Abstract: This research is undertaken to understand purchase intention of halal labelled food products among non-Muslim consumers in Malaysia as not much is known and understood on what influence non-Muslim consumers intention to purchase halal labelled food. Therefore, the objective of this study is to investigate non-Muslim consumers purchase intention towards halal labelled food products and to determine the relationship between halal characteristics, religiosity, awareness, community and purchase intention. A survey was conducted in Kuala Lumpur, Malaysia where 472 non-Muslim consumers were interviewed by way of a structured questionnaire. Data were analyzed using descriptive statistics, factor analysis and structural equation modeling. Through the use of exploratory factor analysis, five factors that influence consumers purchase intention were identified. Descriptive analysis indicated that non-Muslim consumers are very much aware and can recognize halal labelled food products on the market. They were made aware mainly due to the product advertisements and of the opinion that halal product are easily available. The halal certification is a symbol of quality and gave non-Muslim consumers confidence when they buy halal labelled food. However, they feel that certification body for halal labelled food products are still not at par with the global standards. 50 percent of the respondents have used halal labelled food products before and 28 percent of them intend to buy halal labelled food products in the near future. The findings also suggest that community, awareness and halal certification have a significant relationship with purchase intention towards halal labelled food. These findings provide food manufacturers with a greater understanding of the factors that influence consumers purchase intention towards halal labelled food. Thus, allowing them to produce food products that can enhance trust and confidence among consumers and satisfy their needs and wants and at the same time increase their profits.

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