



CONSUMERS' ATTITUDE TOWARDS HALAL FOOD PRODUCTS IN MALAYSIA: EMPIRICAL EVIDENCE FROM MALAYSIAN MILLENNIAL MUSLIMS

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ABSTRACT

Being sharia compliant is a very important matter for Muslims especially the Millennial generation particularly in obtaining halal foods. In the context product and service selection and purchase, the Millennial generation is considered to have high capability in the aspect of accessing rapid information through the social media. In effect, the Millennial Muslims behavior is envisaged to enhance the consumption of halal products and services in Malaysia due to their purchasing power. Thus, the main aim of the present study is to examine the purchasing behaviour of Millennial muslims towards halals products.. A dataset comprising of 455 respondents were processed using Structural Equation Modeling-Partial Least Square (SEM-PLS). This cross-section study identified specific factors such as social media influencers, understanding of halal concept and perception of halal logo. Specifically, attitude plays the role of mediator in this study. Thus, this study suggests that the purchase of halal food is influenced by these factors. Hence, producers should strategize their marketing communication efforts on various social networking sites to strengthen consumers awareness on the values of halal products.

Keywords: *Halal; Purchasing; Behaviour; Mediator; Muslim*