

Factors Affecting Halal Food Consumption Behavior of Non-Islamic Consumers in Thailand

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Abstract— Study subject Factors Affecting Halal Food Consumption Behavior of Non-Islamic Consumers The objectives were to 1) study the marketing mix factors of halal food consumption among non-Islamic consumers to study the marketing mix factors affecting the halal food consumption behavior of non-Islamic consumers. A sample of 400 people was selected by using a questionnaire as a study tool and the collected data were processed using descriptive statistics such as percentage, mean, standard deviation, and statistic. Inferential are Chi-square and Multiple Regression Analysis.

The results Marketing mix Product, price, distribution channel marketing promotion Consumers attach great importance to The results of the hypothesis testing of halal food consumption behavior of non-Islamic consumers according to personal data different religion Age, occupation, education level, average monthly income varies. There are halal food consumption behavior of non-Islamic consumers. and product marketing mix factors and marketing promotion Affecting halal food consumption behavior of non-Islamic consumers at a statistically significant level of .05.

Keywords— Halal, Factors Affecting, Consumption, Behavior.

I. INTRODUCTION

Islam wants people to consume only good and useful things. This good thing of Islam means is halal food but also regarded as a religion (Bonne, & Verbeke, 2008) It expresses surrendering to religious principles in order to suppress certain desires that are contrary the consumption of food that is not halal is a cause of haram to the body and sin as well. (Fadzlillah, Man, Jamaludin, Rahman, & Al-Kahtani, 2011) The provision of halal food is part of religious regulations. This is to ensure that halal food will never disappear as long as people practice Islam. (Riaz, & Chaudry 2003) Islam has set guidelines for consumption for Muslims to maintain themselves in a moderate way and overconsumption which negatively (Jafari, & Süerdem, 2012)

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Prophet Muhammad (Mir, 2010) the encouraged practiced Islam to always take care of their bodies. Halal is Arabic word meaning approves when used in religion (Wilson, 2014) will mean things that religion approves, such as allowing food to be eaten Approved to drink, approved to do, approved to use, etc. Halal is a word that has the opposite meaning to the word "haram" (Lin,2020)

Halal food standards are integrated practice Islam or Muslims (Samori, Ishak, & Kassan, 2014) have strict religious provisions eating and drinking It is one of the characteristics that distinguishes Muslims from other nations. Another manifestation of the religious piety of Muslims whether young or old, are also strict in their religious regulations. Dissimilar to religious regulations, the principles of Islam as a way of living unconditionally and peacefully from that reason. The study was therefore interested in studying the behavior of halal food consumption represents a more diverse consumption demand Therefore, it is interested studying to the factors affecting of consumption halal food among non-Islamic consumers increase development capabilities Halal food products and create competitive advantages in Halal products in the future (Ali, Halim, & Ahmad, 2016).

II. OBJECTIVES OF RESEARCH

To study the marketing mix factors of halal food consumption among non-Islamic consumers.

III. SCOPE OF STUDY RESEARCH

To study the marketing mix factors affecting the consumption of halal food among non-Islamic consumers. Based on marketing mix theory (4p)

IV. POPULATION AND SAMPLE

Study of 400 non-Islamic consumers who used to eat halal food.

V. CONCEPTS, THEORIES AND RELATED RESEARCH

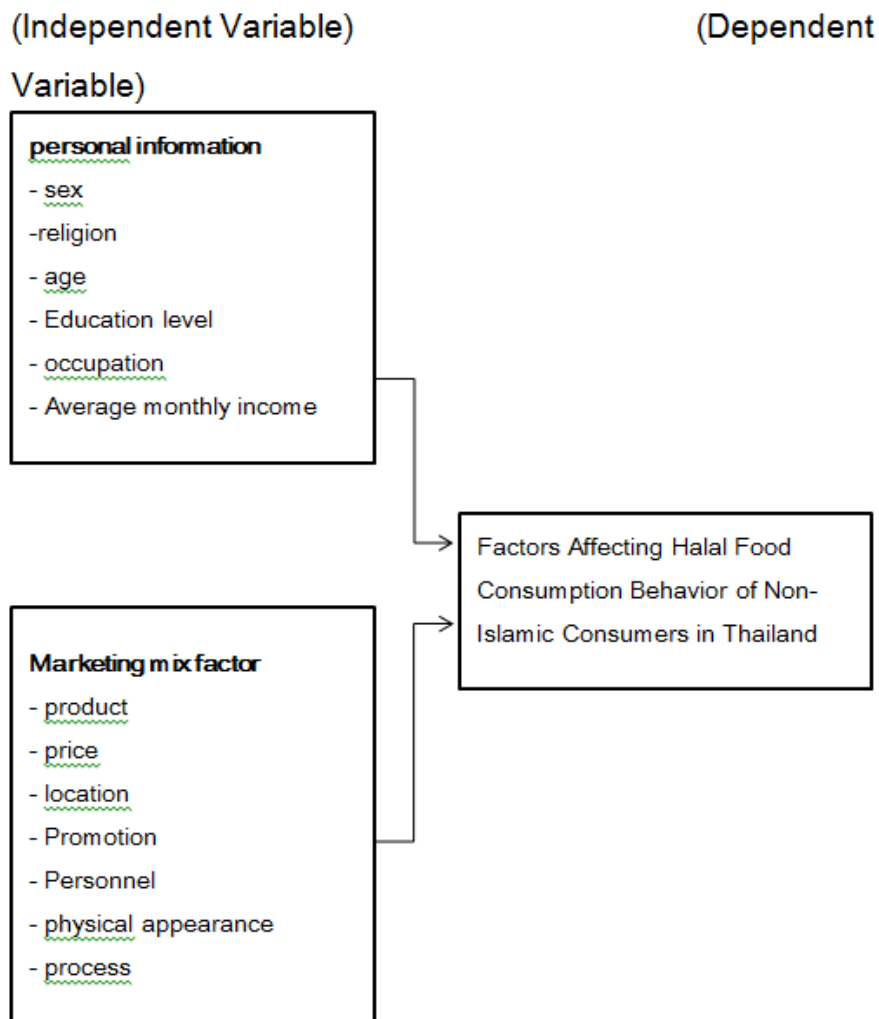
This study The organizer has studied and searched for related research in the preparation of the project on factors affecting the consumption behavior of halal food among non-Islamic consumers. With the content of halal food

consumption, non-Islamic consumers issued a questionnaire on the needs of non-Islamic halal food consumers in order to analyze and improve the data for the development of halal food. I so that the study is accurate according to the objectives By studying theories and research related research as follows.

VI. MARKETING MIX THEORY

There are basically four product marketing mixes: product, price, and distribution channel (Min, & Mentzer, 2000) but the service market mix is different from the general product marketing mix. is will want to have an emphasis on employee’s service process and the physical environment in which these three components are the main factor in the delivery of services. Therefore, the marketing mix of services consists of 7 Ps: products, prices, distribution channels. Marketing promotion, staff, service process and environment as follows:

B. Conceptual Framework



A. Theory of Consumer Behavior

Consumer behavior refers to the actions of a person related to selection, purchase, use and disposal of the remainder. (Solomon, 2009) These behaviors can be described in detail as follows: Decision making refers to the behavior and mental processes of consumers in making a decision to buy a product or service. covering various behaviors Since the realization of the need searching for information evaluating options and purchasing decision means taking action to obtain goods or services that consumers want. From choosing where to buy and how to pay for goods or services, use means that consumers use the product as intended. or service from a residual disposal business organization means the presentation of the remainder of the product for disposal. This may be done in various ways, such as throwing it in the trash. reuse, reuse, recycle.

VII. RESEARCH METHODOLOGY

A study of factors affecting halal food (Yama, & Mahamud, 2020) consumption behavior of non-Islamic Consumers The objective of this study was to study the factors of marketing mix. The consumption behavior of halal food among non-Islamic Consumers Comparison of halal food consumption behavior of non-Islamic Consumers Classified by personal data and marketing mix factors affecting halal food consumption behavior of non-Islamic consumers to use the results of the study as a guideline for improving the quality of halal food and in accordance with the needs of consumers The methodology for the study was set as follows:

A. Population and samples used in the study

Population used in the study This is a sample of halal food consumers of 400 non-Islamic consumers.

$$\text{Formula } n = P(1-P)(z)^2/(e)^2$$

n = sample size

P = the desired percentage value to be randomized from the entire population.

e = the percentage of sampling error

z = the level of confidence set by the researcher which are commonly used include

At the 95% confidence level, z was 1.96.

At a 99% confidence level, z is equal to 2.58.

$$\text{Represent } n = (.5)(1-.5)(1.96)^2/ (.05)^2$$

$$n = (.5) (.5)(3.8416)/.0025$$

$$n = .9604/.0025$$

$$n = 384 .16$$

In the calculations, 385 samples were obtained, but in order to prevent mistakes that may occur in answering the questionnaire Incomplete Information Therefore, the study used a sample of 400 patients.

B. Research results

Study subject Factors Affecting Halal Food Consumption Behavior of Non-Islamic Consumers The sample group that was studied was people who used to eat halal food that is not Muslim. 400 sets of questionnaires were used as a tool to collect data and 400 were returned.

C. marketing mix factors affecting halal food consumption behavior of non-Islamic consumers

Marketing mix factor	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
Constant	1.644	0.806		0.2040	0.042
Product	1.091	0.270	0.284	4.041	0.000*
Price	-0.471	0.319	-0.118	-1.477	0.140
Chanel of distribution	0.282	0.266	0.083	1.060	0.290
Promotion	0.497	0.215	0.157	2.312	0.021*

Significance Level .05 ** Significance Level .01

Compare the influence of marketing mix with the behavior of the number of family members who prefer halal food. It was found that behavior and marketing mix in the product aspect (Sig = 0.000), in the aspect of marketing promotion (Sig = 0.021)) influenced the consumption behavior of halal food among non-Islamic consumers. at a statistically significant level 0.05 As for the behavior and the marketing mix in terms of distribution channels (Sig = 0.290), in terms of price (Sig = 0.140), there was no influence on the behavior of halal food consumption of non-Islamic consumers at the level. Statistical significance 0.05.

VIII. RESULTS, DISCUSSION AND RECOMMENDATIONS

A study of marketing mix factors affecting halal food consumption behavior of non-Islamic Consumers The objective of this research was to determine the marketing mix

factors affecting halal food consumption behavior of non-Islamic consumers. Halal food consumption behavior of non-Islamic Consumers Comparison of halal food consumption behavior of non-Islamic consumers classified by personal data and marketing mix factors influencing halal food consumption behavior of non-Islamic consumers is a quantitative study (Quantitative Research) using a questionnaire of 400 sets as a tool to collect data and use statistics for data analysis, Chi-Square and Multiple Regression Analysis. The results of the data analysis can be summarized as follows:

A. Discussion of results

From the study of marketing mix factors affecting halal food consumption behavior of non-Islamic Consumers The students had issues to discuss as follows: Marketing mix factors affecting halal food consumption behavior of non-Islamic Consumers The study found that An overview of

marketing mix factors affecting the consumption of halal food among non-Islamic consumers is at a very important level. In terms of products, the study found that it was at a very important level. In terms of price, the study found that it was at a very important level. Distribution locations Studies have shown that it is at a very important level. Promotion Studies have shown that it is at a very important level.

B. Recommendations from the study

- Products Halal food products should be developed with nutritional value in order to build the reputation of halal food. Appropriate packaging should be used, the Halal logo should be clearly and easily seen, and the Halal food certification from the organization responsible for Halal inspection is correct and acceptable. reliable to increase sales of halal products

- In terms of price, halal food should be reasonably priced. There are a variety of prices for consumers to choose from and there are signs clearly and easily visible.

- Service place Should increase distribution channels that consumers can easily buy both offline and through online stores. In order to have a channel to distribute halal food to cover all areas

- Promotion Organizations related to the Halal seal Should promote and encourage people to have a better understanding of halal food for consumers who are not Muslim properly and continuously.

- Halal food entrepreneurs should constantly develop in various fields such as

- Develop halal food products to have various forms. and the process must be done accordingly.

C. The principles of halal food are as follows.

Raw materials or components of Halal food without additives. Compound raw materials prohibited by Islamic principles. Halal food must not be contaminated with impurities whether more or less Halal food prepared. through the process or through production at the equipment manufacturing facility The equipment is free from contamination its storage must not be mixed with or must not come into contact with prohibited containers (haram). Halal food must be processed from the beginning of production preparation. Select raw materials, components, additives, food preparation throughout the production chain such as production sites, equipment, containers, storage containers. Free from anything prohibited by the provisions of Islam. and must be halal according to Islamic rules and what is permitted according to the provisions of Islam (Halal) is that which is free of all impurities. Therefore, the terms of halal food cover all the terms of international food standards and cover Islamic and non-Islamic consumers, unlike international food standards that do not cover Islamic consumer groups.

D. Suggestions for the next study

In the next study, the factors of marketing mix that affect purchasing decisions should be researched. Halal food

products by in-depth interview.

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