



Determinants of Halal Food Purchase Intention and Buying Behavior in Thai Muslim Consumers

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Abstract

The objective of this study is to understand the factors affecting Thai Muslim consumers' purchase intention and buying behavior towards attitude, halal logo and halal awareness. The study is aiming to aid business owners and marketers in establishing appropriate marketing strategies and product design that meets the market demand. The samples ($n = 402$) were gathered from online questionnaires by using multi-stage sampling technique of probability and non-probability sampling methods to ensure representation of Thai Muslim across Thailand. The data were analyzed by using Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) to confirm the model's goodness-of-fit and hypotheses testing. The result suggested that attitude on Halal food and Halal logo are determinants of consumer's purchasing intention and buying behavior towards Halal food product. Whereas, Halal awareness has no significant effect on purchase intention of Halal food products in Thai Muslim consumers. Therefore, the business owners and the marketers are recommended to portray religiosity tone to build positive attitudes to consumers and understand the importance and compliance to Halal certification for its Halal logo. These would enable to drive purchasing intention towards Halal product so that they can develop their buying behavior of Muslims in Thailand.

Keywords: Halal Awareness, Halal Logo, Attitude, Halal Food Purchase Intention, Thai Muslim Consumers

Introduction

The industrialization of Halal product is one of the fastest growing businesses in the global market such as tourism, service, finance and cuisine. One of the most important factors for connecting between different religious groups, ethnic and social is via 'food' (Riaz & Chaudry, 2004). Halal and haram both words are Islamic moral standards that link between human and Islamic God. Halal is a Quranic term, which means permissible or lawful by God. Halal is not just about the food but also everything about the life of Muslim (Abdul Jalil, Tawde, Zito, Sinclair, Fryer, Idrus, & Phillips, 2018). Halal can be applied to food products and ingredients, pharmaceuticals, cosmetics, and personal care products. Halal food defined by Islamic dietary law is free from prohibited ingredients and processed and packaged in the manner that are cleansed according to Islamic Law (Islamic Council of Victoria, n.d.). Unless prohibited by the Quran or Sunna, all food products are acceptable under Islamic law. The term "haram" means prohibited products, thus it is the opposite meaning of halal (Abdul Jalil et al., 2018).

Halal food has been recognized in the past recent years, not only among Muslim consumers but also non-Muslim consumers as Halal identification has evolved from religious requirement to the perception of food hygiene, safety, and reliability (IMARC, n.d.). ZAWYA (n.d.) had reported that the demand of Muslim and non-Muslim communities all over the world urged the growth of the great quality in the Halal food industry. Muslim population across the globe is projected to reach 29.7 percent of total world's population or at 2.76 billion by 2050. The majority of Muslim population is in Asia at 61.7 percent (Mordor Intelligence, 2020). The population of Thai Muslims in Thailand is approximately 3.6 million which contributes to 1.3 percent in South-eastern (National Statistical Office, n.d.). In 2020, halal food industry globally is valued at \$1.7 trillion and expected to reach \$3.2 trillion by 2027 (Report Linker, 2021). Thailand has ranked at 3rd in Asia and 12th in the World for the

exporter of halal food. The demand on halal food of chicken, fresh fruits, and canned tuna has increases despite the pandemic of COVID-19. The federation of Thai industries thus expect to achieve the rise of 2021 export by 5 percent and rank in the word's top 10 halal food exporters (The Nation Thailand, 2020). Essoo & Dibb (2004) mentioned this should be considered to provide the appropriate information of Halal products to the customers to create customer experiences because the religious knowledge could affect the consumption actions. Said & Hassan (2014) has stated that it is important to investigate and understand the determinants of purchasing halal food for Muslim consumers. The key objective of this research is to investigate and analyze the determinants of attitude, halal logo and halal awareness that influences purchase intention and buying behavior of halal food in Thai Muslim consumers. This research would benefit the business owners and marketers in establishing appropriate marketing strategies and product design that meets the market demand.

Literature Review and Hypotheses Development

Halal Awareness

As reported by Aziz & Chok (2013), the potentiality of direct recognition, feeling, perception or even having the sensible way in events or subjects are usually called awareness, and generally refers to the understanding and information about specific things which determine the buying intention. Awareness of Halal food products is the primary function of achievement of Halal food and beverage industry (Mohamed, Shamsudin, & Rezai, 2013), and the achievement in Halal food business and its associated marketing promotions and awareness. Buying behavior sometimes link to the awareness and it is a more analytically useful factor to estimate the buying intention and decision-making to purchase Halal eatery products (Bashir, Bayat, Olutuase, & Latiff, 2018). Krishnan, Aderis, Azman, & Kamaluddin (2017) notified on people's recognition which is relatable to Halal meal product, the result showed that Muslim consumers prefer to consume Halal products as it is the mandatory in their life. Zakaria, Abdul Majid, Ahmad, Jusoh, & Zakaria (2017) discovered that there is a positive correlation between awareness in Halal and religiousness to Muslim consumers' intention to obtain Halal certified consumer products. Hamdan, Issa, Abu, & Jusoff (2013) revealed that the level of understanding and educational about the products influence in Muslim consumers' choices to select or acquire Halal food. This could be said that if Muslim consumer increase their awareness and concern in Halal products, the demand of Halal products will eventually be increased (Elasrag, 2016). Bashir et al. (2018) found that the subconsciously individual awareness is a relative point which Halal views and permission. Therefore, the following hypothesis is recommended.

H₁: Halal awareness has a significant impact on consumer purchase intention towards Halal food products.

Halal Logo

The companies over the world are seeking for strategies to improve customer loyalty and retention. Davis-Sramek, Droge, Mentzer, & Myers (2009) and Lai, Griffin, & Babin (2009) claimed that there are many factors for instance satisfaction, quality, values or switching cost have been considered as the prior determinants of loyalty, however logo is another aspect that the researchers have realized that it also effect consumer loyalty. A logo is a branding point that hit the minds of the target customers or to help the Muslim consumers know about a particular product. As that proverb said a picture is worth a thousand words (Peters, 1999). Logos are important intangible assets which the companies spend their time and money to promote. A highly reputed logo could help the company easy to memorize by the consumers (Alamgir, Shamsuddoha, Nedelea, & Nasir, 2010). The Halal logo could build trust, credibility and confidence to consumers same as the other food safety certification (Harrison-Dunn,



2014). The Halal logo could ensure Muslim consumers could consume and search for the product because it conforms to Islamic regulation and blessed by Allah SWT (Gayatri, Hume, & Mort, 2011). Muslim consumers are the main purchaser of Halal product but other consumers could also buy the product as Halal logo confirms that the products are suitable for consumption (Aziz & Chok, 2013) and pointed as hygienic and safe food (Lada, Tanakinjal, & Amin, 2009). Eventually, the Halal logo could present the trustworthiness and independence to educate consumers to recommend the products are from Halal stand-point (Hanzaee & Ramezani, 2011). Therefore, the following hypothesis is recommended.

H₂: Halal logo has a significant impact on consumer purchase intention towards Halal food products.

Attitude

McCormick, Walkey, & Taylor (1984) mentioned that attitudes might be expected from connecting to social behavior and in understanding how impressions and stereotypes can be formed, some researchers showed that attitudes are an indicator of changing behavior. Attitude is identified as a range of state in which it shows how people think towards something (Fishbein & Ajzen, 2010). Schiffman, Kanuk, & Wisenblit (2010) has defined attitude as a tendency to consistently perceived a given object in a positive or negative manner based on experience. Attitude is also described as an opinion or feeling towards an object, individual, or service (Zajonc & Markus, 1982). Previously, Fishbein & Ajzen (1975) claimed that the state of the good and bad things of a person's action or feeling to something come from his/her attitude. Satisfying the needs of the consumers depends on their attitudes in relation to characteristics and consumption behavior (Armstrong, Adam, Denize, & Kotler, 2015). Alam, Mohd, & Hisham (2011) found that attitude has a strong influence on intention to purchase something and positive attitude also lead to have a higher intention to purchase a product. In the same way, Choo & Jamal (2009) found that there is a positive relationship between customers attitude and intention to buy for those consumers who are interested in innovative products. Lada et al. (2009) showed that attitude on Halal foods was connected to the intention to purchase Halal products. Mukhtar & Butt (2012) reported that religiosity takes part in consumer behavior and attitude on buying goods and services. Therefore, the following hypothesis is recommended.

H₃: Attitude has a significant impact on consumer purchase intention towards Halal food products.

Purchase Intention

Purchase intention noticed that the probable situation of purchasing that a consumer may decide to pick up some products in future (Crosno, Freling, & Skinner, 2009). Intention is the individual's probability to perform a behavior (Fishbein & Ajzen, 1975) as well as a part of decision-making process. The intention in a decision-making process is connected to the level of effort required to perform a behavior such as buying a product or a service (Bagozzi, Yi, & Baumgartner, 1990). Consumers could ensure and reduce their uncertain points in product by searching the sources, prices, performance, and other features of a product. Searching product or service information of a buyer can be forecasted that they have positive attitude in product or brand and willing to purchase (Shim, Eastlick, Lotz, & Warrington, 2001). Intention happens before a consumer decides to purchase products, their intention to buy Halal meal will come before buying behavior (Alam & Sayuti, 2011). Bashir (2019a) found that consumer's intention to buy has an important impact on their behavior to buy Halal meal products. This could say that consumers who have a strong intention to buy could be more potential to buy Halal meal products.

Buying Behavior

Buying behavior or consumer behavior is the process of decision and perform of people participated in purchasing and using products that cover the social and mental process. The company or organization should

understand the buying behavior of consumers in order to gain profit and build customer loyalty. Consumer buying behavior is how personal, teams or organizations choose, buy, use and manage products, ideas, etc. to fulfil the needs of consumers (Kotler & Armstrong, 2000). Previous studies (Bashir et al., 2018; Omar, Mat, Imhemed, & Ali, 2012) found that there is a strong point link between consumers' purchase intention and buying behavior of Halal food products. Furthermore, the intention of consumers to purchase goods could impact the actual buying decision to buy Halal food products. According to the previous literature, it is hypothesized as below.

H₄: Consumer purchase intention has a significant impact on their buying behavior towards Halal food products.

Research Objectives

The primary objective of this research is to investigate the factors affecting Thai Muslim consumers' purchase intention and buying behavior towards attitude, Halal logo, and Halal awareness.

Conceptual Framework

The conceptual framework is constructed from studying the theoretical frameworks related to this research. It is adopted from the theoretical model of Effect of Halal awareness, Halal logo and attitude on foreign consumers' purchase intention (Bashir, 2019b), which is the purpose to measure factors affecting foreign consumers' purchase intention towards Halal food products in South Africa. Therefore, the researcher has the purpose to study further on these influencing factors to Thai Muslim consumers' purchase intention and behavior of Halal food products.

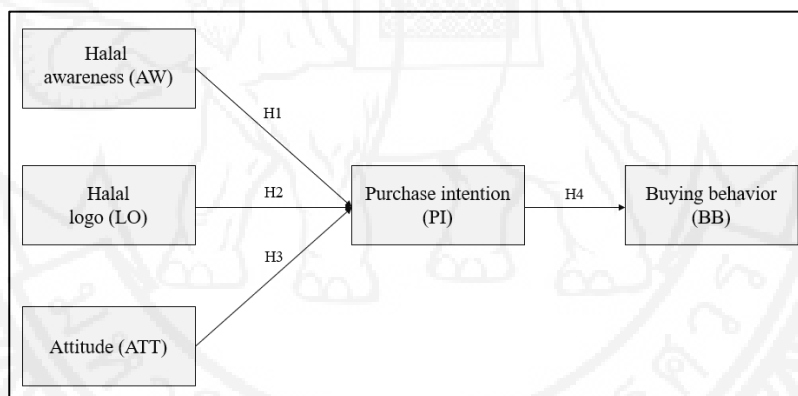


Figure 1 Conceptual Framework.

Research Methodology

The research is managed by using a quantitative approach. The questionnaires were prepared and shared via online channels for example emails and google forms. The data were consolidated from the target group as questionnaire' respondents whose responses will be analyzed to identify the factors effecting Thai Muslim customers' purchase intention and buying behavior towards attitude, Halal logo, and Halal awareness.

Population and Sample Size

The research population for this study consists of Muslim Thai population who are currently residing in Thailand. The researcher has referenced sample size calculator to determine the recommended minimum sample size by using A-priori Sample Size Calculator for Structural Equation Models (SEM) from danielsoper's website (Free Statistics Calculators, n.d.). The parameter values used were 5 latent variables and 18 observed variables with a probability level of 0.05. The results proved that at least a minimum sample size to measure the influence



stands at 376 respondents. The researcher collected responses from 420 respondents and after screening respondents as per its defined targeted group, the proper respondents for the study is finalized at 402.

Research Instruments

The questionnaire contains three parts. The first part represents the screening questions. Second part refers to the factors effecting attitude, Halal logo and Halal awareness on Thai Muslim consumers' purchase intention and buying behavior. The questionnaire was developed by using the scales from previous studies that have same scope and context of this study. Every item was measured by using a five-point Likert scale with 1 representing "strongly disagree" and 5 representing "strongly agree". The third part represents the demographic profile of the targeted respondents. Questionnaires with missing data, insufficient responses, or unmet requirement of the screening questions were eliminated from the statistical analysis in order to gain accuracy from the results.

Sampling Techniques

The population size of Thai Muslims residing in Thailand is different among each region. Therefore, multi-stage sampling method is employed in this research by selecting a sample size by two or more stages (Onwuegbuzie & Leech, 2007). A stratified sampling of probability sampling method is used in the first stage. The population of Thai Muslims in Thailand is first clustered into regions stratum of North of 137,195 people, Northeast of 83,300 people, Central of 559,056 people and South of 2,859,681 people (National Statistical Office, n.d.). Since each stratum is homogenous, a proportional stratified sampling technique is used to determine number of target respondents in each region. This is to ensure that sample selection would represents all Thai Muslim's population, especially in the region with larger population size (Fottrell & Byass, 2008). Therefore, number of respondents by regions were North of 15, Northeast of 10, Central of 64 and South of 330.

Purposive sampling method is then used for the second stage to collect data from targeted respondents. The researcher has distributed questionnaires online via emails and google forms to representatives of Thai Muslim's Communities and Mosques randomly in each region. These representatives were asked for favor in passing questionnaires further to their communities, companions and co-workers to the determined proportionate sample size. The collected data were filtered to meet the target group of Thai Muslim people who are living in Thailand.

The research model has been investigated in which SPSS 24 and AMOS 18.0 were applied to analyze the collected data. Confirmatory Factor Analysis (CFA) was developed to test the validity of the results in order to assure the data fit with the conceptual framework in this research. The measurement model fit was evaluated to test the overall fitness with data and guarantee the reliability and the validity of the model. Finally, the Structural Equation Model (SEM) was used to test the influences among variables.

Pilot Test

All variable in this study was tested by using Cronbach's Alpha to ensure the reliability of the test and unidimensional of the measurement scales. A set of 30 responded qualified questionnaires were analyzed by using SPSS program to test the reliability. Table 1 shows that all variables have Cronbach's Alpha Coefficient of 0.70 and above. The results ranged between 0.718 to 0.931 which means that the data and measurement of the participating variables are acceptable with a high degree of reliance (Dikko, 2016).

**Table 1** Cronbach's Alpha for Reliability Test (N = 30)

Variables	Source	Number of Items	Cronbach's α
Halal Awareness (AW)	Bashir (2019b)	3	0.721
Attitude (ATT)	Bashir (2019b)	5	0.931
Halal Logo (LO)	Bashir (2019b)	4	0.794
Purchase Intention (PI)	Bashir (2019b)	3	0.848
Buying Behavior (BB)	Bashir (2019b)	3	0.718

Results and Discussion

Demographic Factors

In this research, the questionnaire respondents are Muslim people who are currently living in Thailand. The sample has 402 valid respondents, from which 70.1 percent (282) were women and 29.9 percent (120) were men. Most of the Thai Muslim respondents were in the age range of in between 30 to 39 years old representing 26.4 percent and monthly income of more than THB15,001–THB30,000 representing 35.8 percent.

Confirmatory Factor Analysis (CFA)

The results of CFA estimation proved that all items in each variable are significant and have acceptable factor loading to demonstrate discriminant validity. Guidelines recommended by Hair, Black, Babin, Anderson, & Tatham (2005) are also used in determining the significance of factor loading of each item and acceptable values in determining the goodness of fit. P-value is lower than 0.05 and Factor loadings are greater than 0.50. Aligning with the recommendation from Fornell & Larcker (1981), Table 2 shows that the construct reliability is higher than the threshold of 0.7 and the average variance extracted is higher than the threshold of 0.5.

The square root of average variance extracted in Table 3 showed all correlations exceeds the variable's correlation values. Moreover, GFI, AGFI, CFI, NFI, and RMSEA are used as indicators for a good model fit in CFA testing. The values from this study are shown in Table 4 are higher than the acceptable values. Therefore, the convergent validity and discriminant validity is assured. In addition, the results of these model measurement formed discriminant validity and a validation to perform SEM estimation subsequently.

Table 2 Confirmatory Factor Analysis Results, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Factor Loading	CR	AVE
Halal Awareness (AW)	0.671 – 0.807	0.701	0.583
Attitude (ATT)	0.745 – 0.874	0.897	0.637
Halal Logo (LO)	0.717 – 0.854	0.771	0.603
Purchase Intention (PI)	0.789 – 0.883	0.872	0.695
Buying Behavior (BB)	0.700 – 0.804	0.724	0.568

Remarks: CR = Composite Reliability

AVE = Average Variance Extracted

* = Significant at 0.05 Significant Levels ($p < 0.05$)

**Table 3** Discriminant Validity

Variables	Factor Correlations				
	AW	LO	ATT	PI	BB
AW	0.664				
LO	0.205	0.676			
ATT	0.222	0.459	0.798		
PI	0.240	0.531	0.719	0.833	
BB	0.312	0.337	0.245	0.312	0.753

Remarks: The diagonally listed value are the AVE square roots of the variables

Table 4 Goodness of Fit

Index	Acceptable Values	Values
CMIN/DF	< 3.00 (Hair et al., 2005)	1.982
GFI	≥ 0.90 (Hair et al., 2005)	0.950
AGFI	≥ 0.85 (Schermelleh-Engel et al., 2003)	0.916
NFI	≥ 0.90 (Arbuckle & Wothke, 1995)	0.951
CFI	≥ 0.90 (Hair et al., 2005)	0.975
TLI	≥ 0.90 (Hair et al., 2005)	0.963
RMSEA	< 0.05 (Browne & Cudeck, 1993)	0.049
RMR	< 0.05 (Hair et al., 2005)	0.016

Remarks: CMIN/DF = The Ratio of the Chi-square Value to Degree of Freedom; GFI = Goodness-of-Fit Index;

AGFI = Adjusted Goodness-of-Fit Index; NFI = Normalized Fit Index; TLI = Tucker-Lewis Index;

CFI = Comparative Fit Index; RMSEA = Root Mean Square Error of Approximation; RMR = Root Mean Square Residual

Structural Equation Model (SEM)

To support the conceptual model fit, Structural Equation Model (SEM) is used as recommended by Kline (2005). The goodness of fit index is estimated (see Table 5) to verify. Hair et al. (2005) recommended that the measurement for model fit should not exceed 3 for Chi-square/degrees-of-freedom (CMIN/DF) ratio and GFI and CFI should be greater than 0.9. After running SEMs and emending the model by using AMOS 18 software, the goodness-of-fit index is CMIN/DF = 1.969, GFI = 0.954, AGFI = 0.918, NFI = 0.954, CFI = 0.976, TLI = 0.963, RMSEA = 0.049, RMR = 0.029 as measurable criteria refer to Table 6.

Research Hypothesis Testing

The relationship significance of each variable is then evaluated from its regression weights and R^2 variances. All hypotheses were proved with a significance at $p = 0.05$ except H_1 , as illustrated in Table 5. Attitude is the strongest predictor of intention to purchase on Halal products ($\beta = 0.852$), followed by purchase intention towards consumers' behavior on Halal products ($\beta = 0.342$) and Halal logo ($\beta = 0.153$), shown in Figure 2.

Table 5 Hypothesis Result of the Structural Model

Hypotheses	Paths	Standardized Path Coefficients (β)	S.E.	T-Value	Test Result
H_1	PI <= AW	0.008	0.047	0.231	Not Supported
H_2	PI <= LO	0.153	0.031	3.586*	Supported
H_3	PI <= ATT	0.852	0.110	14.618*	Supported
H_4	BB <= PI	0.342	0.102	5.952*	Supported

Remark: * $p < 0.05$

Direct, Indirect, and Total Effects of Relationships

SEM is also differentiated in between direct, indirect, and total effects. Direct effect means influences between variables without mediating variables. Whereas, indirect effect is the influences of one dependent variable through the other mediating variables. A total effect comprises of direct and indirect effects (Asher, 1983).

Table 6 Direct, Indirect and Total Effects of Relationships

Variables	PI			R ²	BB			R ²
	Direct Effect	Indirect Effect	Total Effect		Direct Effect	Indirect Effect	Total Effect	
AW	0.008	–	0.008	0.893	–	0.003	0.003	.117
LO	0.153*	–	0.153*		–	0.053*	0.053*	
ATT	0.852*	–	0.852*		–	0.292*	0.292*	
PI	–	–	–		0.342*	–	0.342*	

Remarks: *p < 0.05

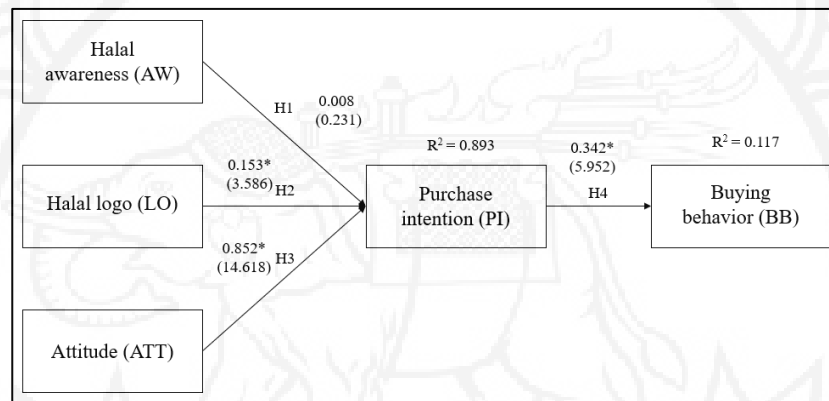


Figure 2 The Results of Structural Model.

Table 6 shows that the greatest total influences on purchasing intention of Halal food comes from attitude (0.852), followed by Halal logo (0.153) and the highest total influences on consumers' behavior of Halal food is derived from purchase intention (0.342). The next highest is acquired from indirect effect of attitude (0.292) and Halal logo (0.053). Therefore, the factors effecting attitude and Halal logo are significant to drive direct and indirect effects of Thai Muslim consumers' purchase intention and buying behavior on Halal product.

The results from Table 6 and Figure 2 can be described as below. Halal awareness has no significant effect on purchase intention of Halal products resulted in the standard coefficient value of 0.008. Therefore, the structural pathway of H1 was not supported. This set of finding is opposite to the past research conducted by Bashir (2019b), however supported by the research of Awan, Siddiquei, & Haider (2015) and Salman & Siddiqui (2011). Past research of Salman & Siddiqui (2011) and Ahmad, Abaidah, & Yahya (2013) have stated that highly religious consumers does not necessarily means they have high level of awareness on Halal food. Muslim consumers choose halal food as it is compulsory rather than their awareness regarding Halal food (Krishnan et al., 2017). For H2, the result supported the hypothesis from its significant factor coefficient value of 0.153. Thus, Halal logo has significant impact on consumer purchase intention towards Halal food products. This can be explained that Halal logo is a critical source of information that releases the uncertainty in consumer's thoughts (Borzooei & Asgari, 2016). H3 supported that attitude has a significant impact on consumer purchase intention towards Halal



food products with coefficient value of 0.852. This can be explained that attitude is significant in predicting the consumer purchase intention of Halal products (Khan & Azam, 2016). H4 is also supported and its significant factor coefficient value of 0.342. Aligning with the study of Alam & Sayuti (2011) that intention happens before a consumer decides to purchase products, their intention to buy Halal food will come before buying behavior. Consumers who have a strong purchase intention would increase the consumers' buying behavior towards Halal food products (Bashir, 2019b).

Conclusion, Recommendation and Limitation

Conclusion

Demand of Halal food is urged for attention as Halal food and beverages consumptions are expected to increase over the years from all Muslims and non-Muslims communities. Hence, the researcher has conducted the research to understand and able to recommend ways to enhance Thai Muslim consumer purchase intentions and behavior of Halal foods. The questionnaires were distributed to 420 Muslims living in Thailand and analyzed by using Confirmatory Factor Analysis (CFA) for reliability and validity of the research framework. Afterwards, the factors affect consumers' purchase intention and behavior towards Halal food products in Thailand were analyzed by using Structural Equation Model (SEM) to see if the influencing variable are significant or not.

This research has illustrated that attitudes on Halal food products and Halal Logo has significant effect to purchase intention, which subsequently drive buying behavior of Thai Muslims consumers. Whereas, Halal awareness has no significant direct effect to purchase intention or indirect effect to buy behavior. This result controverts with previous study of Mohamed et al. (2013); Bashir et al. (2018) and Zakaria et al. (2017) that there is a positive correlation between awareness in Halal to Muslim consumers' intention to obtain Halal consumer products. Respondents are more concerned on whether their foods are halal or not, rather than look for the haram products in their food. Consumers do not mind consuming it as long as no haram products contained (Salman & Siddiqui, 2011). Thai Muslim consumers have instead highly valued the positive attitudes (Alam et al., 2011) and the presence of Halal logo on their food and beverages (Aziz & Chok, 2013). Religiosity is a crucial determinant of individuals attitudes and behavior in consuming halal foods (Mukhtar & Butt, 2012). More religious Thai Muslim consumers will be stricter to halal food products and cautions on their acting against religious requirements (Nguyen, 2013). Therefore, customer religiosity is one of the very important factors for marketing. Consumer's beliefs and positive feeling toward Halal product can also be derived from Halal logo. The Halal logo provides them trust and confidence on their food safety and consumption (Harrison-Dunn, 2014) that they could neglect understanding Halal prohibits or verifying true Halal of their food, ingredients, and additives. These results can be used to develop recommendations to business owners and marketers of Halal foods and beverages.

Recommendation

The outcome of this study identified the significance of attitude on Halal food and Halal logo to consumers' purchase intention and behavior towards Halal products. Therefore, these results can be used to suggest The Central Islamic Council of Thailand, Food and beverages' business owners and marketers who would like to target Muslim consumers. It is important for the organization and community to strengthen the beliefs and commitments to the Islam religious in order to enhance positive attitudes towards halal products consumption. In the view of business owners and marketers, they could build the tone and environment of their stores and communication under the religious for consumer to perceive strong religiosity in the products and/or services they offer.



Another important factor is Halal logo. As Thai Muslim consumers trust the symbol of Halal certified, the council must ensure that products with Halal logo are reliable and comply with the Islamic Law to prevent unintentional consumption of products that are prohibited. In addition, the council could promote the rigidity on issuance of Halal certification and monitoring of food processing and products for continuous validity of their Halal. This could enhance the reliability and credibility in Halal logo for Thai Muslim consumers. For business owners and marketers, if they would like to target Muslim consumers, they must ensure Halal logo is obtained as Muslim consumers value Halal logo on their food products. The business owners need to understand the importance and comply with the requirement of Halal for its certification in order to gain trust and confidence on their food products from religious Thai Muslim consumers.

Limitation and Future Study

This is expected that there is a limitation to this study which should be adapted for further studies on this topic. The research focuses on Muslims living in Thailand who are 5.8% over Thailand population only. Exploring Muslims in other geographical region or countries with the highest number of Muslim populations like Singapore, Malaysia and Indonesia may show the results in different perception and findings. Attitude, Halal awareness and Halal logo items were determined in the study, other parts such as religiosity, Halal quality, Halal trust and availability should be considered in future studies. One of the sampling methods in this study is purposive sampling to collect data from targeted respondent. Further study could adapt sampling technique of probability sampling method in all steps to ensure every member of a population has an equal chance of being selected. Also, qualitative data can be used to check on Muslim consumer's behavior when making purchase decisions on Halal goods in Thailand.

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