

**PREDICTING MUSLIM CONSUMERS' INTENTION
TOWARDS GOAT MILK PURCHASING BEHAVIOUR IN
MALAYSIA**

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UNIVERSITI SAINS ISLAM MALAYSIA

**PREDICTING MUSLIM CONSUMERS' INTENTION TOWARDS
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AUTHOR DECLARATION

I declare that this research proposal is my own work except for citations and summaries of each of them I have explained the source.

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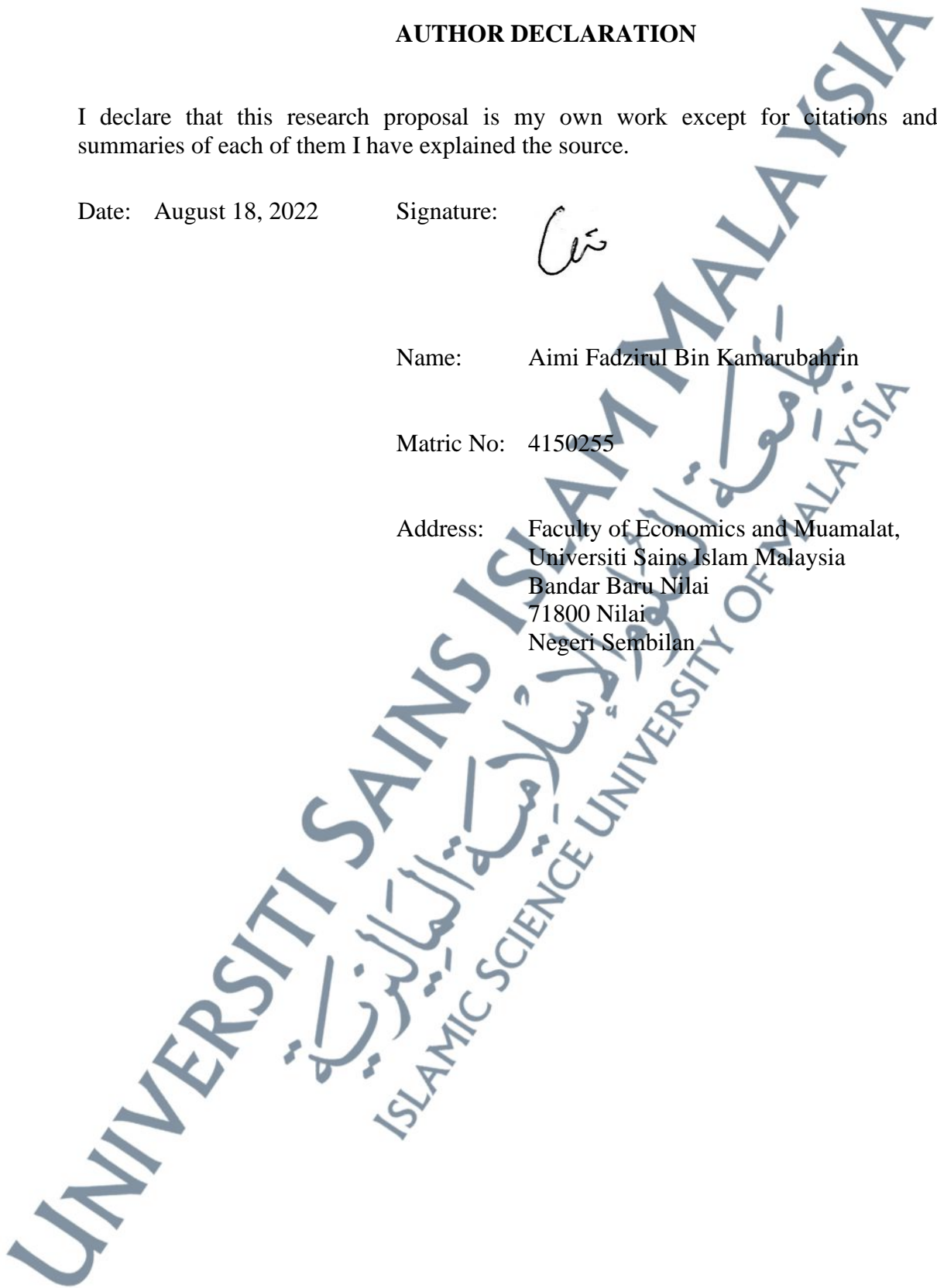
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ABSTRAK

Susu kambing merupakan salah satu daripada makanan sunah dan mula dikenali oleh rakyat Malaysia terutama penganut agama Islam disebabkan mengikuti sunah Nabi Muhammad S.A.W. Penganut agama Islam di Malaysia merupakan majoriti dan perubahan gaya hidup melalui pemakanan sihat seperti susu kambing telah menyebabkan pasaran berkembang maju. Oleh itu, kajian ini bertujuan untuk mengkaji niat pengguna Muslim terhadap tingkah laku pembelian susu kambing di Malaysia dengan mengaplikasi Teori Tingkah Laku Terancang (TPB) yang telah ditambah. Kajian ini menggunakan kaedah metodologi campuran yang bersifat kualitatif (perbincangan kumpulan berfokus (FGD); temubual) dan kuantitatif (soal selidik tinjauan). Dalam kajian kualitatif, seramai 10 individu yang aktif dan kerap membeli susu kambing dikumpulkan di dalam dua sesi FGD dan 3 pakar berkaitan telah ditemubual untuk menyokong data kajian. Manakala, sebanyak 420 set borang soal selidik telah dapat dikumpulkan dalam kajian kuantitatif. Data di analisis dengan menggunakan perisian *Statistical Package for the Social Sciences* (SPSS) versi 24.0 dan *Partial Least Square-Structural Equation Modeling* (PLS-SEM) untuk menganalisa model yang telah dibangunkan. Terdapat dua fasa dapatan kajian kualitatif. Pada fasa pertama, maklumat yang diterima daripada sesi FGD (kesihatan, pemakanan, agama, rasa dan harga) telah digunakan untuk menambah pemboleh ubah ke dalam model TPB dan membangunkan hipotesis kajian ini. Sementara itu, dapatan fasa kedua dikumpulkan dari FGD dan temubual yang lebih mendalam digunakan untuk menyokong penemuan kajian kuantitatif. Analisis menunjukkan bahawa tujuh faktor sikap ($p = 0,05$), norma subjektif ($p = 0,00$), kesihatan ($p = 0,017$), pemakanan ($p = 0,017$), agama ($p = 0,004$), rasa ($p = 0,002$) dan harga ($p = 0,03$), mempunyai kesan yang signifikan ($p = 0,05$) terhadap niat pengguna Muslim dalam tingkah laku pembelian susu kambing. Selain itu, hasil kajian menunjukkan bahawa niat ($p = 0,00$) mempengaruhi tingkah laku pengguna Muslim dalam membeli susu kambing secara signifikan. Selain daripada itu, implikasi praktikal diberikan kepada pihak kerajaan dan perusahaan kecil dan sederhana dalam mengembangkan strategi yang lebih berkesan untuk menggalakan pengguna Muslim untuk membuat pembelian susu kambing secara lebih kerap. Penemuan dari kajian ini juga menyumbang untuk meningkatkan pemahaman niat pengguna Muslim terhadap tingkah laku pembelian susu kambing, yang dapat memainkan peranan utama ke arah penggunaan yang berpenjangan pada produk makanan kesihatan. Kajian ini juga menyokong rancangan kerajaan Malaysia untuk Pelan Tindakan Nasional bagi Pemakanan Malaysia III (2016-2025) dalam mempromosikan gaya hidup sihat melalui pembelian susu kambing yang diketahui bermanfaat untuk kesihatan dan mengandungi pelbagai kandungan berkhasiat.

Kata Kunci: *Susu kambing, Pengguna Islam, Teori tingkah laku terancang, Niat, Tingkah laku pembelian.*

ABSTRACT

Goat milk is one of the prophetic foods and starting to be well known among Malaysian especially by Muslim due to following Prophet Muhammad (*PBUH*) sunnah. Muslim in Malaysia is the majority population and changing of healthy lifestyle by consuming healthy foods such as goat milk have made the market grow steadily. Therefore, this study aims to investigate Muslim consumer intention toward goat milk purchasing behaviour in Malaysia by extent Theory of Planned Behaviour (TPB). The study employed mixed-methodology which were qualitative (focus group discussion (FGD); in-depth interviews) and quantitative (survey questionnaire). In qualitative study, a total of 10 individuals who regularly purchase goat milk were gathered into two FGD sessions and three experts were interviewed to support the data. Meanwhile, 420 usable questionnaires were collected in the quantitative study. Data were ran using Statistical Package for the Social Sciences (SPSS) version 24.0 and Partial Least Square-Structural Equation Modelling (PLS-SEM) to demonstrate the model. There were two phases of qualitative study findings. In the first phase, findings from FGD (health, nutrition, religion, taste and price) were used to add in the extension of the TPB model and hypothesis of this study. Meanwhile, in the second phase, data gathered from FGD and in-depth interviews were used to support the findings of the quantitative study. To elaborate, the analysis showed that seven factors namely attitude ($p=0.05$), subjective norm ($p=0.00$), health ($p=0.017$), nutrition ($p=0.017$), religion ($p=0.004$), taste ($p=0.002$) and price ($p=0.03$), have significant impact ($p=0.05$) on Muslim consumer intention toward goat milk purchasing behaviour. Moreover, the results demonstrated that intention ($p=0.00$) significantly affects purchasing behaviour of goat milk. Furthermore, practical implications were given for government and business sectors to develop more effective strategies to encourage Muslim consumers to make daily goat milk purchasing behaviour. The findings from this study also contributed to improve the understanding of the intention of Muslim consumers towards goat milk purchasing behaviour, which could play a major role towards sustainable consumption of healthy products. In addition, this study supports the Malaysian government plan for the National Plan of Action for Nutrition of Malaysia III (2016-2025) on promoting healthy lifestyles through goat milk purchasing which is known to be beneficial to health with various nutritious contents.

Keywords: Goat milk, Muslim consumers', Theory of planned behaviour, Intention, Purchasing behaviour.

AL-MULAKHAS

يعد حليب الماعز من أحد الأطعمة النبوية وبدأ معروفاً لدى الماليزيين خاصة من قبل المسلمين بسبب اتباعهم لسنة النبي محمد ص. (يكون المسلمين في ماليزيا غالبية السكان، وقد أدى التغيير في نمط الحياة الصحي من خلال تناول الأطعمة الصحية مثل حليب الماعز إلى نمو السوق بشكل مطرد. وتهدف هذه الدراسة إلى التحقيق نية المستهلك المسلم لقد اعتمد الباحث منهجاً في (TPB) تجاه سلوك شراء حليب الماعز في ماليزيا من خلال نظرية السلوك المخطط والدراسة الكمية) استبيان (ومقابلات متعمقة (FGD) المناقشات الجماعية المركزة) هذه الدراسة؛ هما الدراسة النوعية استقصائي (في دراسة نوعية، تم جمع مجموعة من 10 أفراد الذين يشترون حليب الماعز بانتظام في جلستين وتم إجراء مقابلات مع ثلاثة خبراء لدعم البيانات. وفي الوقت نفسه، تم جمع 420 استبانة في الدراسة الكمية. وتم تشغيل الإصدار 24.0 ونمذجة المعادلة (SPSS) البيانات الاستبيان باستخدام البرنامج الحزمة الإحصائية للعلوم الاجتماعية لإثبات النموذج. كانت هناك مرحلتان من نتائج الدراسات (PLS-SEM) الهيكلية بالمربعات الصغرى الجزئية النوعية. في المرحلة الأولى، تم استخدام نتائج من المناقشات الجماعية المركزة (الصحة والتغذية والدين والذوق والسعر) وبناء فرضية هذه الدراسة. وفي المرحلة الثانية، تم استخدام البيانات التي تم جمعها من TPB لإضافة امتداد نموذج المناقشات الجماعية المركزة والمقابلات المتعمقة لدعم نتائج الدراسة الكمية. للتفصيل أظهر نتيجة التحليل أن سبعة (p = 0.017) والتغذية، (p = 0.0017) والصحة، (p = 0.00) والقاعدة الذاتية، ((p = 0.05) عوامل هي الموقف (p = 0.017) لها تأثير كبير، (p = 0.03) والسعر، (p = 0.002) والطعم، (p = 0.004) والدين، (p = 0.017) تؤثر بشكل كبير على (p = 0.00) على المستهلك المسلم. علاوة على ذلك، أظهرت النتائج أن النية (0.05) السلوك الشرائي لحليب الماعز. وبجانب ذلك، تم إعطاء آثار عملية لقطاعي الحكومة والأعمال لوضع استراتيجيات أكثر فعالية لتشجيع المستهلكين المسلمين على اتخاذ السلوك لشراء حليب الماعز. ساهمت نتائج هذه الدراسة أيضاً في تحسين فهم نية المستهلكين المسلمين تجاه سلوك شراء حليب الماعز، والذي يمكن أن يلعب دوراً رئيسياً في الاستهلاك المستدام للمنتجات الصحية. بالإضافة إلى ذلك، تدعم هذه الدراسة خطة الحكومة الماليزية لخطة العمل الوطنية للتغذية في ماليزيا الثالثة (2016-2025) بشأن تعزيز أنماط الحياة الصحية من خلال شراء حليب الماعز المعروف بأنه مفيد للصحة بمختلف المحتويات المغذية.

الكلمات الرئيسية: حليب الماعز، المستهلكون المسلمون، نظرية السلوك المخطط، النية، سلوك الشراء.

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LIST OF ABBREVIATIONS

AMOS	Analysis of Moments Structures
ATT	Attitude
AVE	Average Variance Extracted
C	Calcium
CA	Cronbach Alpha
CB	Consumer Behaviour
CB-SEM	Covariance-based Structural Equation Modelling
CFA	Confirmatory Factor Analysis
CIA	Central Intelligence Agency
CR	Composite Reliability
DOA	Department of Agriculture
DOS	Department of Statistics
DVS	Department of Veterinary Services
EFA	Exploratory Factor Analysis
ETP	Economics Transformation Program
FAO	Federal Agriculture Organization
FGD	Focus Group Discussion
H	Hypothesis
HDC	Halal Development Corporation
HTMT	Heterotrait-Monotrait Ratio of Correlations
K	Potassium
KMO	Kaiser-Meyer-Olkin
LCE	Low Certificate Education
LISREL	Linear Structural Relations
MOH	Ministry of Health
N/n	Population
NIPALS	Nonlinear Iterative Partial Least Squares
OLS	Ordinary Least Square
P	Phosphorus
PBC	Perceived Behavioural Control
PBUH	Peace Be Upon Him

PHD	Philosophy Doctorate
PLS	Partial Least Square
PLS-R	Partial Least Square – Regression
PLS-PM	Partial Least Square – Path Modelling
PLS-SEM	Partial Least Square Structural Equation Modelling
PMR	Penilaian Menengah Rendah
RM	Ringgit Malaysia
RO	Research Objective
RQ	Research Question
SEM	Structural Equation Modelling
SMP	School Milk Programme
SN	Subjective Norm
SPSS	Statistical Package for the Social Science
SPM	Sijil Pelajaran Malaysia
SSF	School Supplementary Feeding
STAM	Sijil Tinggi Agama Malaysia
STPM	Sijil Tinggi Pelajaran Malaysia
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Act
USD	United States Dollar
VIF	Variance Inflation Factors

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