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Ayamas Food Corporation Sdn. Bhd: A Study on the Factors of Consumer Behaviour towards Halal Product Selection

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Abstract

On the rise of Muslims population and the values derived from the world Halal market, it is vital for companies to consider the opportunities to become global. For this reason, there is a call for understanding the consumer behaviour in meeting the needs and requirements for the demand of Halal products. A structured questionnaire will be used to elicit responses from the consumers using a convenience sampling techniques. There are five factors identified that may influence consumer behaviour in selecting Halal product: product label, certification body, source of information, company image, and product quality. In this research, these five factors will be examined in order to validate the consumer behaviour in selecting Halal products. The findings of this study can be of value to the producers and manufacturers of consumer products in order to take part in the Halal market and become comprehensive entities.

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Keywords: Consumer behaviour; product label; product quality; certification body; source of information; company image

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1. Ayamas Food Corporation Sdn. Bhd.

Ayamas has been in the operation since the 17 years with its original plant in Kuchai Lama, Selangor in 1982 and was then known as KFC Food Processing Sdn. Bhd. The primary function was to supply quality, nine-piece cut chicken and chicken based products to KFC outlets in Malaysia.

The other remaining products from the processing plant were sold in the open market. In 1988, Ayamas extended its business with the formation of Ayamas Convenience Stores Sdn. Bhd which is now known as Kedai Ayamas Sdn. Bhd.; operating Kedai Ayamas stores and Rasa Gourmet Sdn. Bhd. in 1996 which is now known as Rasa Ayamas Sdn. Bhd.; operating RasaMas Restaurants.

Ayamas Port Klang plant began its full operations in 1988 and in November 19, 1993, the company had changed its name to Ayamas Food Corporation Sdn. Bhd. It became a public limited company after a month later and was renamed Ayamas Food Corporation Berhad. The company signed an underwriting agreement for the public issue of shares in late 1994, and was then listed on the Second Board of the Kuala Lumpur Stock Exchange on November 3, 1994.

However, Ayamas Food Corporation Bhd was renamed to Ayamas Food Corporation Sdn. Bhd. in 2004 after a corporate restructuring exercise. Ayamas is the first company to supply branded chicken products in Malaysia under the Ayamas brand. Ayamas product range covers fresh chicken, bone-in-category, shelf-stable category, wings, burger category, meatball category, sausage category, skinless category, nugget category and chunk meat category.

Dedication in meeting the halal requirements and quality has become a work culture in Ayamas. To further ensure that the above processes are strictly adhered to, Ayamas’ holding company even has its own Syariah Council comprised of distinguished and learned community leaders to monitor and advise the management team.

The various recognitions accorded to Ayamas over the years bear testimony to this dedication. To date Ayamas is recognized or accredited by The Department of Islamic Progress Malaysia (JAKIM), Department of Veterinary Services Malaysia (DVS), ISO 9001 and others. However the biggest recognition of all is perhaps from the consumers themselves in making Ayamas the leader in the business it competes in.

2. Background of Study

The uniqueness of the Halal industry is in the sense that religious values are upheld even at the point of raw materials to the consumption of a product. Halal, through the definition itself is anything that is permissible. Hence, stringent requirements are bounded in complying Halal. The global Halal food market offers huge opportunity to be captured. The global market size of the Halal food industry amounted to USD3842.6 billion in 2004 and is then growing rapidly. This figure rose to USD3872.8 billion in 2005 and increased further to USD3992.2 billion in 2009, and is projected to rise to USD4021.3 billion in 2010. (The Halal Journal, May-June, 2009, pg36-38).

The current frozen food segment alone is estimated at USD28 billion and is projected to grow at 4.3 percent a year. By 2010, the market is expected to reach USD51 billion. The Halal chilled and frozen food in Malaysia accounts for about 85 percent of the total chilled and frozen food market and is estimated at RM1.7 billion. Busy lifestyle, demographic changes, higher portion of working women in the job market, trend towards delayed marriage and other factors contribute to the growth of the sales of chilled and frozen food in Malaysia. (The Halal Journal, Sept-Oct2009, pg28-30).

Based on GAIN Report (2006), Malaysia has a robust further processing industry. Chicken frankfurters, cocktail sausages, burgers and nuggets that were exclusively imported before, are now locally produced. Major players, who are also integrators, invest heavily on brand names for their further processed products such as Ayamas (by Ayamas Food Corporation), Ayam Dindings (Dindings Poultry),
and Farm’s Best (Sinnah Food Industries). Local processed products command about 90% of the market and it is difficult for imported processed products to compete on the basis of price.

In addition, the growing number of Moslem population and the acceptance of non-Moslem towards Halal product offer wider platform in the halal food market. These promising and burgeoning opportunities should be captured by players in the food industry to broaden their market share globally. Thus, it is essential for companies to formulate their marketing strategies by giving a crux in understanding the consumer behavior in selecting Halal product.

2.1. Problem Statement
Malaysia's Halal Industry Development Corporation reported that there are 1.6 billion Muslims worldwide and Islam is the fastest-growing religion. The increasing affluent and savvy base of Muslim consumers globally will offer lucrative and promising market for the Halal industry in which the food sales now worth $580 billion annually. Furthermore, a professor of Food Science at Cornell University, Joe Regenstein asserts that “food companies are not going to be global unless they're Halal” (c.f. Power and Gatsionis, 2007). This illustrates, Halal compliance is vital in order to capture the emerging lucrative opportunities arouse from the global market demand. Therefore, manufacturers and producers should formulate their business strategy align with current needs in fulfilling the Halal requirements.

2.2. Significance Of Study
• From this study, company could formulate the appropriate strategies to be executed in order to attract more customers to buy Halal product.
• We as the researcher could gain invaluable experience from the study, in which we had the opportunity to understand and experience the real consumer behavior and as our preparation to enter the business world.
• Through the study, customer had the opportunity to gain information of the Halal food manufacturer and also they could put their confidence and trust towards Ayamas Halal product
• Producer can gain the information from the finding of this study whereby they can identify the influential factors that lead the consumers in selecting Halal product.

2.3. Research Objectives
• To identify the key driver that will determine consumers’ affective attitude towards Ayamas products.
• To examine the relationship between product label, certification body, source of information, company image, and product quality towards affective attitude.

2.4. Research Questions
• What is the key driver that will determine consumers’ affective attitude towards Ayamas products?
• What is the relationship between product label, certification body, source of information, company image, and product quality towards affective attitude?

2.5. Limitations And Future Research
One of the limitation of the present study that arise is there is limited statistical analysis had been used. This study only used multiple regressions as the main technique to test the paths. Future research could include a more rigorous test, using advance statistical method like structural equation modeling, where path or linkages in the research model can be tested simultaneously. As noted by Kaplan (2000) and Judea (2000), Structural Equation Modeling (SEM) combines factor analysis, multiple regression, and canonical correlation. The reason for using SEM can include having both latent and observed variables, independent and dependent variables, and desired to predict the value of some variables from other variables.

Another limitation of the present study is that there is bias in the sample size. This study only used convenience sampling among Shah Alam population. Among all the population, the majority population is people in range of age between 21-30 years old. This may due to Shah Alam which is known as the city
of university where there are a lot of education institutions such as Universiti Teknologi MARA (UiTM), Universiti Industri Selangor (Unisel), Pusat Teknologi dan Pengurusan Lanjutan (PTPL) and Management and Science University (MSU). Therefore, majority of Shah Alam population consist of students. Based on this limitation, future researchers should use wider age range of samples.

3. Review of Literature

3.1. Product Label

Searching for information is the second step in the consumer decision making process. It is where once the consumers’ needs and wants have been recognized; they will look for information on various alternatives available to satisfy their needs and wants.

On the other point of view, Solomon (2007) stated that there are issues that arise during each of three stages in the consumption process; prepurchase, purchase and postpurchase stage. According to the consumers’ perspective in the prepurchase stage, one of the issues would be on what are the best sources of information available for them on the desired products. This is to assist the consumers to discover more on their alternative choices of the products.

The information search stage will help in clarifying the consumers’ problem by; (1) suggesting criteria or any points to be considered for purchase (2) provides brand names that might meet the criteria, and (3) developing consumer value perceptions (Kevin, Hartley and Rudelius, 2007).

On the other hand, Lamb, Hair and McDaniels (2001) highlighted that either internal information search or external information search, or even both types information search may occur during the process of information searching by the consumer. Internal information search is the process of recalling past information stored in the memory whereas external information search involves the process in seeking information in the outside environment which is non-marketing-controlled information source and marketing controlled information source.

Product label falls under the marketing controlled information source which it acts as the product information source that originates with marketers promoting the product (Lamb et al., 2001).

Kotler and Armstrong (2008) identifies label as a product or brand. It also describes few things about a product. Description may cover on the name of the person or organization that produces the product, the place of the production run, the time period the product was made, contents and ingredients, steps and guidelines in using or consuming the product safely.

Frain (1999), on the other hand, defined label as the part of the product’s package which provide details of the brand name, name and address of the product manufacturer, size of the product or amount of content and where appropriate, the details of the product composition and instruction for its use.

In addition, design of the label must fully on phase with the desired image of the product. It is part of the package which indeed carries the identification or promotion function desired earlier. A closer attention must also be emphasized by the firm on the legal requirement relating to the content of the product’s label.

In the Halal labeling issues, Riaz (1996) highlighted that there are very few labels on food items in grocery stores that indicate whether the food product is lawful for Muslim consumption or not. This point out the reason why a Halal label is important for the consumer in assisting them in their decision making process of selecting and purchasing a product.

This is proven through the empirical study done by Musa, Mohtar and Amirmordin (2009) which resulted to product’s label acts as the main source of information to consumers. Hence, producers of Halal products must present adequate and accurate information in their products’ label.

Consumers would like to have access to information whereby they are assured on the products which they bought were in line with the Halal required procedures. This is in term of the strict monitoring activities from the point of origin of ingredients, the food safety aspects and the applied measures on quality control. In addition, it is best that the Halal control points is being closely observed and being
documented throughout the supply chain. Some consumers name the whole process as ‘from farm to fork’.

Hence, consumer will be confident that there will be no missing links of information if there is comprehensive traceability in the Halal supply chain. Thus, this will ascertain the consumers that the products’ origin are known and contained with qualified resources.

3.2. Certification Bodies
Dedication in meeting the halal requirements and quality has become a work culture in Ayamas Food Corporation Sdn. Bhd. The company has even established its own Syariah Council comprised of both distinguished and learned community leaders to monitor and advised the management team. This is the company endeavor to further ensure that their dedications towards halal are strictly adhered to. To date, Ayamas’ products are recognized or accredited by the Department of Islamic Development Malaysia (JAKIM). (www.ayamas.com.my)

JAKIM is a Malaysian Government institution which is responsible to ascertain policies pertaining to the development and advancement of Islamic affairs in Malaysia. The institution is also has been relied upon to enact and standardized laws and procedures, as well as to co-ordinate their implementation nationally. (http://islam.gov.my/english/jakim.html).

Nevertheless, JAKIM is also the competent authority being responsible for halal certification in Malaysia. The responsibility in ascertaining the halal status of the products involved not only on the official site inspection of plants but also on the examination on how the Halal status of the raw material is maintained and monitored at all times. (http://www.halaljakim.gov.my/procedure/PROCEDURES.pdf).

On the other hand, this agency is also responsible in issuing the halal logo where it contains (1) eight-pointed stars is placed in the middle of the circle, (2) a word-Halal in Arabic is placed in the middle of the star, (3) it is then followed a halal wording in Roman, (4) the circle of the logo contains, the word “Malaysia” in Roman and Arabic, and (5) two-small five-pointed stars are placed to separate the Roman and Arabic word. (www.halal.gov.my)

Generally, in the world halal industry, a halal logo will be provided by the certification bodies to the companies or products which successfully compiles to the halal certification standards outlined. The importance of halal logo nowadays (Hariz Kamal, 2008) is slowly emerging as a symbol of quality of assurance, not only for foodstuff, but also toiletries, cosmetics and pharmaceutical products.

On another perspective, Rosidah et al. highlighted that it is crucial that there should be only one agency that is given the authority to control and monitor information on the listing of both products and companies that are halal certified. Though this measure, it could eliminate the doubts and uncertainties specifically among the Muslim consumers.

3.3. Source of Information
In the Halal industry, the channel of communication is relying both on personal communication and non personal communication. Personal communication is define as the participation of two or more person communicating directly face-to-face, person-to- audience, over the telephone or through email (Kotler et al., 2006).

Different consumers have different beliefs on halal products, where subjective norms have been shown to be the most influential drivers of intention to choose halal products. In the context of a multiracial and multicultural society, Malaysia subjective norm plays an important role where family members, friends and colleague are strong referent point (Lada, Tanakinjal & Amin, 2009).

It is also supported by Bonne, Vermeir, Blackler and Verbeke (2007) where they stated that in general, the influence of peers is among the contributors in predicting the intended consumption of halal meat among Muslims.
The halal industry can also rely on non-personal communications in disseminating information on halal. In contrast to personal communication, this type of communication involves more than one person but it includes media, sales promotions, event and publicity mentioned that much of the recent growth of non-personal channels has been with event and experiences (Kotler et al., 2006).

For a firm to communicate with their target market in the halal industry, non-personal communications become paramount. The 5th Malaysian International Halal Showcase (MIHAS 2008) which was hosted by the Ministry of International Trade and Industry (MITI) is a good platform for firms to communicate with the public and also their target market. This is also in line with the MIHAS 2008 objective itself which is to become a perfect platform to draw the Halal players onto a common ground to highlight the massive potential of Halal industry has to offer to the world (The Halal Journal, July & August 2008). Thus, players should not exempt in participating any prominent events held with regard to halal.

Conversely, advertising is one of the promotional tools that can be utilized in dispersing information to the consumers. With its capability in reaching wide geographical area at lower cost per exposure, it enables the firm to repeat a message frequently. Kotler et al (2006) highlighted that advertising is expressive thus allowing the firm to dramatize its product through the artful use of visuals, prints, sounds, and color.

With the advancement of technology, websites is being one of the popular means in reaching the consumers. Firms must ensure that their companies’ website design must be interesting, user friendly and informative to the web users. An effective website should contain deep and useful information (Kotler and Armstrong, 2004) as having a variety of information engulfs strength of website-based communications (Fill, 2007).

3.4. Company Image

Company image is an image or impression created in public mind by the name or symbol of a company or organization. It is also referred to as corporate identity and having much fund to do with the reputation concern (Hart & Stapleton, 1987).

On the other hand, corporate image in the marketing literature was early identified as an important factor in the overall evaluation of the product and the company. On the company level, image has been defined as perceptions of an organization reflected in the associations held in consumer memory (Keller, 1993).

In the marketing strategies to attract customer, (Didd, Simkin, Pride and Ferrel, 2006) a company must project an image; a functional and psychological picture in consumer’s mind that is acceptable to its target market. Corporate image is established and developed in the consumers’ mind through communication and experience (Andreasen and Lindestad, 1998). This image is believed to create a halo effect on customers’ satisfaction judgment as well as to have the same characteristics as self-schema with regard to influencing the buyers’ purchasing decision, whereby good corporate image stimulates purchase from one company by simplifying decision rules.

Didd et al. (2006) added that the concept of company image is also used in corporate branding. It plays a role in guiding all of the company’s marketing activities since transmission of brand occurred through both tangible and intangible features. Therefore, in order to be effective, the corporate brand should embed in all of the company’s actions. Hence, all the aspect of the company’s communications must convey a consistent message about corporate image.

A general assumption in the branding literature is that a favorable brand image will have a positive impact on consumers’ behavior towards the brand, for instance the opportunity to command premium prices, buyers who are more loyal, and more positive word-of-mouth. The end benefit of the corporate image is to provide a value proposition or customer relationship based on the organizational associations, to provide credibility to other brands may be in terms of expertise, trustworthiness, and liking, and to be a vehicle to clarify and crystallize the organizational culture and values inside the organization (Martenson, 2007).
Looking at the effective branding strategy for Halal service sector, Sungkar (2008), who is Kasehdia’s Head of Research and Strategy suggested that a company should develop and introduce new products, technologies or processes in order to improve the company’s competitive position and therefore will successfully build a strong brand name. New products, technologies or processes were introduce to extend and harness brand awareness to the consumers and at the same time defending and protecting the brand integrity through stringent standards, purchasing and product requirements. This is due to the uniqueness with the Halal food industry where a brand resembles the way a particular product is produced, processed and distributed according to a certain level of Halal assurance and integrity.

Acquiring strong brand name will be an advantage for the company in terms of their corporate image especially in the Halal food industry. They gain higher chances in consumers’ choice preference in their decision making process in the food industry. This is in line with Flavia’n, Guinal’u and Torres (2005) where they mentioned that company image have the influence on consumers’ trust on the company’s products or services offered. Consumers’ trust is crucial in the halal industry especially for Muslims consumers as they are adhered to the laws of their religion.

Good image of a company should be well managed to maintain it. Reputation affects decision-making on the part of all stakeholders, thus reputation of an organization is both created and consumed by its members. In other words, someone who is a customer or an employee of the firm has that role in part because of the corporate reputation and in turns to the reputation by telling others about the firm and its products (Blythe, 2006).

3.5. Product Quality

Product quality is an important aspect to be focused into by marketers in the product and service decisions aspects. Product quality falls under the product and service attributes along with features, style and design. Product quality refers to the characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs (Kotler et al, 2008).

Quality has a direct impact on product or service performance. It always carries the meaning of freedom from defects of the product or services offered to the customers and it can thus generate customer satisfaction and value.

Satisfaction and dissatisfaction of customers is influenced by prior expectations that consumers have already in mind towards the level of quality. Consumers form beliefs about product performance based on prior experience with the product and/or communications about the product that imply a certain level of quality (Solomon, 2007).

Kotler et al (2006) highlighted that level and consistency are the two dimensions of product quality. Level of quality will support to the product positioning the performance quality represents the ability of a product to perform its function. Quality consistency, on the other hand, talks about the conformance quality where products are free from defects and consistent in delivering the targeted level of performance.

Consumers in the halal industry are unique. Consumers’ views on halal products are now in shifting trends. Their views are not only confined to the religious viewpoint but also to the confidence that comes with the halal logo.

The logic is on the Halal concept itself that promotes qualities of safety, healthy, hygienic, and environment-friendly, and these are appealing to every consumer not only to the Muslims but also the non-Muslims (The Halal Journal, 2009).

This current market trend is a powerful convergence of common interest. More consumers perceive halal products as healthy, wholesome and hygienic which encourage people in willingly to pay more for halal products’ added benefits (The Halal Journal, 2008).

On the other hand, Sungkar (2008) mentioned that halal products have become premium, world-class and high quality products with the best standard of safety, traceability and assurance system whereas Mohammed Salah Messikh and Thomas Sternicki, (2008) stressed that the halal products must be healthy
and of the highest quality for all customers, as in reference to food, products must be permissible according to the Islamic laws or Shariah. These characteristics represent the product quality that is being expected towards the halal products made available in the market. Thus, it is pertinent that manufacturers and producers engulfed that product quality to gain customer satisfaction and repeat purchase.

3.6. Affective Attitude

In a consumer behavior context (Schiffman and Kanuk, 2007), an attitude is defined as a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object and affective attitude is one of the components in attitude. It is the consumer’s emotions or feelings about a particular product or brand, and these emotions and feelings are frequently treated as primarily evaluative in nature which captures an individual’s direct or global assessment of the attitude object. It is to the extent on which individual rates the attitude objects as “favorable” or “unfavorable”, ‘good” or “bad” while the emotional states may enhance positive or negative experiences. Thus the recollections of such experiences may impact the consumer’s mind and actions.

Sheth and Mittal (2004) also highlighted that people will evaluate the products or brands that they preferences and/or experienced in terms of their goodness, likability, or desirability which can be measures by rating the object in terms of pair traits.

Attitudes towards the behavior can be measures as from “very good” to “very bad”, “very rewarding” to “very punishing” and “ very wise” to “very foolish”. On the other hand “like very much” to “dislike very much” can measure the attitude toward the object (Blackwell, Miniard, Engel, 2006).

Gearson (1993), on the other hand, suggested the measures on the consumers’ feeling through their satisfaction derived from the consumption of a product or brand. This is align where in the halal industry, Sungkar (2008) stressed that the primary goal set by any brand owner is to obtain brand awareness through the desirable and unique perception as well as positive “feeling” of the brand.

Understanding affective attitude will further enable marketers to understand the uniqueness of the halal consumers as there are many issues relating to the consumptions of the products especially Moslems as they are obliged to the Islamic laws or Shariah. The level of consumers’ doubtfulness can be minimize or eliminate as marketers understands the emotions and feeling of these consumer segment in their selection decision towards halal products.

4. Research Methodology

Methodology is the description of technique used in order to achieve the objectives of the study. It is the process of gaining data. This chapter discusses the measurement units, assumptions and reasons that would be used for collecting and analyzing data. Through this research, the answers would be known and conclusions would be made. This stage form the central part of this research activity. An effective sampling plan has been devised and the relative effectiveness of various methods of collecting data has been evaluated.

The main purpose of this research, which is descriptive in nature, is to identify whether there is significant relationship between product labels, certification body, company image, source of information, and product quality towards affective attitude of consumer. As a result, the research design has to be extensive; the data would be collected from a wide population of Shah Alam.

By having a very short time frame, it allows this research a degree of control over whom and what to measure, and maintaining the stability and validity of the construction taken. The main idea is to generate conclusion about the correlation that reflect the relationships of all the variables.

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5.1. Theoretical Framework

Dependent variable

In this study, the dependent variable is the variable of primary interest to research. It is the mean variable that influence or be predicted by an independent variable as variable factor for investigation. The dependent variable for this study is affective attitude.

Independent variables

In this research, the independent variables that will affect the dependent are Product Label, Certification Body, Company Image, Source of Information, and Product Quality.

\[
\begin{align*}
\text{Product label} & \quad \text{Certification body} \\
\text{Source of information} & \quad \text{Company image} \\
& \quad \text{Product quality} \\
\end{align*}
\]

Independent variables \quad Dependent variable

Fig.1 Theoretical Framework

4.2. Research Hypotheses

H1: Product label will positively influence affective attitude in selecting Ayamas products.
H2: There is positive relationship between certification body and affective attitude in selecting Ayamas products.
H3: Source of information will significantly influence affective attitude in selecting Ayamas products.
H4: There is positive relationship between company image and affective attitude in selecting Ayamas products.
H5: Product quality will positively influence affective attitude in selecting Ayamas products.
5.3. Sampling Size And Technique

For the purpose of research, questionnaire is use as a method to collect data by using the convenient sampling. In conducting the survey, 500 questionnaires have been distributed to the population of Shah Alam residents and only 385 have been collected and useable. Convenience sampling technique was carried out during the distribution of questionnaires. The time frame for questionnaires distribution & collection was within two months. Convenience sampling is most often used during the exploratory phase of a research project and is perhaps the best way of getting some basic information quickly and efficiently.

5.4. Data Collection Method

The data collection methods were obtained from both primary and secondary resources. In the research, the result from the respondent who answered the questionnaire is therefore known as our primary data which is to be process further for research analysis using the SPSS method. The result will determine whether the hypotheses is accepted or rejected. On the other hand, the source of secondary data will come from the articles from various related journal, magazines, and also books. In fact, when building the literature review, the information relies on the online search engine such as Emerald Insight, ProQuest and EBSCO host.

5.5. Survey Instrument (Questionnaire)

In the research, the questionnaire is structures and funneled, beginning with general question about the respondents personal data.

5.6. Measurement

The questionnaire created in the form of closed-ended and also open-ended questions. Questions were further developed in the form of multiple-choice questions. In this research, the multiple-choice questions are demographic section in which it asks on the general information about the respondent.

The interval scale is used at the most of the questions in the research. This type of question used the measurement of a seven point scale ranging. This requires respondents to indicate a degree of acceptance with each series of statement related to the stimulus of the objects.

The interval scale is designed to examine how strongly the subject is to be agreed or disagreed by the respondent with the statement on a seven point. The questionnaire was divided into seven sections that represent each section from Section A to Section G which are Demographics, Product’s Label, Certification Bodies, Source of Information, Company Image, Product Quality, Affective Attitudes and lastly Open-ended Question. For section G which is affective attitude, we used Semantic Differential Scale so that the respondent can indicate their feeling towards the product. The bipolar adjectives used, for instance, would employ such term Very Bad-Very Good, Very Punishing-Very Rewarding, Very Foolish-Very Wise and so forth. The source for this particular scale we gain from the Research Method for Business, written by Uma Sekaran, whereby question for open-ended section, the question is created by all group members.

5.7. Data Analysis

This stage is the process of data analysis where it begins after the data have been collected. After data are obtained through questionnaires, they need to be edited. The process and analysis of data will begin with the data coding and data entry based on the variables. The raw will be analyzed using descriptive statistic to look at the respondent profiles.

The next step is to test for the reliability using the reliability measures so that items with high will be retained and used in subsequent analysis. Whereby, the items with low reliability score will be eliminate from the questionnaire.
Frequencies simply refer to the number of item various subcategories of a certain phenomenon occurs, from which the percentage and the cumulative percentage of their occurrence can be easily calculated.

The last to analyze data using the multiple regression analysis, the coefficient of determination, $r^2$, measures the part of total variance dependent variable that is accounted for by knowing the values of independent variables.

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6. Analysis And Findings

This chapter will discuss on the findings and analysis derived from the data gathered from the questionnaires distributed. SPSS software had been used in order to analyze the data gathered from the respondents. This chapter will cover on the analysis for demographic profile of the respondents, reliability, correlation and regression.

6.1. Reliability Analysis

The questions were measured using the reliability analysis. This test is use to looks at the consistency and the stability of the researcher items. Reliability can be expressed in terms of stability, equivalence and consistency. Consistency check, which is commonly expressed in the form of Cronbach Coefficient Alpha is a popular method. A coefficient alpha or better known as Cronbach’s Alpha is often used to measure the reliability. A value of 0.5 or less generally indicates unsatisfactory internal consistency reliability.
Table 1: Reliability Statistics

| Reliability Statistics          | Cronbach’s Alpha | N of Items |
|--------------------------------|------------------|------------|
| Reliability Product Label      | 0.851            | 5          |
| Reliability Certification Body | 0.851            | 4          |
| Reliability Source of Information | 0.859        | 2          |
| Reliability Company Image      | 0.919            | 5          |
| Reliability Product Quality    | 0.944            | 5          |
| Reliability Affective Attitude | 0.931            | 5          |

According to the reliability analysis in Table 1, we can see that the reliability of Cronbach’s Alpha for product label, certification body, source of information, company image, product’s quality and affective attitude are higher than 0.5. This means that all the variables could be accepted for this study because usually Cronbach’s Alpha 0.7 and above is acceptable (Nunnally, 1978). According to Sekaran (2006), the coefficient alpha can be interpreted as below 0.6 is poor, below 0.7 is acceptable and above 0.8 is good. By referring to the study, the Cronbach’s Alpha for product label, certification body, source of information, company image, product quality and affective attitude are more than .80, which at the range of good.

6.2. Frequency Analysis

SECTION A: DEMOGRAPHICS

Among 385 respondents, 36.4% of the respondents are male and female respondents are about 63.6% from the total respondents. From that amount of respondents, 8.8% are below 21 years old, 62.3% are between 21 to 30 years old, 16.1% are between 31 to 40 years old, 7.8% are between 41 to 50 years old and 4.9% of the respondents are above 50 years old.

Furthermore, 89.4% of the respondents are Moslem and 10.6% are Non-Moslem. Besides that, 65.2% of the respondents are single, 32.7% are married and 2.1% are divorced.

3.1% of the respondents are PhD holders, 26% are Master holders, 38.7% are Degree holders, 17.9% are diploma holders, 11.4% of the respondents are with SPM qualification and 2.9% with other qualifications. In addition, 46.8% of the respondents have income level less than RM1000. 16.1% of the respondents have income level between RM1001 to RM2000, 21% of them have income between RM2001 to RM3000, 10.6% have income level between RM3001 to RM4000 and 5.5% of the respondents have income level more than RM4000.

SECTION B: PRODUCT LABEL

Based on the figure, most of the respondents are slightly agreed that Ayamas’ products label is informative with the mean value of 5.06. The label provides information that consumer wants to know about the Ayamas’ product. Besides that, respondents also slightly agreed that Ayamas’ label provides clear information for the consumers with the mean value of 5.14.

Most of the respondents also slightly agreed that they can recognize Ayamas’ products through its label with the mean of 5.58. They also slightly agreed that the Halal logo is shown on the Ayamas’ products label. The mean value of 5.69 shows that the respondents can identify and see the Halal logo on the Ayamas’ product label.

With the mean value of 5.18, it shows that most of the respondents are slightly agreed that they can acquire all relevant information through Ayamas’ product label. The result shows the value of standard deviation is between 1.029 to 1.112 which the data clusters closely around the mean.
SECTION C: CERTIFICATION BODY
Most of the respondents are slightly agreed that they are trust on Jakim as the Halal certification body with the mean value of 5.84. In fact, the respondents also slightly agreed that Jakim is a reliable Halal certification body. The result of mean value shows 5.82 which are means that they positively saw Jakim as a reliable Halal certification body.

Besides that, the respondents are slightly agreed that Jakim monitoring the Halal logos issued by them with the mean value of 5.59. The result shows that Jakim has taking the actions in order to monitor the Halal logos issued by them. Furthermore, most of the respondents slightly agreed that Jakim’s Halal logo is a symbol of quality assurance. The result shows that 5.46 of the mean value explained that the respondents are agreed that the symbol of quality assurance can be identified through Jakim’s Halal logo. The result of standard deviation shows a value in between 1.133 to 1.266, explained that the data clusters closely around the mean.

SECTION D: SOURCE OF INFORMATION
Most of the respondents are agreed that their family is the source of information on Ayamas’ products. The result of mean value shows 4.14 which means the respondents gain the information about Ayamas’ product through their family. In fact, the respondents also agreed that their friends are the source of information on Ayamas’ products. The mean score shows 4.26 which can be explained that most of the respondents acquire the information about Ayamas’ product through their friends. The result of standard deviation shows the value of 1.544 and 1.549, which the data clusters closely around the mean.

SECTION E: COMPANY IMAGE
Most of the respondents are slightly agreed that Ayamas Food Corporation Sdn. Bhd. has good corporate image with the mean value of 5.11. It means that the respondents viewed the company that has good corporate image. Besides that, the respondents are slightly agreed that Ayamas Food Corporation Sdn. Bhd. has good reputation with the mean value of 5.06. It means that the company able to carry its business well.

Furthermore, most of the respondents slightly agreed that they have good impression on Ayamas Food Corporation Sdn. Bhd with the mean value of 5.11. It means that the respondents have fine thoughts towards the company. Then, most of the respondents also agreed that the company practices good corporate social responsibility (CSR). It supported by the mean value of 4.80 which explained that the respondents realized that the company practices good CSR.

Most of the respondents also slightly agreed that they trust on Ayamas Food Corporation Sdn. Bhd with the mean value of 5.02. It explained that the respondents belief towards the company. The result shows the standard deviation value is between the value of 1.059 to 1.167, explained that the data clusters closely around the mean.

SECTION F: PRODUCT QUALITY
Most of the respondents feel slightly agreed that Ayamas’ products are hygienic with the mean value of 5.08. It can be explained that Ayamas products are really clean for the consumer consumption. In the same time, respondents are slightly agreed that the Ayamas’ products are safe for eating. It has been approved with the mean value of 5.07 which explained that the Ayamas’ products are safe and sound for the consumer.

Furthermore, the respondents also agreed that Ayamas’ products are healthy with the mean value of 4.93. The respondents feel that the products are fit for the consumption. Besides that, most of the respondents slightly agreed that Ayamas’ products have the quality due to the result of mean value which
is 5.13. It shows that the respondents approved that Ayamas’ products are really benefits in terms of quality.

Rather than that, most of the respondents slightly agreed that Ayamas’ products are trustworthy with the mean value of 5.14. It means that the products are reliable for consumer. The standard deviation results shows the values between 1.100 and 1.207, which that the data clusters closely around the mean.

SECTION G: AFFECTIVE ATTITUDE

Most of the respondents feel that buying Ayamas’ product is slightly good due to the mean value of 5.20. It means that purchasing Ayamas’ product is superior action for the consumer. In the same time, the respondents feel that buying Ayamas’ product is slightly rewarding. It has been approved with the mean value of 5.00 which explained that the purchasing action is worthwhile.

Besides that, most of the respondents feel that buying Ayamas’ product is wise due to the mean value of 4.97. It explained that purchasing the product is a smart action. In fact, the respondents also feel that buying Ayamas’ product is slightly positive. It has been approved with the mean value of 5.02 which explained that buying the product is a certain action.

In addition, most of the respondents feel that buying Ayamas’ product is slightly satisfied due to the mean value of 5.08. It explained that purchasing Ayamas’ product has modest satisfaction. The result of standard deviation shows the value between 1.096 to 1.309, which explained the data clusters closely around the mean.

6.3. Descriptive Statistics Analysis

Based on the analysis, it shows that certification body has the highest mean value which is 5.6753 and source of information shows the lowest mean value which is 4.1987. For the overall analysis, it shows that respondents’ behavior is most influenced by the certification body in selecting Ayamas Halal products. Source of information is the less influencing factor in selecting Ayamas Halal products. Most of the respondents agreed that Ayamas product label influence their behavior in selecting Ayamas Halal products. Respondents also agreed that the company image of Ayamas Food Corporation Sdn. Bhd. and the product quality of Ayamas influence their behavior in selecting Ayamas Halal products. The standard deviation measures how spread out around the mean the points of a distribution are. The result of standard deviation shows the values are between .85672 to 1.44837, which the data clusters closely around the mean.

6.4. Multiple Regression Analysis For Independent Variables and Dependent Variable

Table 2: Model Summary for IV and DV

| Model Summary (b) | Adjusted R Square | Std. Error of Estimate |
|-------------------|-------------------|------------------------|
| 1                 | .642(a)           | .413                   |
|                   | .405              | 83298                  |

a) Predictors: (Constant), totpro, totcert, totsource, totlab, totcomp
b) Dependent Variable: totaffective
Table 3: ANOVA for IV and DV

| Model   | Sum of Squares | Df | Mean Square | F      | Sig. |
|---------|----------------|----|-------------|--------|------|
| 1       | Regression     | 184.775 | 5 | 36.955 | 53.260 | .001 |
|         | Residual       | 262.973 | 379 | .694  |       |      |
| Total   | 447.748        | 384 |             |        |      |

a) Predictors: (Constant), totpro, totcert, totsource, totlab, totcomp  
b) Dependent Variable: totaffective

Table 4: Coefficients for IV and DV

| Model   | Unstandardized Coefficients | Standardized Coefficients | t    | Sig. |
|---------|-----------------------------|---------------------------|------|------|
| 1       | (Constant)                  | .744 | .300 | 2.477 | .014 |
|         | totlab                      | .074 | .066 | .059 | 1.125 | .261 |
|         | totcert                     | .151 | .053 | .139 | 2.862 | .004 |
|         | totsource                   | .044 | .037 | .059 | 1.214 | .225 |
|         | totcomp                     | .364 | .068 | .328 | 5.312 | .000 |
|         | totpro                      | .208 | .060 | .199 | 3.473 | .001 |

a) Dependent Variable: totaffective

Based on the table of Model Summary, the R-Square is .413. This explained that 41.3% of the variance in the dependent variable which is affective attitude can be explained by the independent variables (product label, certification body, source of information, company image and product quality). Another 58.7% unexplained. Based on the Anova table, the F value of 53.260 is significant at the 0.001 level.

The Coefficient table helps to see which among the five independent variables influences most the variance in affective attitude. By looking at the column Beta under Standardized Coefficients, it shows that the highest number in the beta is .328 for the company image which is most influencing the affective attitude. It followed with product quality with beta value of .199, and then the certification body with the beta value of .139. Product label and source of information are sharing the same amount of beta value which is .059.

The ‘t’ value for product label and source of information are less than 1.96, therefore both variables have insignificant relationship with the affective attitude. So those, the hypothesis H1 and H3 are rejected. The ‘t’ value for certification body, company image and product quality are greater than 1.96, so these variables have significant relationship with affective attitude. Therefore, hypothesis H2, H4 and H5 are accepted.

Based on the analysis, it shows the result after conducting the analysis and it revealed that three hypothesis are accepted which are certification body (H2), company image (H4) and product quality (H5).
6.5. Correlation Analysis

Table 5: Correlation Analysis

|        | totlab  | totcert | totsource | totcomp | totaffective | totpro |
|--------|---------|---------|-----------|---------|--------------|-------|
| totlab | 1       |         |           |         |              |       |
| totcert| .524(**)| 1       |           |         |              |       |
| totsource | .345(**) | .182(**) | 1         |         |              |       |
| totcomp | .566(**)| .474(**)| .559(**)  | 1       |              |       |
| totaffective | .444(**) | .388(**) | .597(**)  | 1       |              |       |
| totpro | .533(**)| .441(**)| .499(**)  | .685(**)| .546(**)     | 1     |

** Correlation is significant at the 0.01 level (2-tailed).

The correlation testing is to know the strength of association between variables. To extend the discussion on the inter-relation between those variables, the table below can illustrate the degree of the relationship of the variables.

Table 6: Strength of Association between Variables

| Correlation                | Coefficient Value | Strength of Association (According to Hair et.al.) |
|---------------------------|-------------------|-----------------------------------------------------|
| Totlab & totcert          | .524              | Moderate Relationship                                |
| Totlab & totsource        | .345              | Small, but definite relationship                    |
| Totlab & totcomp          | .566              | Moderate Relationship                                |
| Totlab & totaffective     | .444              | Moderate Relationship                                |
| Totlab & totpro           | .182              | Slight, almost negligible                           |
| Totcert & totsource       | .533              | Moderate Relationship                                |
| Totcert & totcomp         | .474              | Moderate Relationship                                |
| Totcert & totaffective    | .424              | Moderate Relationship                                |
| Totcert & totpro          | .441              | Moderate Relationship                                |
| Totsource & totcomp       | .559              | Moderate Relationship                                |
| Totsource & totaffective  | .388              | Small, but definite relationship                    |
| Totsource & totpro        | .499              | Moderate Relationship                                |
| Totcomp & totaffective    | .597              | Moderate Relationship                                |
| Totcomp & totpro          | .685              | Moderate Relationship                                |
| Totaffective & totpro     | .546              | Moderate Relationship                                |

7. Conclusion and Recommendation

In this study, there are five factors identified that may have an influence towards consumers in their selection decision towards Ayamas products; product label, certification body, source of info, company image and product quality. However, only three factors which consist of certification body, company image and product quality are the factors that positively influence consumers in their selection on Ayamas products.

From the finding, the key driver that determines the consumer attitude towards Ayamas product is company image. As one of the leading players in the Halal business market, Ayamas Corporation Sdn Bhd needs to ensure that they have a good company image. A good company image will in turn reward the business where it will stimulate favorable and positive preferences from the consumers in their decision making. Besides, good company image will have an influence on consumers’ trust towards the
With regard to Halal requirement, trust also an important element that will lead to consumers’ selection decision.

Reputation management is also crucial in order to maintain a good company image perceived by the public. One of the mean that the company can undertake in reputation management is through corporate social responsibility (CSR). Complying with the Halal requirements especially those regulated by JAKIM will assists not only towards amplify positive perception but also embedding confidence towards both the company and also the products that Ayamas offer. Thus, it minimizes the consumers’ doubt towards the Ayamas products.

From this study, affective attitude is influenced by certification body, product quality and company image. Consequently, the company needs to ensure the consumer will feel favorable, satisfied and rewarded by emphasizing the three significant factors and thus will lead the consumer to be loyal with the company.

JAKIM as a recognized Halal certification body in Malaysia will inculcate a strong confidence towards the consumers in selecting Ayamas products. Therefore, Ayamas Corporation Sdn Bhd need to ensure that the incumbent of halal certification by JAKIM will be continuously renewable and complied.

Nevertheless, Ayamas’ product quality must emphasize on attributes which are hygienic, safe, healthy, and trustworthy in influencing consumers’ affective attitude. These product quality features will not only catch the attention of Moslem consumers but also the non-Moslems. Hence, bigger market share can be captured thus sales figure can increase.

In this study, product label have insignificant relationship towards the consumer in selecting Ayamas products. It is predicted that it may due to high level of doubt between the Malaysian consumers even though Ayamas products display Halal logo. Due to this reason, the company should increase the awareness through their marketing efforts. On the other hand, to eliminate this situation, it is propose that JAKIM should always update the listing for both Halal certified products and companies.

Another predictor which is source of information has shows insignificant relationship towards consumer selection on Ayamas products. It is recommended that the company should put on more effort in their marketing strategies in order to promote its products. It is well known that consumers for Halal products are unique. Moslems consumers will particularly pay more attention towards products that comply with the Islamic laws whereas non-Moslems consumers will benefit from Halal product quality; safe, hygienic, healthy, quality and trustworthy.

As a result, Ayamas Corporation Sdn Bhd should emphasis aggressive effort in their advertising, promotion and publicity. Based on findings, the current communication tools are less effective in influencing the consumers’ selection decision for the products. The company’s website can also be one of the useful method in proving useful and meaningful information. Therefore, the website should be attractive and informative.

Future research proposed to overcome the limitation faced in this study. Future researchers may focus on the classic 4P’s strategy: product, place, promotion and price as the determination in examining consumer behavior in selecting Halal products. In our study we only measure one attribute which is product, in terms of product quality and product label.

Other than that, future researchers may also allude into the outspread range of age in the order to have better generalization result. Furthermore, the researchers should increase the number of non-Moslem respondents due to the current trend shows growing pattern of non-Moslems in their purchasing and consuming behavior on Halal products.
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