

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This research focuses on predicting Muslim consumer intention toward goat milk purchasing behaviour in Malaysia and investigates moderate effect between intention and purchasing behaviour in the context of goat milk in Malaysia. Furthermore, this study identified the motive of Muslim consumers' intention toward goat milk purchasing behaviour. This study investigated factors influencing Muslim consumers' intention towards goat milk purchasing behaviour. Next, this study also examined the intention of Muslim consumers toward goat milk purchasing behaviour. Previous studies stated that consumers are influenced by many factors and a comprehensive intention and purchasing behaviour model in Malaysia has yet to be developed (Kamarubahrin et al., 2019a; Kamarubahrin, 2019b; Chang et al., 2016; Siew et al., 2016; Rani et al., 2016). Therefore, this study seek to make further contribution to this significant area of goat milk consumer behaviour. This chapter explained the overview of this study which consists of the introductory, background of the study, problem statement, research objectives and questions, theoretical and conceptual framework of this study, limitation and ethical issues.

1.2 Research Background

“O you who have believed, eat from the good things which We have provided for you and be grateful to Allah if it is [indeed] Him that you worship”.

(Quran: Al-Baqarah 2:172)

Good things (*halal* and *thoyibban*) is a concept within the Islamic faith that comes from the teaching of the Quran, the Hadith of the Prophet Muhammad (*pbuh*), and the Sunnah. These three give directions on foods prohibited to a Muslim and those accepted for consumption, and as noted by the Prophet in the Hadith, Allah provides foods that are good for a person (Al-Teinaz, 2020). The surah above clearly states that consumers especially Muslim need to find good things which are *halal* and *thoyyib* (wholesome, healthy, safe, nutritious and of good quality) foods (Hasuna et al., 2021; Baharuddin et al., 2015). The halal industry has received special attention worldwide as one of the most potential businesses to be explored and developed. Demand from approximately 1.8 billion Muslims throughout the world has become a crucial door-opener for Halal industry (Yusuf et al., 2017; Yunus et al., 2014). The Canadian International Markets Bureau reports an international halal food trade of \$150 billion a year (Kabir, 2014). Moreover, the global market value for trade in halal food and non-food products is estimated at USD 2.3 trillion annually with the global Muslim spend reaching USD 3.7 billion by 2020 and its one of the world's fastest growing market (HDC, 2016). According to Mubbsher et al. (2017), Muslims' purchasing power is also increasing at a rate of almost USD 1.4 billion daily (USD\$ 500

billion annually). One example of good things in halal and *thoyyib* foods are the prophetic foods. Prophetic foods include barley, honey, dates, goats' milk and others, which have been mentioned in the holy Quran and proven to be beneficial to health (Rani et al., 2016). Prophetic foods are foods that have been appraised in the Al-Quran and Hadith and have proven to have many benefits (Rani et al., 2016). It is also recommended by the Prophet Muhammad (*pbu**h*) for a better and healthier living among Muslims (Dogra et al., 2021). In Malaysian context, the Islamic values directly and indirectly influences the Muslim consumers' lifestyle and food consumption (Chang et al., 2016; Hassan et al., 2016; Aniza et al., 2013). In line with the statement, as beneficial to the human body, goat milk was suggested to be consumed by Muslim consumers' due to its nutrition contents and benefits to health (Hipni et al., 2020; Aziz et al., 2020; Umar et al., 2017).

Increased Muslim community awareness on healthy lifestyle (Amina, 2018; Wilson, 2015; Mansor & Harun, 2014) has changed consumers' intention and behaviours and subsequently induced purchasing decisions on goat milk (Umar et al., 2017; Chang et al., 2016; Siew et al., 2016; FAO, 2003). Hence, increasing awareness among Muslim consumers have made the market to grow steadily, boosting the demand for imported dairy products. Malaysia imported dairy products for the year 2015 is about RM3,496.79 million (DOS, 2016). It shows the significance of demand for dairy products market and room for promoting goat milk consumption in the local market.

Despite huge numbers on imported dairy products, there is an issue among consumers especially to Muslim consumers who still do not purchase

and consume goat milk widely (Rani et al., 2016; Siew et al., 2016) even if it is a Sunnah practised by the Prophet Muhammad (pbuh). One of the main reasons for low consumption of goat milk is a low demand from consumers (Siew et al., 2016). Some reasons why Muslim consumers do not purchase and consume goat milk is because of its strong odour and taste, high price and unavailability in urban areas (Paskaš et al., 2020; Jerop et al., 2013). Moreover, goat milk is not promoted as a functional drink or health food (Yangilar, 2013; Ozawa et al., 2009). Consumers may also be influenced by media articles presenting negative effects of goat milk consumption: excessive creation of sputum, formation of acne, increase of weight, problems with digestion, lactose intolerance, emergence of allergies, prostate cancer or inception of various other health problems caused by goat milk contamination (Frolkovicová & Bukovský, 2009; Furindová, 2010).

Following the body of literature addressing consumer intention and behaviour, the lack of information and scepticism (Perez & Salmones, 2016), even though goat milk has a high nutrient value, only few consumers have recognized its benefit. In fact, consumers are more familiar with cow milk compared with goat milk (Utami, 2014). Therefore, determination of the intention of Muslim consumers toward goat milk purchasing behaviour are important. It is sighted in several researches that consumers' behaviour is among the major factor influencing purchasing goat milk (Kurajdová & Petrovičová, 2015; Jerop et al., 2014). Thus, attitude, subjective norm, perceived behavioural control, motives, and demographic profiles are factors that needs to be analysed to get better insight of Muslim consumers' intention

towards goat milk purchasing behaviour in Malaysia. Armed with the knowledge of what is lacking in Muslim consumers' intention towards goat milk purchasing behaviour, the policy makers will be able to design and implement effective programs to educate consumers regarding healthy issues on goat milk consumption. In short, the aim of this study is to investigate Muslim consumers' intention towards goat milk purchasing behaviour by applying the Theory of Planned Behaviour (TPB) framework. Thus, the TPB could be employed to provide researchers and practitioners with a better understanding by predicting Muslim consumers' intentions towards goat milk purchasing behaviour in Malaysia and suggest marketing strategies for attracting Muslim consumers in consuming goat milk.

Consuming milk is very important in human diets because it contains significant amount of saturated fat, proteins, calcium and as well as vitamin. The recommended daily dairy products including goat milk consumption is about 200-400 ml for adults and 600-800 ml for children and pregnant women (Miller et al., 2000; Yekta & Akbay, 2015). Milk products including goat milk is a highly nutritious animal product. Goat milk is known as a nutritious food that contains better nutrient compared with other types of milk (USDA, 2017). Goat milk has the highest mineral composition of calcium (CA), phosphorus (P) and potassium (K) compared to cow and human milk (Bihaqi & Jalal, 2010). Moreover, goat milk also contains higher level of Vitamin A than cow milk (Yangilar, 2013). Consuming goat milk is one of the trends in consumers' behaviour (Utami, 2014), and is starting to be well known among Malaysians especially Muslim to follow Prophet Muhammad (*pbuh*) Sunnah (Rani et al.,

2016). Due to its high nutrition and health benefits, goat milk has also been suggested in the Al-Quran and Hadith. Goat milk is a highly valued Sunnah food, beneficial to health with the appropriate nutritional behaviour, to help improve quality of life (Turconi et al., 2013).

Thus, the main purpose of this study is to investigate Muslim consumers' intention toward goat milk purchasing behaviour in Malaysian context. The objective of the study is specifically to identify what is the motive of Muslim consumers' intention toward goat milk purchasing behaviour. The second objective is to examine factors that influence Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. The third objective is to study the moderating effect demographic profiles of Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. The fourth objective is to study the intention of Muslim consumers towards goat milk purchasing behaviour in Malaysia. The study highlighted the TPB based on attitude, subjective norm, perceived behavioural control, motives as the extension from the theory and demographic profiles as the moderator. Goat milk consumption among Muslim consumers in Malaysia need to be analysed to have a better insight for marketers and policy makers to develop this industry. On top of that, this will be an initiative to promote healthy food consumption among Muslim in Malaysia. There is a need to look at consumers' behaviour to find ways to promote goat milk consumption. Hence, identifying motives factors driving Muslim consumers' intention towards goat milk purchasing behaviour will be supported by conceptual framework develop for this study based on the TPB.

The decision to conduct this research on Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia is to support government's effort in promoting healthy lifestyle (MOH, 2016). In addition, the progressive introduction of dairy farming has placed emphasis on consumer driven market development of milk that can influence the success of a dairy enterprise (ETP, 2012; Jerop et al., 2013). Malaysia is a multiracial country where Muslims constitute the majority population with two sizeable minority groups of Chinese and Indians. Irrespective of their religious orientations, today's consumers tend to view themselves as democratic, rational individuals with rights as well as responsibilities in facing a quagmire involving religion, state and dynamics of the market. Muslims in Malaysia's plural society representing 60.4% of the nation's population (Yuhanis & Chok, 2012) fits these criteria and conducting the study in Malaysia was deemed to be the ideal alternative for undertaking this study. Furthermore, the significant Muslim population in Malaysia is a 'sleeping giant' market for goat milk investors, suppliers and local dairy goat farmers to explore and promoting healthy lifestyle. The remainder of this chapter delineates why this topic is worth studying and the implication that can be drawn from such a study. The next section presents the problem statement, which covers the issue related to the research context followed by a section that defined the research questions and objectives. The subsequent section then explains the significance of the research.

1.3 Problem statement

The motives of purchasing have been discussed many times in the marketing literature. The first discussion is on the motives of Muslim consumers' intention towards goat milk purchasing behaviour. The term of purchasing motive has been defined as a drive or an urge for which an individual seeks satisfaction (Durmaz & Diyarbakırloğlu, 2011). Consumers' purchasing motive is a process by which individual decides whether, what, when, from whom, where and how much to purchase (Bandura, 1990; Bandura, 1991). It comprises of mental and physical activities of a consumers. The two aspects of individual behaviour are also influenced by internal and external factors (Becker, 1990). Therefore, though it is challenging, motive is an important issue that was considered in this study.

Previous study highlighted many motives that lead on consumers' intention and behaviour to purchase, such as physical, emotional, rational, patronage, and psychological (Bandura, 1990; Bandura, 1991). According to Utami (2014), motives of consumers' intention and behaviour towards goat milk purchasing is based on consumers' characteristic such as age, job, education and others. Besides that, social economic factors also become motives for consumers' intention and behaviour towards goat milk purchasing. Researchers recently have started to be interested in how, what and why Muslim consumers intend to purchase goat milk (Chang et al., 2016; Siew et al., 2016). However, limited attention and findings from researchers showed inconsistency on motives towards goat milk purchasing (Kurajdová et al., 2015; Kuradjova & Petrovicova, 2015; Santoso et al., 2012; Siew et al., 2016;

Jerop et al., 2013). Due to inconsistent agreement between previous researchers, it is significant to explore motive factors of Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. Since this research focused on Muslim consumers' intention toward goat milk purchasing behaviour, thus, understanding the factors that drive consumer choice or motives is one of the major challenges for marketing and consumer studies (Spinelli et al., 2014). For the measure of effective factors on the choice or motives, a wide range of factors were examined such as benefits of dairy products, emotional experiences, the amount of individuals awareness as well as other social and economic variables. The validity of these variables were discussed and explored in this study found in chapter three.

The second perspective is on the factors influencing Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. Understanding and predicting consumers' behaviour is a main issue for the goat milk industry (Iancu, 2014; Jerop et al., 2013; Chang et al., 2016; Siew et al., 2016). According to Ajzen's Theory of Planned Behaviour (TPB), factors such as attitude, subjective norm, perceived behavioural control and motives will influence purchasing intention in the planned behaviour (Ajzen, 1991; Kurajdová et al., 2015). With regards to this study, the factors influence was explored. In regard to the behaviour, only few consumers' have recognized goat milk benefit. In fact, consumers are more familiar with cow milk compared with goat milk (Utami, 2014). The factors influencing Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia were not properly studied and documented. Factors influence towards intention

to purchase goat milk are small (Santoso et al., 2012). Despite low consumption of goat milk among Malaysians (MOH, 2016; Siew et al., 2016; Klesges et al., 1999), Malaysia is among the highest country on imported dairy products including goat milk such as shown in Table 1.1. There are several factors that contribute to the low consumption of goat milk by consumers in Malaysia; the main constraints to purchase goat milk are high price premiums, unavailability and to a lesser extent, lack of information, lack of trust in term of halal certification and unpleasant odour from goats (Rani et al., 2016; Bihaqi & Jalal, 2010). According to Gottschalk and Leistner (2013), the first criterion that plays a significant role when it comes to purchasing goat milk products is the consideration of price. Consumers are buyers who seek best (lowest) prices and in general avoid purchasing expensive items. Other studies have reported that the strong odour and taste of goat's milk prevent people from purchasing the milk (Paskaš et al., 2020). Factor influence is a good predictor of actual behaviour, however without the examination of the values, it is still unable to provide a full picture of customer mind on consumers' purchase decision (Schiffman & Kanuk, 1997). Hence, this study was set to identify the factors which can be used to predict Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. Therefore, there was a need to stress on the study about Muslim consumers' intention based on attitude, subjective norm, perceived behavioural control, motives and demographic profiles as moderator towards goat milk purchasing behaviour.

Table 1.1: All Dairy Products in Malaysia
Production, Imports, Exports and Total Market
Size (USD)

| Market Size | 2014 | 2015 | 2016 | 2017 (Estimated) |
|-------------------|-----------|-----------|-----------|---------------------|
| Local Production | 180,700 | 151,200 | 177,560 | 202,370 |
| Imports | 1,304,500 | 1,008,100 | 1,058,200 | 1,124,300 |
| Exports | 4,300 | 4,407 | 4,517 | 4,653 |
| Total Market Size | 1,480,900 | 1,154,893 | 1,231,243 | 1,322,017 |

Source: Department of Veterinary Services (2013).

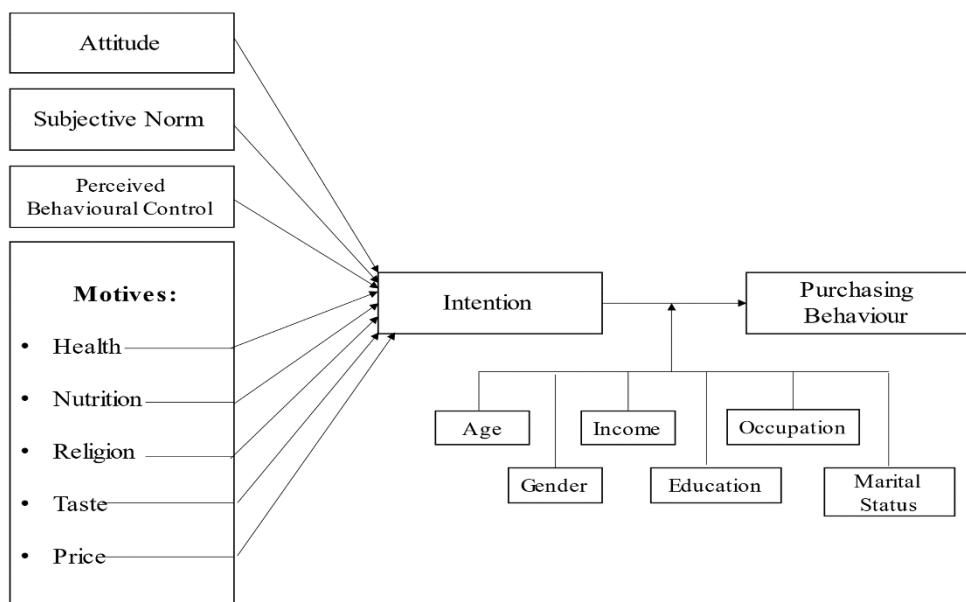
The third perspective was on demographic profiles of Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. According to Bandura (1990) and Bandura (1991), living places are among the factors that affects the consumers when purchasing of products. Consumers' characteristics such as age, gender, race, education, occupation, income and living places are the influence of consumers in consuming goat milk (Utami, 2014). Besides that, variables such as age and lifecycle stage, occupation, economic circumstances, lifestyle (i.e., activities, interests, opinions and demographics), personality and self-concept are among the factors that influence consumers' behaviour in consuming goat milk (Jerop et al., 2013). Another study also showed that there are a few demographic profile differences in shoppers' perceptions towards purchasing milk. The study revealed that women and elderly people more frequently consume milk due to parenthood (Bus & Worsley, 2003). However, there are only a few literatures available which studies Muslim consumers' demographic characteristics as moderate towards purchasing goat milk in Malaysia. An important question arises, 'Do the demographic profiles have any effect towards Muslim

consumers' intention towards goat milk purchasing behaviour in Malaysia?" Many aspects were debated in the discussion as there is a necessity to address this issue on a more serious note. Thus, this study looked into the demographic profiles of Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.

Given the above issues, Malaysian government under the National Plan of Action for Nutrition of Malaysia Third (2016-2025), the national supplementary feeding programmes such as School Supplementary Feeding (SSF) and School Milk Programme (SMP) are still vital especially for Muslim. According to the Ministry of Health Malaysia (2016), under the Malaysia school-based nutrition survey, children and adolescent milk and dairy products consumption showed that about 81.5% consumed below the recommended 1-3 servings per day. Meanwhile, Malaysian Adult Nutrition Survey milk and dairy products consumption showed that 73.6% consumed below the recommendation of 1-3 servings per day (MOH, 2016). Thus, this became the motivation to conduct the study in order to encourage Muslim consumers to purchase and consume goat milk which is known to provide nutrition and health benefits to the human body. Besides, this study promotes and supports strategies for the practice of healthy eating under the National Plan of Action for Malaysia 2016-2025 (MOH, 2016). The policy will integrate and synergize efforts from relevant stakeholders in planning, implementing and evaluating food and nutrition programmes that are effective and sustainable.

1.4 Focus of the Study

The intention of this study focused on the issue of Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia. The theory of planned behaviour (Ajzen, 1991) was applied. Meanwhile, the conceptual framework in Figure 1.1 helps to explain the relationship proposed that was tested in this study (Sekaran, 2003).



Source: Author

Figure 1.1: Research Framework

1.5 Research Objectives and Research Questions

The principal aim of this research was to investigate Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. Research map of this study is shown in Table 1.2.

Therefore, the research aim can be achieved through the specific objectives listed below:

1. To identify the motives of Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia.
2. To examine the factors that influence Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia.
3. To study the demographic profile of Muslim consumers as moderating effect between intention and goat milk purchasing behaviour in Malaysia.
4. To study the intention of Muslim consumers towards goat milk purchasing behaviour in Malaysia.

Based on the above research objectives, the research questions of this study are listed below:

1. What are the motives of Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia?
2. What are the factors that influence Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia?
3. Do Muslim consumers' demographic profile as moderate have any effect between intention and goat milk purchasing behaviour in Malaysia?
4. What is the intention of Muslim consumers toward goat milk purchasing behaviour in Malaysia?

1.6 Significance of the Study

This study intends to contribute to the body of knowledge and theoretical framework and be able to fill some of the knowledge gap on consumers' behaviour. In the effort to investigate the factor that influence

Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia, there are several factors that were obtained from literatures (discussed in detail in Chapter 2). This study also seeks to achieve the research objective and used a mixed-method study approach. The theory of planned behaviour was used to examine attitude, subjective norm and perceived behavioural control of Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. Meanwhile, the moderator of Muslim consumers' demographic profiles was explored on their effect towards goat milk purchasing behaviour in Malaysia. The knowledge derived from this study is important to the stakeholder especially those involve in producing goat milk and government agencies to provide better policy. Another important contribution of this study was channelled to the academic world. This study was able to aid and contribute in the consumers' education at all levels and be used as a source of reference, besides giving a path to future researches.

1.7 Structure of the Study

This study consists of five chapters, which are explained as follows:

- Chapter 1: Introduction. The introductory part highlighted the background of the study, problem statement, focus of the study, research objectives, research questions, significance of the study, ethical issue, and limitation of the study.
- Chapter 2: Literature review. This chapter discussed on previous literature reviews on consumers' behaviour (CB). A review on

Muslim consumers' intention towards goat milk purchasing behaviour was explored. It also briefed on attitude, subjective norm, perceived behaviour control, health, nutrition, religion, taste, price, intention, purchasing behaviour and demographic profiles as a moderator. It also discussed the Theory of Planned Behaviour (TPB) used in this study. In addition, these variables were elaborated to expand the knowledge in consumers' behaviour.

Chapter 3: Research methodology. The content of this chapter focused on the methodology used in this study. A further elaboration of the study was explained, including research design, data collections, data analysis, and report findings. This chapter also included preliminary findings from this study.

Chapter 4: Analysis and results. This chapter covered the result of the data analysis. The SPSS version 24.0 was used to analyse data in terms of respond rate, demographic data analysis, and descriptive analysis. Besides that, Partial Least Square-Structural Equation Model (PLS-SEM) was used to analyse the validity and reliability of model; and hypothesis testing.

Chapter 5: Reviews of the original research questions were addressed. The theoretical and practical implications were discussed and the main contributions to the body of knowledge on Muslim consumer intention toward goat milk purchasing behaviour were detailed. The research limitations were acknowledged

and future research directions were identified. Finally, concluding remarks closed the thesis.

1.8 Limitation of study

While conducting this research, a few obstacles occurred. The researcher strongly believes undoubtedly that this research was able to contribute to the field of consumer behaviour theory and practice as discussed earlier or at least add to the numbers of research and literatures on consumer behaviour. However, this study has its limitations, similar to other research empirical or non-empirical. Although efforts were made to ensure the validity of the results from this study, several limitations that existed were accounted for when interpreting these findings. Limitations in the areas of sampling method and experimental design and suggestions for ways to overcome these limitations in future research was discussed here.

Firstly, respondent's participation was especially difficult to obtain. Some of them were available to participate while some of them were not. In addition, the sample of the study may not be an exact representation of the Malaysian Muslim consumed due to non-cooperation of potential respondents, time and financial constraints. Furthermore, the convenience sampling process limited the generalizability of the findings to the entire population.

Secondly, concerning the level of intention and goat milk purchasing behaviour, the analysis indicated that a majority of respondents fell in the high category of intention and goat milk purchasing behaviour meaning, the respondents are good Muslim consumer, trying their best to follow the Prophet

Muhammad (*pbu**h*) sunnah. This model represented the relationship of intention and goat milk purchasing behaviour of Muslim consumers who are committed with Islamic value. However, in reality, there are less of Muslim practising the values of Islam in the daily life. In order to understand the varying level of Muslim consumer, more respondents from different background are needed in the future study. The convenience sampling mentioned above can help to include the varying groups.

Thirdly, the intention before purchasing behaviour or doing anything is very important for Muslim. Intention is difficult to measure, because it is related to the heart and sincerity. This study observed a small angle of Islamic understanding in explaining the intention. Therefore, additional Islamic perspective can be added as elements of intention as the extension of this model in the future study on the dimension of intention.

There is also the multi ethnicity in the Malaysian population, and consequently, they might have different interpretation of the questionnaires. Therefore, the accuracy of data obtained depended on the honesty of respondents in giving their opinions.

1.9 Ethical issues

All data were collected through the distribution of questionnaires from random respondents. The data gathered was confidential and not exposed in this research unless an approval was acknowledged by the respondents. The questionnaires were developed based on relating to the study without involving any sensitive issues.

1.10 Summary

This chapter provided an introduction of this study by covering the problem statement, focus of the study which consists the conceptual framework as an overview for the further discussion in the next chapter and research objectives and research questions. Subsequently, chapter two discussed the framework developed for this study.

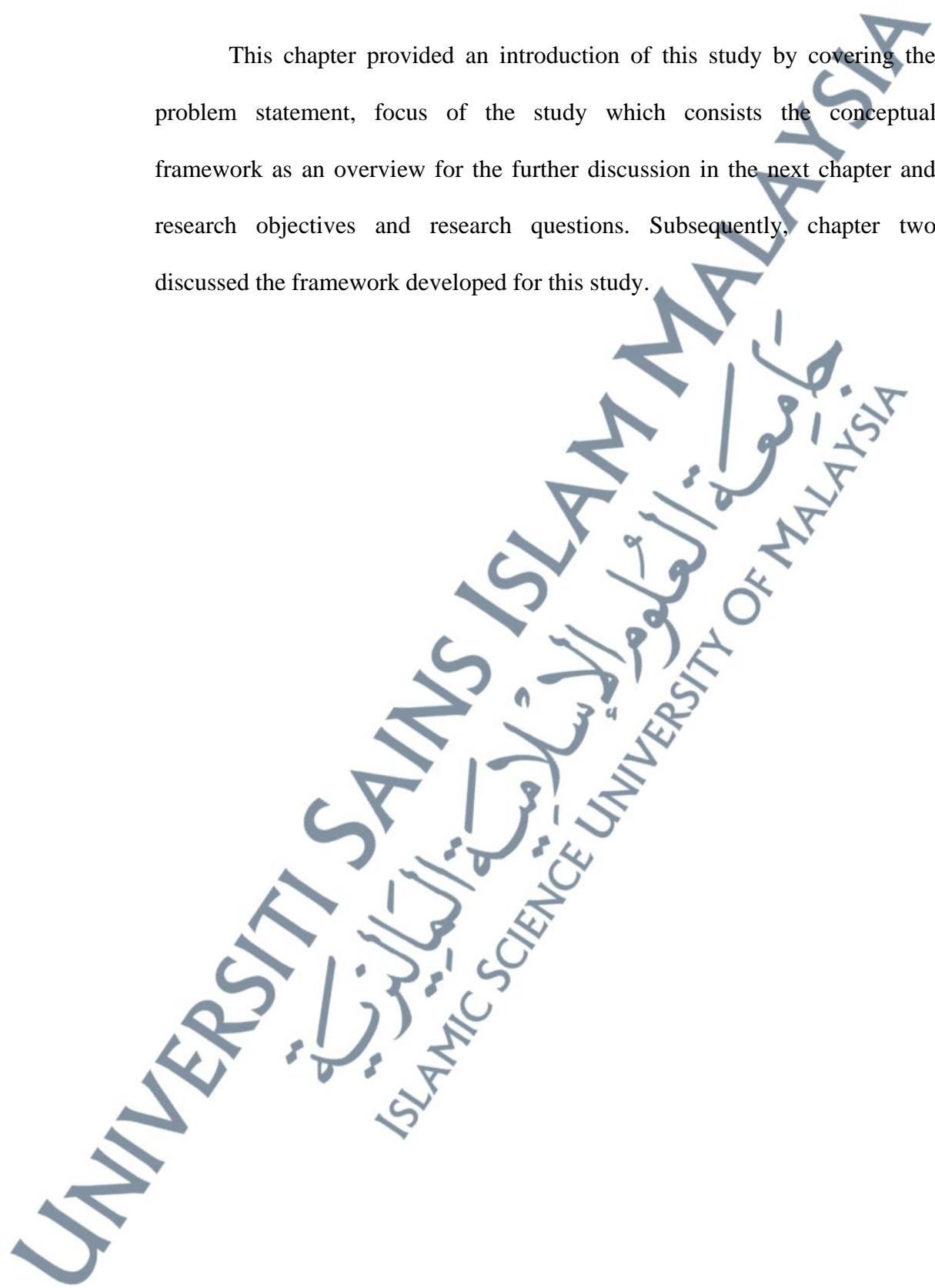


Table 1.2: Research Map

| Research Objectives | Research Questions | Hypothesis |
|--|--|---|
| RO1 To identify the motives of Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia. | RQ1 What are the motives of Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia? | |
| RO2 To examine the factors that influence Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. | RQ2 What are the factor that influence Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia? | <p>Hypothesis 1: Attitude will have significant effect on Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia.</p> <p>Hypothesis 2: Subjective Norm will have significant effect on Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia.</p> <p>Hypothesis 3: Perceived Behavioural Control will have significant effect on Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia</p> <p>Hypothesis 4: Health will have significant effect on Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia.</p> <p>Hypothesis 5: Nutrition will have significant affect Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia.</p> <p>Hypothesis 6: Religion will have significant affect Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia.</p> <p>Hypothesis 7: Taste will have significant affect Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia.</p> <p>Hypothesis 8: Price will have significant affect Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia.</p> |
| RO3 To study the demographic profile of Muslim consumers' as moderating effect between intention and goat milk purchasing behaviour in Malaysia. | RQ3 Does Muslim consumers' demographic profile as moderate have any effect between intention and goat milk purchasing behaviour in Malaysia? | <p>Hypothesis 9a: Age of Muslim consumers as moderating effect between intention and goat milk purchasing behaviour in Malaysia.</p> <p>Hypothesis 9b: Gender of Muslim consumers as moderating effect between intention and goat milk purchasing behaviour in Malaysia.</p> <p>Hypothesis 9c: Income of Muslim consumers as moderating effect between intention and goat milk purchasing behaviour in Malaysia.</p> <p>Hypothesis 9d: Education of Muslim consumers as moderating effect between intention and goat milk purchasing behaviour in Malaysia.</p> <p>Hypothesis 9e: Marital status of Muslim consumers as moderating effect between intention and goat milk purchasing behaviour in Malaysia.</p> |

| Research Objectives | | Research Questions | Hypothesis |
|----------------------------|---|---|---|
| RO4 | To study the intention of Muslim consumers toward goat milk purchasing behaviour in Malaysia. | RQ4 What is the intention of Muslim consumers toward goat milk purchasing behaviour in Malaysia? | <i>Hypothesis 9f:</i> Occupation of Muslim consumers as moderating effects between intention and goat milk purchasing behaviour in Malaysia. <i>Hypothesis 10:</i> Intention will have significant affect toward goat milk purchasing behaviour in Malaysia. |

