

## Appendices

### Appendix 1: Focus Group Discussion KIT Questions

**KIT KUMPULAN FOKUS  
2018  
Senarai Semak Kumpulan Fokus  
Kumpulan Fokus – Aturan perjalanan**

No.	Aktiviti-aktiviti	Tugasan untuk
1.	<b>Mengalu-alukan kedatangan peserta-peserta</b> <i>- Berterima kasih atas kesudian untuk menyertai.</i> <i>- Para fasilitator memperkenalkan diri dan tugas masing-masing.</i>	▪ Moderator
2.	<b>Meminta para peserta menandatangani Borang A.</b>	▪ Pengambil Nota
3.	<b>Membacakan prosedur perbincangan.</b>	▪ Moderator
4.	<b>Ice breaking</b> <i>- Para peserta memperkenalkan diri masing-masing (nama, umur, dan pekerjaan)</i>	▪ Para Peserta
5.	<b>Perbincangan topik-topik</b> <i>- Topik 1 hingga Topik 6</i>	▪ Moderator
6.	<b>Kesimpulan dan Ringkasan</b>	▪ Moderator
7.	<b>Pembayaran</b> <i>- Minta para peserta menandatangani Borang B.</i>	▪ Moderator ▪ Pengambil Nota

## PROSEDUR-PROSEDUR PERBINCANGAN

Selamat datang dan terima kasih banyak atas sokongan anda pada perbincangan kumpulan. Berikut adalah beberapa panduan untuk keberkesanan perbincangan ini.

1. Sebelum perbincangan bermula kami memerlukan persetujuan rasmi anda dengan mengisi borang yang diberikan (Borang A).
2. Anda digalakkan memberi sebanyak mungkin maklumbalas kepada soalan yang berkaitan dengan pengalaman anda.
3. Perbincangan ini memerlukan penyertaan setiap orang dan bercakap dengan bebas; seboleh-bolehnya hanya seorang bercakap pada satu-satu masa untuk mengelakkan terlepas butir-butir penting.
4. Sila elakkan perbualan sampingan semasa peserta lain sedang bercakap.
5. Tidak ada jawapan yang betul atau salah untuk setiap soalan kerana jawapan adalah berdasarkan pendapat, rasa dan pengalaman setiap peserta.
6. Apa yang moderator tahu atau fikir tidak penting, yang paling penting apa yang para peserta fikir dan rasa.
7. Perbezaan pandangan di kalangan peserta adalah sangat diterima kerana moderator tidak menjangkakan persetujuan sebulat suara ke atas sesuatu kecuali semua peserta memang berpandangan sedemikian. Walau bagaimanapun, adalah sangat menarik untuk mengetahui pandangan-pandangan yang berbeza.
8. Sesi ini akan dirakam secara audio dan video kerana moderator hendak memberi tumpuan kepada perbualan, dan bukan mencatat butir-butir tertentu berkenaan perbincangan.
9. Tolong bercakap dengan suara yang kuat seperti saya, supaya dapat diterima oleh mikrofon.

## TOPIK-TOPIK PERBINCANGAN

### Objectives of FG

- i. Do you consume goat milk?
- ii. Reason you to consume goat milk?
- iii. If not consume, can you give specific reason?
- iv. Did you purchase goat milk?
- v. Reason you to purchase goat milk?
- vi. If not purchase, can you give specific reason?
- vii. What is the motive of you to purchase goat milk?
- viii. What are the factors influence you to purchase or consume goat milk?
- ix. Did you believe goat milk is good?
- x. Do you know goat milk is good?

<b>PENGENALAN (5 minit)</b>
<b>TOPIK 1: Maklumat mengenai Penggunaan/Pembelian Susu Kambing (15 minit)</b>
<b>TOPIK 2: Maklumat mengenai Faktor yang Mempengaruhi Pembelian Susu Kambing (20 minit)</b>
<b>PENUTUP (Cadangan untuk penambahbaikan dan lain-lain] (15 minit)</b>
<b>JUMLAH MASA YANG DIAMBIL: 75 MINIT</b>

## **BORANG PERAKUAN-KERAHSIAAN DATA (BORANG A)**

### **ETIKA-ETIKA KAJIAN**

Saya, \_\_\_\_\_, bersetuju untuk mengambil bahagian dalam projek penyelidikan 'PREDICTING MUSLIM CONSUMERS' INTENTION TOWARDS GOAT MILK PURCHASING BEHAVIOUR IN MALAYSIA' yang diketuai oleh En. Aimi Fadzirul Bin Kamarubahrin pelajar Doktor Falsafah dari Fakulti Ekonomi dan Muamalat, Universiti Sains Islam Malaysia.

Saya faham bahawa tujuan kajian ini adalah untuk mengadakan kumpulan fokus untuk mengetahui tentang niat dan sikap (faktor dan motif) yang mempengaruhi pengguna Islam dalam membeli/menggunakan susu kambing, sebagai seorang pembeli/pengguna susu kambing saya juga akan membincangkan pandangan saya mengenai perkara tersebut.

Saya faham bahawa kajian ini melibatkan kumpulan fokus yang akan mengambil masa tidak lebih dari 1 1/2 jam, yang akan dirakam secara audio.

Saya faham bahawa penyertaan saya dalam kajian ini adalah secara sukarela dan saya bebas untuk bertanya sebarang soalan pada bila-bila masa. Jika atas apa-apa sebab saya mengalami ketidakselesaan semasa penyertaan dalam projek ini, saya bebas untuk menarik diri atau membincangkan kebimbangan saya dengan En. Aimi Fadzirul Bin Kamarubahrin.

Saya faham bahawa semua maklumat yang saya berikan akan dirahsiakan setakat yang dibenarkan oleh undang-undang.

Saya faham yang saya mungkin tidak menerima apa-apa faedah secara langsung daripada mengambil bahagian dalam kajian ini, tetapi penyertaan saya mungkin boleh membantu orang lain pada masa depan.

Saya telah membaca dan memahami maklumat ini dan saya bersetuju untuk mengambil bahagian dalam kajian ini.

Tandatangan:

Tarikh:

**KUMPULAN FOKUS: PENERIMAAN BAYARAN – PESERTA (BORANG B)**

**Tarikh :** \_\_\_\_\_

**Per: Kumpulan Fokus Bagi 'PREDICTING MUSLIM CONSUMERS' INTENTION TOWARDS GOAT MILK PURCHASING BEHAVIOUR IN MALAYSIA'**

Saya \_\_\_\_\_ (nama penuh)  
\_\_\_\_\_ (No. K/P) dengan ini mengaku menerima pembayaran sejumlah RM50.00 sebagai saguhati untuk tugas saya sebagai peserta kajian fokus ini.

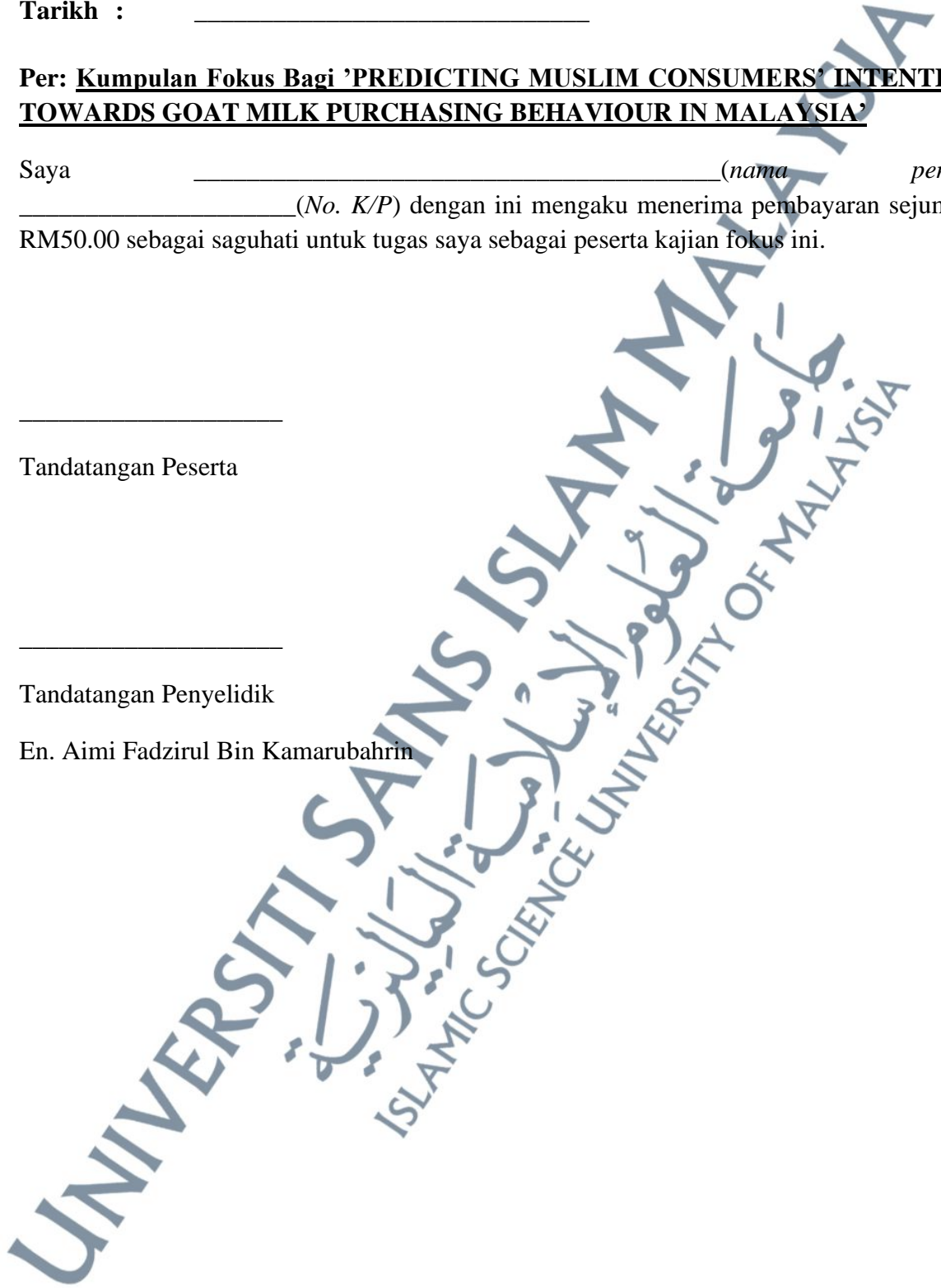
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Tandatangan Peserta

\_\_\_\_\_

Tandatangan Penyelidik

En. Aimi Fadzirul Bin Kamarubahrin



## Appendix 2: Questionnaire



SOARING  
UPWARDS  
MALAYSIAN HIGHER EDUCATION

UNIVERSITI SAINS ISLAM MALAYSIA

جامعة العلوم الإسلامية الماليزية  
ISLAMIC SCIENCE UNIVERSITY OF MALAYSIA



### QUESTIONNAIRE FORM

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

Dear respondents:

I am Aimi Fadzirul Kamarubahrin, a post-graduate student of Doctorate Philosophy Economics and Muamalat from Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia (USIM) Bandar Baru Nilai, Nilai, Negeri Sembilan. I am conducting a research study on "Predicting Muslim Consumers' Intention Towards Goat Milk Purchasing Behaviour in Malaysia". I believe that your participation in this study will provide a better representative on the Muslim consumers' intention toward goat milk purchasing behaviour in Malaysia.

Your responses are voluntary and will be kept as **PRIVATE** and **CONFIDENTIAL** and will be used solely for an academic purpose. Please answer ALL questions in ALL sections based on your understanding.

There are no right or wrong responses to the questions. Completion of this survey form will take you approximately from 5 to 10 minutes. If you have any queries in regards the procedure used in this study, please do not hesitate to contact me at: [aimi\\_fadzirul4@yahoo.com.my](mailto:aimi_fadzirul4@yahoo.com.my) or via mobile at 019-5166455

I am grateful for your cooperation and time to answer this questionnaire, thank you.

Sincerely,

**Penyelidik/ Researcher:**

Aimi Fadzirul Kamarubahrin  
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Candidate of Doctorate Philosophy  
Faculty of Economics and Muamalat  
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**Rakan Penyelilia/Co-Supervisor:**

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**Penyelilia/ Supervisor:**

Prof. Madya Dr. Asmaddy Haris  
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**Rakan Penyelilia/Co-Supervisor:**

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Bandar Baru Nilai  
71800 Nilai  
Negeri Sembilan.

Maklumat yang diberi adalah **SULIT** dan akan digunakan untuk tujuan penyelidikan semata-mata.

*Information given is **CONFIDENTIAL** and used for research purpose only*

**PENYELIDIKAN INI DIBIAYAI OLEH KEMENTERIAN PENGAJIAN TINGGI MALYSI**

**PROFIL RESPONDEN / RESPONDENT'S PROFILE**

**BAHAGIAN 1  
SECTION 1**

Sila jawab atau tandakan (✓) di mana berkaitan.  
Tick ✓ in the box provided and choose only ONE answer for EACH question.

1. Negeri/ State:  Selangor  Perlis  Pulau Pinang  
 Melaka  Kedah  W. P. Kuala Lumpur  
 Johor  Sabah  W. P. Putrajaya  
 Perak  Sarawak  W. P. Labuan  
 Pahang  Kelantan  Negeri Sembilan  
 Terengganu
2. Umur/ Age:  18 – 25 tahun/ years  26 – 33 tahun/ years  
 34 – 41 tahun/ years  42 – 49 tahun/ years  
 50 tahun dan ke atas/ 50 years old and above
3. Jantina/ Gender:  Lelaki/ Male  Perempuan/ Female
4. Taraf Pendidikan/  
Level of Education:  LCE/SRP/PMR dan ke bawah /  
LCE/SRP/PMR and below  MCE/SPM  
 STPM/STAM/Diploma/Matrikulasi/  
STPM/STAM/Diploma/Matrices  Ijazah Sarjana Muda /  
Bachelor Degree  
 Ijazah Sarjana / Master's Degree  Ijazah Doktor Falsafah /  
Philosophy Doctorate Degree  
 Lain-lain (Sila nyatakan)/Others (Please specify): \_\_\_\_\_
5. Pendapatan Bulan/  
Monthly income:  Bawah RM 1,500/ Below RM 1,500  RM 1,501 – RM 3,000  
 RM 3,001 – RM 4,500  RM 4,501 – RM 6,000  
 RM 6,001 dan ke atas/ RM 6,001 and above
6. Pekerjaan/  
Occupation:  Pelajar/ Student  Sektor Kerajaan/ Government Sector  
 Sektor Swasta/  
Private Sector  Tidak berkerja/ Unemployed  
 Lain-lain (Sila nyatakan)/ Others (Please specify): \_\_\_\_\_
7. Status Perkahwinan/  
Marital Status:  Berkahwin/ Married  Bujang/ Single  Bercerai/ Divorced

**KERTAS INI MENGANDUNGI EMPAT (4) BAHAGIAN.  
JAWAB KE SEMUA BAHAGIAN.  
THIS PAPER CONSISTS OF FOUR (4) SECTION.  
PLEASE ANSWER ALL SECTIONS.**

**Tandakan ✓ pada petak yang disediakan dan pilih SATU jawapan sahaja untuk SETIAP soalan.  
Tick ✓ in the box provided and choose only ONE answer for EACH question.**

**BAHAGIAN 2  
SECTION 2**

**Maklumat berkaitan pembelian dan minuman susu kambing. Soalan ini merujuk pada proses pembelian dan meminum susu kambing yang sering terdapat di pasaraya.  
Information related to goat milk consumption and purchasing. This question refers to goat milk that is often found available in supermarket.**

- 1.1 Adakah anda meminum susu kambing?  Ya/Yes  Tidak/No  
*Do you consume goat milk?*

**Jika anda jawab "Ya", sila ke soalan A1.2  
If you answer "Yes", go to question A1.2  
Jika anda jawab "Tidak", sila terus ke soalan A1.3  
If you answer "No", straightly go to question A1.3**

- 1.2 Mengapa anda meminum susu kambing?  
(Boleh tanda melebihi satu jawapan)  
*Why do you consume goat's milk?  
(You may tick more than one answer)*
- Faktor Kesihatan / *Health reason*  
 Kandungan Nutrisi / *Nutritional Contents*  
 Faktor Agama / *Religion reason*  
 Rasa yang sedap / *Delicious taste*  
 Harga yang berpatutan / *Affordable price*  
 Amalan Keluarga / *Family practice*

- 1.3 Adakah anda membeli susu kambing?  Ya/Yes  Tidak/No  
*Do you buy goat milk?*

**Jika anda jawab "Ya", sila ke soalan A1.4  
If you answer "Yes", go to question A1.4  
Jika anda jawab "Tidak", sila terus ke soalan A1.5  
If you answer "No", straightly go to question A1.5**

- 1.4 Mengapa anda membeli susu Kambing?  
(Boleh tanda melebihi satu jawapan)  
*Why do you buy goat's milk?  
(You may tick more than one answer)*
- Faktor Kesihatan / *Health reason*  
 Kandungan Nutrisi / *Nutritional Contents*  
 Faktor Agama / *Religion reason*  
 Rasa yang sedap / *Delicious taste*  
 Harga yang berpatutan / *Affordable price*  
 Amalan Keluarga / *Family practice*



- 1.5 Sila nyatakan sebab anda tidak membeli susu kambing.  
(Boleh tanda melebihi satu jawapan)  
*Please specify the reason(s) why you do not buy goat's milk.*  
(You may tick more than one answer)

- Tidak minum susu kambing /  
*I do not consume goat's milk*
- Kesukaran untuk mendapatkan /  
*Unavailability*
- Harga yang mahal / *Expensive*
- Bau yang kuat / *Strong Odour*
- Rasa yang tidak sedap / *Bad taste*
- Susu kambing telah dibeli oleh ahli keluarga yang lain /  
*Goat milk is purchased by other family member.*

**BAHAGIAN 3**  
**SECTION 3**

**TOPIK 1: Sikap**  
**TOPIC 1: Attitude**

**Bulatkan pada nombor yang disediakan bagi menyatakan pandangan anda tentang perkara berikut:**  
**Mark your answer by filling in the circle to indicate your beliefs about how these foods rate on these features:**

**Based on your INTENTION toward goat milk purchasing, please read each of the statement under each topic carefully. Select your choice from 1 = Strongly Disagree (SD) up to 7 = Strongly Agree (SA) that best describe how you feel about each of the statement.**

No.	Pernyataan Statement	Sangat Tidak Setuju/ Strongly Disagree	.....					Sangat Setuju/ Strongly Agree
		1	2	3	4	5	6	7
1.1	Saya mempunyai sikap yang positif terhadap pembelian susu kambing. / <i>I have a positive attitude towards goat milk purchasing</i>	1	2	3	4	5	6	7
1.2	Saya fikir adalah penting untuk membeli susu kambing. / <i>I think it is important to purchase goat milk.</i>	1	2	3	4	5	6	7
1.3	Saya fikir adalah bagus untuk membeli susu kambing / <i>I think it is good to purchase goat milk.</i>	1	2	3	4	5	6	7
1.4	Saya fikir adalah satu tindakan yang bijak untuk membeli susu kambing. / <i>I think it is wise to purchase goat milk.</i>	1	2	3	4	5	6	7

**TOPIK 2: Norma Subjektif**  
**TOPIC 2: Subjective Norm**

No.	Pernyataan Statement	Sangat Tidak Setuju/ Strongly Disagree	.....					Sangat Setuju/ Strongly Agree
		1	2	3	4	5	6	7
2.1	Kebanyakan orang yang penting kepada saya, merasakan saya patut membeli susu kambing / <i>Most people who are important to me, feels that I should buy goat milk.</i>	1	2	3	4	5	6	7
2.2	Kebanyakan orang yang penting bagi saya merasakan saya patut membeli susu kambing apabila membeli barangan dapur. / <i>Most people who are important to me feels that I should</i>	1	2	3	4	5	6	7

	<i>purchase goat milk when going purchase groceries.</i>							
2.3	Keluarga saya merasakan saya patut membeli susu kambing. / <i>My family feels that I should purchase goat milk.</i>	1	2	3	4	5	6	7
2.4	Rakan-rakan saya merasakan saya patut membeli susu kambing. / <i>My friends feel that I should purchase goat milk.</i>	1	2	3	4	5	6	7
2.5	Saya akan membeli susu kambing kerana dipengaruhi oleh media. / <i>I would purchase goat milk because influences by media.</i>	1	2	3	4	5	6	7

**TOPIK 3: Tingkah Laku Terkawal**  
**TOPIC 3: Perceived Behavioural Control**

No.	Pernyataan Statement	Sangat Tidak Setuju/ Strongly Disagree	.....					Sangat Setuju/ Strongly Agree
			1	2	3	4	5	
3.1	Saya mengetahui tentang manfaat susu kambing. / <i>I know about benefits of goat milk.</i>	1	2	3	4	5	6	7
3.2	Saya mempunyai pengalaman dalam membeli susu kambing. / <i>I have purchasing experience with goat milk.</i>	1	2	3	4	5	6	7
3.3	Saya sangat memahami manfaat susu kambing. / <i>I understand the benefits of goat milk.</i>	1	2	3	4	5	6	7
3.4	Saya akan membeli susu kambing jika terdapat promosi yang dilakukan. / <i>I will purchase goat milk if there is promotion for it.</i>	1	2	3	4	5	6	7
3.5	Saya mempunyai sumber kewangan untuk membeli susu kambing. / <i>I have financial resources to purchase goat milk.</i>	1	2	3	4	5	6	7

**BAHAGIAN 4**  
**SECTION 4**

**Topik ini merangkumi lima sub-bahagian**  
**This topic covered five sub-topics**

**TOPIK 4: Kesihatan**  
**TOPIC 4: Health**

No.	Pernyataan Statement	Sangat Tidak Setuju/ Strongly Disagree	.....					Sangat Setuju/ Strongly Agree
			1	2	3	4	5	
4.1	Susu kambing dapat mengekalkan kesihatan saya / <i>Goat milk able to maintain my health.</i>	1	2	3	4	5	6	7
4.2	Saya berpandangan bahawa meminum susu kambing mempunyai kesan positif dalam menggalakkan kesihatan / <i>I am of the view that drinking goat milk has a positive health-promoting effect</i>	1	2	3	4	5	6	7
4.3	Susu kambing adalah bagus untuk penjagaan tulang. / <i>Goat milk is good for bone care.</i>	1	2	3	4	5	6	7
4.4	Susu kambing adalah bagus untuk kesihatan. / <i>Goat milk is good for health.</i>	1	2	3	4	5	6	7
4.5	Susu kambing membantu saya mengawal berat badan saya. / <i>Goat milk helps me control my weight.</i>	1	2	3	4	5	6	7

**TOPIK 5: Nutrisi**  
**TOPIC 5: Nutrition**

No.	Pernyataan Statement	Sangat Tidak Setuju/ Strongly Disagree	.....					Sangat Setuju/ Strongly Agree
			2	3	4	5	6	
5.1	Susu kambing merupakan sumber protein yang baik. / <i>Goat milk is a good source of protein.</i>	1	2	3	4	5	6	7
5.2	Susu kambing mengandungi sumber kalsium yang diperlukan oleh tubuh badan. / <i>Goat milk contains calcium needed by body.</i>	1	2	3	4	5	6	7
5.3	Susu kambing mengandungi nutrisi yang baik. / <i>Goat milk contains good nutrients.</i>	1	2	3	4	5	6	7
5.4	Susu kambing adalah rendah kolesterol. / <i>Goat milk is low cholesterol.</i>	1	2	3	4	5	6	7
5.5	Susu kambing mengandungi sumber vitamin D. / <i>Goat milk contains source of vitamin D.</i>	1	2	3	4	5	6	7

**TOPIK 6: Agama**  
**TOPIC 6: Religion**

No.	Pernyataan Statement	Sangat Tidak Setuju/ Strongly Disagree	.....					Sangat Setuju/ Strongly Agree
			2	3	4	5	6	
6.1	Saya membeli susu kambing kerana ia sebahagian daripada pemakanan sunnah. / <i>I purchase goat milk because of it is part of prophetic food</i>	1	2	3	4	5	6	7
6.2	Saya membeli susu kambing kerana ia mempunyai logo halal. / <i>I purchase goat milk because it has halal logo.</i>	1	2	3	4	5	6	7
6.3	Saya membeli susu kambing kerana mendapatkan minuman yang sihat merupakan tuntutan dalam agama. / <i>I purchase goat milk because getting healthy drink is demand in religion.</i>	1	2	3	4	5	6	7

**TOPIK 7: Rasa**  
**TOPIC 7: Taste**

No.	Pernyataan Statement	Sangat Tidak Setuju/ Strongly Disagree	.....					Sangat Setuju/ Strongly Agree
			2	3	4	5	6	
7.1	Susu kambing mempunyai rasa yang sedap/ <i>Goat milk have a delicious taste</i>	1	2	3	4	5	6	7
7.2	Saya membeli susu kambing kerana ia mempunyai bau yang menyenangkan. / <i>I purchase goat milk because it has a good smell.</i>	1	2	3	4	5	6	7
7.3	Saya membeli susu kambing kerana ia kelihatan bagus. / <i>I purchase goat milk because it is looks nice.</i>	1	2	3	4	5	6	7

**TOPIK 8: Harga**  
**TOPIC 8: Price**

No.	Pernyataan Statement	Sangat Tidak Setuju/ Strongly Disagree	.....					Sangat Setuju/ Strongly Agree
			1	2	3	4	5	
8.1	Saya membeli susu kambing kerana harganya yang murah. / <i>I purchase goat milk because the price is cheap.</i>	1	2	3	4	5	6	7
8.2	Susu kambing adalah nilai yang baik untuk wang/ <i>Goat milk is good value for money</i>	1	2	3	4	5	6	7
8.3	Saya membandingkan harga sekurang-kurangnya beberapa jenama susu kambing sebelum saya membeli. / <i>I compare prices of at least a few brands before I choose one.</i>	1	2	3	4	5	6	7
8.4	Harga susu kambing mencerminkan manfaatnya. / <i>The price of goat milk is in accordance with benefits.</i>	1	2	3	4	5	6	7
8.5	Adalah penting bagi saya untuk mendapatkan harga yang terbaik sebelum membeli susu kambing. / <i>It is important to me to get the best price for the products before I buy.</i>	1	2	3	4	5	6	7

**BAHAGIAN 5**  
**SECTION 5**

**TOPIK 5: Niat Pembelian**  
**TOPIC 5: Purchase Intention**

No.	Pernyataan Statement	Sangat Tidak Setuju/ Strongly Disagree	.....					Sangat Setuju/ Strongly Agree
			1	2	3	4	5	
9.1	Saya berhasrat untuk membeli susu kambing pada masa akan datang. / <i>I intend to buy goat milk in the future.</i>	1	2	3	4	5	6	7
9.2	Saya perlu membeli susu kambing pada masa akan datang. / <i>I would purchase goat milk in the near future</i>	1	2	3	4	5	6	7
9.3	Saya merancang untuk membeli susu kambing sebagai rutin harian. / <i>I plan to purchase goat milk in daily basis.</i>	1	2	3	4	5	6	7
9.4	Saya berniat untuk membeli susu kambing kerana perhatian tentang keselamatan minuman yang di ambil. / <i>I intend to purchase goat milk because more concern about food safety.</i>	1	2	3	4	5	6	7
9.5	Saya merancang untuk membeli susu kambing disamping susu yang lain. / <i>I plan to purchase goat milk rather than other types of milk.</i>	1	2	3	4	5	6	7
9.6	Saya berhasrat untuk membeli susu kambing apabila pergi membeli barangan dapur. / <i>I am intent to purchase goat milk while go for purchase groceries.</i>	1	2	3	4	5	6	7
9.7	Saya merancang untuk membelanjakan lebih pada pembelian susu kambing berbanding jenis susu yang lain. / <i>I plan to spend more on goat milk purchasing rather than other types of milk.</i>	1	2	3	4	5	6	7
9.8	Saya merancang untuk membeli susu kambing jika ia dijual dipasaran. / <i>I plan to consume goat milk if they are available for purchase.</i>	1	2	3	4	5	6	7

**TOPIK 6: Gelagat Pembelian**

TOPIC 6: Purchasing Behaviour

No.	Pernyataan Statement	Sangat Tidak Setuju/ Strongly Disagree	.....					Sangat Setuju/ Strongly Agree
			2	3	4	5	6	
10.1	Saya sering membeli susu kambing. / <i>I often to purchase goat milk.</i>	1	2	3	4	5	6	7
10.2	Saya sering membeli susu kambing sebagai rutin kebiasaan. / <i>I often purchase goat milk on regular basics.</i>	1	2	3	4	5	6	7
10.3	Saya telah menjadi pembeli rutin susu kambing. / <i>I have been a regular buyer of goat milk.</i>	1	2	3	4	5	6	7
10.4	Saya tetap membeli susu kambing walaupun susu lain dijual. / <i>I still purchase goat milk even though other milk is on sale</i>	1	2	3	4	5	6	7

Helaian terakhir  
*End of paper*

Terima kasih atas kerjasama yang diberikan.  
*Thank you for your cooperation*

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Appendix 3: Transcribe Report from Focus Group Discussion

Transcribe  
Focus Group Discussion  
Bilik Mesyuarat Program 3  
Faculty Economics and Muamalat  
Universiti Sains Islam Malaysia

Name of Participants	Discussion
Moderator	<p><i>Bismillahirrahmanirahim. Alhamdulillah.</i> At first I would like to thank all of you because made this Focus Group Discussion (FGD) happen. This FGD is about research on my Ph.D study on Prediction of Muslim Consumer Intention toward Goat Milk Purchasing Behaviour in Malaysia.</p> <p>Therefore, the purpose of this FGD is get all of you experience and opinion about the motive or intention and purchasing behaviour on goat milk.</p> <p>So, we will go through this session with four (4) discussion topic. For sure, it will no longer than 30 minutes to answer all the questions.</p> <p>So, the first question is: Topic 1: Information related to consumption and goat milk purchasing a) Do you purchase and drink or consume goat milk?</p>
FGD 1	Yes, I am regularly purchase goat milk. Since 2013 I've start to purchase goat milk due to aware on its health benefits to human. I've consumer goat milk twice a week.
FGD 2	Yes, I am also had purchasing the goat milk. I am also drinking goat milk, once a week. Besides me, I've also purchase goat milk for household consumption. Besides me, my two kids and my husband also drink or consume goat milk.
FGD 3	Yes, I am. Mine and my family also drink or consume goat milk. Literally, I've purchased goat milk twice a week. 2 litres for each purchasing.
FGD 4	Yes, I have purchase goat milk. but just consume it a little. Most for my daughter due to health consciousness.
FGD 5	Yes, I am too the one who purchase goat milk. Probably more prefer on sachet because it was easy to obtain.
FGD 6	Yes, me too. I consume goat milk but not too frequent as we know it is hard to find fresh goat milk in the market such as Tesco, Giant and etc.
FGD 7	Yes, I am the purchaser of goat milk. I am also consumed goat milk.
FGD 8	Yes, me too. But not too frequent due too hard to find this type of milk in the market.
FGD 9	Yes, I had purchase goat milk and I've consumed goat milk few times in a month.
FGD 10	I am the purchaser of goat milk and consume goat milk few times. Cannot remember how frequent, probable twice a month.
Moderator	b) How frequent and in what forms of goat milk do you consume/drink?

FGD 1	As I said previously, I'd consumed it twice a week. Goat milk contents alert me on health issues. Thus, I've finds and purchase goat milk instead of cow milk at market. For me it is easy to bought fresh goat milk directly at dairy goat farm.
FGD 2	I have drink/consume goat milk once a week in fresh form which I've bought from the dairy goat farm near with my house area.
FGD 3	I have consumed goat milk every day. Mostly on the morning or evening time. Goat milk make my digesting system fluently and smooth. It rarely effect. Of course, I've purchase and drink fresh form goat milk. From my opinion and experience, if we consume sachet form goat milk it really different from the taste part. Since there are other ingredients mixed with goat milk. This difference when you consume fresh goat milk. It so tasty.
FGD 4	I've consume/drink goat milk but not too frequent, as I said just for purpose of my daughter. Basically, once a week I've consume goat milk.
FGD 5	For me, I've purchased once a week and in the sachet form. Because as I said before, sachet for goat milk was easy to obtain compared to fresh goat milk. With sachet we can buy in the shop or restaurant. There is many types and brand of sachet goat milk offer in market.
FGD 6	I've consumed goat milk once per month, because goat milk is not my priority in food consumption. Furthermore, it is hard to buy fresh goat milk, it is not everywhere we can found goat milk sell. From my experienced, most fresh goat milk are sell in farm. Thus, it is hard for me to get fresh goat milk because dairy goat farm is not surrounding my place.
FGD 7	About twice a week for me on consuming goat milk. Most of the time I've consume fresh goat milk, but, sometimes when chill at 'Mamak' restaurant the only choice have is sachet. But I still consume it as long it is a goat milk.
FGD 8	I've purchased once per month, but I've consumed goat milk several times in a month. Types of forms that I've consumed is mixed. Some in sachet and fresh goat milk.
FGD 9	Might be in a month about 7-8 times I've drink goat milk. Most the times in the sachet pack and sometimes when go to wet market there is available fresh goat milk, then I've consumed it.
FGD 10	For me, I've consumed goat milk twice a month. Most of the time I've consumed fresh goat milk.
Moderator	c) For how long do you consume/drink/purchase goat milk and for what reason are you consume/drink/purchase?
FGD 1	As I said before, I've started consumed and purchase since 2013 due to aware on health benefits offered by goat milk. I've consumed goat milk due to health problems which on my digesting system. Thus, based on my reading on how to solve this issue and a suggestion from Doctor, consuming goat milk can help me in digesting. I've tried consumed goat milk several times at first and it is proved that goat milk can solve on my digesting issued.
FGD 2	For me, I've start consumed goat milk since 2015. I have problem with health issue since I was detect having a diabetes. Since that, I was finding an alternative despite need to consume tablet to prevent my diabetes. And a suggestion from my father in law that I should try to consume goat milk. Since that I've consumed goat milk to help me

	in prevent diabetes. It is effective but I also need to control intake of sugar in daily basis.
FGD 3	I've started consumed and purchase since 2010 due to aware on health benefits offered by goat milk. I've consumed goat milk due to health problems such as blood pressure. Thus, based on my reading on how to reduce blood pressure, consuming goat milk prove can reduced blood pressure. I've tried consumed goat milk several times at first and it is proved that goat milk can reduced blood pressure and currently my blood pressure is stable.
FGD 4	Since 2017 I've started to consumed goat milk due to aware on its health benefits. I am working as public health officer. Sometimes I need to identify what types of foods I should promote to public. Based on my research and studies, goat milk is good for human health. This awareness on health benefits offered by goat milk influence me on purchase and consume goat milk.
FGD 5	I've started purchase and consume goat milk since 2009 when I was warded due to skin allergies. I think due to skin allergies was made me to purchase and consume goat milk because it helps me on prevent my skin allergies.
FGD 6	I was started consumed goat milk since 2010. I believe for benefits of each foods and products because of Allah S.W.T. As we know, our Prophet Muhammad ( <i>pbuh</i> ) is practicing consuming milk in daily life. Milk was categorised as sunnah foods since it was consumed by the Prophet ( <i>pbuh</i> ). Thus, I was explored that Prophet Muhammad ( <i>pbuh</i> ) also consumed goat milk. I believe for every what of the Prophet consume or do is contains benefits to be followed by the Muslim.
FGD 7	I've started consumed goat milk since 2012. As a Muslim practicing Prophet ( <i>pbuh</i> ) is necessary. Because as a Muslim we need to find hereafter after this world. So, Prophet ( <i>pbuh</i> ) has offered us to go to <i>Jannah</i> , we need to follow two thigs in this life, which is following what Quran stated and practicing all what Prophet do in life. Thus, by practicing Prophet ( <i>pbuh</i> ) sunnah was motive for me to purchase and consume goat milk.
FGD 8	Since 2015 I've started consumed goat milk. Goat milk have different taste compared to others milk. The texture is viscous and produce some odour that stimulate me to consume goat milk frequently. Thus, it is motive for me to purchase goat milk twice a week. I had purchased a 1 litre bottle for every purchasing. So, basically a week I had consumed about 2 litre of goat milk
FGD 9	I've started purchase and consume goat milk since 2014. The price of goat milk is considered affordable for me. I bought goat milk at the farm which in front of the farm have a nice shop sale goat milk product. The farm was near with my house at Pajam, Negeri Sembilan around 1 kilometre. The price of goat milk is around RM5.50 for 250ml. I've purchased goat milk every single week. For every purchased, a total quantity I bought is around 2 litres for household consumed. It became a routine for my family to consume goat milk in every morning. Even for some people they compared price of goat milk with others milk such as cow and it was cheaper. But, if we look again on the benefits gain, it much worth it compare to money we spend. It was good for me to spend money for the purpose of health benefits. Thus, it become my motives toward intention in purchasing goat milk
FGD 10	I've started consumed goat milk since 2010. I the ones who always



	<p>compared every single thing that I buy. I always looking on comparison of price and benefits of the product offered. Goat milk price for 250ml per bottle around RM5.00 to RM6.50 depends on area of sale, it is affordable to purchase and with nutritious contents and beneficial to health it is reasonable.</p>
Moderator	<p>Topic 2: Factors influence your consumption and purchasing goat milk.</p> <p>a) Please stated factors influence your consumption and purchasing of goat milk? Did you believe goat milk is good?</p>
FGD 1	<p>For me, factors that influence my consumption and purchasing is really come from my health issue. Health is the factor for me to consume and purchase goat milk. Health factor was influence me on purchasing and consuming goat milk. And I believed that goat milk is good for human health. There are many health benefits by consuming goat milk.</p>
FGD 2	<p>Of course, health issues are the factor for me to consuming and purchasing goat milk. We cannot deniable when health issue is come. We need to protect our self-first before anything else. What I mean by protection is by take care our self with good health. By consuming health foods and etc. Thus, goat milk is part of the health food and I believed it contains many benefits for human body.</p>
FGD 3	<p>Similar to me, health factor was influence me to purchase and consume goat milk. As we know, goat milk contains health benefits. Thus, by consuming goat milk it can help us to improve our health. Healthy issues are important to us. We need to maintain our health thus we can still work and live. I believed goat milk contents having many health benefits that impact to our body.</p>
FGD 4	<p>Also, same goes to me. Concern more on health issues. Health factors was influence me to consume and purchase goat milk. And I believed that contents of goat milk offered is benefits to human body.</p>
FGD 5	<p>For me, nutritional contents were made me to purchase goat milk. As I said previously, that I have a problem with skin allergies. Thus, by consume goat milk was solve my problem with skin allergies. I believed goat milk is good from nutritional perspective because it contents a lot of nutritional value goods for human body.</p>
FGD 6	<p>Religion perspective totally influence my view toward goat milk. Because for me, important to find supply to bring in hereafter. Thus, by following and practicing Prophet (<i>pbuh</i>) sunnah I believed has completed to find our supply in hereafter.</p>
FGD 7	<p>Similar with me. Following Prophet sunnah is not only about hereafter. But for better living style. Keep healthy and etc. If we take care on our religion (Allah S.W.T) sure will protect us in this world. Thus, by believing goat milk is good for our healthy and it was consumed by the Prophet (<i>pbuh</i>) we already keep and take care of our health.</p>
FGD 8	<p>When we talk about factors influence our purchasing motive, especially on foods. The first things came from my mind is about taste. Some people are likely to have a good taste for their foods. Thus, for me goat milk has a different taste compared to others type of milk. Taste of goat milk are strongly sour and sweet. Besides, the texture of goat milk is viscous.</p>
FGD 9	<p>I've compared the price of goat milk. Yes, agreed that goat milk is more expensive if compared to others dairy animal. But if we look on</p>

	the health advantageous gain from the goat milk it is a benefit for us despite of the price. For me price influence me on purchasing goat milk.
FGD 10	Same with me. Price of goat milk is expensive, but, if we look on the advantageous offered by goat milk it is worthy. In that price we can keep maintain and improve our health. I cannot imagine how some people are tolerate on health issues.
Moderator	Topic 3: Information related to motive of goat milk purchasing a) What is your motive toward goat milk purchasing behaviour?
FGD 1	From my previous purchasing experience, health factor is the first point out in my mind when I go to purchase or consumed goat milk, because it contains many benefits to human body. For example, when I consume goat milk I am easily digest. This is different when I consumer cow milk, it not shows any drastic significant effect to human body. Thus, from my point of view I can said that goat milk is good to human health
FGD 2	Goat milk is good and beneficial to human health. Thus, it become my intention and motivates when purchase goat milk products. From my experience on consuming goat milk, it is not only giving an effect to my digestion. But it also reduces my diabetes level. Since I noticed this effect, I am regularly consumed goat milk to control my diabetes
FGD 3	I have high blood pressure due uncontrol consume of food. Previously, I am dependent on consuming medicine from hospital. But, it just to reduce my blood pressure. After few suggestions from friends and advise from the doctor, they suggested me to purchase and consume goat milk as an alternative for me to control the blood pressure. It was really affect and control my blood pressure after regularly consume of goat milk. Thus, to recover it I choose to purchase and consume goat milk regularly. Because it beneficial to my health
FGD 4	Awareness on health care make me consume and regularly purchase goat milk. Because, goat milk is better than other types of milk. And as what I know about goat milk fact, it is the best after breast milk. Before purchase and consume foods, I always remind myself to get health information. Thus, when it turns to purchasing goat milk, I have noticed it contains health benefit to human body from my reading information about goat milk. This create my awareness on consuming healthy foods
FGD 5	Most people when they fall sick, they will find an alternative to cure. This not point forward to others, but to myself. It happens to me previously. I am skin allergies when consume cow milk. My skin will allergies and show the red symptom when I drink a cow milk. Therefore, avoid such this happens I find the alternatives. Of course, with our environment after a cow milk is the goat milk. For me goat milk is easy to find. Thus, I tried goat milk for the first time. And after several time consuming it, my skin allergies are not happened. I believed; nutritional contents of goat milk were made me my antibody going strong
FGD 6	As we know, a Muslim require to find good things in this life. There are many good things to be followed such as to take care on health, Goat milk is one of the dietary practices that can take care of our health and it falls under the good things. In addition, goat milk is halal and <i>thoyib</i> because based on my experience, I have purchase goat

	<p>milk at the farm it is fresh and tasty. Thus, as religion require me to keep healthy and goat milk practice is part of it, I have purchase goat milk</p>
FGD 7	<p>As a Muslim, I practiced the sunnah of Prophet Muhammad (<i>pbuh</i>). Goat milk is part of the prophetic foods which has consume by the Prophet as far as I know. By following Prophet Muhammad (<i>pbuh</i>) sunnah, we as Muslim will be guided and protect from all the bad things. Thus, in order to get <i>baroqah</i> in this life and hereafter I choose to followed this sunnah by consumed it regularly</p>
FGD 8	<p>Goat milk have different taste compared to others milk. The texture is viscous and produce some odour that stimulate me to consume goat milk frequently. Thus, it is motive me to purchase goat milk twice a week. I had purchased a 1 litre bottle for every purchasing. So, basically a week I had consumed about 2 litre of goat milk.</p>
FGD 9	<p>The price of goat milk is considered affordable for me. I bought goat milk at the farm which in front of the farm have a nice shop sale goat milk product. The farm was near with my house at Pajam, Negeri Sembilan around 1 kilometre. The price of goat milk is around RM5.50 for 250ml. I've purchased goat milk every single week. For every purchased, a total quantity I bought is around 2 litres for household consumed. It became a routine for my family to consume goat milk in every morning. Even for some people they compared price of goat milk with others milk such as cow and it was cheaper. But, if we look again on the benefits gain, it much worth it compare to money we spend. It was good for me to spend money for the purpose of health benefits. Thus, it become my motives toward intention in purchasing goat milk.</p>
FGD 10	<p>Goat milk price for 250ml per bottle around RM5.00 to RM6.50 depends on area of sale, it is affordable to purchase and with nutritious contents and beneficial to health it is reasonable.</p>
Moderator	<p>Topic 4: Opinion and Recommendation a) Do you have any opinion and recommendation regard goat milk purchasing behaviour especially in Malaysia?</p>
FGD 1	<p>I think, government should make an initiative to promote consumer especially Muslim consumer to consume goat milk. Promotion in every aspect about goat milk should be implement. Might be can reduce the price of goat milk during expo time to promote consumer to purchase goat milk.</p>
FGD 2	<p>Yes, I agreed with that suggestion. But, for me, it is not about government. Others stakeholders such as investor should make how to increase goat milk production in our country. Might be by develop each region have goat milk centre it is easy for consumer to get and buy goat milk in future.</p>
FGD 3	<p>Sure, that good to having each region of Malaysia have a centre for goat milk. Not only goat milk but others healthy food to be promote and sale at this centre. This centre must be monitored by the government to ensure it sustainability.</p>
FGD 4	<p>For me, we increase the total production of goat milk. Then we can decrease the price of goat milk. Then, government or investors should make research on how to increase dairy goat production. Since as we know dairy goat not produce much milk like cow. Might be on the business strategies of dairy goat farm should be improve on the management or etc.</p>
FGD 5	<p>Education should be stress at the first layer of our society about</p>

	awareness on consuming healthy foods. Government should do this first by provide education on consuming healthy foods. Might be implement goat milk at school such as 'Bantuan Susu di Sekolah'/'
FGD 6	For me, if we have many platforms to promote goat milk it can increase society awareness on consuming goat milk. Might be we can have a day for goat milk. Then, from here all dairy goat producer can meet and sale their products.
FGD 7	Establish a dairy goat farm at urban area. This also one of the attractions for family to bring their kids on visit dairy goat farm during weekend or school holidays. At here, producer of goat milk can sale their products based on goat milk. Ice cream etc.
FGD 8	Everything is back to family first. What parents though their kids it will be followed by that kids. Thus, family need to play a big role on teach their kids to consume healthy foods such as goat milk.
FGD 9	When we look at village area, it was so easy to buy goat milk. It was sale on the morning wet market. But, in urban areas it so hard to find people sale goat milk. If have the goat milk taste are not same might be have process mixed with water to decrease the quantity. Business owner, investor, dairy goat farmer and producer need to take initiatives to explore more and promote goat milk.
FGD 10	Yes, my point of view same like FGD 9. Stakeholders should take an initiative to growth their business on dairy goat since there is demand from local consumer and I don't think only Muslim consumed goat milk. We have 31.7 million Malaysian population. This is such a wake up called for dairy goat farmers and providers, investors and government to do better on dairy goat industry in Malaysia.

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Appendix 4: Pilot Test Result

Construct	Sub-Construct	Initial Items	Pilot-test (n = 68)				
			Component Matrix	KMO	$\alpha$	Items Drop	No of Items Left
Attitude	Believe	ATT1	.898	.785	.861	0	4
		ATT2	.842				
		ATT3	.806				
		ATT4	.860				
Subjective Norm	Influence	SN1	.886	.787	.912	0	5
		SN2	.903				
		SN3	.906				
		SN4	.923				
		SN5	.677				
Perceived Behavioural Control	Experience Knowledge	PBC1	.947	.878	.941	0	5
		PBC2	.917				
		PBC3	.938				
		PBC4	.846				
		PBC5	.856				
Motive	Health	Health1	.932	.823	.935	0	5
		Health2	.915				
		Health3	.904				
		Health4	.928				
		Health5	.779				
	Nutrition	Nutrition1	.923	.906	.953	0	5
		Nutrition2	.919				
		Nutrition3	.901				
		Nutrition4	.901				
		Nutrition5	.950				
	Religious	Religious1	.937	.707	.879	0	3
		Religious2	.880				
		Religious3	.888				
	Taste	Taste1	.909	.738	.875	0	3
		Taste2	.883				
Taste3		.894					
Price	Price1	.984	.640	.744	0	5	
	Price2	.834					
	Price3	.777					
	Price4	.856					
	Price5	.818					
Purchase Intention	Intention	Intention1	.898	.762	.868	0	8
		Intention2	.903				
		Intention3	.914				
		Intention4	.877				
		Intention5	.897				
		Intention6	.942				

Construct	Sub-Construct	Initial Items	Pilot-test (n = 68)				
			Component Matrix	KMO	$\alpha$	Items Drop	No of Items Left
Purchasing Behaviour	Behaviour	Intention7	.952	.772	.954	0	3
		Intention8	.450				
		Behaviour1	.957				
		Behaviour2	.965				
		Behaviour3	.951				

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Appendix 5: Inter-Constructs Correlation Matrix

	<b>Intention</b>	<b>Purchasing Behaviour</b>	<b>ATT</b>	<b>SN</b>	<b>PBC</b>	<b>Health</b>	<b>Nutrition</b>	<b>Religion</b>	<b>Taste</b>	<b>Price</b>
<b>Intention</b>	1	.705	.708	.779	.695	.704	.636	.687	.721	.570
<b>PB</b>	.705	1	.530	.710	.578	.522	.426	.525	.609	.368
<b>ATT</b>	.708	.530	1	.697	.804	.805	.771	.705	.683	.557
<b>SN</b>	.779	.710	.697	1	.705	.680	.630	.624	.692	.480
<b>PBC</b>	.695	.578	.804	.705	1	.788	.749	.668	.724	.621
<b>Health</b>	.704	.522	.805	.680	.788	1	.890	.758	.687	.627
<b>Nutrition</b>	.636	.426	.771	.630	.749	.890	1	.741	.658	.644
<b>Religion</b>	.687	.525	.705	.624	.668	.758	.741	1	.696	.601
<b>Taste</b>	.721	.609	.683	.692	.724	.687	.658	.696	1	.637
<b>Price</b>	.570	.368	.557	.480	.621	.627	.644	.601	.637	1

Appendix 6: Crosstabulation Analysis - Different Ages of Muslim Consumer toward Goat Milk Purchasing Behaviour

Age		Do You Buy Goat Milk?		Total Respondents (Numbers)
		Yes (%)	No (%)	
Age	18 – 25 years old	31.6	68.4	117
	26 – 33 years old	58.7	41.3	126
	34 – 41 years old	77.5	22.5	80
	41 – 49 years old	70.9	29.1	79
	51 years old and above	83.3	16.7	18
<b>Total</b>		<b>58.1</b>	<b>41.9</b>	<b>420</b>

Appendix 7: Crosstabulation Analysis - Different Gender of Muslim Consumer toward Goat Milk Purchasing Behaviour

Gender		Do You Buy Goat Milk?		Total Respondents (Numbers)
		Yes (%)	No (%)	
Gender	Male	58.4	41.6	173
	Female	57.9	42.1	247
<b>Total</b>		<b>58.1</b>	<b>41.9</b>	<b>420</b>

Appendix 8: Crosstabulation Analysis - Different Age of Muslim Consumer on the Reason toward Goat Milk Purchasing Behaviour

Age	Why Do You Buy Goat Milk?						Total Respondents (Numbers)
	Health reason (%)	Nutritional contents (%)	Religion reason (%)	Delicious taste (%)	Affordable price (%)	Family practice (%)	
18 – 25 years old	27.0	29.7	8.1	24.3	-	10.8	37
26 – 33 years old	38.4	26.0	15.1	15.1	1.4	4.1	73
34 – 41 years old	51.6	21.0	14.5	8.1	-	4.8	62
41 – 49 years old	40.4	21.1	22.8	8.8	-	7.0	57
51 years old and above	26.7	26.7	33.3	13.3	-	-	15
<b>Total</b>	<b>39.8</b>	<b>24.2</b>	<b>16.8</b>	<b>13.1</b>	<b>0.4</b>	<b>5.7</b>	<b>244</b>

Appendix 9: Crosstabulation Analysis - Different Gender of Muslim Consumer on the Reason toward Goat Milk Purchasing Behaviour

Gender	Why Do You Buy Goat Milk?						Total Respondents (Numbers)
	Health reason (%)	Nutritional contents (%)	Religion reason (%)	Delicious taste (%)	Affordable price (%)	Family practice (%)	
Male	46.1	18.6	19.6	10.8	1.0	3.9	102
Female	35.2	28.2	14.8	14.8	-	7.0	142
<b>Total</b>	<b>39.8</b>	<b>24.2</b>	<b>16.8</b>	<b>13.1</b>	<b>0.4%</b>	<b>5.7</b>	<b>244</b>



Appendix 10: Crosstabulation Analysis - Different Age of Muslim Consumer on the Frequency toward Goat Milk Purchasing Behaviour

Age	How Frequent Do You Buy Goat Milk?				Total Respondents (Numbers)
	Everyday (%)	At least once per week (%)	At least once per month (%)	At least once per year (%)	
18 - 25 years	-	13.2	47.4	39.5	38
26 - 33 years	2.7	8.2	63.0	26.0	73
34 - 41 years	-	24.2	53.2	22.6	62
42 - 49 years	3.6	7.1	75.0	14.3	56
50 years old and above	6.7	26.7	60.0	6.7	15
<b>Total</b>	<b>2.0</b>	<b>13.9</b>	<b>60.7</b>	<b>23.4</b>	<b>244</b>

Appendix 11: Crosstabulation Analysis - Different Gender of Muslim Consumer on the Frequency toward Goat Milk Purchasing Behaviour

Gender	How Frequent Do You Buy Goat Milk?				Total Respondents (Numbers)
	Everyday (%)	At least once per week (%)	At least once per month (%)	At least once per year (%)	
Male	2.0	12.7	62.7	22.5	102
Female	2.1	14.8	59.2	23.9	142
<b>Total</b>	<b>2.0</b>	<b>13.9</b>	<b>60.7</b>	<b>23.4</b>	<b>244</b>

Appendix 12: Crosstabulation Analysis - Different Age of Muslim Consumer on the Quantity of Purchasing Goat Milk

Age	How Much Quantity of Goat Milk Bought for Each Purchasing?				Total Respondents (Numbers)
	Less than 250ml (%)	251 - 500ml (%)	501ml - 1 litre (%)	More than 1 litre (%)	
18 - 25 years	32.4	45.9	13.5	8.1	37
26 - 33 years	19.2	39.7	30.1	11.0	73
34 - 41 years	9.7	45.2	30.6	14.5	62
42 - 49 years	7.0	49.1	35.1	8.8	57
50 years old and above	13.3	46.7	26.7	13.3	15
<b>Total</b>	<b>15.6</b>	<b>44.7</b>	<b>28.7</b>	<b>11.1</b>	<b>244</b>

Appendix 13: Crosstabulation Analysis - Different Gender of Muslim Consumer on the Quantity of Purchasing Goat Milk

Gender	How Much Quantity of Goat Milk Bought for Each Purchasing?				Total Respondents (Numbers)
	Less than 250ml (%)	251 - 500ml (%)	501ml - 1 litre (%)	More than 1 litre (%)	
Male	14.7	42.2	31.4	11.8	102
Female	16.2	46.5	26.8	10.6	142
<b>Total</b>	<b>15.6</b>	<b>44.7</b>	<b>28.7</b>	<b>11.1</b>	<b>244</b>

Appendix 14: Crosstabulation Analysis - Different Education Level of Muslim Consumer on the Goat Milk Purchasing Behaviour

Education Level	Do You Buy Goat Milk?		Total Respondents (Numbers)
	Yes (%)	No (%)	
LCE/SRP/PMR and below	50.0	50.0	2
MCE/SPM	56.0	44.0	25
STPM/STAM/Diploma/Matrices	33.9	66.1	59
Bachelor Degree	61.1	38.9	257
Master's Degree	68.9	31.1	61
Philosophy Doctorate Degree	61.5	38.5	13
Others	66.7	33.3	3
<b>Total</b>	<b>58.1</b>	<b>41.9</b>	<b>420</b>

Appendix 15: Crosstabulation Analysis - Different Monthly Income of Muslim Consumer on the Goat Milk Purchasing Behaviour

Monthly Income	Do You Buy Goat Milk?		Total Respondents (Numbers)
	Yes (%)	No (%)	
Below RM1,500	37.3	62.7	126
RM1,501 - RM3,000	53.5	46.5	86
RM3,001 - RM4,500	73.0	27.0	115
RM4,501 - RM6,000	75.7	24.3	74
RM6,001 and above	57.9	42.1	19
<b>Total</b>	<b>58.1</b>	<b>41.9</b>	<b>420</b>

Appendix 16: Crosstabulation Analysis - Different Education Level of Muslim Consumer on the Reason toward Goat Milk Purchasing Behaviour

Education Level	Why Do You Buy Goat Milk?						Total Respondents (Numbers)
	Health reason (%)	Nutritional contents (%)	Religion reason (%)	Delicious taste (%)	Affordable price (%)	Family practice (%)	
LCE/SRP/PMR and below	-	-	100.0	-	-	-	1
MCE/SPM	42.9	35.7	7.1	14.3	-	-	14
STPM/STAM/Diploma/Matrices	55.0	25.0	5.0	10.0	-	5.0	20
Bachelor Degree	34.0	25.0	16.0	17.9	0.6	6.4	156
Master's Degree	51.2	20.9	20.9	-	-	7.0	43
Philosophy Doctorate Degree	37.5	12.5	50.0	-	-	-	8
Others	100.0	-	-	-	-	-	2
<b>Total</b>	<b>39.8</b>	<b>24.2</b>	<b>16.8</b>	<b>13.1</b>	<b>0.4</b>	<b>5.7</b>	<b>244</b>

Appendix 17: Crosstabulation Analysis - Different Monthly Income of Muslim Consumer on the Reason toward Goat Milk Purchasing Behaviour

Monthly Income	Why Do You Buy Goat Milk?						Total Respondents (Numbers)
	Health reason (%)	Nutritional contents (%)	Religion reason (%)	Delicious taste (%)	Affordable price (%)	Family practice (%)	
Below RM1,500	32.6	32.6	6.5	17.4	2.2	8.7	46
RM1,501 - RM3,000	42.6	29.8	10.6	10.6	-	6.4	47

RM3,001 - RM4,500	45.2	16.7	16.7	20.2	-	1.2	84
RM4,501 - RM6,000	33.	23.2	28.6	3.6	-	10.7	56
RM6,001 and above	45.5	27.3	27.3	-	-	-	11
<b>Total</b>	<b>39.8</b>	<b>24.2</b>	<b>16.8</b>	<b>13.1</b>	<b>0.4</b>	<b>5.7</b>	<b>244</b>

Appendix 18: Crosstabulation Analysis - Different Education Level of Muslim Consumer on the Frequency toward Goat Milk Purchasing Behaviour

Education Level	How Frequent Do You Buy Goat Milk?				Total Respondents (Numbers)
	Everyday (%)	At least once per week (%)	At least once per month (%)	At least once per year (%)	
LCE/SRP/PMR and below	-	-	100.0	-	1
MCE/SPM		21.4	57.1	21.4	14
STPM/STAM/Diploma/Matrices	5.0	15.0	40.0	40.0	20
Bachelor Degree	1.9	13.5	60.3	24.4	156
Master's Degree	2.3	11.6	72.1	14.0	43
Philosophy Doctorate Degree	-	25.0	75.0	-	8
Others	-	-	-	100.0	2
<b>Total</b>	<b>2.0</b>	<b>13.9</b>	<b>60.7</b>	<b>23.4</b>	<b>244</b>

Appendix 19: Crosstabulation Analysis - Different Monthly Income of Muslim Consumer on the Frequency toward Goat Milk Purchasing Behaviour

Monthly Income	How Frequent Do You Buy Goat Milk?				Total Respondents (Numbers)
	Everyday (%)	At least once per week (%)	At least once per month (%)	At least once per year (%)	
Below RM1,500	-	19.6	39.1	41.3	46
RM1,501 - RM3,000	4.3	4.3	59.6	31.9	47
RM3,001 - RM4,500	-	11.9	71.4	16.7	84
RM4,501 - RM6,000	-	19.6	66.1	14.3	56
RM6,001 and above	27.3	18.2	45.5	9.1	11
<b>Total</b>	<b>2.0</b>	<b>13.9</b>	<b>60.7</b>	<b>23.4</b>	<b>244</b>

Appendix 20: Crosstabulation Analysis - Different Education Level of Muslim Consumer on the Quantity of Purchasing Goat Milk

Education Level	How Much Quantity of Goat Milk Bought for Each Purchasing?				Total Respondents (Numbers)
	Less than 250ml (%)	251 - 500ml (%)	501ml - 1 litre (%)	More than 1 litre (%)	
LCE/SRP/PMR and below	-	100.0	-	-	1
MCE/SPM	28.6	50.0	14.3	7.1	14
STPM/STAM/Diploma/Matrices	35.0	30.0	30.0	5.0	20
Bachelor Degree	14.7	42.9	30.8	11.5	156
Master's Degree	7.0	55.8	30.2	7.0	43
Philosophy Doctorate Degree		50.0	12.5	37.5	8
Others	50.0	-	-	50.0	2
<b>Total</b>	<b>15.6</b>	<b>44.7</b>	<b>28.7</b>	<b>11.1</b>	<b>244</b>

Appendix 21: Crosstabulation Analysis - Different Monthly Income of Muslim Consumer on the Quantity of Purchasing Goat Milk

Monthly Income	How Much Quantity of Goat Milk Bought for Each Purchasing?				Total Respondents (Numbers)
	Everyday (%)	At least once per week (%)	At least once per month (%)	At least once per year (%)	
Below RM1,500	34.8	47.8	6.5	10.9	46
RM1,501 - RM3,000	17.0	48.9	23.4	10.6	47
RM3,001 - RM4,500	11.9	42.9	36.9	8.3	84
RM4,501 - RM6,000	5.4	42.9	41.1	10.7	56
RM6,001 and above	9.1	36.4	18.2	36.4	11
<b>Total</b>	<b>15.6</b>	<b>44.7</b>	<b>28.7</b>	<b>11.1</b>	<b>244</b>

Appendix 22: Crosstabulation Analysis - Different Occupation of Muslim Consumer toward Goat Milk Purchasing Behaviour

Occupation	Do You Buy Goat Milk?		Total Respondents (Numbers)
	Yes (%)	No (%)	
Student	32.0	68.0	100
Government Sector	72.3	27.7	137
Private Sector	60.2	39.8	128
Unemployed	75.0	25.0	8
Others	63.8	36.2	47
<b>Total</b>	<b>58.1</b>	<b>41.9</b>	<b>420</b>

Appendix 23: Crosstabulation Analysis - Different Marital Status of Muslim Consumer toward Goat Milk Purchasing Behaviour

Marital Status	Do You Buy Goat Milk?		Total Respondents (Numbers)
	Yes (%)	No (%)	
Married	70.3	29.7	236
Single	41.4	58.6	181
Divorced	100.0	-	3
<b>Total</b>	<b>58.1</b>	<b>41.9</b>	<b>420</b>

Appendix 24: Crosstabulation Analysis - Different Occupation of Muslim Consumer on the Reason toward Goat Milk Purchasing Behaviour

Occupation	Why Do You Buy Goat Milk?						Total Respondents (Numbers)
	Health reason (%)	Nutritional contents (%)	Religion reason (%)	Delicious taste (%)	Affordable price (%)	Family practice (%)	
Student	24.2	30.3	9.1	27.3	-	9.1	33
Government Sector	44.4	21.2	18.2	10.1	-	6.1	99
Private Sector	39.5	30.3	15.8	11.8	1.3	1.3	76
Unemployed	50.0	16.7	16.7	-	-	16.7	6
Others	40.0	13.3	23.3	13.3	-	10.0	30
<b>Total</b>	<b>39.8</b>	<b>24.2</b>	<b>16.8</b>	<b>13.1</b>	<b>0.4</b>	<b>5.7</b>	<b>244</b>

Appendix 25: Crosstabulation Analysis - Different Marital Status of Muslim Consumer on the Reason toward Goat Milk Purchasing Behaviour

Marital Status	Why Do You Buy Goat Milk?						Total Respondents (Numbers)
	Health reason (%)	Nutritional contents (%)	Religion reason (%)	Delicious taste (%)	Affordable price (%)	Family practice (%)	
Married	43.7	23.4	19.2	8.4	-	5.4	167
Single	31.1	25.7	10.8	24.3	1.4	6.8	74
Divorced	33.3	33.3	33.3	-	-	-	3
<b>Total</b>	<b>39.8</b>	<b>24.2</b>	<b>16.8</b>	<b>13.1</b>	<b>0.4</b>	<b>5.7</b>	<b>244</b>

Appendix 26: Crosstabulation Analysis - Different Occupation of Muslim Consumer on the Frequency toward Goat Milk Purchasing Behaviour

Occupation	How Frequent Do You Buy Goat Milk?				Total Respondents (Numbers)
	Everyday (%)	At least once per week (%)	At least once per month (%)	At least once per year (%)	
Student	-	21.2	42.4	36.4	33
Government Sector	-	15.2	72.7	12.1	99
Private Sector	5.3	3.9	59.2	31.6	76
Unemployed	16.7	16.7	-	66.7	6
Others	-	26.7	56.7	16.7	30
<b>Total</b>	<b>2.0</b>	<b>13.9</b>	<b>60.7</b>	<b>23.4</b>	<b>244</b>

Appendix 27: Crosstabulation Analysis - Different Marital Status of Muslim Consumer on the Frequency toward Goat Milk Purchasing Behaviour

Marital Status	How Frequent Do You Buy Goat Milk?				Total Respondents (Numbers)
	Everyday (%)	At least once per week (%)	At least once per month (%)	At least once per year (%)	
Married	1.8	15.7	65.1	17.5	166
Single	2.7	10.7	50.7	36.0	75
Divorced	-	-	66.7	33.3	3
<b>Total</b>	<b>2.0</b>	<b>13.9</b>	<b>60.7</b>	<b>23.4</b>	<b>244</b>

Appendix 28: Crosstabulation Analysis - Different Occupation of Muslim Consumer on the Quantity of Purchasing Goat Milk

Occupation	How Much Quantity of Goat Milk Bought for Each Purchasing?				Total Respondents (Numbers)
	Less than 250ml (%)	251 - 500ml (%)	501ml - 1 litre (%)	More than 1 litre (%)	
Student	30.3	54.5	6.1	9.1	33
Government Sector	9.1	43.4	36.4	11.1	99
Private Sector	18.4	36.8	32.9	11.8	76
Unemployed	16.7	16.7	33.3	33.3	6
Others	13.3	63.3	16.7	6.7	30
<b>Total</b>	<b>15.6</b>	<b>44.7</b>	<b>28.7</b>	<b>11.1</b>	<b>244</b>

Appendix 29: Crosstabulation Analysis - Different Marital Status of Muslim Consumer on the Quantity of Purchasing Goat Milk

Occupation	How Much Quantity of Goat Milk Bought for Each Purchasing?				Total Respondents (Numbers)
	Less than 250ml (%)	251 - 500ml (%)	501ml - 1 litre (%)	More than 1 litre (%)	
Married	12.0	41.9	34.1	12.0	167
Single	23.0	50.0	17.6	9.5	74
Divorced	33.3	66.7	-	-	3
<b>Total</b>	<b>15.6</b>	<b>44.7</b>	<b>28.7</b>	<b>11.1</b>	<b>244</b>

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Appendix 30: Measurement Model (Outer Loadings)

Construct	Item	ATT	SN	PBC	Health	Nutrition	Religion	Taste	Price	Intention	Purchasing Behaviour	Demographic Profile
Attitude	ATT1	0.933										
	ATT2	0.968										
	ATT3	0.972										
	ATT4	0.904										
Subjective Norm	SN1		0.932									
	SN2		0.955									
	SN3		0.942									
	SN4		0.930									
	SN5		0.780									
Perceived Behavioural Control	PBC1			0.859								
	PBC2			0.890								
	PBC3			0.908								
	PBC4			0.872								
	PBC5			0.850								
Health	H1				0.956							
	H2				0.958							
	H3				0.955							
	H4				0.958							
	H5				0.885							
Nutrition	N1					0.961						
	N2					0.971						
	N3					0.972						
	N4					0.942						
	N5					0.972						
Religion	R1						0.942					
	R2						0.939					
	R3						0.963					
Taste	T1							0.956				
	T2							0.949				
	T3							0.903				
Price	P1								0.228			
	P2								0.895			
	P3								0.904			
	P4								0.936			
	P5								0.801			
Intention	INT1									0.938		
	INT2									0.935		

Construct	Item	ATT	SN	PBC	Health	Nutrition	Religion	Taste	Price	Intention	Purchasing Behaviour	Demographic Profile
	INT3									0.939		
	INT4									0.965		
	INT5									0.939		
	INT6									0.955		
	INT7									0.938		
	INT8									0.949		
Purchasing Behaviour	BHV1										0.982	
	BHV2										0.984	
	BHV3										0.967	
Demographic Profile	Age											0.849
	Income											0.843
	Occupation											0.530
	Education											0.379
	Gender											-0.283
	State											0.348
	Status											-0.760

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Appendix 31: Outer Loading (After Removing P1, education, gender, status, state)

Construct	Item	ATT	SN	PBC	Health	Nutrition	Religion	Taste	Price	Intention	Purchasing Behaviour	Demographic Profile
Attitude	ATT1	0.933										
	ATT2	0.968										
	ATT3	0.972										
	ATT4	0.904										
Subjective Norm	SN1		0.932									
	SN2		0.955									
	SN3		0.942									
	SN4		0.930									
	SN5		0.780									
Perceived Behavioural Control	PBC1			0.859								
	PBC2			0.890								
	PBC3			0.908								
	PBC4			0.872								
	PBC5			0.850								
Health	H1				0.956							
	H2				0.958							
	H3				0.955							
	H4				0.958							
	H5				0.885							
Nutrition	N1					0.961						
	N2					0.971						
	N3					0.972						
	N4					0.942						
	N5					0.972						
Religion	R1						0.942					
	R2						0.939					
	R3						0.963					
Taste	T1							0.956				
	T2							0.949				
	T3							0.903				
Price	P2								0.894			
	P3								0.904			
	P4								0.936			
	P5								0.802			
Intention	INT1									0.938		
	INT2									0.935		
	INT3									0.939		

Construct	Item	ATT	SN	PBC	Health	Nutrition	Religion	Taste	Price	Intention	Purchasing Behaviour	Demographic Profile
	INT4									0.965		
	INT5									0.939		
	INT6									0.955		
	INT7									0.938		
	INT8									0.949		
Purchasing Behaviour	BHV1										0.982	
	BHV2										0.984	
	BHV3										0.967	
Demographic Profile	Age											0.906
	Income											0.920
	Occupation											0.566

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Appendix 32: Composite Reliability (CR)

<b>Construct</b>	<b>Composite Reliability (CR)</b>
Attitude	0.971
Subjective Norm	0.849
Perceived Behavioural Control	0.976
Health	0.985
Nutrition	0.985
Religion	0.943
Taste	0.935
Price	0.985
Intention	0.964
Purchasing Behaviour	0.960
Demographic Profile	0.955

Appendix 33: Constructs' Average Variance Extracted

<b>Construct</b>	<b>Average Variance Extracted (AVE)</b>
Attitude	0.892
Subjective Norm	0.662
Perceived Behavioural Control	0.889
Health	0.893
Nutrition	0.929
Religion	0.768
Taste	0.784
Price	0.956
Intention	0.899
Purchasing Behaviour	0.828
Demographic Profile	0.877

Appendix 34: Loadings and cross-loadings of items on various constructs

	Attitude	SN	PBC	Health	Nutrition	Religion	Taste	Price	Intention	Purchasing Behaviour	Demographic Profiles
<b>ATT1</b>	0.933	0.678	0.759	0.715	0.672	0.652	0.66	0.53	0.692	0.564	0.267
<b>ATT2</b>	0.968	0.677	0.773	0.777	0.757	0.696	0.659	0.584	0.693	0.498	0.185
<b>ATT3</b>	0.972	0.683	0.755	0.772	0.749	0.692	0.656	0.588	0.692	0.512	0.206
<b>ATT4</b>	0.904	0.611	0.751	0.78	0.738	0.626	0.606	0.54	0.596	0.427	0.214
<b>SN1</b>	0.702	0.932	0.703	0.672	0.635	0.576	0.644	0.527	0.715	0.638	0.257
<b>SN2</b>	0.68	0.955	0.677	0.667	0.625	0.584	0.662	0.508	0.747	0.682	0.323
<b>SN3</b>	0.675	0.942	0.687	0.675	0.628	0.605	0.661	0.523	0.758	0.69	0.271
<b>SN4</b>	0.628	0.93	0.644	0.62	0.572	0.555	0.632	0.477	0.708	0.667	0.366
<b>SN5</b>	0.494	0.781	0.498	0.469	0.41	0.516	0.543	0.425	0.612	0.547	0.326
<b>PBC1</b>	0.715	0.579	0.865	0.755	0.759	0.608	0.566	0.574	0.538	0.378	0.144
<b>PBC2</b>	0.698	0.644	0.887	0.637	0.577	0.545	0.665	0.541	0.623	0.573	0.259
<b>PBC3</b>	0.732	0.623	0.912	0.773	0.757	0.664	0.633	0.579	0.61	0.457	0.239
<b>PBC4</b>	0.718	0.613	0.872	0.661	0.609	0.594	0.684	0.626	0.675	0.546	0.211
<b>PBC5</b>	0.659	0.645	0.845	0.642	0.603	0.529	0.617	0.539	0.594	0.56	0.325
<b>H1</b>	0.781	0.667	0.77	0.956	0.823	0.719	0.664	0.601	0.701	0.531	0.162
<b>H2</b>	0.777	0.604	0.752	0.96	0.862	0.739	0.618	0.62	0.642	0.43	0.127
<b>H3</b>	0.768	0.623	0.757	0.957	0.886	0.722	0.638	0.623	0.63	0.446	0.136
<b>H4</b>	0.781	0.591	0.74	0.96	0.887	0.729	0.627	0.617	0.634	0.422	0.125
<b>H5</b>	0.683	0.735	0.697	0.88	0.741	0.668	0.689	0.565	0.707	0.625	0.177
<b>N1</b>	0.735	0.629	0.718	0.853	0.961	0.716	0.649	0.628	0.617	0.416	0.132
<b>N2</b>	0.746	0.598	0.727	0.866	0.972	0.707	0.631	0.641	0.607	0.391	0.091
<b>N3</b>	0.77	0.588	0.735	0.873	0.972	0.739	0.617	0.648	0.608	0.376	0.111
<b>N4</b>	0.714	0.641	0.701	0.834	0.941	0.694	0.633	0.593	0.622	0.445	0.158
<b>N5</b>	0.748	0.606	0.733	0.856	0.971	0.717	0.642	0.625	0.611	0.429	0.176
<b>R1</b>	0.629	0.578	0.593	0.688	0.667	0.941	0.624	0.557	0.63	0.499	0.151
<b>R2</b>	0.67	0.588	0.637	0.714	0.709	0.941	0.662	0.585	0.652	0.459	0.161
<b>R3</b>	0.708	0.608	0.675	0.755	0.732	0.963	0.695	0.601	0.671	0.537	0.179

	Attitude	SN	PBC	Health	Nutrition	Religion	Taste	Price	Intention	Purchasing Behaviour	Demographic Profiles
<b>T1</b>	0.687	0.651	0.716	0.676	0.652	0.693	0.955	0.617	0.703	0.597	0.216
<b>T2</b>	0.626	0.674	0.658	0.634	0.603	0.647	0.947	0.576	0.672	0.602	0.245
<b>T3</b>	0.605	0.619	0.662	0.622	0.593	0.616	0.905	0.639	0.651	0.513	0.243
<b>P2</b>	0.508	0.487	0.585	0.555	0.548	0.573	0.608	0.894	0.535	0.393	0.024
<b>P3</b>	0.521	0.558	0.567	0.572	0.582	0.552	0.577	0.902	0.565	0.405	0.071
<b>P4</b>	0.606	0.504	0.657	0.635	0.648	0.606	0.625	0.937	0.596	0.362	0.065
<b>P5</b>	0.464	0.376	0.5	0.499	0.511	0.421	0.486	0.801	0.473	0.306	-0.022
<b>INT1</b>	0.731	0.689	0.705	0.704	0.647	0.675	0.69	0.623	0.938	0.601	0.263
<b>INT2</b>	0.719	0.711	0.673	0.687	0.637	0.647	0.685	0.603	0.935	0.599	0.261
<b>INT3</b>	0.628	0.752	0.643	0.638	0.573	0.642	0.688	0.519	0.939	0.716	0.326
<b>INT4</b>	0.691	0.763	0.685	0.696	0.628	0.668	0.702	0.585	0.965	0.676	0.275
<b>INT5</b>	0.665	0.738	0.661	0.665	0.593	0.665	0.688	0.595	0.939	0.677	0.259
<b>INT6</b>	0.643	0.756	0.637	0.645	0.574	0.638	0.675	0.556	0.955	0.699	0.296
<b>INT7</b>	0.616	0.76	0.605	0.639	0.565	0.613	0.648	0.543	0.938	0.692	0.301
<b>INT8</b>	0.677	0.723	0.666	0.666	0.597	0.65	0.677	0.612	0.949	0.666	0.26
<b>BHV1</b>	0.496	0.684	0.548	0.492	0.395	0.494	0.581	0.397	0.667	0.982	0.311
<b>BHV2</b>	0.496	0.7	0.546	0.5	0.404	0.501	0.582	0.381	0.675	0.983	0.327
<b>BHV3</b>	0.563	0.7	0.598	0.546	0.45	0.545	0.624	0.428	0.724	0.967	0.321
<b>D1</b>	0.235	0.308	0.268	0.162	0.144	0.183	0.248	0.073	0.296	0.297	0.906
<b>D4</b>	0.224	0.325	0.260	0.156	0.133	0.152	0.237	0.038	0.283	0.325	0.919
<b>D5</b>	0.032	0.144	0.062	0.000	0.016	0.050	0.068	-0.063	0.071	0.118	0.566

Appendix 35: Squared Root of AVE & Correlation between Constructs of Measurement Model

Variables	Attitude	Demographic	Health	Intention	Nutrition	Perceived Behavioural Control	Price	Purchasing Behaviour	Religion	Subjective Norm	Taste
<b>Attitude</b>	<b>0.945</b>										
<b>Demographic</b>	0.231	<b>0.814</b>									
<b>Health</b>	0.804	0.156	<b>0.943</b>								
<b>Intention</b>	0.709	0.297	0.706	<b>0.945</b>							
<b>Nutrition</b>	0.770	0.139	0.889	0.636	<b>0.964</b>						
<b>Perceived Behavioural Control</b>	0.804	0.270	0.789	0.697	0.750	<b>0.877</b>					
<b>Price</b>	0.595	0.042	0.641	0.615	0.649	0.655	<b>0.885</b>				
<b>Purchasing Behaviour</b>	0.532	0.327	0.525	0.705	0.427	0.578	0.415	<b>0.978</b>			
<b>Religion</b>	0.706	0.173	0.759	0.687	0.742	0.671	0.612	0.526	<b>0.948</b>		
<b>Subjective Norm</b>	0.702	0.337	0.686	0.780	0.636	0.709	0.547	0.711	0.624	<b>0.910</b>	
<b>Taste</b>	0.684	0.250	0.688	0.721	0.659	0.725	0.651	0.610	0.697	0.692	<b>0.936</b>

Appendix 36: Summary of Construct/factor-item Results

Constructs/Factors	Measurement Items	Number of items	Cronbach's alpha	Composite reliability
Attitude	ATT1, ATT2, ATT3, ATT4	4	0.960	0.971
Subjective Norm	SN1, SN2, SN3, SN4, SN5	5	0.947	0.96
Perceived Behavioural Control	PBC1, PBC2, PBC3, PBC4, PBC5	5	0.925	0.943
Health	H1, H2, H3, H4, H5	5	0.969	0.976
Nutrition	N1, N2, N3, N4, N5	5	0.981	0.985
Religion	R1, R2, R3	3	0.944	0.964
Taste	T1, T2, T3	3	0.929	0.955
Price	P2, P3, P4, P5	4	0.834	0.888
Intention	INT1, INT2, INT3, INT4, INT5, INT6, INT7, INT8	8	0.983	0.985
Purchasing Behaviour	BHV1, BHV2, BHV3	3	0.977	0.985
Demographic Profile	D1, D4, D5	3	0.748	0.849

Appendix 37: Structural Model - Collinearity Statistics (Inner VIF values)

	Attitude	Demographic	Health	Intention	Nutrition	Perceived Behavioural Control	Price	Purchasing Behaviour	Religion	Subjective Norm	Taste
Attitude				3.933							
Demographic								1.103			
Health				6.416							
Intention								1.179			
Nutrition				5.310							
Perceived Behavioural Control				4.005							
Price				2.137							
Purchasing Behaviour											
Religion				2.919							
Subjective Norm				2.527							
Taste				2.934							



Appendix 38: Coefficient of determination ( $R^2$ )

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>Intention</b>	0.716	0.711
<b>Purchasing Behaviour</b>	0.519	0.515

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## Appendix 39: Results Structural Model

