

Factors Influencing Purchase Intentions of Halal Labelled Food Products in Non-Muslim Countries: A Case of Masvingo Urban, Zimbabwe

Clay Hutama Basera

Great Zimbabwe University, Masvingo, Zimbabwe

Email: baseraclay@gmail.com

Abstract

The global market for Halal food products is fast growing. In the past consumption of Halal products was tied to religious obligations and to date the consumption of Halal products has since spread beyond Muslim consumers to non-Muslim consumers globally. Although Zimbabwe has a minority Muslim population that consumes Halal labelled food products, their uptake is on the rise and therefore there is still a great potential for businesses to grow and to grab opportunities in the Halal labelled food market. Since there is still limited research on studies relating consumer behaviour in relation consumption of Halal labelled food products in non-Muslim countries, this study was premised on closing this gap. The study sought to establish the determinants of purchase intentions of Halal labelled food products in non-Muslim countries with a special focus on Zimbabwe. The study was done in Masvingo urban using a sample size of 360 participants who were conveniently selected as they patronised various restaurants, food courts, supermarkets and service station kiosks in the city over a period of two weeks. A self-administered questionnaire was administered to respondents who volunteered to participate. Simple descriptive analytical tools such as the arithmetic mean and standard deviation were adopted to analyse results. The overall results revealed that respondents generally agreed that factors such as cultural, economic and personal factors have a strong impact on purchase intention of Halal labelled food products in non-Muslim countries. On the contrary, other determinants such as social and psychological factors have literally no effect on consumer intention to buy Halal labelled food products in Zimbabwe. The study recommended for a further research be done within the same context but with a broader geographic scope since this study was done in only one city in the country.

Keywords: *Cultural influence, halal, personal influence, psychological influence, purchase intention.*

1. Introduction

Globally, the market for Halal foods has been fast growing (Noreina and Syakinahg, 2013). In the past consumption of Halal products was tied to religious obligations and to date the consumption of Halal products has since spread beyond Muslims consumers to non-Muslim consumers globally. “Whilst Muslims can only consume products that meet strict religious requirements, the Halal concept has not been a major element among non-Muslim consumers” (Noreina and Syakinahg, 2013). It appears non-Muslim consumers are oblivious of Halal components and other determinants that influence Muslims’ decisions to select or purchase Halal labelled products. By analysing personal, cultural, social, psychological and economic factors, marketers can be in a position to design marketing strategies poised at influencing individual consumers’ intentions to buy halal labelled food products. Connor (1988) opines that consumers’ understanding, knowledge and familiarity regarding what to eat and what not to eat depend on individual, social and environmental factors, some of

which include marketing, information as well as food specific properties. Berry (2008) argues that a significant rise for the demand for Halal products has been noted in several non-Muslim countries for both groups of consumers. There is also a notable growth in popularity of Halal products owing to the fact that Halal products are assumed to be safer and healthier to consume. The Islamic Food and Nutrition Council of America's (2009) report, "emphasises the need for wholesomeness in food as this is imperative for marketing Halal food as a lifestyle choice; the new organic product, particularly for Americans and Europeans who are prepared to pay higher prices for organic foods". More consumers in non-Muslims countries now prefer to purchase and consume Halal foods on the convictions that, Halal foods are healthier. It is anticipated that in future more of Halal foods will be consumed in a number of health-conscious market segments. A study by Golnaz et al. (2010) confirmed that an average 79 percent non-Muslim consumers are familiar with the existence of Halal guidelines and that their awareness levels of Halal principles are strengthened by their exposures to marketing stimuli such as advertisements. While a myriad of studies have been done in relation to Halal related issues, (Noor et al., 2016; Derahman et al., 2017; Syukur & Nimsai, 2018; Setiawati et al., 2019), there is scanty evidence in literature that focuses on studies regarding the influences of the purchase intention of Halal labelled food products in non-Muslim countries except for Bashir et al. (2018)'s work in South Africa. Thus this paper seeks to close the gap by studying the variables that drive the intentions by part-time university students in Zimbabwe to purchase halal labelled foods.

2. Literature review

2.1 Halal

The term "Halal" in Arabic means "permissible". In accordance with the Islamic law Halal means permissible food (Lada et al., 2009). Its opposite is Haram. These two opposing terms are used in this study to refer to food stuffs which encompass, meat, cosmetics, health care products, food ingredients, as well as beverages. Noor et al. (2016) define Halal food "as food that is free of elements of pork, carnivorous animals, amphibians, most insects and intoxications and in which meat from the animals that are allowed, are slaughtered according to Islamic rites and are not harmful to the consumer's health". Decisions regarding whether certain foods are permissible (Halal) or not permissible (Haram) are based on the Shariah law. Thus most foods and dietary habits are assumed to be Halal unless they don't comply with the dictates of Islamic law. In Zimbabwe consumers buy packaged products with inscriptions, "Halal certified," manufactured by non-Islamic organisations which show that they are Sharia-compliant. The logos and labels are inscribed in Arabic to communicate Halal compliance to consumers (Alserhan, 2011). According to Minkus-McKenna (2007), an estimate of about seventy percent of Muslims globally adhere to Halal standard guidelines of consumption. The strategic relevance of studying this area should not be underestimated considering the ever-growing global Halal food and beverage market which has recently ballooned to an approximate value of USD 436.8 billion in 2016 and is anticipated to grow in leaps and jumps in future. Although Halal standards are universal according to the Islamic law, they are country specific because of the different interpretations of the concept. The existing Halal standards prescribe guidelines on how food should be produced, its preparation and subsequent handling as well as how it should be stored awaiting consumption.

Purchase intention is the major driver of consumer behaviour because it stimulates action toward buying or not buying a product. So cultural, psychological, social, economic and personal factors have a direct bearing consumers' purchase intention which influences

consumer behaviour. Accordingly, Kotler (2000) contends that the above mentioned variables are major determinants of purchase intention which lead to consumer behaviour.

2.2 Cultural influence

The concept of culture is vital in the study of consumer behaviour (Solomon et al., 2006). It is considered a collective memory of a society. They assert that culture is “an accumulation of shared meanings, rituals, norms and traditions among the members of an organisation or society”. Culture represents the human community in terms of its membership, social structures, including the economic and political systems. It defines the norms and values as reflected in material objects and services as well as possessions such as cars, clothing, food, etc. cherished by a people. Thus consumers belong to a broader cultural system in which other sub-systems are organised. According to Kotler (2000), culture is the bedrock of consumer behaviour and it is defined in terms of three key aspects namely cultural, sub-cultural and social class. The subcultural component include such groups as nationalities, religions, racial and geographic groups. Accordingly, Schiffman and Kanuk (2007) posit that subcultures are vital as they help organisations to provide superior products and services in the market. A product with benefits that are consistent with the culture of a particular society stands a greater chance of attracting market attention (Solomon, et al. 2006). Thus in a nutshell, products and services that reflect certain cultural nuances have much higher propensity to influence purchase intention of halal labelled products. Social class reflect that human societies are naturally organised into some social strata as reflected by personal income, level of education and occupation (Kotler and Armstrong, 2004).

2.3 Social influence

Individuals are social beings who live in societies where many people influence their buying behaviour. Individuals always want to imitate others as a means to socially comply in order to get societal acceptance. Hence a person’s purchase intention and ultimate purchase behaviour are influenced by others in the same society. Social factors such as reference groups affect consumer purchase intentions. Opinion leaders in any reference group have influence that directs the behaviours of the members. Reference groups expose “consumers to new behaviours and lifestyles, influence attitudes and self-concept, and create pressures for conformity that may affect product and brand choices” (Kotler, 2000). Thus groups like the family, friendships groups, work and shopping groups have a direct effect on purchase intention and ultimately consumer buying behaviour. Positions held by people in a society play a major role in influencing their purchase intentions and ultimately their buying behaviour. A person’s status in society influences his/her buying behaviour. The family’s role is undoubtedly indispensable in influencing the behaviour of an individual. The experiences gained from childhood when the family purchased and consumed certain products (i.e. Halal labelled) shape the individual’s purchase preferences and influences the person to continuously buy the same products even when they grow up. In this case the family as a social factor greatly influences the purchase intention of food products.

2.4 Psychological influence

A myriad of psychological influences affect consumer behaviour such as perception, motivation, learning, attitudes and perceived risk. Psychological variables such as consumer’s self-concept and personality are critical determinants product choices. Psychographics, which include norms, beliefs, values, attitudes and perception influence consumer purchase intentions and how consumers behave toward the purchase and consumption of certain brands. Perception is a mental process in which individuals collect information about certain

products and services and interpret the information to derive meaning about them. Thus consumers develop impression about certain products when they get exposed certain promotional appeals. Halal labelled products are also advertised and therefore affect the perceptions of prospective buyers and hence this affects their purchase intention and ultimate purchase behaviour. Schiffman and Kanuk (2007) state that “learning is a change in behaviour as a result of experience”. So when a consumer purchases a product and uses it, his/her experience with it gives him/her the opportunity to learn something more about it. Learning is gained over time through experience. Learning can either be conditional by being exposed to certain marketing situations repeated through advertising or may be acquired cognitively through knowledge and skills acquisition Thus learning is a fundamental psychological variable that influences the consumer’s intention buy or rebuy certain brands, particularly the halal labelled brands.

Attitudes are positive or negative predispositions held by individuals toward a specific object, person or product. Thus consumers have certain values, beliefs and attitudes that affect their behaviours toward buying particular brands. Purchase intention of Halal labelled food products is also influenced by consumer attitudes. Consumer attitudes play a major role in brand image building of a product, this is why marketers often align their marketing messages to certain attitudinal dispositions in their promotional campaigns as a way of influencing consumers’ behaviours toward intent or purchase of certain brands, for instance Halal labelled brands. Swastha and Handoko (2000) posit that motivation, observation, learning and perception are key internal psychological variables that influence consumer purchase intention. In support, Schiffman and Kanuk (2007) refer to motivation as “the driving force within individuals that impels them to action”. In line with this, religion also influences consumer purchase intentions particularly the behaviour of Muslim consumers. Sumarwan (2011) asserts that Muslims have intentions to buy Halal labelled products as compared to non-Muslim consumers. Even in non-Muslim societies religion has had a strong influence on the consumer’s intention to purchase certain brands of products.

2.5 Personal influences

Kotler (2000) contends that key personal variables that affect the likelihood of a person to buy a certain product are the age, occupation, life cycle stage, lifestyle and economic situation and these are vital determinants of consumer behaviour. Schiffman and Kanuk (2007) claim that personality, product quality, self-concept and self-power and other marketing strategies such as product displays are key determinants of consumer behaviour particularly in the services industry. Age poses a dominant influence on an individual consumer’s intention to buy a certain brand. Thus different age groups i.e. the youth, middle aged and old aged folks appeal differently certain products on the marketing. Thus sensitivity to buying particular brands i.e. Halal labelled food products, especially in non-Muslim countries vary among different consumer age groups. In this case the intention to buy Halal labelled food products can also be heavily influenced by age in such countries. Income plays a vital role in influencing an individual’s buying behaviour. With higher incomes, consumers also have higher chances of purchasing certain products. The higher the disposable income a consumer has, the more likely the chances the consumer has to purchase certain products. Thus with more disposable incomes consumer’s intention to acquire certain brands also increases. Lifestyle is a form of attitude which reflects how an individual lives in society. In general the buying behaviour of a consumer is strongly driven by his/her lifestyle. For instance if a consumer lives a healthy lifestyle, then his /her intention to purchase certain

brands such as Halal labelled food products might be influenced by his/her health consciousness lifestyle.

2.6 Economic influence

The economic situation of a country or market greatly affects the purchase behaviours of consumers in a society. A nation enjoys prosperity when its economy is strong as guaranteed by greater money supply in the market as well as higher consumer purchasing power. When a sound economic environment prevails, consumers become more confident and more willing to spend on buying products. Some key economic factors include personal income, family income, consumer credit and savings. The higher the consumer's disposable income the higher the intention to buy certain brands of products. Family income refers to the total income obtainable by all family members. When more people earn in the family, more income will be available to buy basics and luxuries. Thus more income has a bearing on the intention to purchase certain brands. Consumer credits enable consumers to buy products and promote higher spending. Marketers make it easy for the consumers to access credit using credit cards, bank loans, easy instalments and hire purchases. The higher credit power available to consumers, the higher their chances of buying certain brands now or in future. It is therefore prudent to understand that when economic situation of a market either in a non-Muslim or Muslim country is relatively stable the purchase intention of certain brands may be real.

2.7 Purchase intention

Howard (1994) define "purchase intention as consumers' plans to buy a product or service at certain period of time. It is an urge or motivation that develops in the mind of consumers to purchase a certain product after making an evaluation of it, before making a decision to buy it based on their needs, attitudes, and perceptions towards it" (Mc Carthy, 2002; Durianto & Liana, 2004; Madahi & Sukati, 2012). Consumers usually search for product attributes and related information based on personal experiences, promotions and various external environment stimuli. It is critical indicator of consumers' behaviour. Fishbein and Ajzen (1975) define "purchase intention as consumers' subjective preference towards a certain product and it is also proved to be an important indicator for predicting consumption behaviour". It connotes the willingness of consumers to buy a certain product. Intention is the best predictor of behaviour and Fishbein and Ajzen (1975) aver that it describes the person's cognitive readiness to behave in certain way. "The Theory of Reasoned Action (TRA) advocates that an individual's behaviour is influenced by his or her intention to perform the behaviour that this intention turned to be a function of his or her attitude toward the behaviour and his or her subjective norm". Intention is influenced by three aspects namely attitudes, perceived behavioural control as well as subjective norms. The Theory of Reasoned Action suggests that specific attitudes predict particular behaviours. Determining people's attitudes toward a certain behaviour depends on measuring people's subjective norms. Additionally, perceived behavioural control may also influence intentions. Perceived behavioural control refers to people's perceptions regarding their ability to behave in a certain manner. "The higher the intention, the more likely the purchase is to be made" (Schiffman & Leslie, 2000). According to Hellier et al. (2003), "purchase intention refers to consumers' judgments to purchase a particular product previously purchased from the same organisation under similar circumstances". Spears and Singh, (2004) simply define purchase intention as "customer's plan to buy a certain product". In marketing Halal labelled products, consumer purchase intention is an important aspect to consider because it influences consumer behaviour (Durianto & Liana, 2004). Studies have also shown that purchase intention is a vital determinant of actual purchase and may influence future repeat purchase (Pavlou &

Gefen, 2004; Pi et al., 2011). Hosein (2012) states that consumer purchase intention is determined using three aspects namely interest, attending, and information. It is the desire for the product that triggers interest and induces feelings that lead to product purchase. Attending refers to the physical consumer exposure during expositions and special events that internally drive them to purchase the product. Consumers acquire knowledge about certain products when they gather facts and information about certain brands which will certainly influence them to purchase them.

3. Methodology

A cross-sectional research design was engaged in pursuit of this study and data were solicited by use of a structured questionnaire composed of six autonomous sub sections (demographic, cultural, social, psychological, economic influences and purchase intentions). The survey was carried out in Masvingo urban, Zimbabwe using a number of selected participants from met at restaurants, supermarkets, food courts (Chicken Inn, Chicken Slice, etc.) and other dealers selling food items like service stations in town. Selection of study participants during data collection was solely based on convenience in which the respondents who happened to be at the right place, at the right time were asked to complete a self-administered questionnaire on voluntary basis. The respondents were screened on the basis of the chosen evaluative criteria and more specifically, respondents were asked whether they were interested in participating or not before they were given a copy of the data gathering instrument to complete. Upon agreeing, the researcher then gave the questionnaire to the respondent. As a way of encouraging more participation, respondents were awarded some small tokens of appreciation as a way of incentivising them for participating. Three hundred and sixty (360) self-administered questionnaires were filled in. The exercise was done within a period of a fortnight. During the validation process 316 questionnaires were certified as valid and represented 88 percent response rate deemed statistically appropriate and generalizable on the study findings (Stevens, 2012). The questionnaire items were adapted from the studies by Wee et al. (2014) and Ayuniyyah et al. (2016). The balance of 44 questionnaires (12%) were discarded due to multiple reasons such as partial completion and sampling errors. The respondents were asked to rate the extent to which they agreed with the assertions made using a five-point likert scale, ranking from “Strongly disagree” (1) to “Strongly agree” (5) for all the independent variables namely cultural, social, psychological and personal factors as well as for the dependant variable, purchase intentions. A mini preliminary survey was carried out using ten percent sample of the targeted respondents to pre-test the questionnaire with Masvingo urban’s selected restaurants. Also to ensure validity and reliability of the measurement instrument, all the items have been developed from previously validated past studies (Straub, 1989) and necessary adjustments needed to suit the current situation were appropriately executed. Pretesting data collection instruments is vital because it helps the researcher to detect any flaws inherent in the tool before carrying out actual field work. The Statistical Package for the Social Sciences (SPSS) was employed for data analysis. Data was analysed to obtain the views of respondents regarding the influence of cultural, social, psychological, personal and economic factors on purchase intentions of Halal labelled food products. Simple descriptive statistics were used to present and analyse the major findings. Specifically measures of averages i.e. mean and measures of variability i.e. the standard deviation and simple correlations were used.

4. Results

In total, 360 questionnaires were administered of which 316 were valid for data analysis, thereby yielding a response rate of 88%. Both males and females participated in the study (200 males and 116 females). In terms of age the ranges were 20 - < 30 (60), 30 - < 40 (100), 40 - < 50 (70), 50 - < 60 (66) and 60 and above 20. The second and third age group categories had the highest number of participants may be because these two groups are actively dominant buyers in the economy. Distribution of respondents by marital status was as follows: married (230 or 73 %), divorced (40 or 13 %), singles (30 or 9 %) and widowed (16 or 5%). The distribution shows that the bulk of the respondents came from nucleus families and this and other marital statuses have a bearing on individual participants' cultural, social, psychological, economic and personal orientations toward purchase intention of Halal-labelled food products.

4.1 Descriptive statistics

The questionnaire sought to measure respondents' perceptions regarding the influence cultural, social, psychological economic and personal factors on purchase intentions of halal labelled food products. Statements on each of the constructs above were listed and participants were asked to rate the extent to which they agreed or disagreed with each statement on a continuum 5point likert (where 1 indicated strongly disagree and 5 represented strongly agree).

4.1.1 Cultural influences on purchase intention of halal-labelled food products

For this construct, four statements were presented and respondents asked to respond by indicating extent of agreement or disagreement with each of the listed statements. Table 1 gives the summary responses per statement for the mean and standard deviation by all participants.

Table 1: Descriptive statistics for cultural influences

Statements on cultural influences	Mean Score	Standard Deviation
I buy Halal-labelled food products because my religion encourages me to do so.	4.25	0.54
I buy Halal-labelled food products because I believe they invite God's Blessing.	4.63	0.56
I buy Halal-labelled food products because my surroundings have a high consumption level of halal food products.	3.84	0.94
I buy Halal-labelled food products because I always buy approved food products.	4.92	0.68
Overall cultural influence on buying of Halal food products	4.41	0.68

The findings indicated that the mean responses for the cultural influence construct ranged between 3.84 and 4.94 and the measures of variability as reflected by the standard deviation values ranged between 0.56 and 0.94 showing variances in responses between statements. The overall average response for the cultural influence construct was 4.41, a value which shows that respondents generally agreed with the assertions within the cultural influence construct. The statement which had the highest agreement response was: 'I buy halal-labelled food products because I always buy approved food products' (M = 4.92; SD = 0.68). The

second highest response came from the statement: ‘I buy halal-labelled food products because I believe they invite God's Blessing’ (M = 4.63; SD = 0.56). Generally the participants agreed that culture influences their behaviour towards the intention to buy Halal labelled food products.

4.1.2 Social influences on purchase intention of Halal-labelled food products

Four statements were used to measure respondents’ perceptions regarding how social factors influence their intentions to purchase halal-labelled food products. Table 2 below gives a summary of the results.

Table 2: Descriptive statistics for social influences

Statements on Social influences	Mean Score	Standard Deviation
I buy Halal-labelled food products because they reflect my social class.	3.22	1.24
I buy Halal-labelled food products due to the influences from my surroundings.	2.89	1.02
I buy Halal-labelled food products due to the increasing trend of the Halal industry.	2.35	1.23
I buy Halal-labelled food products due to the influence of promotions and social media education.	2.42	1.31
Overall social influence on buying of Halal food products	2.72	1.20

The arithmetic means for the social influence construct ranged between 2.42 and 3.22 and in terms of variability, the standard deviation values ranged between 1.02 and 1.31, which reflects that there was less variance in responses to each statement by all respondents who participated in the study. In other words respondents were giving almost similar answers. The respondents showed the highest level of agreement in the following statements: ‘I buy Halal-labelled food products because they reflect my social class’ (M = 3.22; SD = 1.24), and this was seconded by: ‘I buy Halal-labelled food products due to the influences from my surroundings’ (M = 2.89; SD = 1.02). In the last two statements the respondents least agreed in the ‘disagree’ category. The statement such as: ‘I buy Halal-labelled food products due to the increasing trend of the halal industry’ (M = 2.35; SD = 1. 23) and ‘I buy Halal-labelled food products due to the influence of promotions and social media education’ (M=2.42; SD=1.31). Thus the overall mean response for the social influence construct was 2.72, which showed that generally respondents were not sure that their intentions to purchase halal labelled food products was driven by social influences.

4.1.3 Psychological influences on purchase intention of Halal-labelled food products

For this construct, four statements were used and respondents were asked to rate the extent of their agreement or disagreement with each statement. Summarises for the mean and standard deviation scores for each statement are presented below.

Table 3: Descriptive statistics for psychological influences

Statements on psychological influences	Mean Score	Standard Deviation
I buy Halal-labelled food products because I feel secure in	2.88	0.70

buying them.		
I buy Halal-labelled food products because they warrant the wholesomeness of the food products.	2.84	0.72
I buy Halal-labelled food products because I strongly believe that they are of better quality.	2.92	0.91
I buy Halal-labelled food products because I believe they are beneficial to me.	2.58	0.84
Overall psychological influence on buying of Halal food products	2.81	0.79

The results show that the arithmetic means and the standard deviations ranged between 2.58 and 2.92 and 0.70 and 0.91 respectively. The figures are indicative of the fact that there was limited variance in the answers given by all 316 respondents per statement. The overall mean and standard deviation values on the psychological influence construct was 2.81 and 0.79 respectively, which show that most respondents were not sure whether psychological factors influence or do not influence their purchase intentions of Halal-labelled food products. The statement with the highest response category was: ‘I buy halal-labelled food products because I strongly believe that they are of better quality’ (M = 2.92; SD = 0.91), followed by: ‘I buy Halal-labelled food products because I feel secure in buying them’ (M = 2.88; SD = 0.70). With regards to the fourth statement: ‘I buy Halal-labelled food products because I believe they are beneficial to me’: (M = 2.58; SD = 0.84), it is evident that responses generally fell in the ‘disagree’ and ‘not sure’ categories. The general picture as reflected by the overall response showed that the respondents are not sure if they are driven by psychological influences toward the intention to buy Halal-labelled food products.

4.1.4 Personal influences on purchase intention of Halal-labelled food products

A total of four statements were itemised to measure the extent to which personal factors determined respondents’ purchase intentions of Halal-labelled food products and the results are presented in table below.

Table 4: Descriptive statistics for personal influences

Statements on personal influences	Mean Score	Standard Deviation
I buy Halal-labelled food products due to my age and thinking path.	3.86	1.02
I buy Halal-labelled food products because of my personal belief.	4.82	0.62
I buy Halal-labelled food products out of my own choice.	4.72	0.54
I buy Halal-labelled food products because I know and understand halal food products.	4.46	0.72
Overall personal influence on buying of Halal food products	4.47	0.73

The average responses and standard deviation values for the personal influence construct ranged between 3.86 and 4.82 and 0.54 and 1.02 respectively. Thus the results show that there was a small deviation among participants’ responses. The second statement had the highest response of agreement: ‘I buy Halal-labelled food products because of my personal belief’ (M =4.82; SD = 0.62) and this was followed by: ‘the third statement ‘I buy Halal-

labelled food products out of my own choice' (M = 4.72; SD = 0.54). Respondents highly disagreed that: "House brand wines meet my expectations" (M = 2.98; SD = 1.160). Overall the responses for the mean and standard deviation on the personal influence construct were 4.47 and 0.73, an aspect which indicates that respondents generally agreed with the statements within this construct. The results generally show that personal factors strongly influence the likelihood to buy Halal-labelled foods by non-Muslims.

4.1.5 Economic influences on purchase intention of Halal-labelled food products

Four statements were presented to measure the extent to which respondents agreed or disagreed on the influence of economic factors on the purchase intentions of Halal-labelled food products as summarised in Table 5 below.

Table 5: Descriptive statistics for economic influences

Statements on economic influences	Mean Score	Standard Deviation
I buy Halal-labelled food products because I can afford to do so	4.05	0.42
I buy Halal-labelled food products because I have adequate disposable income	4.46	0.34
I buy Halal-labelled food products because our family has adequate total income	3.90	0.76
I buy Halal-labelled food products because I have enough savings	4.10	0.89
Overall economic influence on buying of Halal food products.	4.13	0.60

The overall mean response and the corresponding standard deviation values for the economic influence construct were 4.13 and 0.60 respectively and this is indicative of the fact that the majority of the respondents agreed with all the statements within the economic influence construct. The arithmetic means for the economic influence construct oscillated between 3.90 and 4.46 and as for the standard deviation values, they ranged between 0.34 and 0.89. Statement number 2 had the highest level of consent to the statements presented, with least variance a reflected by the standard deviation values: 'I buy Halal-labelled food products because I have adequate disposable income' (M = 4.46; SD = 0.34). This is followed by the statement: 'I buy Halal-labelled food products because I have enough savings' (M = 4.10; SD = 0.89). All responses reflected that respondents agreed that economic factors trigger in consumers their intention to buy Halal-labelled foods.

4.1.6 Purchase intention of Halal-labelled food products

Six statements were used to measure the scope of agreement and or disagreement with the statements concerning purchase intentions of Halal-labelled food products. A summary of responses is given below.

Table 6: Descriptive statistics for purchase intention

Statements on purchase intention of Halal-labelled food products	Mean Score	Standard Deviation
I would buy Halal-labelled food products in the near future.	4.62	0.65
I plan to buy Halal-labelled food products on a regular basis.	4.53	0.73
I intend to buy Halal-labelled food products to secure my	4.24	0.75

long term health benefits.		
I intend to buy Halal-labelled food products because they are safe for consumption.	4.56	0.87
I intend to buy Halal-labelled food products due to there being environmentally friendly.	4.67	0.77
I intend to buy Halal-labelled food products due to my concern about animal welfare.	4.69	0.63
Overall response on purchase intention of Halal-labelled food products	4.55	0.65

The inclusive arithmetic mean and standard deviation for the purchase intentions construct were 4.55 and 0.65 respectively and these figures indicate that the bulk of the responses fell between the ‘agree’ and ‘strongly agree’ response categories. The means ranged from 4.24 to 4.69 and the standard deviation ranged from 0.63 to 0.87 for this construct. The statement ‘I intend to buy halal-labelled food products due to my concern about animal welfare’ had the highest response of agreement and the least variance as reflected by the value of the standard deviation (M = 4.69; SD = 0.63). The second in the ranks was: ‘I intend to buy halal-labelled food products due to there being environmentally friendly’ (M = 4.67; SD = 0.77). Generally respondents showed that they intended to buy halal labelled food products at a later date as reflected by the responses falling the upper ranges between the ‘agree’ and ‘strongly agree’ response categories.

5. Conclusion

The overall findings of the study show that respondents generally agreed that factors such as cultural, economic and personal factors have a significant bearing on influencing the purchase intention of Halal labelled food products in non-Muslim countries. The computed descriptive statistical analyses for constructs of the independent variable reflect a general positive response that purchase intention is influenced by those factors. However factors such as social and psychological influences have shown that they have no influence on the purchase intention of Halal labelled food products in non-Muslim countries. It is therefore imperative to understand that intention plays a fundamental role in the individual’s decision to buy Halal labelled food products regardless of whether the consumer is a Muslim or not is because this is heavily influenced an individual’s cultural, psychological, personal, economic and social orientations. Therefore understanding of these consumer orientations is vital for production, marketing and consumption Halal labelled products in the local markets. Findings of this study are of enormous value to the Zimbabwean companies that are into the production fast moving consumer goods, particularly food staffs and marketing managers of companies that advocate and promote the consumption of Halal labelled food products. This study can also be a potential springboard for further studies in Zimbabwe and other non-Muslim countries on this contentious subject in modern Muslim societies across the globe. Due to limitations inherent in this study it is recommended that further research be done within the same context but with a broader geographic scope since this study was done in only one city in the country.

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