

## Demographic Factors of Muslim Youth at Public Universities in Kelantan to Consume Chocolate Bars Based on Halal Label

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### Abstract

Halal products which have been certified by JAKIM are safe to be consumed by consumers. The objective of this research was to determine the effect of demographic factors which are gender, age, and lifestyles towards the intention of Muslim youth at public universities in Kelantan to consume chocolate bars based on the halal label. This study used cross-sectional study with survey method via a questionnaire. Around 334 Muslim youth in public universities, Kelantan was chosen through purposive sampling technique. The results show that gender had a significant relationship with attitude, while lifestyles had significant relationship with the subjective norm and perceived behavioural control towards consuming halal labelled chocolate bars. Food manufacturers especially chocolate manufacturers should listen to consumers' demands. To create trust in the product among consumers, an important aspect is to provide the appropriate information to make better and satisfactory choices.

**Key words:** Demographic factors; Behaviour; Chocolate bars; Halal label

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### INTRODUCTION

Halal which originated from an Arabic word defines as lawful or allowed in Islamic law (Nursalwani and

Zulariff, 2017). Halal covers the whole process starting from the sourcing of raw materials to product distribution until the products are delivered to customers (Hashim and Mat Hashim, 2013). Department of Islamic Development Malaysia (JAKIM) defined that halal food as the food that is free from any unlawful component, and it does not use any animal parts that are prohibited in Islam. Haram or non-halal is opposite of halal. It has the meaning of forbidden and prohibited. For Muslim consumers especially in Malaysia, halal labelling is a medium of information. It has significant values that are considered necessary in consumption behaviour. The halal label helps consumers to evaluate and recognise whether the product is halal or non-halal. Chocolate is a homogeneous product that is produced from a mixture of cocoa mass, cocoa nib, cocoa powder, cocoa press cake, with/without the addition of cocoa butter and permitted optional ingredients and flavouring agents (Mohd Shariff and Abd Lah, 2012). The halal label has become an important feature for every packaged chocolate bars in the Malaysian food industry. The presence of a halal label on every chocolate bar has led to increased sales in the Malaysian market. The government of Malaysia is striving to develop the country as a global halal centre. JAKIM has developed a set of standards that are mostly recognised by Muslim countries. Malaysian consumers are exposed to many halal labels in the market, and the presence of halal labels on the products especially chocolate bars has become a subject of interest. However, some halal labels are misleading, causing consumers to be confused (Ambali and Bakar, 2014). The consumers with higher education and religiosity level seemed to be less confident with the food products based on the halal label. Therefore, most youth in Malaysians still do not have the confidence in food products based on halal labelling with concern to its "halalness" (Simanjuntak and Dewantara, 2014). There is a doubt on how far the halal label will affect the consumption behaviour among the youth of chocolate bars. However, there is a lack of empirical study exploring

the halal consumption from Muslim youths' point of view (Abdul Khalek and Syed Ismail, 2015). Hence, this study will focus on the demographic factors which influencing the intention of Muslim youths at public universities in Kelantan towards halal-labelled chocolate bars. Due to the lack of information on the intention levels of Muslim youths in public universities in Kelantan towards halal-labelled chocolate bars, it is essential to survey the Muslim youths' behaviour as the intention level is one of the main criteria that determine the Muslim youths in consuming the halal-labelled chocolate bars.

## 1. METHODOLOGY

### 1.1 Conceptual Framework

Theory of Planned Behaviour (TPB) is used to explain the relationship between the attitude, subjective norm and perceived behaviour control towards intention in consuming chocolate bars based on the halal label. TPB suggests that the attitude of the Muslim youth towards chocolate bars based on the halal label is made up of their beliefs and perception they extremely influenced over their lifetime based on demographic profile. Also, subjective norms also influence the intention of Muslim youth to consume chocolate bars based on the halal label. Besides that, the Muslim youth is most likely to perform a behaviour which they feel to have control over it.

### 1.2 Sampling Method and Procedure

Self-administered of questionnaires were designed for Muslim youth at public universities in Kelantan. About 334 survey questionnaires were distributed to undergraduate students of public universities in Kelantan which are Universiti Malaysia Kelantan (UMK), Universiti Sains Malaysia (USM) and Universiti Teknologi MARA (UiTM). The study was done by using purposive sampling technique — question relating to the demographic profile and the TPB factors. Respondents were asked to rate a five (5) point Likert scale which is Strongly Disagree (1), Disagree (2), Either Agree nor Disagree (3), Agree (4) and Strongly Agree (5).

### 1.3 Analysis Method

There are two analysis methods had been used in this study which is descriptive analysis and Chi-Square analysis. The descriptive analysis was used to analyse the demographic profile of Muslim youth. The data then were further analysed with Chi-Square analysis to determine the relationship between demographic factors (gender, age, and lifestyles) which influenced the intention of Muslim youth at public universities in Kelantan on chocolate bars based on the halal label.

## 2. RESULTS AND DISCUSSION

### 2.1 Demographic Information

According to the result in Table 1, the majority of the students were females (251 persons, 75.1%) as compared

to males (83 persons, 24.9%). Most of the students' age is between 19-21 years old (187 persons, 56.0%) and the rest is between 22-24 years old (147 person, 44.0%). The mean score was recorded for age is 21.28 years old. The income sources of the students with the highest compositions is from government loan (195 persons, 58.4%), followed by family (107 persons, 32.0%) and scholarship (32 persons, 9.6%). Most of the students have their income per month from below than RM500 (271 persons, 81.1%) and the rest have income per month for RM501-RM1,000 (63 persons, 18.9%). The lifestyle of a person regularly affects behaviour. In this study, the compositions of the lifestyles are as follows; physical activity as the top lifestyles with the highest respondents (100 students, 29.9%), followed by health consciousness (73 students, 21.9%), then religious awareness (72 students, 21.9%), environmental activist (66 students, 19.8%), freestyle (6 students, 1.8%), entertainment (6 students, 1.8%), political activist (4 students, 1.2%), social life (3 students, 0.8%), sedentary, artistic, cultural activist and enthusiast with 1 student respectively (0.3% correspondently). The outcome of the survey indicates that 324 students (97.0%) aware about the Halal label on chocolate bars and the rest which is 10 students (3.0%) not aware of the Halal label on chocolate bars.

**Table 1**  
**Socio-Demographic Profile of the Respondents**

Variables	Frequency	Percentage (%)	Mean	SD
Gender				
Male	83	24.9		
Female	251	75.1		
Age (years)			21.28	1.35
19-21	187	56.0		
22-24	147	44.0		
25-27	0	0		
Income Sources				
Family	107	32.0		
Government Loan	195	58.4		
Scholarship	32	9.6		
Monthly Income			1.19	0.39
< RM500	271	81.1		
RM501 – RM1,000	63	18.9		
> RM1,001	0	0		
Lifestyles				
Physical Activity	100	29.9		
Environmental Activist	66	19.8		
Health Consciousness	73	21.9		
Religious Awareness	72	21.9		
Freestyle	6	1.8		
Entertainment	6	1.8		
Sedentary	1	0.3		
Artistic	1	0.3		
Cultural Activist	1	0.3		
Political Activist	4	1.2		
Social Life	3	0.9		
Enthusiast	1	0.3		
Awareness of halal label on chocolate bars				
Yes	324	97.0		
No	10	3.0		

Source: Survey, 2016.

## 2.2 Relationship Between Demographic Factors and Intention of Muslim Youths at Public Universities in Kelantan to Consume Chocolate Bars Based on Halal Label

Table 2 below shows the result of Chi-square analysis between respondents' demographic profile and their intention towards consuming halal-labelled chocolate bars. This research found that the relationship between gender and attitude were significant at 0.001 while the relationship between gender and subjective norm and perceived behaviour control were not significant at 0.164 and 0.159 respectively. Therefore, it can be said that gender had significant differences in their attitudes towards an intention to consume halal-labelled chocolate bars.

Based on the finding, variables of age did not have any relationship with attitude (0.851), subjective norm (0.764), and perceived behaviour control (0.622) in consuming halal-labelled chocolate bars. This is because age has a little impact on the intention to consume halal-labelled chocolate bars. This result was supported by Thompson and Kidwell (1998) who in their study found that age has little impact on the decision of respondents to purchase organic food.

Based on the result, lifestyle did not show any significant difference with respondents' attitude towards consuming halal-labelled chocolate bars at 0.984. On the other hand, lifestyle showed a significant difference with subjective norm (0.002) and perceived behaviour control (0.012) towards consuming halal-labelled chocolate bars.

**Table 2**  
**Result of Chi-square Analysis Between Demographic Profile and Intention Towards Consuming Halal-labelled Chocolate Bars (n=334)**

	Variables	Intention		
		Attitude	Subjective norm	Perceived behaviour control
Gender	Male	Count	24.9	
	Female	(%)	75.1	
		P value	0.001	0.164 0.159
Age	19-21	Count	56.0	
	22-24	(%)	44.0	
	25-27		0	
		P value	0.851	0.764 0.622
Lifestyles	Physical Activity		29.9	
	Environmental Activist		19.8	
	Health Consciousness		21.9	
	Religious Awareness		21.6	
	Freestyle	Count	1.8	
	Entertainment	(%)	1.8	
	Sedentary		0.3	
	Artistic		0.3	
	Cultural Activist		0.3	
	Political Activist		1.2	
	Social Life		0.9	
	Enthusiast		0.3	
		P value	0.984	0.002 0.012

\* Chi-square coefficient is significant at 0.05 level (2-tailed)  
 Source: Survey, 2016.

## CONCLUSION

As for the conclusion, gender had a significant relationship with the attitude of respondents towards consuming halal-labelled chocolate bars with 0.001. Besides that, lifestyles also had a significant relationship with the subjective norm and perceived behaviour control towards consuming halal-labelled chocolate bars with 0.002 and 0.012, respectively. An important aspect to create trust in a product among consumers is to provide appropriate information which helps them to make satisfactory choices. Chocolate bars' manufacturers must develop marketing strategies that serve the demands of the consumers. The results of the study can help food manufacturers' especially chocolate bars manufacturers to understand the customers' needs and wants. Besides that, the results of the study can help them be sensitive towards the needs of the consumer, especially Muslim youth consumers to acquire their intention to consume halal-labelled chocolate bars.

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