

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews the literatures related to three main topics which are motive, intention, and religious influence. The literature review consisted of masters and doctorate thesis and dissertation, peer-reviewed of journal articles, book published between 1970s and 2020. Publication from corporations, government and other organizations were also included in these literatures review.

2.2 Consumers and Muslim Consumers

The term "consumers" refers to two types of consuming units, final consumers' and organizational consumers. The final consumers' (an individual, a family or a household) differs from the organizational consumers' (a business organization, a government agency and a non-profit making organization) in terms of behaviour and the factors affecting it (Schiffman et al., 2007). Final consumers' is any individual that purchases goods or services either for his own personal use (e.g., clothes and dental treatment) or for his family use (food items and carpets or curtains for the house) (Schiffman et al., 2007). In other words, the purchase goat milk is to satisfy a need or wants of his own or of his family members.

Furthermore, the consumers' looks for a certain product or service to buy, evaluates it, owns and uses it, or disposes of it or the rest of it. Accordingly, a consumers' may or may not be a regular customer of a store. Consumers' make decisions by allocating their scarce income across all possible goods in order to obtain the greatest satisfaction. Meanwhile, the organizational consumers', includes commercial, industrial, and agricultural firms, governmental agencies, and non-profit institutions (e.g., charity societies, orphanages, relief organisations, and research centres). The organizational consumers' does not purchase the product for the purpose of individual or family consumption, but for the purpose of organizational consumption.

Consumers are viewed as rational decision makers who are only concerned with self-interest (Schiffman et al., 2007, Zinkhan 1992). According to Investorwords (2018), consumers' can be defined an individual who buys products or services for personal use and not for manufacture or resale. A consumers' is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements. Any time someone goes to a store and purchases goods, or anything else, they are making that decision as a consumer. Walters (1974) provides such a definition by stating that a consumers' is an individual who purchases, has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires. The "consumers" more generally refers to anyone engaging in any of the activities (evaluating, acquiring, using or disposing of goods and

services) used in the definition of consumers' behaviour (Schiffman et al., 2007).

Meanwhile, according to the estimates revealed by Central Intelligence Agency (CIA) in 2004, Muslims is the second largest community in the world after Christians (Hackett & Grim, 2012). Muslim population in the year of 2020 was estimated at 2,050,085,347 billion people (Hackett & Grim, 2012; Kettani, 2010). The biggest crowd was seen to reside in Asia with 985.53 million people. Middle East and the northern continent of Africa with the strength of 317.07 million people, placed in the second most populated Muslim in the world. The third largest Muslim community lives in sub-Saharan Africa which is a home to 248.11 million people. These huge population segments have been commonly referred to as the billion segments. In addition to China and India, researchers recently began mentioning Muslim consumers as a potential addition to the list. The Muslim consumers' segment is the largest that has been identified so far with estimates of its size ranging between 1.5 and 1.8 billion consumers' (Wikipedia, 2011a, b). Moreover, the Muslim population is forecast to grow at about twice the rate of the non-Muslim population until 2030 – an average annual growth rate of 1.5 percent, compared to only 0.7 percent for non-Muslims (Pew Research Centre, 2011). These numbers clearly show the massive size of the Muslim consumers' group in comparison to the other three segments.

Table 2.1: Estimate of the World Muslim Population

Continent	Muslim Population (billion)	Muslim (%)
Asia	1,148,173,347	69.38
Africa	447,042,815	27.01
Europe	49,545,642	2.99
Americas	9,704,062	0.59
Oceania	475,708	0.03
World	1,654,941,394	100

Source: Kettani (2010).

From Table 2.1, it is estimated that Muslims in 222 countries are 1.65 billion with the largest Muslim population is in Asia continent which amounting 69 percent out of total Muslim in the world. It is followed by Africa continent which have 27 percent of Muslims. Table 2.1 also shows that the Muslim population in the world is getting bigger. Not to mention, the population growth of Muslims in the world is estimated to increase by 1.71% annually (Kettani, 2010). It became a lifestyle and culture for a Muslim world where every single consumer's product is needed to legally permit by Shariah for consumption such as meat, poultry, raw food, cosmetics, pharmaceuticals, hospitality, insurance, finance, banking, tourism, supply chain and many more. Muslim consumers' can be identified in any society. Islamic culture is one of the most affluent systems of values, which sculpts a momentous road map for its followers in their social life. Marketers in Malaysia started to realize that Islamic cultural also could be used as the purchasing attribute that can influence the Muslim consumers', especially in Malaysia.

As will be noted from the definition above, referral is made to an individual. Therefore, one should first focus on human behaviour, since consumers' behaviour, according to Walters (1974), represents a subset of

human behaviour. Human behaviour, therefore, refers to the total process whereby the individual interacts with his environment.

2.3 Consumers' Behaviour

This topic covers the literature discussion on the concept of consumers' behaviour, Muslim consumers' behaviour, and purchase behaviour.

2.3.1 The Concept of Consumers' Behaviour

Consumers' behaviour represents one of main components of the human ecology. An individual needs certain set of tangible and intangible products that are essential in his daily life. Recently, the study of consumers' behaviour is becoming more actual and acute issue in the field of marketing. It was due consumers thinking on free availability, flow of information, wide competitive offer of alternative products and high technological advancement became the dominant personality of a market who firmly hold a power over a market in his hands and have a decisive say about what should be produced and offered on the market. For this reason, it is the consumers' who know a secret recipe for success and therefore the knowledge about consumers' and their behaviour represents one of main ingredients for their accomplishment. However, understanding consumers' and their purchase behaviour is a very complicated.

The concept of consumers' behaviour (CB) has been explained in many perspectives. The study of consumers' behaviour presents an ideal avenue for gaining insight into underlying human motivations. How different people allocate their limited resources in different circumstances can tell us a great

deal about which needs people prioritize. Researcher agreed, understanding of evolutionary needs can provide insight into consumers' preferences and decision processes. For example, some people happily spend their hard-earned money on ultra-expensive luxury goods with no survival benefit, or why people make seemingly irrational choices by seeking to avoid losses rather than acquire gains. An evolutionary perspective offers a powerful new framework with a host of implications for theory and research in consumers' behaviour.

Walters (1974) defines consumers' behaviour as the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services. Besides that, consumers' behaviour also can be defined as the mental and emotional processes and the observable behaviour of consumers' during searching for, purchasing and post consumption of a product or service (Engel et al., 1990). In addition, consumers' behaviour refers to the purchasing behaviour of the final consumers', which is individuals and households who buy goods and services for personal consumption (Howard, 1989; Loudon & Bitta, 2008). This parallel with Bennett (1995) which refers consumers' behaviour as the actions and decision processes of people who purchase goods and services for personal consumption. Consumers' decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. Mowen (1993) provides a different definition by explaining consumers' behaviour as the study of the purchasing units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas. This

definition focuses on purchasing units in an attempt to include not only the individual but also groups that purchase products or services.

In addition, other definitions are emphasised that the consumer behaviour is a mental, emotional, and physical processes and needs and wants, as well as the influence of perceived risk (Arens, 1999). Consumers' behaviour can be defined as the study of individuals, groups or organisations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumers' and society (Hawkins et al., 2001). This definition contains a sequential process involving different activities that can be influence to the consumers' in a number of ways. Add on, Schiffman et al (2007) define consumers' behaviour is the behaviour that consumers' display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy consumers' needs and wants. According to Sonali (2016), consumers' behaviour is the behaviour that consumers' display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy consumers' needs and wants. To elaborate further, it focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items.

The understanding on consumers' behaviour continuously been discussed by scholars. The discussion on consumers' behaviour continuously grew gaining attention amongst the researchers where it was discussed and prolonged from various angle and roles. In parallel with the earlier finding, Batra and Kazmi (2004) define consumers' behaviour is mental and emotional

processes and the observable behaviour of consumers' during searching purchasing and post consumption of a product and service. Similarly, Engel et al (1990) refers consumers' behaviour is the action and decision process of people who wants to purchase goods and services for personal consumption. If these defining criteria are already observed, it is evident that analysing consumers' decision-making process is the foundation of entire notion of consumers' behaviour.

Among others, the American marketing Association (Peter & Olson, 2009) defined consumers' behaviour as the dynamic interaction of affect and cognition, behaviour and environmental events by which human beings conduct the exchange aspect of their lives. Then, Schiffman and Kanuk (2000) assumed that consumers' behaviour is how people make choice to spend their resources including period of time, funds, and work on items. Also, these actions are directly concerned on selecting, obtaining, using, and removing of goods and services and perceptions to meet their satisfaction, including the purchasing decision that preface and follow these actions (Solomon et al., 2006). Thus, consumers' behaviour is defined as the study of individuals, groups or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumers' and society. It blends elements from psychology, sociology, social anthropology, marketing and economics.

The above discussion shows that the definition of consumers' behaviour was vast depend on the viewpoint of researcher. Amongst others,

previous literatures define the consumers' behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Solomon et al., 2006). Meanwhile, Schiffman et al (2007) take a similar approach in defining consumers' behaviour. The behaviour that consumers' display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. It blends elements from psychology, sociology, social anthropology, marketing and economics.

In marketing, however, the analysis of consumers' behaviour is dealing primarily with preferences and how preferences are formed in the mind of the consumers. Marketing approaches to consumers' behaviour may be distinguished as cognitive versus behavioural. From a cognitive perspective, can be defined consumers' behaviour as the activities that people engage in when selecting, purchasing, and using products and services to satisfy needs and desires. Such activities involve mental and emotional processes, in addition to physical actions (Zanoli & Naspetti, 2002). In order to understand why customers are interested in purchasing a product, it is necessary to understand the nature of the finalised purchasing decisional process and, therefore, of what they want or try to achieve through the purchase (Smith & Swinyard, 1999). The field of consumers' behaviour is enormous and highlights the importance of the customer at the centre of the marketer's universe. Each consumers' is unique with different needs and wants and purchasing choices and habits and choice that are in turn tempered by

psychological and social drivers that affect purchase decision processes. (Brassington & Pettitt, 2000).

Consumer behaviour in purchasing activity is assumed to be consistent with intentional behaviour in the purchase food. It provides an insight into human behaviour. The concept of studying consumer behaviour is derived from behavioural science (Craig-Lees et al., 2008), which is complex (Walters, 1974), and a multidisciplinary approach with the contribution of different social sciences (von Alvensleben, 1997). There are three factors, namely, emotions, motives, and attitudes, that are the basic forces of consumer behaviour (Schiffman et al., 2007). Attitudes operate within individuals and can determine general behaviour and influence consumer behaviour (Schaffner et al., 1998). One of the attitude models of consumer choice is the Fishbein model (Ajzen, 1991). This model has been adapted and elaborated by Fishbein and Ajzen (1975) and described as a model of consumer behaviour. They noted that behaviour is viewed as a flow of behavioural dimension. Initially, beliefs precede the attitude object. Then, intentions are the immediate consequence of attitudes. Finally, the intentions can perform the behaviour. This model was further developed in Ajzen and Fishbein (1980) as the theory of reasoned action. The above discussion shows that consumers' behaviour has a vast definition and mean, it depends on the subject of study focusing.

2.3.2 Muslim Consumers' Behaviour

Preceding research like Bonne and Verbeke (2008); Regenstein et al (2003a; 2003b) affirmed that religion do influence consumers' preferences in their daily purchasing activities. A source of reference to personal

consumption and choice behaviour may come from religious group where a person is affiliated with (Siguaw & Simpson, 1997). Wilson (2012) added that the real need to explore Muslim consumers' behaviour seems to be legitimate and widely opened as this is still a relatively new area.

For example, in terms of Muslim consumers' behaviour, the Muslim consumer should follow their own affordability and needs and not be blinded by desire. It is clear as the word of Allah s.w.t:

“O Children of Adam! Take your adornment (by wearing your clean clothes), while praying [and going around (the Tawaf of) the Kaabah] and eat and drink but waste not by extravagance, certainly He (Allah) likes not those who waste by extravagance”.

(Quran: Surah Al-A'raf (7): 31).

Literature stated that Muslims have to follow a set of laws (laws by Allah through Al-Quran), it became a lifestyle and culture for a Muslim world where every single consumers' product is needed to legally permit by Shariah for consumption such as meat, poultry, raw food, cosmetics, pharmaceuticals, hospitality, insurance, finance, banking, tourism, supply chain and many more (Schiffman et al., 2007). Meanwhile, in other study, Islam has provided a complete guideline on consumers' behaviour for Muslims to be more motivated to achieve well-being not only of the world but also for the hereafter (Mustafar & Borhan, 2013). Moreover, for any international and local marketers, these Muslim consumers' present a huge opportunity that could

yield significant benefits. Forbes, for instance, reported that the global Halal food market was worth US\$580 billion annually in 2007 (Carla & Ioannis, 2007). Yet marketers have limited understanding of Muslim consumers' behaviour. In addition to China and India, researchers recently began mentioning Muslim consumers' as a potential addition to the list. Thus, Muslim consumers' intention towards goat milk purchasing behaviour are need to investigate in terms of marketers in Malaysia started to realize that Muslim consumers' behaviour also could be used as the purchasing attribute that can influence the Muslim consumers', especially in Malaysia.

2.3.3 Muslim Consumers' Behaviour Towards Purchasing Foods and Milk

Consumer is one of the aspects that need to be addressed to achieve the goal of becoming a developed country. In conventional economics, consumers' behaviour refers to how a user allocates an amount of money on various combinations of goods or services in order to maximize their satisfaction. Muslim consumers are very similar to any other consumers' segments, demanding healthy and quality products, which must also conform to Shariah requirements (Al-Harran & Low, 2008). However, Islam as a complete way of life acts to control and restrict human behaviour as consumers', to achieve prosperity, peace and happiness in this world and hereafter (Mustafar & Borhan, 2013). According to Suki and Suki (2016), research on food consumption is widely explored in consumers' settings in North America and Europe while too few research studies deliberate on religion and green food consumption, specifically differentiating between the

behaviour of Muslim and non-Muslim consumers in the context of Asian countries.

In other study, Mustafar and Borhan (2013) highlighted the behaviour that should be considered by every individual Muslim in selecting, purchasing and using the products or services of any kind. They also mentioned among those are referring to the priority of needs, preserving and keeping the *maqasid al-shari'ah*, complying with the principles of 'halal' and 'haram', quality consumption, celebrating individual and society *maslahah* and the practice of moderation. In addition, the aspect of consumers' behaviour should be emphasized in a more detailed manner in order to achieve the ultimate goal of economics success in Islam which is the success in the world and hereafter. Meanwhile, Bourdieu (1984) mentioned social identity is defined, asserted and practiced through differences and distinctions. This paper argues that Muslim consumers' psyche regarding luxury item consumption will be better understood in the context of a society that is modern, cosmopolitan, plural and at the same time predominantly Muslim.

With respect to food prescriptions in Islam, Muslims have to follow a set of dietary laws intended to advance their well-being, in addition to the five pillars of Islam. These dietary laws or prescriptions determine which foods are halal (i.e. permitted) for Muslims. It was estimated that 75% of Muslims in the United States follow their religious dietary laws (Hussaini, 1993) meaning that even after having emigrated most Muslims still eat halal. Assuming that this percentage can be extrapolated to immigrated Muslims in Europe, this would yield a potential halal food market of about 10 million European consumers.

For example, a recent study revealed that 84% of Muslims in France always eat halal meat (Bergeaud-Blackler & Bonne, 2007). Factors explaining differences in adherence to religious dietary prescriptions pertain among others to social structures, e.g., origin, immigration, and generation differences (Ababou, 2005; Bergeaud-Blackler, 2001; Bergeaud-Blackler & Bonne, 2007; Limage, 2000; Saint-Blancat, 2004). However, not only religious motives determine food consumption, but also health, respect for animal welfare and social issues, such as religious identity and degree of acculturation (Bergeaud-Blackler & Bonne, 2007; Bonne & Verbeke, 2006; Bonne et al., 2007).

According to Razzaque and Chaudhry (2013), it is important to understand how Muslims perceive differences across brands and to what extent their religious commitment is an antecedent to their level of brand involvement. For example, how important it is for a brand to cater specifically to Muslim consumers' even if it need not be halal or to display ideals congruent with Islam can only be determined following an in-depth examination of brand involvement. Moreover, religious commitment appears to be an antecedent to Muslim consumers' involvement in the brand decision but not in the product decision. Muslim consumers develop favourable attitude in patronizing stores that show high degree of halal images, feel very pleased to know that each item available in the store is a confirmed halal and decide to re-patronize the stores more often as they practicing the Islamic teaching by supporting Islamic-based retail shops (Suki et al., 2014).

Otoum and Nimri (2015) based their definition of the actual purchase behaviour on defined the consumers' behaviour as his willingness to conduct

actual behaviour toward Halal food. The halal food market alone was worth around US\$635 billion in 2010 representing about 16 percent of the total global food industry (Meat Trade News Daily, 2011). Most importantly, owing to the relatively higher birth rate in the Muslim world, this “Muslim market” is fast expanding making it attractive to large multi-national companies. But marketers need to understand that succeeding in this market may not be easy as the traditional, secular analysis of consumers’ behaviour may not necessarily be appropriate for the Muslim consumers. The few studies that exclusively focus on Muslim consumers appear to be descriptive and narrow in scope as they deal either with the consumption of goat milk products or with post-purchase behavioural effects. Moreover, little is known about Muslim consumers’ intention toward purchasing and consuming dairy products in developing countries (Rahnama & Rajabpour, 2017). This research marks a sharp departure from that trend as it empirically investigates Muslim consumers’ intention towards goat milk purchasing behaviour in Malaysia.

2.4 Theory of Intention and Behaviour

In explaining the relationship between Muslim consumer intention toward purchasing behaviour, among the related theories are Stern (2000) Value Belief Norm Model, Fishbein and Ajzen (1975) Theory of Reasoned Action and Theory of Planned Behaviour (Ajzen, 1991), which the model explained how consumers’ form behavioural intention since it widely use in literature for analysing consumers’ behaviour.

2.4.1 Theory of Value-Belief-Norm

Few studies have focused on how individual consumer values vary in relation to early adoption behaviour. As a result, researchers have called for more research in this area (Daghfous et al., 1999; Steenkamp et al., 1999). Consumer values can be viewed as being at a higher level than consumption level attitudes that are closer to the innovation adoption behaviour (Wang et al., 2008). By definition consumer values are perceived rather than objectively determined by externalities (Corfman et al., 1991). Therefore, values and attitudinal factors are important for drawing conclusions that are more stable across life-cycle changes. According to Wang et al. (2008), in the light of the prominent status of attitudes in consumer behaviour research, it is surprising that only a few studies investigate the relationship between values and innovation adoption. One exception is a study that found values (empathy and hedonism) to be significantly related to consumers' inclination for adoption of electronics (Daghfous et al., 1999). In accordance, Stern (2000) argues that attitudinal factors, consisting of values, beliefs, and norms, have a causal relationship with environmentally significant behaviours. A framework based on this notion and suitable for explaining the influence of pro-environmental values on behaviours, is the VBN theory (Dietz et al., 1998; Stern, 2000).

In VBN theory, value theory (Schwartz, 1992), norm activation theory (Schwartz, 1977), and the new ecological paradigm (NEP, Dunlap et al., 2000) are incorporated as the fundamental building blocks. The VBN theory postulates that the relationship between values and actual behaviour is mediated by factors other than consumption specific attitudes. These factors

are behaviour-specific beliefs and personal moral norms that guide the individual's actions. The first building block of VBN theory is values and it has been found that three value orientations are related to pro-environmental behaviours primarily biosphere, altruistic, and egoistic (de Groot and Steg, 2008; Hansla et al., 2008).

Individuals with a bio spheric value orientation will base their decision to act green mainly on the perceived costs and benefits for the ecosystem and biosphere as a whole (de Groot and Steg, 2008). Individuals with an altruistic orientation base their green consumer decisions on perceived costs and benefits for other people. Individuals with an egoistic value orientation will mainly consider the costs and benefits of green behaviour for them personally which indicates that if the perceived benefits exceed the perceived costs they will behave in an environmentally friendly way and vice versa. Thus, altruistic and bio spheric values have been found to have a positive association with green consumer behaviours whereas egoistic values have been found to have a negative influence (Nordlund and Garvill, 2002; de Groot and Steg, 2008).

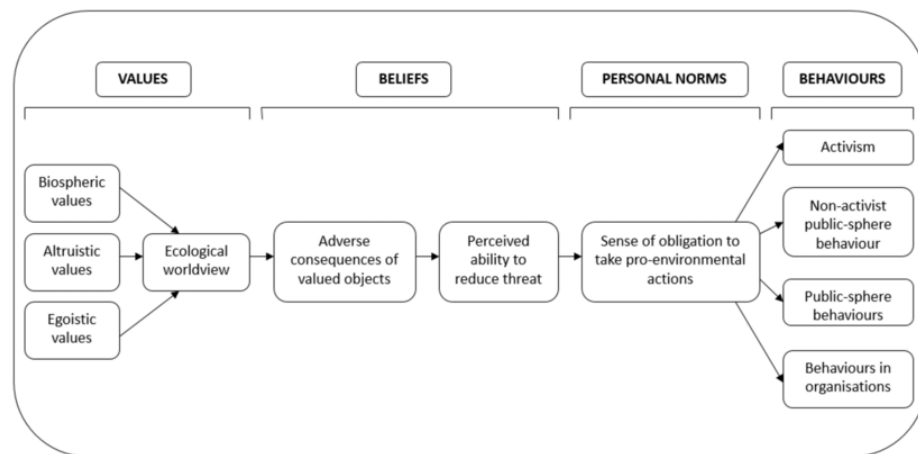
In combination with values, the VBN theory in the next step shows that specific beliefs affect the behaviour of green consumers. Consequently, it has been found that if an individual is aware of the environmental consequences (AC) of a certain form of behaviour and ascribes responsibility ascription of responsibility (AR) to themselves for taking preventive action, a pro-environmental norm develops that has a high potential to affect actual behaviour (Stern, 2000; Bamberg and Schmidt, 2003). AC and AR have been found positively associated with green consumer behaviours such as the

acceptance of energy policies (Steg et al., 2005), recycling behaviour (Guagnano et al., 1995), and the reduction of car usage (Tanner, 1999).

The last building block of VBN theory, and thus the attitudinal factor that is the most closely related to actual behaviour, is the PN (Stern, 2000). PNs, experienced as feelings of a moral obligation to act, create a willingness to act pro-environmentally. PNs have been found to be successful predictors of green consumer behaviour in many contexts. Widegren (1998) found that PNs influenced the willingness to pay higher prices for pro-environmental food, and Thøgersen (2002) found that PNs positively influenced the purchasing of organic wine. PNs have also been found to have a positive effect on the use of environmentally friendly travel modes (Hunecke et al., 2001; Nordlund and Garvill, 2003). A study by Minton and Rose (1997) that focused on green purchasing behaviour showed that PNs are related to purchases of a collection of low involvement non-durable consumer products. The results lend support to the assertion that PNs influence green consumer behaviours in low- to medium involvement contexts. However, no conclusive evidence suggests that PNs alone, or VBN theory as a whole are related to adoption in a high involvement context.

By contrast, moral and other altruistic considerations are the key to understanding conservation behaviour, according to the value-belief-norm (VBN) framework (Stern, 2000b). Stern, Dietz, Abel, Guagnano, and Kalof (1999) believe their VBN model to be the best explanatory account of acts of mundane environmentalism that currently exists. Evidence has shown that, depending on the type of behaviour (i.e., private-sphere behaviour, policy

support action, or environmental citizenship), the VBN model explains 19% to 35% of its variance (Stern et al., 1999). These are numbers that are considerably (3% to 10%) higher than the corresponding figures from 3 comparatively tested alternative value-based models (see Stern et al., 1999). At the same time, though, explained variances between 19% and 35% look strikingly similar to the average 25% to 30% that can be expected from the TPB (e.g., Ajzen, 1991).



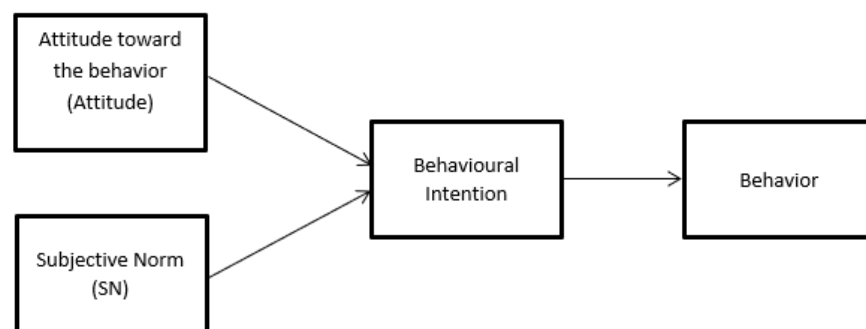
Source: Stern (2000)

Figure 2.1. Theory of Value-Belief-Norm

2.4.1 Theory of Reasoned Action

The theory of reasoned action (TRA) recognizes the role of subjective norms in guiding intentions and subsequent behaviour. It precisely measures beliefs and social motivations and leads to explanations and predictions of consumers' attitudes. Attitudes can help to predict behavioural intentions and even approximate behaviour itself (Foxall et al., 1998). Broadly speaking, the TRA model explained how consumers' form behavioural intention.

Consumers' intention can perform or not in a certain way based on two parts. First, the personal component or the attitude component consists of beliefs (information) and evaluation. This stage refers to the individual's attitude toward purchasing behaviour and his or her beliefs about the consequence of this action. Second, social components or subjective norms are composed of an influence of other people in society and motivation to comply with other people's views. This stage represents how the individual perceives the attitude of the importance of other people and the motivation of the individual to comply with that attitude (Parthasarathy et al., 1994; Schutte & Ciarlante, 1998). Kotler (1997) categorized factors explaining consumers' behaviour into cultural (culture, subculture, and social class), social (reference groups, family, roles, and status), personal (age, stage in the life cycle, occupation, economic circumstances, lifestyle, personality, and self-concept), and psychological (motivation, perception, beliefs, and attitudes). The model is shown in Figure 2.2.



Source: Ajzen and Fishbein (1980)

Figure 2.2: Theory of Reasoned Action

2.4.2 Theory of Planned Behaviour

The theory of planned behaviour is an extension of the Theory of Reasoned Action (TRA) and thematic-attribute attitude model (Ajzen, 1991; Fishbein & Ajzen, 1975). One of the earliest and widely applied models, TRA was introduced by Fishbein and Ajzen (1975) and assumes that individual behaviour can be controlled at will. However, TRA cannot fully explain human behaviour since, in reality, different factors may affect behavioural intentions. In order to address these limitations, Ajzen (1991) extended TRA and proposed theory of planned behaviour (TPB) as a model which can more accurately predict and explain human behaviour. The theory of planned behaviour (TPB) suggests that the likelihood of a particular behaviour can be predicted by the individual's intention to perform that behaviour (Ajzen, 1991). Intention captures the motivational factors that influence behaviour, e.g., to purchase goat milk. TPB has proved to be a successful analysis tool for consumers' behaviours (Lobb et al., 2007; Mullan et al., 2013). The theory of planned behaviour (TPB) is one of the best studied and applied theories in the human behavioural research (Paul & Lin, 2002). Furthermore, the TPB is used to explain the intention and consumption behaviour of consumers in many studies (Chen et al., 2022; Pandey et al., 2021; Sabina Del Castillo et al., 2021; Huang et al., 2020; Nystrand & Olsen, 2020; Ali et al., 2018; Pham, 2009). According to Stern (2005), TPB is considered as one of the most useful frameworks in explaining human behaviour in the wide range of fields and more specifically it has great applicability in the field of environmental psychology. It is important to observe whether factors of TPB and the

extended variable help in explaining the intention toward goat milk purchasing behaviour in a country where Muslims are in the majority. Therefore, the conceptual framework for this study was formed based on the TPB in order to investigate Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.

The TPB, developed from Theory of Reasoned Action (TRA), is a prevailing theory that explains and reveals the motivational influences on individual behaviour. It has been widely used to predict the behavioural intentions and actual behaviour of a person (Ajzen & Fishbein, 1980; Madden et al., 1992). TPB further expands TRA by considering the factor of PBC, in addition to individual attitude toward performing a particular behaviour and the subjective norms of social pressure with regard to that behaviour (Ajzen & Fishbein, 1980). TPB has been widely applied in the research field of consumers' behaviour (Chen et al., 2022; Pandey et al., 2021; Sabina Del Castillo et al., 2021; Huang et al., 2020; Nystrand & Olsen, 2020; Ali et al., 2018). Thanks to its superior predictive ability, the TPB has received great attention as a means to comprehend a variety of human behaviours (Mullan et al., 2013; Wen & Noor, 2015).

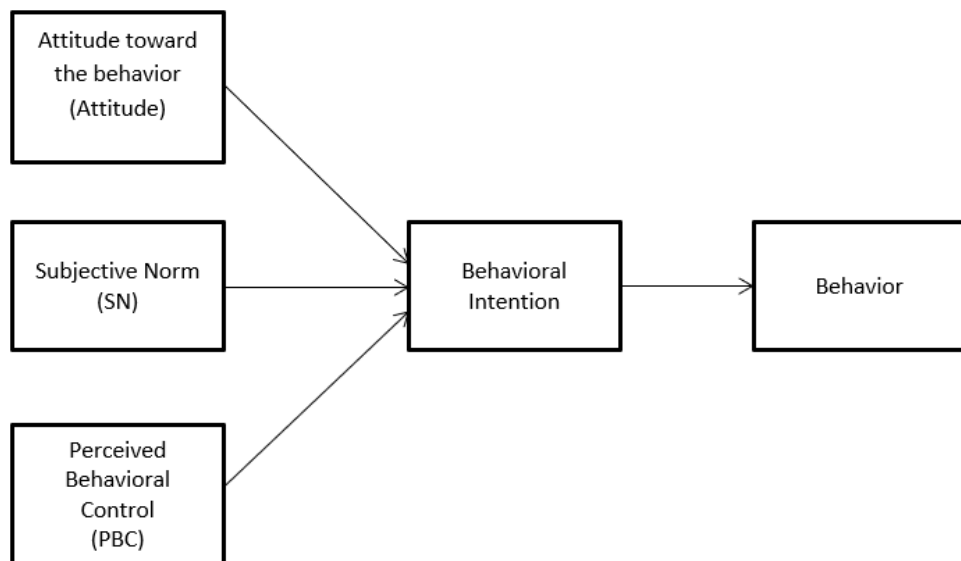
Amongst the justifications of TPB identification in this study is according to: i) to test an existing theory for its applicability in a different context from the one where the theory was developed (e.g., in a different country or culture, or in a different organisational or business context); ii) to modify an existing theory to account for new insights gained from literature review or experience; iii) to test a new extended theory that has been developed; iv) a theory

encompasses relevant constructs or variables and postulated interrelationships (usually presented in diagrammatic format), which are translated into a series of hypotheses that are formally tested with a survey instrument.

The first antecedent of intention is the attitude toward the behaviour, refer to the individual evaluation to the particular behaviour whether it positive or negative to perform the behaviour (D'Souza, 2022). It also refers to the personal desirability to performing the behaviour and explains over fifty per cent of the variance in intentions (Krueger et al., 2000). According to TPB, the attitude is not only including on the affective (I like it, it is attractive) but also evaluate considerations (it has advantages) (Linan & Chen, 2009).

Secondly, the subjective norm (SN) refers to an individual's perception on certain behaviour which influence of others believes, either he or she should perform or not certain behaviour. SNs consist of two, a normative belief; and the motivation to comply these beliefs (Ajzen & Fishbein, 1980). Normative beliefs concern the perceived probability that important referent individuals or groups will approve or reject a given behaviour. They set the norm that specifies how the subject should behave. The second component, motivation comply, reflects a person's willingness to conform to these norms, such as behave according to the expectations of significant others. In particular, SN would refer to the perception that reference people would approve of the decision intention to purchase goat milk or not (Ajzen, 2001; Linan & Chen, 2009). Among others it also could be parents, friends, any role model, or mentor and network member (Krueger et al., 2000).

Thirdly, Perceived Behavioural Control (PBC) refers to people's perception of their ability (ease or difficult) to perform their behaviours; and also, the perception about controllability of the behaviour (Ajzen, 2001). The combination of all these elements leads to the formation of a behavioural intention (Ajzen, 2002). The people having a higher degree of control over them are more likely to have strong intention to perform a particular behaviour (Yadav & Pathak, 2016). Meanwhile, behavioural intention is defined as individual's readiness to perform a certain behaviour and it is assumed as an immediate antecedent of the actual behavior (Ajzen, 1991). The diagram of TPB and the brief explanation are shown as Figure 2.3.



Source: Ajzen (2002)

Figure 2.3: Theory of Planned Behaviour

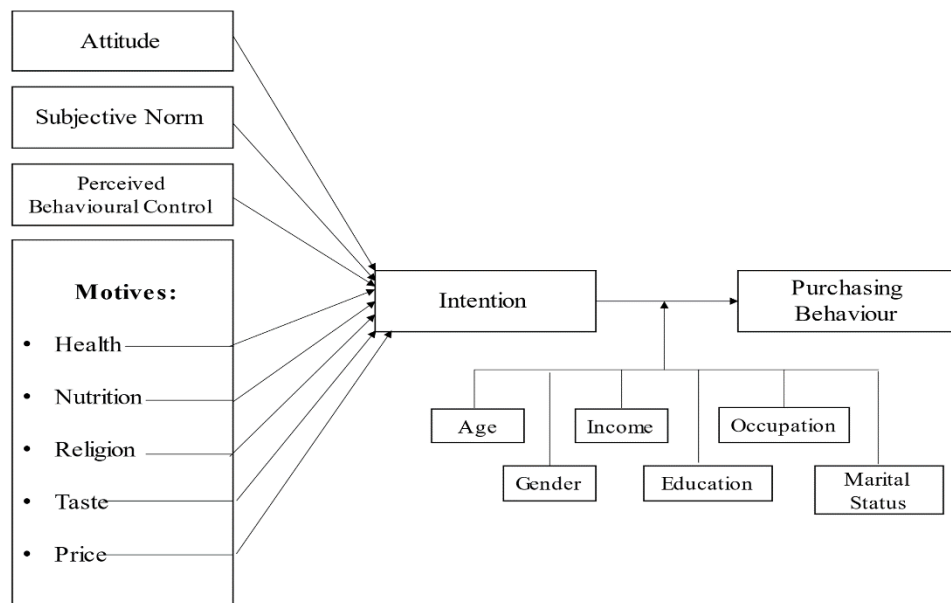
Literatures had viewed the finding of above theories in few studies. For examples, in comparing TPB and TRA. The TPB is suited to predicting behaviour and retrospective analysis of behaviour and has been particularly

widely used in relation to health (Armitage & Conner 2001; Taylor et al., 2007). Evidence suggests that the TPB can predict 20-30% of the variance in behaviour brought about via interventions, and a greater proportion of intention (Morris et al., 2012). Strong correlations are reported between behaviour and both the attitudes towards the behaviour and perceived behavioural control components of the theory. To date only weak correlations have been established between behaviour and subjective norms. However, both studies agreed that both theories are equally useful for addressing consumers' intention.

Besides that, Iakovleva et al (2011) mentioned that all above theories include the feeling of being able and have a similar concept such as theory of reasoned act (TRA) by Ajzen and Fisbein (1980), attitude toward the behaviour and subjective norm and perceived behaviour control in TPB by Ajzen. However, the concept highlighted by TPB differs from others because it includes not only the feeling of being able, but also the preparation of controllability of the behaviour (Ajzen, 2002; Linan & Chen, 2009). Furthermore, Ajzen's TPB has wide acceptance in many behavioural science studies in predicting and understand behavioural intentions. The TPB was recognized as a more consistent model in predicting the consumers' behaviour intention and the best predictor of any planned behaviour in the study by Wen and Noor (2015), Vermeir and Verbeke (2008), Arvola et al (2008). For example, a study by Vermeir and Verbeke (2008) used TPB to investigate the determinants of sustainable food consumption intentions among young adults in Belgium. They found that about 50% of the variance in consumers'

intention was explained by TPB. The TPB has been found very useful in predicting consumer intention and behaviour in a wide range of fields (Mathieson, 1991) and has also been applied successfully in food choice and behaviour, more specifically in context of goat milk. In addition, the commonly used theories to explain purchase behaviour are the Theory of Planned Behaviour (TPB) (Sentosa & Mat, 2012) and further to illustrates how multi-group Partial Least Square - Structural Equation Model (PLS-SEM) can be powerful tool to provide such evidence in various field of study. Therefore, TPB is proposed to understand Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia context.

2.4.2.1 Conceptual Framework



Source: Author

Figure 2.4: Research Framework

The theory of planned behaviour (Ajzen, 1991) will be applied in this study. Meanwhile, as shown in Figure 2.4 the conceptual framework helps to

explain the relationship that proposed to be tested in this study (Sekaran, 2003). The current study is focused on Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia context. With regard to consumers'-related, from a social-psychological perspective, the Theory of Planned Behaviour (TPB) states that consumers' behavioural intention including food purchase intention can be predicted by the personal attitude to the behaviour, the subjective norms (perceived social pressure to perform or not to perform the behaviour) and the perceived behavioural control (Ajzen, 1991). A few studies employed TPB to understand consumers' intention towards purchasing healthier food products such as goat milk products (Guardia et al., 2006). Since the current study intends to investigate Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia, TPB is adopted as the basis of the study due to its robustness in predicting consumers' behaviour in various studies (Kalafatis et al., 1999). Though the model specified by Ajzen (2002) has received much empirical support, based on literature review researcher find that other variables must be added to better understand consumers' intention toward goat milk purchasing behaviour comprehensively. This study extends the model by examining the potential antecedents of motives in TPB are discussed. Moreover, there were important factors that can explain the consumers' intention and the actual consumers' behaviour such as Attitude, subjective norm and perceived behaviour control.

2.5 Attitude

Attitude refers to the degree to which a person has favourable or unfavourable evaluation or appraisal of the behaviour in question (Borriello et

al., 2022; Zhou et al., 2022; Ogiemwonyi, 2022). Jose and Sia (2022) defined attitude as a mental state of readiness learned and organized through experience, exerting a specific influence on a person's response to the people, objects, and situations to which it is related. This is in line with Ajzen (1985), who mentioned that one with positive attitudes toward an action is more likely to perform that action. Consumers with a positive attitude toward a product tend to buy the product (Astrini et al., 2022; Close et al., 2018). According to Siew et al (2016), consumers' factual purchasing was directly influenced by customers purchasing attitude. According to Su et al. (2022) it has been discovered that attitude has been regarded as a crucial predictor towards intention of eating organic food for instance like goat milk. Higher the positive attitude, consumers' have about the goat milk higher their intention to consume the product. The attitude explains the individual evaluation of particular behaviour (D'Souza, 2022). In this study, a factor of believe that influence Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia will be explored.

Attitudes appear based on persons behavioural believe (Ajzen, 1991). Consumers' believe in a product will contribute to purchase behaviour (Joshi & Rahman, 2019). Consumers' believe about foods are constructed between the conflicts of safety and benefit in their consumption (Hassan et al., 2016). According to Ajzen (2011), attitude alone is often a poor predictor of behavioural intention or marketplace behaviour. Attitude was a significant and positive determinant of purchasing intention in many cases such as novel food enriched with omega-3 fatty acids (Srdjan et al., 2020), organic food (Su et al.,

2022; Kabir & Islam, 2022; Loera et al., 2022; Dangi et al., 2020) herbal tea (Astrini et al., 2022), and green packaged food (Amin & Tarun, 2022; Mazhar et al., 2022; Pan et al., 2021; Suki, 2016).

A survey by Zine-eddine et al. (2021) of milk drinkers revealed that those consuming goat's milk did so for medical reasons. Santoso et al. (2012) made similar conclusions on a survey among consumers of goat's milk. According to Souza et al. (2019) and Jerop et al. (2013), consumers were willing to pay higher prices for goat's milk. This implies that many consumers of goat's milk did not mind the price of the milk, possibly because of the believe health benefits of goat's milk. In the context of Islamic religion, Muslim consumers believe should eat of the good provided and give thanks to Allah (Bonne & Verbeke, 2008). In addition, Muslim made purchases from stores because they believe the products are fresh, safe and free infection (Muhammad, 2013). However, much of the research on attitude intention towards purchasing food products ignored to investigate the relevance of believe in dictating such attitudes (Al-Harran & Low, 2008; Lada et al., 2009). This study will investigate the role of believe in predicting Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. Given the above literature, it can be hypothesized that:

H1: Attitude will have a significant effect on Muslim consumer intention towards goat milk purchasing behaviour in Malaysia.

2.6 Subjective Norm

Second antecedent of intention is subjective norm (SN), which refers to an individual's perception on certain behaviour which influence one's decision on certain behaviour (Chen et al., 2022; Pandey et al., 2021; Sabina Del Castillo et al., 2021; Huang et al., 2020; Nystrand & Olsen, 2020). The influence and the approval are from the reference people (Ajzen, 2001; Linan & Chen, 2009). Among others literatures highlighted family, friends, colleagues, employer (Bosma et al, 2012); and siblings and spouse (Turan & Kara, 2007). In general, human behaviour was influenced by the expectations of others, such as friends, family and societal norms (Chen et al., 2022; Pandey et al., 2021; Sabina Del Castillo et al., 2021; Huang et al., 2020; Nystrand & Olsen, 2020; Ali et al., 2018; Van Hooft et al., 2006). Several studies show a positive and significant relationship between consumers' intention to purchase and their subjective norms (Chen, 2007; Dean et al., 2008; Thøgersen, 2007; Vermeir & Verbeke, 2006). As a predominantly Muslim country, Malaysia is apparent as a collectivistic society where people perceive themselves as interdependent with their society and the expectations of others in the society are important to them. Thus, this study would like to further explore the influence of subjective norm in encouraging Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. This study will test the following hypothesis:

H2: Subjective Norm will have a significant effect on Muslim consumer intention towards goat milk purchasing behaviour in Malaysia.

2.7 Perceived Behavioural Control

The third antecedent is Perceived Behavioural Control (PBC) refers to people's perception or believe of their ability (ease or difficult) to perform their behaviours; and also, the perception about controllability of the behaviour (Ajzen, 2001). Prior study by Hill and Lynchehaun (2002) stated that product knowledge is a key influencer in the consumers' intention and purchasing products. Moreover, consumers' who have high product knowledge rely on intrinsic product characteristics to judge product quality and function. Several researchers have concluded that the consumers' product knowledge has a significant positive impact on the purchasing decision (Chen et al., 2022; Pandey et al., 2021; Sabina Del Castillo et al., 2021; Huang et al., 2020; Nystrand & Olsen, 2020; Ali et al., 2018; Shirin & Kambiz, 2011; Lin & Chen, 2006), including consumers' purchasing intention. Moreover, there is a high awareness among consumers' that dairy milk has a high calcium content (Bus & Worsley, 2003); thus, there is a chance that consumers' have also good knowledge of goat milk, that could lead to a strong purchasing intention

Besides that, experience (previous purchasing behaviour) also consists in PBC. According to Ozawa et al. (2009), 30 percent of respondents have experienced drinking goat milk and those with experience in drinking goat milk expressed a vague evaluation and minimal understanding of drinking goat milk. Though the consumers' have the positive perception towards goat milk due to past experience, it is necessary that they should be taking some concrete effort and initiation to purchase and consume the product (Cazacu et al., 2014). Therefore, it is suggested that PBC which consists of knowledge and

experience (previous purchasing behaviour) and this study has an interest to examine the relationship of knowledge and experience with the intention of Muslim consumers' towards purchasing goat milk in Malaysia. Hence, the next hypothesis is proposed as follows:

H3: Perceived Behavioural Control will have a significant effect on Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.

2.8 Motives

This topic will cover the literature discussion on the related studies-based consumers' motives towards intention to purchase and consumers' motives towards intention to purchasing goat milk. This section reviews the motives of consumers' and Muslim consumers' especially. It also provides an overview of relevant model and frameworks that found in the existing of motives consumers' purchase literature in order to adopt or adapt the study.

Motive factors to purchase had been discussed many times in the marketing literature (Bukhari et al., 2022; Rivaroli et al., 2021; Ahmad et al., 2020; Ngarmwongnoi et al., 2020). The first discussion is on motives of Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. This paper investigates Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. Motive refers to the reason or the "why" the action was happened (Ahmad et al., 2020). As a background, motive comes before intent. Motive can be determined, but its existence does not exactly prove. Motive is an initial factor but not a conclusive action to link a person to the action (Bukhari et al., 2022). The term of purchasing motive has been

defined as a drive or an urge for which an individual seeks satisfaction. It becomes a purchasing motive when the individual seeks satisfaction through the purchase of something (Brunin et al., 2022). Meanwhile, Lang and Rodrigues (2022) define motive of purchasing as an inner urge that moves or prompt a person to some action. Motives also can be defined as the inner state that energizes, activates or moves and that directs or channels behaviour towards goals (Berelson & Steiner, 1964). According to Brunin et al. (2022), purchasing motives are those influence or consideration which provide the impulse to buy, include action and determined choice in the purchase of goods and services.

Motive is inner urge that prompts a person to perform some action. It can be a strong desire, feeling, a drive or any emotion which plays a role in the consumers' decision to purchase a product or a service (Bukhari et al., 2022). Consumers' has a motive for purchasing a product. Motive is a strong feeling, urge, instinct, desire or emotion that makes the buyer to decide to buy (Ahmad et al., 2020). Purchasing motives thus are defined as influences or considerations which provide the impulse to buy, induce action or determine choice in the purchase of goods or service (Senyuz & Hasford, 2022; Cannon & Rucker, 2022; Drejerska et al., 2021; Halwani, 2021). These motives are generally controlled by economic, social, and psychological influences. Consumers' purchasing motive is a process by which individual decides whether, what, when, from whom, where and how much to buy (Lang & Rodrigues, 2022). It comprises of mental and physical activities of a consumers (Brunin et al., 2022). Individual behaviour is also influenced by internal and

external factors. There is drastic change in the attitude and behaviour of consumers.

A purchasing motive is the reason why the customers purchase the goods. Motive is the driving force behind to purchase the goods. So, motive refers to thought, urge, feeling, emotion and drive those make the buyer to react in the form of a decision (Senyuz & Hasford, 2022; Cannon & Rucker, 2022; Drejerska et al., 2021; Halwani, 2021). Motivation explains the behaviour of the buyer why they are going to buy the goods. They buy the goods due to several motives such as economic, social, psychological etc. For example: In festival seasons or occasions we are motivating to purchase the new clothes etc. Purchasing motive is concerned with the reasons that explain the buyer to take the decision for the action. It motivates the customers that may be affected due to several reasons such as pride, fashion, fear, safety, love and affection, comfort and convenience and economy.

According to Hatrick, there are two classifications. First is, primary purchasing motives which are related to the basic needs of human being such as hunger, thirst, sleep and etc. Due to these needs people get motivated to purchase the good. Meanwhile, secondary purchasing motives are those, which are influenced by the society where he/she is born and lives. It is created after fulfilling the basic needs. These motives are comfort, security, love and affection.

According to Kumar and Finance (2012), recent study suggests that intrinsic factors play more important role in driving consumers' intention towards private brands. These conflicts occur mainly due to the different

product categories, geographical limitations, and attitude differences between household and industrial consumers. Gilboa et al (2012) concluded that household consumers' intentions are more influenced by the extrinsic factors while agriculture consumers' give more importance to the intrinsic factors. Increasingly, consumers are looking at food by considering a broader set of attributes when making their food purchasing decisions (Blaylock et al., 1999; Labrecque et al., 2006).

In case of milk, we could identify four essential motives (reasons or drivers) of milk consumption. The first motive is its nutritional composition. Milk is considered to be one of the most nutritionally complex and balanced foods "containing a wide range of essential nutrients required for growth, development and overall health and wellbeing throughout one's life cycle. (The National Dairy Council, 2008; The Dairy Council, 2014; Dairy Council of California, 2015). The second is its positive impact on health preservation and various diseases prevention, e.g. the pleasurable impact of milk consumption on the prevention of osteoporosis (Deakin University Australia, 2013), the reduction of blood pressure and the reduction of type 2 diabetes occurrences (The Dairy Council, 2014), the occurrence of breast cancer, colon cancer and rectum cancer (The Dairy Council, 2014; Kajaba et al., 2007), strengthening cognitive behaviour (William Reed Business Media SAS, 2013) or improving the quality and texture of skin (Dallmeier, 2012). Last two possible motives that may bring, especially Slovakian consumers to the consumption of milk are mutually interconnected, tradition and utilization. Beginnings of the milk products production and consumption in Europe date

back to the Middle Ages (Mlieko, 2014), where sheep milk was the first kind of milk in Slovakia. Today's most popular kind of milk is cow milk (accounting for 98 % of Slovak milk consumption) started to be processed and consumed several years later (Ministers of Republic Slovakia, 2013). Such a long tradition has left consequences in Slovak culture and especially in Slovak national gastronomy. As evidence of that could be considered the fact that one of the essential ingredients, from which most of Slovak national meals are prepared, is milk and products made from it (SACR, 2015).

In the field of studying and examining motives of milk purchase and consumption was realized a number of scientific studies and researches. Nagyová et al (1998) revealed that the top stated reasons for purchasing milk by Slovakian consumers were taste, healthy life style, habit, product's availability and its utilization in a household. Mannerbo and Wallin (2007) examined determinants of a purchase of ecolabel milk. Based on their research results, perceived taste and attitudes of important people to consumers' (i.e., family and friends) were found to be statistically significant motives leading consumers of Stockholm towards a purchase of eco-labelled milk. Alwis et al (2009) did an analysis of factors influencing consumption of fresh milk among consumers of Sri Lanka and revealed that taste and nutritional content have positive (stimulating) impact and conversely health problems, price level and product's availability have negative (dissimulating) impact on consumers' decision to purchase fresh milk.

Similar to already mentioned motives came also other authors Krešiu et al (2010) who identified taste, health and price as the most important motives

for selecting dairy beverages; then Santoso et al (2012) who found health; Boniface and Umberger (2012) nutrition and Senadisai et al (2014) health, proportion between price and quality and knowledge about milk as main motivational factors influencing the purchase behaviour of milk. However, there exist also some discouraging factors that conversely create barriers to milk consumption and its purchase. Consumers' may be influenced by media articles presenting negative effects of 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 milk contamination (Frolkoviřová & Bukovský, 2009, Furindová, 2010). However, these negative views are currently being more and more disproved by official statements of domestic and foreign doctors, nutritionists and other experts in field (Dairy Council of California, 2015; MilkMeansMore.org, 2015). Besides motivation human behaviour is determined also by the geographic, demographic and social environment in which a man grows up. Such environment influences man's personal desires, needs, preferences, attitudes or interests that ultimately have an impact on his consumers' behaviour.

Simply said, in the concept of segmentation, businesses identify factors having the most significant and substantial influence on purchase behaviour of consumers' and consequently transform them into segmentation variables, acting as baseline criteria through which businesses determine potentially attractive groups of consumers to address via their product portfolio. In marketing literature, the most popular classification of segmentation variables

is the one recognizing four groups of segmentation variables, namely behavioural, demographic, geographic and psychographic group (Ferrell & Hartline, 2014) but could be simplified and divided into two main groups: the group of profile-related and the group of behaviour-related segmentation variables.

The existing literatures used in this study is to identify motives of purchasing goat milk. The development of the proposed motives, and its relationship to the previously-defined categorisations, are explained in chapter 5. Frameworks and reference models are commonly used in many disciplines to explain phenomena and to provide structure to a field of study. For example, consumers' motives for consumption of goat milk is the maintenance of good health and the awareness of the extent to which goat milk contributes to it (Urala, 2005).

The motivation has been viewed from varying perspective. Among others, been defined as the psychological process that act as a driving force to achieve needs or expectation or do something (Ryan & Deci, 2000), the degree to which an individual want and decided to engage in certain specific behaviours. Motivation offers a potentially powerful source for understanding the driving forces of consumers' actions (Solomon et al., 2006). Researcher review of the literature yielded the studies specifically reporting data on motives of consumers' intention towards purchasing food products. A purchasing motive is the reason why the consumers' purchase goods. Motive is the driving force behind to purchase of goods. Motive refers to thought, urge, feeling, emotion and drive those make the consumers to react in the form of a

decision. Consumers' purchase the good due to several motives such as economic, social, and psychological. For example: In festival seasons or occasions consumers are motivating to purchase the new clothes. Moreover, motives of consumers' that may be affected due to several reasons such as pride, fashion, fear, safety, love and affection, comfort and convenience and economy. The review of literature suggests that further investigation of motives for consuming goat milk is required. As discussed previously, research is needed to more fully understand the importance of the Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. Motives such as price, taste, health (Urala, 2005; Utami, 2014), nutrition (Miller et al., 2015), religion (Kamaruddin & Kamaruddin, 2009; Bobokhonov & Brito, 2015) on Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia are need to be analyse. Therefore, the current study attempts to focus on these issues in the context of Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.

2.8.1 Health

Consumers are mainly concerned about health issues, protection of the environment and animal welfare besides food safety in terms of food processing methods, innovative food technologies and chemical substances in foods such as pesticides, toxins and food additives (Boaitey & Minegishi, 2020; Stanton et al., 2012; Borin et al., 2011; Hansen et al., 2011). In the modern society, health is one of the central values. Consumers are increasingly aware that food influences health condition. Nagaraj (2021) viewed health consciousness as inner status of a person health. Nagaraj conceptualized it as a

psychological variable consisting of four dimensions namely health alertness, health self-consciousness, health involvement, and self-monitoring of one's health.

People nowadays are not only concerned about the duration of their lives, but also about the quality of their lives, including health state (Yassine et al., 2021). Health awareness is not only represented by the active cure of illness but is also a concern during daily life. It is a social oriented concept, with a direct impact on attitudes and behaviours of people's participation in health activities (Yassine et al., 2021). According to Rahman et al. (2021), people who have a high level of health awareness lead a "wellness-oriented" lifestyle. Consumers' usually pay much attention to nutrition, fitness and stress. Consumers tend to take responsibility for their health and purchase healthy products and services (Rahman et al., 2021).

Consumers are aware of the effect of eating habits on health-related problems like obesity, diabetes and coronary diseases (Ersan et al., 2020). This motivates them to change their purchasing patterns and eating habits towards higher demand for green food and natural food such as good milk for their own consumption and health benefits because they are exposed to changes in lifestyle, standard of living, tastes and preferences and have higher purchasing power (Ersan et al., 2020). In addition, several factors have been identified to affect the intention to purchase functional foods, such as belief in health benefits of functional foods (Febian et al., 2021; Xin & Seo, 2020; Verruck et al., 2019; Rezai et al., 2017; Labrecque et al., 2006; Verbeke, 2005; Urala,

2005). Health aware consumers' usually search for natural, organic products that can satisfy their nutritional and health needs (Febian et al., 2021).

In the context of healthy foods, health consciousness and preventative health behaviour were identified as positively influencing their acceptance (Pferdekamper, 2003; Labrecque et al., 2006). Additionally, Verbeke's research (2005) reports that trusting the health benefits that could result from using functional foods could be a major determinant of these products' acceptance. The results of a study by Verruck et al. (2019) show that health improvement and health risk prevention through suitable dietary options have been suggested as being the most significant reasons behind goat milk consumption. Past research has also shown that health benefits such as health preservation and improvement of health are among the predominant motives driving organic consumption (Dardak et al., 2009; Xie et al., 2015; Yin et al., 2010). Han and Chung (2014) also found that the perceived health benefits have a significant influence on attitude toward purchasing organic cotton apparels.

Consumers believe and behaviours according to foods importance to health is associated with higher fish consumption (Trondsen et al., 2004; Olsen, 2003). According to Anna et al (2015), health interest positively influenced the intention to try soy products. Thus, the result is in accordance with the theory of contradictions in food consumption (health vs. indulgence) developed by Leipamaa-Leskinen (2007) and it supports the whole theoretical knowledge that health is an important motivating factor in food consumption. Health is also recognised as one of the most important determinants of food choice in

Verbeke's (2005) and Steptoe et al (1995) research. However, health is not the only factor people consider when choosing their food. There is a set of motives significance for many people such as sensory appeal, price, ethical concern, weight control, convenience, natural content, familiarity, etc (Gagić et al., 2014). According to these findings, the hypothesis can be stated as follows:

H4: Health will have a significant effect on Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.

2.8.2 Nutrition

In the 20th century, the advancement in research on nutrition discovered the required nutrients for the development, growth, and maintenance of the human body. Goat milk plays an important role in nutrition and socioeconomic wellbeing of developing and underdeveloped countries, where it provides basic nutrition and subsistence to the rural people, which are the majority of their populations (Park & Haenlein, 2007). Although goats produce approximately 2% of the world's total annual milk supply (FAO, 1995), their contribution to the nutritional and economic wellbeing of mankind is tremendous in many parts of the world, notably in the Mediterranean countries and in the Middle East (Amigo & Fontecha, 2022; Park & Haenlein, 2007). Goat milk is characterized by predominantly small milk fat globules widely referred to as homogenized goat milk, less curd yield, and weaker curd firmness which together aid digestion. The milk fat has significantly higher contents of short chain, medium chain and polyunsaturated fatty acids than cow milk and its cheeses. Goat milk exceeds cow milk in monounsaturated, polyunsaturated fatty acids and medium chain triglycerides all of which are well known to be

beneficial for human health, especially for cardiovascular conditions (Haenlein, 2004).

Consumers have begun to think of their diets from different angles. For Miller et al (2015) nutrition knowledge could support the use of nutrition information on food label use in at least three ways. First, prior knowledge could enable consumers to pay attention to important information on a food label, and to ignore marketing features that do not reflect salient nutritional qualities, which in turn minimizes information overload. Second, prior nutrition knowledge can facilitate comprehension of, and memory for, food label nutrition information. Third, prior nutrition knowledge could support the application of the comprehended and remembered information to food choice. Food preferences seem to play an important role in food choice. Therefore, a preference for unhealthy food can be part of the reason for a person's unhealthy diet even though they may know about the relationship between food and nutrition (Honkanen & Frewer, 2009). Hence, the next hypothesis is proposed as follows:

H5: Nutrition will have a significant effect on Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.

2.8.3 Religion

Religion is a system of practices and beliefs that guide groups of people to respond to its teachings as a result of interpretations of its principles (Johnstone, 1975). Religion is the most significant identity of a person and it governs his behaviour and lifestyle. In fact, almost every individual is

affiliated to a certain religion and makes decisions based on religious teaching, belief or values. Depending on the individual's level of religiosity, his or her attitude and behaviour are normally shaped by this set of beliefs and values. The impact of religion on the consumption of food depends on the teachings of the religion itself to the individuals who follow that religion (Lada et al., 2009). Religion can influence the attitudes of consumers and their behaviours (Delener, 1994). Religion plays an important role in shaping the lives, beliefs, and attitudes of people (Rehman & Shabbir, 2010). Religious consumers often make purchasing decisions and form eating habits based on their religious piety, especially in the consumption of animal products (Bonne & Verbeke, 2008). The role of religion is very significant and influential in consumer behaviour, and it is worthwhile to look closer at its effect on the purchasing intentions of consumers to choose products (Patel, 2016). Moreover, Mukhtar and Butt (2012) conclude that consumers choose food products according to their interest in religion. In fact, religion is a factor in deciding the choice of halal and non-halal products and services by an individual (Rahim & Junos, 2012; Shaari et al., 2013).

Many researchers have explored the role that religion plays in consumers' purchasing behaviour. Delener (1994) finds that individuals have different levels of religiosity and can be divided into four categories: the most religious, the moderates, the less religious and the non-religious. Their consumption behaviours seem to vary according to their degree of religiosity. For the less religious, the religion factor is not taken into consideration nor has a weak influence on consumption decisions. Religion may require that

individuals follow a certain lifestyle and influences their beliefs and values, including their clothing habits, their diets and their economic affairs. Muslim consumers' is not as straightforward as it might seem. Being a Muslim by birth does not necessarily signify that a person does actually search for, adopt or consume products that are Shariah-compliant. For many consumers' goods (e.g., food and clothing), Islam encourages or forbids certain choices and significantly influences attitudes, either negatively if the products or services are forbidden by Islam (i.e., haram), or positively if they are allowed (i.e., halal). In other study, Rehman and Shabbir (2010) highlighted that religion impacts Muslim consumers' likes and dislikes and they will consider purchasing the products if the products do not violate or contradict their sacred ideas.

In most of the Muslim countries the role of religion in consumption world is not only a matter of a personal religious commitment but also conformance to the state laws (Mukhtar & Butt, 2012). The laws affecting Muslim's consumption behaviour are governed by the Quranic philosophy of what is permissible (Halal) and what is not permissible (Haram) for a believer (Eliasi, 2002). Almost all religions have sets of laws that affect everyday purchases and habits. As a religious adherent, the first important step that they must acquire before starting anything is the intention to do something, either good or bad. Religion was known as the key element from the culture that had the good influence on behaviour or decision that related with purchase included consumers' choices in purchase behaviour (Essoo & Dibb, 2004). As religion has significant influence on consumers' behaviour, a better

understanding of religion and consumers' purchasing behaviour relationships is likely to allow the development of more effective strategies for different religious or national markets (Bobokhonov & Brito, 2015). According to Hong and Lee (2014), religious reasons are the principal motivations for people to choose products that adhere to objectives and values such as goat milk wealth nutrition and benefit. Religion determines the intention to consume products (Soesilowati, 2010).

Mokhlis (2009) reports that the purchasing behaviours of Muslims gravitate around the culture, norms, attitudes and values influenced by their religion in their study of food, clothing and cars in Malaysia. Although there are few empirical studies in the literature regarding religion and the effect on purchasing decisions and the consumption process, there is an implicit belief that religion should positively affect intention and provide tangible results (Delener, 1990). Meanwhile, Mukhtar and Butt (2012) claim religion is one of the prominent predictors of a better understanding of consumers' intention to choose Shariah compliant products. Notably, how religion become a motive in consumers' purchasing decisions, generally, is established in the extant literature (Kamaruddin & Kamaruddin, 2009; Siguaw & Simpson, 1997; Delener, 1990, 1994; Essoo & Dibb, 2004). TPB is considered one of the popular theories for studying human behaviour. As religion influences and dictates one's daily thoughts and behaviour, it is fitting to study religion and Muslim consumer intention using TPB. In this study Muslim consumer intention toward goat milk purchasing behaviour, religion motive is an important factor for Muslim consumer; therefore, its influence on their motives

of intention can bring very meaningful results, and accordingly researcher hypothesize that,

H6: Religion will have a significant effect on Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.

2.8.4 Taste

The global food market has experienced major transformations due to changes in lifestyle, taste and preferences, and higher income and education levels (Latif et al., 2014). This has also resulted in a shift toward more nutritious, higher-quality, and more convenient food products among consumers. Many consumers are intent to purchase if the taste is not being significantly compromised (Hung et al., 2016a; Shan et al., 2016; Tobin et al., 2014). Regardless of the rising consumers' demand for health benefits from food, taste is still among the most significant influencers in a consumers' decision-making process (Thompson & Moughan, 2008). A conventional food can be "freely marketed on the basis of taste". Good taste is an essential characteristic of any food product (Urala & Lähteenmäki, 2007). Taste has been reported as a strong influence on purchasing intention (Poulsen, 1999). Moreover, several factors have been identified to affect the intention to purchase functional foods, such as taste (Urala, 2005; Verbeke, 2006).

Based on several studies (Annunziata & Vecchio, 2011; Poulsen, 1999; Verbeke, 2006; Siro et al., 2008; Jonas & Beckmann, 1998; Urala & Lähteenmäki, 2004), one of the major factors for acceptance of functional foods is taste. Indeed, evidence suggests that taste is more important compared

to a products' functional benefits (Jonas & Beckmann, 1998; Verbeke, 2006). Consumers' respond positively and accept products with high quality. In terms of food, quality is defined by its cleanliness and freshness. In order to achieve this, food processing methods are vital in sustaining the cleanliness and freshness of the food and directly affect the nutritional quality of food consumed. Food quality can also be used to determine food safety. Grunert et al (1996) highlighted that "hedonic quality" is related to sensory pleasure and is therefore mainly linked to taste, smell, and appearance. Added on, Grunert et al (2000) discuss that consumers' perceptions of dairy product quality are complex and involve much more than sensory attributes such as taste or smell, health-related, convenience-related and process-related. Moreover, study on brand of coffee related to taste has been explore to tap the Muslim consumers' and fulfil the changing lifestyle of the Malaysian society.

According to Nagyová et al (1998), the major reason for purchasing milk is taste and its wide usage in household (for the purpose of cooking). Added on, according to Alwis et al (2009), taste is among the key factors determining purchase of fresh milk. In other study stated that taste is among the key factors determining fluid milk consumption in Taiwan (Hsu & Lin, 2006). Besides that, among factors determining demand for eco-labelled milk is taste attributes (Mannerbro & Wallin, 2007). In addition to this, it was known that the taste was considered to be the most important motive stimulating the intention to purchase and consumption of dairy beverages (Kurajdová & Petrovičová, 2015). Thus, taste could be an obstacle in intention

towards goat milk purchasing behaviour in Malaysia context. In this context and based on the discussion given, it is hypothesized that:

H7: Taste will have a significant affect on Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.

2.8.5 Price

Most of consumers are intent to purchase if price is not being significantly compromised (Hung et al., 2016; Shan et al., 2016; Tobin et al., 2014). Besides that, few studies had shown the existence of price elements to intention towards purchasing milk products. Such for example, Kumar and Babu (2014) realized research on brand preference, customer satisfaction and influencing factors regarding dairy products purchase behaviour in Pondicherry State, India. Resulting from these findings it was obvious that price is the factors in purchasing dairy products. Alwis et al (2009) stated that factor determining purchase of fresh milk is price. Hatirli et al (2004) agreed that the factor affecting fluid milk purchasing is price. Besides that, few studies had shown the existence of price as factor towards purchasing milk and milk products (Nagyova et al., 1998). According to Bingham et al (2014), among key factors influencing demand for brand-level milk is price. Among the factors influencing purchase intention of lactose-free milk is price (Senadisai et al., 2014). Price is the factors that influencing milk consumption of rural household in northern Vietnam (Trung et al, 2014). Added on, price is the key factors affecting packed and unpacked fluid milk purchase. Krešič et al (2010) mentioned that the factor determining purchase of dairy beverages is price. Moreover, the most important motive stimulating the purchase and

consumption of dairy beverages is price (Kurajdová & Petrovičová, 2015). Hroncová (2011) found that upward consumption trend was caused by decreasing price of milk products that stimulated consumers towards their higher purchase.

Nowadays, a number of factors are taken into consideration when deciding on a purchase. Price is among the factors influenced the decisions made in the marketplace (Liana et al., 2010). According to Jerop et al (2013), consumers were willing to pay higher prices for goat's milk. This implies that many consumers of goat's milk did not mind the price of the milk, possibly because of the additional health benefits of goat's milk. In conjunction, the United States Department of Agriculture (USDA) revealed that Malaysian consumers are also becoming more price sensitive towards value-for-money products (Liana et al., 2010). In other study, Liana et al (2010) found that price remain an important factor in Muslim consumers' purchasing decision of meat. Most barbecue restaurants changed their menus to include non-meat dishes and lower their prices to maintain their customer base (Ono & Stecklow, 2001). According to Davidson et al (2003), price is important than other attributes in beef consumption. In contrary, one previous research that studied the perception on fresh meat quality in Germany found that more than 50 per cent of respondents regarded the price as not being significant (Becker et al., 2000). A study on factors influencing consumers' purchase decision of formula milk in Malang City with results showing all of the tested variables except price having positive influence on choice of formula milk and cultural factors (Religion, occupation, education, income) taken in to account been the most

dominant factors (Suroto et al., 2013). Meanwhile, highly significant among factor affecting consumer intention to purchase milk and dairy products is price (Bytyqi et al., 2010). Muslim consumers today are more interested in credence quality attributes such as price. In line with this research, it is hypothesises that:

H8: Price will have a significant affect on Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.

2.9 Moderating Effect

It gathers empirical evidence about the effect of demographic characteristics factors as moderate on intention food consumers' choice for different food attributes, classified for pedagogical purposes in the following categories: ethics (organics, fair trade, and animal welfare), food safety and health (food safety, healthy diets, genetic modification, and irradiation), local and typical produce, ethnicity, and convenience. Lobb et al (2007) found that age, income and education have a significant impact on trust in information as provided by alternative sources, whilst Mazzocchi et al (2008) found no relationship between demographic characteristic variables and consumers' trust in food safety information. According to Bus and Worsley (2003), there were few demographic profiles differences in the consumers' intention towards purchasing milk. The study revealed women and elderly people are more frequent on consumption milk due to parenthood. Despite the efforts of large, costly campaigns designed to increase milk consumption, self-reported milk consumption in young adults is extremely low.

Meanwhile, a study on population of Air Force recruits regarding milk consumption and demographic and health-related factors that may predict milk consumption. Results shown in terms of milk consumption, 51.7% of the respondents reported intake of fewer than 1 serving per day; only 17.9% reported intake of 3 servings or more per day. Milk intake was positively associated with body weight and fruit or vegetable intake and negatively associated with age, education level, reported milk-related gastric distress, physical activity level, dieting frequency, and concern about weight. Gender (women reported lower intake) and ethnicity (minorities reported lower intake) were independently related to milk consumption. Of all respondents, 16.1% reported themselves to have milk-related gastric distress, but rates varied depending on age, gender, and ethnicity (ranging from 10.2% for younger non-Hispanic white men to 60.4% for older Asian men) (Klesges et al., 1999).

Demographics are descriptive observable characteristics of a population (Solomon et al., 2006), such as age, gender, income, birth rate or education. Demographic variables may influence consumers' habits, preferences and, consequently, purchase behaviours. Different age groups have very different needs and wants with regard to food (Solomon et al., 2006). Potential markets for each product depend on the number of people who want or need it and resources that needed to purchase them. Therefore, we need to assess demographic factors of current and potential buyers of markets. Demographic factors are the favourite parts of marketers that discusses about their demographic aspects and characteristics and these characteristics include age, gender, education, income, occupation, number of children, place of

residence and etc (Blackwell et al., 2006). Even though one study (Niva & Mäkelä, 2007) challenges all the findings above, implying that demographics have poor explanatory power, because of the “multidimensionality of acceptability”. From this literature review, it is suggested that consumers differ in behaviours and attitudes and one of the factors responsible for this difference is demographics. It is therefore necessary to investigate the moderating effect of demographic factors (age, gender, type of employment, marital status and income) on customer purchasing behaviour. Thus, according to the previous literatures, the suggested that demographic characteristics play a role as the moderator for Muslim consumers’ purchasing behaviour toward goat milk in Malaysia and the following hypothesis is test:

H9a: *Age of Muslim consumers as moderating effect between intention and goat milk purchasing behaviour in Malaysia.*

H9b: *Gender of Muslim consumers as moderating effect between intention and goat milk purchasing behaviour in Malaysia.*

H9c: *Income of Muslim consumers as moderating effect between intention and goat milk purchasing behaviour in Malaysia.*

H9d: *Education of Muslim consumers as moderating effect between intention and goat milk purchasing behaviour in Malaysia.*

H9e: *Marital status of Muslim consumers as moderating effect between intention and goat milk purchasing behaviour in Malaysia.*

H9f: *Occupation of Muslim consumers as moderating effects between intention and goat milk purchasing behaviour in Malaysia.*

2.10 Intention

According to Merriam (2015), intention means “what one intends to accomplish or attain”. Added on, Cholil (2015) stated that the intention is reflected on the accuracy of motivation, obsession, and seriousness in preparation. Besides that, few studies had defined the intention. Such for example, Armitage and Conner (2001) found that intention as the motivation for individuals to engage in a certain behaviour. It assumes that the probability of performing an act is a function of intention to perform act (Chang & Cheung, 2001). Moreover, intention is a state of a person’s willingness to perform the behaviour, and it is considered as an immediate antecedent of behaviour (Ajzen, 1985). Intention is considered as precursor to and best predictor of behaviour (Ajzen, 2002). According to Alam et al (2011) among the TPB constructs, intention was a better predictor of behaviour.

Intention is a state of a person’s willingness to perform the behaviour, and it is considered as an immediate antecedent of behaviour (Ajzen, 1985). By using the TPB as a foundation, several researchers agreed that the intention to purchase indicates an individual human belief to purchase foods. For instance, a Muslim consumer has an intention to purchase which presented at the point of purchase displays (Aziz & Vui, 2012; Grewal et al., 1998; Jin & Suh, 2005). This direct measure provides a guideline to predict human social behaviour. In addition, another researcher also concludes that “conceptualizations of TPB presented by Ajzen imply a causal relationship

between these four variables, namely: beliefs, attitudes, intentions and behaviour”.

Based on the Theory of Planned Behaviour (Ajzen, 1991), TPB deals with the antecedents of attitudes, subjective norms and perceived behavioural control. These elements are used in an attempt to understand people’s intention to involve directly or indirectly in a number of activities such as willingness to vote and giving (Hrubes et al., 2001). According to the TPB model, behavioural intention is an immediate antecedent of behaviour (Fishbein & Ajzen, 1975). Intention can affect the purchasing decision of customers in the future. Therefore, intention is prediction about consumers’ future purchase decisions. In a direct measurement of these determinants, attitude refers to an evaluative judgement about the advantages and disadvantages of performing a behaviour, while subjective norms refer to a person’s perception of social pressure to perform the behaviour and a perceived behavioural control refers to an individual’s perceived confidence in the capability of performing the behaviour (Fishbein & Ajzen, 2005).

In measuring the intention to purchase among consumers’, TPB theory has been widely used from the day it was developed until today. In a deeper application and usage, TPB theory has also been used by various researchers in measuring people’s intention to purchase, consume and accept halal food products (Rahim & Junos, 2012). By using the TPB as a foundation, several researchers agreed that the intention to purchase indicates an individual human belief to buy halal food product. For instance, a Muslim consumer has an intention to purchase halal food product which presented at the point of

purchase displays (Aziz & Vui, 2012, Grewal et al., 1998, Jin & Suh, 2005). This direct measure provides a guideline to predict human social behaviour. In addition, another researcher also concludes that conceptualizations of TPB presented by Ajzen imply a causal relationship between these four variables, namely: beliefs, attitudes, intentions and behaviour.

This study will use the TPB, which Ajzen (1991) mentioned that the intentions to perform behaviours of different kinds can be predicted with high accuracy by attitudes toward the behaviour, subjective norms, and perceived behavioural control. Within these three elements (attitude, subjective norms and perceived behavioural control). Yang et al (2014) found that attitude (health consciousness, knowledge and personal norms) obviously showed positive impacts on Chinese consumers' towards purchasing food. Meanwhile, other study by Chen (2007), Gracia & de Magistris (2008) and Kim et al (2011) indicated that PBC significantly influences the purchase intention of food products. A study done by Chai (2006) in Malaysia shows that consumers' intention to consume functional foods was strongly influenced by subjective norms followed by perceived susceptibility to illness, health value, attitude toward behaviour, and, finally, perceived behavioural control. Therefore, intention will be given an attention in the study due to its linkage with the actual behaviour (goat milk purchasing).

Grewal et al (1998) defined intention as a probability that lies in the hands of the customers who intend to purchase a particular product. Meanwhile, Zeithaml (1988) and Schiffman and Kanuk (2009) discovered that customers' decision to buy a product (intention) depended largely on the

products value and recommendations that other consumers' have shared. Consumers' intention was found to have a direct significant effect on consumers' behaviour. This means that if the consumers have a positive intention this will lead to purchasing dairy products, this is supported by numerous past studies (Ajzen, 1991; Cazacu et al., 2014). This indicates that marketers should develop an effective marketing program to guide consumers' intentions positively which will directly reflect on his purchase behaviour. Although consumers' intention of food been studied in the past, little is known about Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia context. Thus, this study takes this challenge to investigate this issue. In line with this research, following hypothesis has been developed:

H10: *Intention will have a significant effect toward goat milk purchasing behaviour in Malaysia.*

2.11 Purchasing Behaviour

Based on the TPB (Ajzen, 1991), it is found that behaviour can be predicted from intentions in a reliable manner. Some researchers have found that the relationship between intentions of purchasing food and the behaviour is positive and significant (Gracia & de Magistris, 2008; Saba & Messina, 2003; Tarkiainen & Sundqvist, 2005). Consumers are becoming more concerned about their everyday eating habits and purchasing decisions due to concerns about health, food safety, and quality and environmental protection (Rezai et al., 2014). Consumers' behaviour in purchasing or consumption activity is assumed to be consistent with intentional behaviour in purchasing goat milk (Utami, 2014). Broadly speaking, the TPB model explained how

consumers' form behavioural intention. Consumers' intention can perform or not in a certain way based on three parts. First, the personal component or the attitude component consists of believe (information) and evaluation. This stage refers to the individual's attitude toward purchasing behaviour and the believe about the consequence of this action. Second, social components or subjective norms are composed of an influence of other people in society and motivation to comply with other people's views. This stage represents how the individual perceives the attitude of the importance of other people and the motivation of the individual to comply with that attitude (Parthasarathy et al., 1994; Schutte & Ciarlante, 1998). Meanwhile, third stage is referring to individual's perceived ease or difficulty in performing a specific behaviour. This stage represents opportunity arises; consumers' need to maintain certain degree of actual control in order to grant themselves confidence in carrying out the behavioural intentions (Ajzen, 1991). Purchasing action will yield outcomes of either satisfaction or dissatisfaction. This can be measured by not only observing or tracking the purchasing frequency of these foods but also by repeat purchases in the future. Therefore, consumers' repeat their purchase of goat milk in the future if they feel satisfied and vice versa (Utami, 2014).

Moreover, in TPB the ATTs, SN and PBC have shown significant effects on behavioural intention, several studies have recommended adding other variables to enhance the predictive power of the TPB (Mondéjar-Jiménez et al., 2016; Russellet al., 2017). Fishbein and Ajzen (2010) suggested that future studies should extend the original TPB developed by Ajzen (1991).

Such modifications to expand this theory have improved our ability to predict human behaviour in various contexts.

Consumer behaviour in purchasing activity is assumed to be consistent with intentional behaviour in the purchase food. Consumer behaviour is the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy consumer needs and wants (Schiffman et al., 2007). Consumers are more informed and more demanding so consequently the food producers who want to survive on the market should take special care about the consumption and purchasing behaviour of their consumers and their motives in dairy purchasing (Krešič et al, 2010). According to Utami (2014), more than half of the respondents (56%) had experience from 1 to 2 years in purchasing fresh goat milk and its processed products in Indonesia. Meanwhile, Norwegian consumer when purchase they preferred market places which is supermarkets and grocery stores were the most when purchasing milk and other dairy products (Miftari, 2009). There have been many studies conducted about consumer behaviour, preferences, and factors effecting the consumption of milk or dairy products (Hasipek & Kaleli 2002; Hatirli et al 2004). Thus, Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia context are explored due to contribute to a better understanding of Muslim consumers' demand toward this food.

2.12 Summary

In summary, the review literatures in this chapter discusses about the concept of the consumers'; consumers' behaviour; Muslim consumers'

behaviour. The literatures showed that motives of Muslim consumers' intention are health, nutrition, religion, taste, and price. Besides that, literature on Muslim consumers' and non-Muslim consumers' shows the difference in terms of intention to purchase in influencing their decision towards goat milk purchasing. Meanwhile, factors influencing Muslim consumers' intention towards goat milk purchasing behaviour, literatures highlighted the influence of attitude, subjective norm (SN), perceived behavioural control (PBC) and motives. Nevertheless, demographic characteristics plays a role as moderator for examine Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia. The summaries of literatures that related to the motives, TPB variables, intention and behaviour of Muslim consumers towards goat milk purchasing shows as in Table 2.2 and 2.3.

Table 2.2: Summary of literatures for factors influencing Muslim consumers' intention towards goat milk purchasing behaviour

No.	Variable	Literature
1.	Attitude (ATT)	Zine-eddine et al. (2021); Harden & Hepburn (2011); Santoso et al (2012); Jerop et al (2013); Cazacu et al (2014); Yang et al (2014); Rezai et al (2014); Sharifuddin et al (2014); Singh & Verma (2017).
2.	Subjective norm (SN)	Ajzen (2001); Linan & Chen (2009); Bosma et al (2012); Rahim & Junos (2012); Van Hooft et al (2006); Haris et al (2017); Rahnama & Rajabpour (2017); Yadav & Pathak (2016); Justin et al (2016); Rezai et al (2014); Huan et al (2017).
3.	Perceived behavioural control (PBC)	Ozawa et al (2009); Hassan et al (2016); Hill & Lynchehaun (2002); Shirin & Kambiz (2011); Lin and Chen (2006); Bus & Worsley (2002); Cazacu et al (2014); Singh & Verma (2017); Sharifuddin et al (2014); Yadav & Pathak (2016); Huan et al (2017).
4.	Health	Gagić et al (2014); Verbeke's (2006); Steptoe et al (1995); Leipamaa-Leskinen (2007); Trondsen et al (2004); Olsen (2003); Anna et al (2015); Han & Chung (2014); Dardak et al (2009); Xie et al (2015); Yin et al (2010); Verruck et al. (2019); Pferdekamper (2003); Labrecque et al (2006); Febian et al. (2021); Urala (2005); Ersan et al. (2020); Ersan et al (2020); Rahman et al. (2021); Yassine et al. (2021); Young (2000); Nagaraj (2021); Hansen et al (2011); Stanton et al (2012); Borin et al. (2011); Rahnama & Rajabpour (2017); Singh & Verma (2017); Rezai et al. (2017); Xin & Seo (2020).
5.	Nutrition	Park & Haenlein (2007); FAO (1995); Amigo & Fontecha (2022); Haenlein (2004); Miller et al (2015); Honkanen & Frewer (2009); Boniface & Umberger (2012).
6.	Religion	Kamaruddin & Kamaruddin (2009); Siguaw & Simpson (1997); Delener (1990, 1994); Essoo & Dibb (2004); Mukhtar & Butt (2012); Hong & Lee (2014); Mokhlis (2009); Soesilowati (2010); Bobokhonov & Brito (2015); Eliasi (2002); Rehman & Shabbir (2010); Yunus et al (2014).
7.	Taste	Kurajdová & Petrovičová (2015); Mannerbro & Wallin (2007); Hsu & Lin (2006); Alwis et al. (2009); Nagyová et al. (1998); Grunert et al (2000); Grunert et al (1996); Jonas & Beckmann

No.	Variable	Literature
		(1998); Verbeke (2006); Urala & Lähteenmäki (2004; 2007); Annunziata & Vecchio (2011); Poulsen (1999); Siro et al (2008); Urala (2005); Pew Initiative on Food and Biotechnology (2007); Thompson & Moughan (2008); Hung et al (2016a); Shan et al (2016); Tobin et al (2014); Latif et al (2014); Gagić et al (2014); Rahnama & Rajabpour (2017).
8.	Price	Becker et al (2000); Davidson et al (2003); Ono & Stecklow (2001); Liana et al (2010); USDA (2006); Jerop et al (2013); Kurajdová & Petrovičová (2015); Krešič et al (2010); Trung et al (2014); Senadisai et al (2014); Nagyová et al (1998); Bingham et al (2014); Hatirli et al (2004); Alwis et al (2009); Kumar & Babu (2014); Hroncová (2011); Hung et al (2016a); Shan et al (2016); Tobin et al (2014); Gagić et al (2014); Hung et al (2016b); Hyun (2016); Singh & Verma (2017); Rahnama & Rajabpour (2017).

Table 2.3: Summary of literatures intention, purchasing behaviour and demographic characteristics as moderate

No.	Variable	Literature
1.	Intention	Ajzen (1991); Zeithaml (1988); Schiffman & Kanuk (2009); Grewal et al (1998); Chen (2007); Gracia & de Magistris (2008); Kim et al (2011); Yang et al (2014); Jin & Suh (2005); Aziz & Vui (2012); Rahim & Junos (2012); Alam & Sayuti (2011); Fishbein and Ajzen (2005); Ajzen & Fishbein (1975); Hrubes et al (2001); Merriam (2015); Cholil (2015); Armitage & Conner (2001); Chang & Cheung (2001); Ajzen (1985); Utami (2014); Chiew et al (2014); Rezai et al (2014); Yadav & Pathak (2016); Justin et al (2016); Huan et al (2017).
2.	Purchasing Behaviour	Utami (2014); Parthasarathy et al (1994); Schutte & Ciarlante (1998); Ajzen (1991); Chiew et al (2014); Singh & Verma (2017).
3.	Demographic (Moderator)	Lobb et al (2007); Mazzocchi et al (2008); Bus & Worsley (2003); Klesges et al (1999); Solomon et al (2006); Blackwell et al (2006); Niva & Mäkelä (2007); Hassan et al (2016); Singh & Verma (2017).

Table 2.4: Summary of hypothesis develop

Number of hypotheses	Statement
Hypothesis 1 = H1	Attitude will have a significant effect on Muslim consumer intention towards goat milk purchasing behaviour in Malaysia.
Hypothesis 2 = H2	Subjective Norm will have a significant effect on Muslim consumer intention towards goat milk purchasing behaviour in Malaysia.
Hypothesis 3 = H3	Perceived Behavioural Control will have a significant effect on Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.
Hypothesis 4 = H4	Health will have a significant effect on Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.
Hypothesis 5 = H5	Nutrition will have a significant effect on Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.
Hypothesis 6 = H6	Religion will have a significant effect on Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.
Hypothesis 7 = H7	Taste will have a significant effect on Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.
Hypothesis 8 = H8	Price will have a significant effect on Muslim consumers' intention towards goat milk purchasing behaviour in Malaysia.
Hypothesis 9 = H9	H9a: Demographic profile of Muslim consumer as moderator will have a significant effect between intention and goat milk purchasing behaviour in Malaysia
Hypothesis 10 = H10	Intention will have a significant affect toward goat milk purchasing behaviour in Malaysia.

Table 2.5: Definition of Consumer Purchasing Behaviour

No.	Year	Authors	Definition
1.	1970	Walters & Paul	People are buying and using the product or service involved in the decision-making and behaviour.
2.	1974	Pratt	By cash, check exchange of goods or services necessary decisions referring to the purchasing behaviour.
3.	1983	Francken	Consumers are satisfied with the product or service will generate repeat purchase intention.
4.	1990	Engel, Blackwell & Miniard	Consumer buying behaviour is directly related to the consumption of products and services which are triggered by the decision-making process before and after.
5.	2005	Acton	Consumer buying behaviour" which is consumed in order to meet the needs of consumers.
6.	2010	Shiffman & Kannuk	Performance in the search for, purchase, use and evaluate the behaviour of products and services to meet the demand.
7.	2005 and 2012	Kotler	Consumer buying behaviour is how individuals, groups and organizations to select, purchase, use and disposal of products, services, ideas or experience to meet the consumers' demand.