, confirming the reliability of the instrument.

Table 4. HTMT

Model Construct	Attitudes	Perceived Behaviour Control	Price	Purchase Intention	Subjective Norms
Attitudes					
Perceived Behaviour Control	0.807				
Price	0.473	0.616			
Purchase Intention	0.818	0.967	0.591		
Subjective Norms	0.890	0.935	0.497	0.787	

Table 4 shows the discriminant validity, which is also called as HTMT where it equally tested the measures to examine the degree to which items differentiate among constructs or distinct concepts. Besides that, this table was carried out first by looking at correlations between the measure for possible potential overlapping of a construct. In addition, we use this table to examine whether items are strongly loaded on their construct in the model. Also, we examine whether the average variance shared between each construct and its measures are greater than the average variance between the construct with another construct. Hence, according to result displayed in Table 4, it shows that the squared correlations for each construct are less than the average variance extracted by the indicators measuring that construct.

Hypotheses Testing

In this section, the researchers addressed the path analysis to ascertain the hypotheses put forward in the study. As the results in Table 5, the R square value of 0.815 indicates that 81.5% of the variance in purchase intention of the respondents towards halal organic food can be explained by attitudes, subjective norms, perceived behaviour control, and price reasons.

Table 5. Coefficient of correlation

	R Square	R Square Adjusted
Purchase Intention	0.819	0.815

Once after obtaining satisfactory results for the measurement model, the structural model was subsequently evaluated. The predictive accuracy of the model was evaluated in terms of the portion of the variance explained. The results of such evaluation suggest that the model can explain 54.8% of the variance in perceived behaviour control, and 8.4% of that is on attitude. The researchers also recently included the predictive relevance developed as additional model fit assessment. Q-square or cross-validated redundancy was computed to examine predictive relevance using a blindfolding procedure in PLS where Q-square should have a value of greater than zero infers compared to the model that has predictive relevance. Hence, this model is deemed to display predictive relevance which was achieved in the current study where Q-square was 0.569, which shows that the overall results of the model displayed a satisfactory fit to a high predictive relevance.

Table 6. Hypotheses Testing

Items	Coefficient	T Value	P Values	Decision
Attitudes -> Purchase Intention	0.316	5.769	0.000	Supported
Perceived Behaviour Control -> Purchase Intention	0.626	11.030	0.000	Supported
Price -> Purchase Intention	0.135	2.735	0.003	Supported
Subjective Norms -> Purchase Intention	-0.079	1.313	0.095	Not Supported

Meanwhile in Table 6, effects of the TPB model such as attitude, perceived behaviour, subjective norms and extended factors such as price on purchase intention towards Halal organic food are shown. The findings in this study found that attitudes, perceived behaviour control and price have directly influenced the hypothesis that had been proposed. Hence, variables show that attitudes, perceived behaviour control and price are positively related to purchase intention towards halal organic food with beta-values 0.316, 0.626 and 0.135 respectively where it should be p<0.01. The t-value of the path coefficient are generated to test the significant contribution of each path following the bootstrapping approach to validate the hypotheses put forward in the study (Raufu & Naqiyuddin, 2014). The result shows that there are three supported hypotheses in this research such as attitudes, perceived behaviour control, and price with t-value ranging from 5.769 to 11.030.

Discussion and Conclusion

Based on the findings, most of the respondents in Penang, Malaysia are aware of halal consumption, especially in organic food. People become conscious of their life as a reaction to their way of living as a Muslim with knowledge on the concept of Halal. In addition, the findings of the study show that among the variables, there are three direct effect variables in this study's model: attitudes, perceived behaviour control, and price, which are genuine predictors of purchase intention towards halal organic food. Besides

that, findings also show that there is a positive relationship between the three variables and the level of purchase intention. For example, attitudes and the purchase intention towards halal organic food have a positive relationship with each other where beta value = 0.316. This can be aligned with Teng et al. (2015) where attitudes serve as a key determinant of behaviour intentions. However, this finding is contradicted with Nejati et al. (2011) where attitude did not influence consumer purchase intention.

Perceived behaviour control also shows a positive relationship with purchase intention of halal organic food where beta-value is 0.626, while price also shows a positive relationship with purchase intention of halal organic food with beta-value of 0.135. These findings can help to support the assumption of Seegebarth et al. (2016) that mentioned, there is reasoning on the acceptance of food where it is suggested that the price of a certain product should depend on production costs, quality, reputation and objective, and easily observable product characteristics. Therefore, by looking at organic foods, the price should be reasonable for the consumers to purchase. However, it also will be related to the behaviour where due to the expensive nature of organic food products, some consumers only buy what they are going to eat.

The result shows that there are three supported hypotheses in this research such as attitudes, perceived behaviour control, and price with t-value ranging from 5.769 to 11.030. Hence, this finding is consistent with previous studies which stated that attitude towards halal is a significantly independent variable for Muslim's intention to purchase halal products (Lada et

al., 2009). Besides that, perceived behaviour control also show the significant predictors on purchase intention towards halal organic food as supported by the previous studies where according to Khalek et al. (2015), perceived behaviour is referring to the opportunity in order to consume halal food and availability which is due to the easy access to get halal food in area of study while price shows the related independent variable accordingly support the previous study (Han & Ryu, 2009).

Based on the findings, subjective norms are not supported in the study where it is an inconsistent result due to their beliefs. As the previous study shows, subjective norms of halal itself is an important religious parameter to be measured before purchase as referred to by Garg and Joshi (2018) that one of the questionnaire stated that Halal certification is one of the important things before purchasing the products. Hence, we can make the conclusion that Muslims in Penang might not believe in purchasing organic products unless the products are Halal certified.

Implication of the Study

This study provides several implications for the organic food industry and the body of literature. For practical contributions, companies should add details of the sources of authentications of the food which can help consumers to have awareness of the Halal organic food. This is because if the companies are unable to provide details of the food, this will cause the consumer to not purchase the halal organic food. Companies should have the

labelling regarding the information to build trust and produce the positive attitude on purchasing organic food. This will help the consumer to know the ingredients in the organic food and increase their trust towards the Halal products.

As for marketers, they should focus on promoting the benefits and accessibility of organic foods to the general public such as safety, healthy, environmentally friendly and accessible to get halal ones. It is important that people think they should consume or consider the advantages or disadvantages of organic food; then they will have higher or lower intentions to purchase halal organic food.

This study also contributes to the body of literature by adding price to TPB model. This study also applied TPB model to different research area such as to understand consumer purchase intention towards halal organic food. Many of past studies discussing on consumer purchase intention towards halal food or consumer purchase intention toward organic food, thus, this study contributes to the understanding of consumer purchase intention toward halal organic food by combining these issues. It is found that, attitude, perceived behavioural control and price have a significant and positive effect on consumer purchase intention toward halal organic food. Whilst, subjective norms are found to be insignificant.

Limitation and Recommendation for Future Research

Although this study has several implications for ways to improve halal organic food consumption, it still has some limitations that need to be fixed. Since the research data were collected in the Penang, Malaysia area, future studies focusing on the sample from other countries could be valuable in conducting a cross-cultural comparison. Future research also could add different variables such as awareness and knowledge constructs to the model in order to improve the findings of this study. Future research could also extend the model by adding moderating variable such as gender to improve the significant findings in this area of research.

Acknowledgment

References

1. Afzainiza, A. N., Lina, A. F., & Isa, D. A. (2014). Determinants of Halal Purchase Intention : Case in Perlis. (May), 118–123. Retrieved from http://www.cosmeticdesign-asia.com/Regulation-Safety/Malaysia-Health-Ministry-advises-consumers-against-two-cosmetic products (Retrieved on February 27, 2016)

2. Ajzen, I. (2015). Consumer attitudes and behavior: the theory of planned behavior applied to food consumption decisions. Rivista Di Economia Agrariadi Economia Agraria, 70(2), 121–138.

3.   Ariffin, S. K., Mohsin, A. M. A., & Salamzadeh, Y. (2019). Muslim Consumers' Attitude Toward Non-Muslim's Halal Food Operators: Evidence from Malaysia. In Eurasian Business Perspectives (pp. 53-66). Springer, Cham.

4.   Awan, H. M., Siddiquei, A. N., & Haider, Z. (2015). Factors affecting Halal purchase intention – evidence from Pakistan's Halal food sector. Management Research Review, 38(6), 640-660.

5.   Batrancea, L., Nichita, A., Olsen, J., Kogler, C., Kirchler, E., Hoelzl, E., ... & Schaffner, M. (2019). Trust and power as determinants of tax compliance across 44 nations. Journal of Economic Psychology, 74, 102191.

6.   Bilal, M., Mason, C., Farid, M., Iqbal, H., & Abdelnabi, M. (2015). Consumers Attitude Towards Organic Food. Procedia Economics and Finance, 31(15), 444–452.

7.   Chakrabarti, S. (2010). Factors influencing organic food purchase in India - expert survey insights. British Food Journal, 112(8), 902–915.

8.   Defranc, A., Van Den Broucke, S., Leroy, R., Hoppenbrouwers, K., Lesaffre, E., Martens, L., Debyser, M. & Declerck, D. (2008). Measuring oral health behaviour in Flemish health care workers: An application of the theory of planned behaviour. Community Dental Health, 25(2), 107–114.

9.   Elseidi, R. I. (2018). Determinants of halal purchasing intentions: evidences from UK. Journal of Islamic Marketing, 9(1), 167-190.

10.   Garg, P., & Joshi, R. (2018). Purchase intention of "Halal" brands in India: the mediating effect of attitude. Journal of Islamic Marketing, 9(3), 683–694.

11.   Grønhøj, A., Bech-Larsen, T., Chan, K., & Tsang, L. (2012). Using theory of planned behavior to predict healthy eating among Danish adolescents. Health Education, 113(1), 4-17. .

12.   Hair, J. F., Christian, M. R., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. Journal of Marketing theory and Practice, 19(2), 139-152.

13.   Haro, A. (2018). Determinants of Halal Cosmetics Purchase Intention on Indonesian Female Muslim Customer. Journal of Entrepreneurship, Business and Economics, 6(1), 78-91.

14.   Hassan, S., Loi, Y., & Kok, J. R. (2015). Purchasing Intention towards Organic Food among Generation Y in Malaysia. Journal of Agribusiness Marketing, 7, 16-32.

15.   Jamal, A., & Sharifuddin, J. (2015). Perceived value and perceived usefulness of halal labeling : The role of religion and culture. Journal of Business Research, 68(5), 933–941.

16. Khalek, A., Ismail, S. H., & Ibrahim, H. (2015). A Study on the Factors Influencing Young Muslims' Behavioral Intention in Consuming Halal Food in Malaysia. Jurnal Syariah, 23(1), 79–102.

17. Lada, S., Tanakinjal, G. H., & Amin, H. (2009). Predicting intention to choose halal products using theory of reasoned action. International Journal of Islamic and Middle Eastern Finance and Management, 2(1), 66–76.

18. Liang, R. (2016). Predicting intentions to purchase organic food : the moderating effects of organic food prices. British Food Journal, 118(1), 183-199.

19. Manuela, V. Z., Manuel, P. R., Eva, M. M. A., & Jose, T. R. F. (2013). The influence of the term 'organic' on organic food purchasing behavior. Procedia- Social and Behavioral Sciences, 81, 660-671.

20. Misnan, M, Hee, O. C., & Rizal, A. M. (2018). Foreign Consumers Purchasing Intention Towards Halal Product In Malaysia. International Journal of Engineering & Technology, 7, 299-304.

21. Nejati, M., Salamzadeh, Y., & Salamzadeh, A. (2011). Ecological purchase behaviour: insights from a Middle Eastern country. International Journal of Environment and Sustainable Development, 10(4), 417-432.

22. Phan, T. A., & Mai, P. H. (2016). Determinants Impacting Consumers' Purchase Intention: The Case of Fast Food in Vietnam. International Journal of Marketing Studies, 8(5), 56.

23. Radman, M. (2005). Consumer consumption and perception of organic products in Croatia. British Food Journal, 107(4), 263–273.

24. Radović Marković, M., & Salamzadeh, A. (2012). The nature of entrepreneurship: Entrepreneurs and entrepreneurial activities. Lap Lambert Academic Publishing: Germany.

25. Raufu, A., & Naqiyuddin, A. (2014). People's Awareness on Halal Foods and Products : Potential Issues for Policy-Makers. Procedia - Social and Behavioral Sciences, 121, 3–25.

26. Seegebarth, B., Behrens, S. H., Klarmann, C., Hennigs, N., Scribner, L. L. (2016). Customer value perception of organic food : cultural differences and cross-national segments. British Food Journal 118(2), 396-411.

27. Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. British Food Journal, 107(11), 808–822.

28. Teng, C., & Wang, Y. (2015). Decisional factors driving organic food consumption Generation of consumer purchase intentions. British Food Journal, 117(3), 1066-1081.

29. Yadav, R., & Swaroop, G. (2016). Young consumers' intention towards buying green products in a developing nation : Extending the theory of planned behavior. Journal of Cleaner Production, 135, 732–739.

30. Yazdanpanah, M., & Forouzani, M. (2015). Application of the Theory of Planned Behaviour to predict Iranian students' intention to purchase organic food. Journal of Cleaner Production, 107, 342–352.

31. Yi, S., Zhao, J., & Joung, H. W. (2018). Influence of price and brand image on restaurant customers' restaurant selection attribute. Journal of Foodservice Business Research, 21(2), 200–217.