

Impact of Changing Consumer Lifestyles on Intention to Purchase towards Green and *Halal* Foods of the Chicken Meat Industry in Malaysia

Foo Weng Toong¹, Aye Aye Khin² & Ali Khatibi¹

¹ Management & Science University, University Drive, Off Persiaran Olahraga, Seksyen 13, 40100 Shah Alam, Selangor

² Faculty of Accountancy & Management (FAM), Universiti Tunku Abdul Rahman, Jalan Sungai Long, Bandar Sungai Long Cheras, 43000 Kajang, Selangor

Correspondence: Foo Weng Toong, Management & Science University, University Drive, Off Persiaran Olahraga, Seksyen 13, 40100 Shah Alam, Selangor. E-mail: toongfooweng@gmail.com

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Abstract

The study is to present the impact of changing consumer lifestyle on intention to purchase towards green and *Halal* foods of the chicken meat industry in Malaysia. The objective of the study is to investigate the factors affecting on intention to purchase towards green and *Halal* foods of the chicken meat industry in Malaysia. Those factors are natural content, convenience, knowledge of *Halal* and green foods issue, familiarity, price consciousness, attitude towards purchasing and demographic profile. There are 377 respondents with using simple random sampling and questionnaires for interviewing. Descriptive analysis, correlation, ANOVA and factor analysis will be tested into this study. This study would be provided the benefits of consumers' lifestyle towards the intention to purchase towards green and *Halal* foods as the selecting of the chicken meat in consumer market. Moreover, the implication of this study is to get the niche market (which is *Halal* and green marketing) knowledge and information towards the chicken meat industry in Malaysia.

Keywords: Consumer lifestyle, green and *Halal* foods, chicken meat, intention to purchase

1. Introduction

Food choice and consumption behaviour are imbued with social rules and meaning. Religion is one of the main factors determining food avoidance, taboos and special regulation particularly with respect to meat consumption. Malaysia is a multiracial country with various ethnic groups and religious. In view of this, the issue of *Halal*/haram is of great importance, as many non-Muslims do not understand the Islamic dietary codes and rules. Determining the *Halal* status of a product goes beyond ensuring that food is pork-free or that it does not contain an alcoholic ingredient. Moreover, Malaysia also imports food and consumer products from non-Muslim countries whose *Halal* status is unknown. Muslims around the world face a similar problem when they consume or import food from non-Muslim countries. These food and consumer products could well contain haram substances, as the manufacturers in the foreign countries and importers/exporters may not understand the concept of *Halal*/haram as required in the Muslim countries.

On the other hand, Malaysia also faced a great challenge to ensure a balance between development and environmental sustainability (Tan & Lau, 2010). The air quality status in Malaysia is different according to the population area, traffic conditions, geographical locations and the industrial and commercial activities (Tan & Lau, 2010). As the results, food safety awareness is very important factors while purchasing food products (Radam et al., 2007). There are many factors contribute to food safety concern. They can be named as the inadequate access to clean and safe water, increasing use of pesticides and other chemicals in agriculture, excessive food additives in food processing and lack of consumer education (Hatijah, 2006). The green foods concept refer to foods that are safe to be consumed, fine quality and nutritious food produces under the principle of sustainable development. However, green purchasing behaviors are different from country to country. The concept of green is still very new to Malaysian people although green campaign has been carried out for quite sometimes and the market for green products in Malaysia is at the infancy stage. The objective of the study is to

investigate the factors affecting on intention to purchase towards green and halal foods of the chicken meat industry in Malaysia. Those factors are natural content, convenience, knowledge of Halal and green foods issue, familiarity, price consciousness, attitude towards purchasing and demographic profile. The previous related literature reviews for this study are as follows.

2. Literature Review

The concept of *Halal* refers to the manner of producing goods and services in the manner approved by Islamic law or *syariah*. This involves not only foods products and food preparation but also pharmaceutical products and financial practices. The *Halal* food industry is thus crucial for Muslims all over the world as it serves to ensure then that the foods items they consume daily are *syariah* compliant. It is an industry which is set for tremendous growth. With a global Muslim population of 1.8 billion, the market for *Halal* food is estimated at USD \$547 billion a year (Dierks, 2011). This trend is expected to increase to USD \$2.1 trillion in tandem with the fivefold dynamics driving the global *halal* food market: growth in the Muslim population, the primary market for *Halal* food; rising incomes in primary markets for *Halal* foods; increasing demand for safe, high quality food in primary markets; increasing demand for greater *Halal* food variety in primary markets; and incidents of food marketed as *Halal* but dialing to meet Halal requirements which has spurred demand for genuine *Halal* products (Dagang Asia Net, 2011). Green foods concept refer to foods that are safe to be consumed, fine quality and nutritious food produces under the principle of sustainable development. Green food can be divided into 2 groups, the first good allows using a certain amount of chemical materials and the second group is known as organic foods. Green foods emphasize on the sustainable improvement to the eco-environment and coordinates among the social, economic and eco-environmental efficiency (Liu, 2003). However, green foods can be organic but it's not necessary for all the organic food to be green.

2.1 Natural Content

The natural food refers to the foods that have no artificial ingredient, pesticide, preservatives, animal growth hormone, irradiation and antibiotics which undoubtedly will bring health risk to the consumers (Lockie et al., 2004). Public consciousness on health and the environment degradation associate with the use of harmful chemical ingredient surfaced in the early 1960s (Misra et al, 1991).

2.2 Convenience

Food is not only to fill our stomach but also can make one feels secure, relive tension, stress and boredom (Asp, 1999). Women who always do shopping are usually influenced by the emotional appeal (Lockie et al., 2004). As a result, mood may influence consumer's decision to purchase organic food if they think that it is able to help them cope with stress and make them feel relax. With today's trend with the aspect of busy life, time constraint has becoming as issue for everyone especially for the working adults and housewives with kids. Therefore, the decision for people in choosing organic food largely place on the convenience factor as they have to deal and balance with daily busy chores. More consumers find that organic food nowadays is getting easier to find in their daily consumption, they are hence motivated to purchase organic food on a regular basis. Young people would buy 'green' foods when it is simple to prepare and conveniently available (Lockie et al., 2004).

2.3 Knowledge of Halal & Green Foods

A survey conducted by Bergeaud-Blackler et al. (2006) shows that the Halal meat products are chosen by French Muslims not because of religious obligation, but consumers also believe that Halal products were tastier, healthier and the Islamic slaughter method is less painful for the animal. Fundamental problems that arise are the different definitions of Halal food and the different perceptions among non-Muslim consumers. The Halal food chain is therefore adapting to newly emerging consumer interests like food safety, animal welfare and convenience in cooling and eating (Bonne & Verbeke, 2006). According to Cutler (2007), most consumers believe that Halal and Kosher food products follow stricter safety and quality standards than non-Halal and non-Kosher products in the same category. Given the extra food safety and rigor in standards in the production of Halal and Kosher foods and with consumers responding to such food production practices, food manufacturers are considering the efficacy of expanding their marketing reach in foods designed as Halal and Kosher.

2.4 Familiarity

According to Asp (1999), people reject certain food is because those foods are unfamiliar and have never been tasted. When people are not willing to try new food or dislike those foods which are unfamiliar to them is referred to neophobia (Pelchat & Pliner, 1995). For instance, the degree on how a consumer will purchase a product is heavily depending on the amount of exposure to that particular product (Pelchat & Pliner, 1995).

Familiarity is a critical aspect in a way to show how people believe that organic food contains better taste and smell. It also likes a kind of “comfort food” which induces the feelings of safety (Lockie et al., 2004). This is due to lack of information and people may want to be more informed on how the food taste like and its level of nutrition.

2.5 Price Consciousness

Price is the influential factor for green food consumption, consumers sees green food as more expensive compared to normal food (Lee & Worsley, 2005). Price is the main factor in the purchasing process. However, consumers feel that green food should not be more expensive than normal food (Magnusson et al., 2001). Consumers are also more concerned with value for money to explain high price of green food (Padel & Foster, 2005). Consumers agreed that to pay more for green food even with high price (Zeinab & Seyedeh, 2012).

2.6 Attitudes towards Purchasing

According to Simmons Experian Research Services (2007), the consumers divided into four segments according towards environment attitude. These segments are 1) Behavioral Green: This group of consumers thinks and acts green, they hold negative attitude toward products that pollute the environment; 2) Think Greens: This group of consumers think green but does not necessarily act green; 3) Potential Green: This group of consumers neither behaves nor thinks along particularly environmentally conscious lines and remains on the fence about key green issues; and 4) True Browns: This group of consumers is not environmentally conscious and may have negative attitudes about the green movement. Therefore, there are different dimensions or classifications of consumers with regards to going green. Some consumers could not care less about the environment and what is are really concerned about environment and what is being left for the future generation.

2.7 Demography Profile

The market segmentation is mentioned as being one of the key elements of modern marketing and is, as mentioned, the process of dividing the market into several groups and/or segment(s) based on factors such as demographic, geographic, psychological and behavioral factors. By doing so the marketers will have a better understanding of their target audience and thereby make their marketing more effective (Gunter & Furnham, 1992). This is due to the fact that by using the analytical process that puts customers first, the marketer will get more satisfied customers and thereby gain a great advantage over competitors (Dibb & Simkin, 1996). The demographic segmentation divides customers into segments based on demographic values such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, social class and nationality (Armstrong & Kotler, 2005). The demographic segmentation is often used in market segmentation for the reason that the variables are easy to identify and measure. Furthermore the demographic variables are associated with sale of many products and services and finally they provide a description of the target customers so media buyers and others can target a desired target market.

3. Methodology

This study used data collected from a survey which was conducted in Klang Valley area, Malaysia from June 2015 until May 2016. From this study, Bintang Maju Agri (organic chicken seller) will help to interview their customers and all customers are the most appropriate place to collect data because consumers from the all walks of life shop at restaurants.

The target population will be (i) supermarkets such as AEON, Isetan; (ii) restaurants and hotels; (iii) wet markets and concept shop; (iv) patient and pregnant women. The target population will be around 20,000 customers. Simple randomized sample of 500 respondents were interviewed by using the structured questionnaires to test their attitude towards green concept. Totally 377 out of 500 the respondents received completely from interviewing. Therefore, total response rate of the study is 75 %. The questions were measure by using Likert scale 1 to 5 (1 represent totally disagree and 5 represent totally agree).

By using the SPSS Data Editor software, the first stage to use the test is descriptive analysis. This help to unfold the information embedded in the data. Next test will be the correlation, which is the correlation coefficient and a measure of linear association between two variables. If the correlation coefficient values are always between -1 and +1, the one way ANOVA is used. There is a difference in a measured characteristic between more than two groups of cases. Next, the test of internal reliability was undertaken before into the analysis that addresses the objectives and research questions of the study. This test is important as it generated the information of how much consistency presented among the ratings given by the respondents in all the data that was collected. Lastly, factor analysis is a data reduction that is widely used for the purpose of identifying the underlying dimensions is multivariate data analysis. It uses the correlations structure among a large number of variables to explain these

variables in terms of their common underlying dimensions. It is a statistical way of condensing the information contained in a number of original variables into a smaller number of dimensions, often called factors, without losing much of the information.

The diagram showed the conceptual framework of the impact of changing consumer lifestyles on intention to purchase towards green and Halal foods in chicken meat industry in Malaysia.

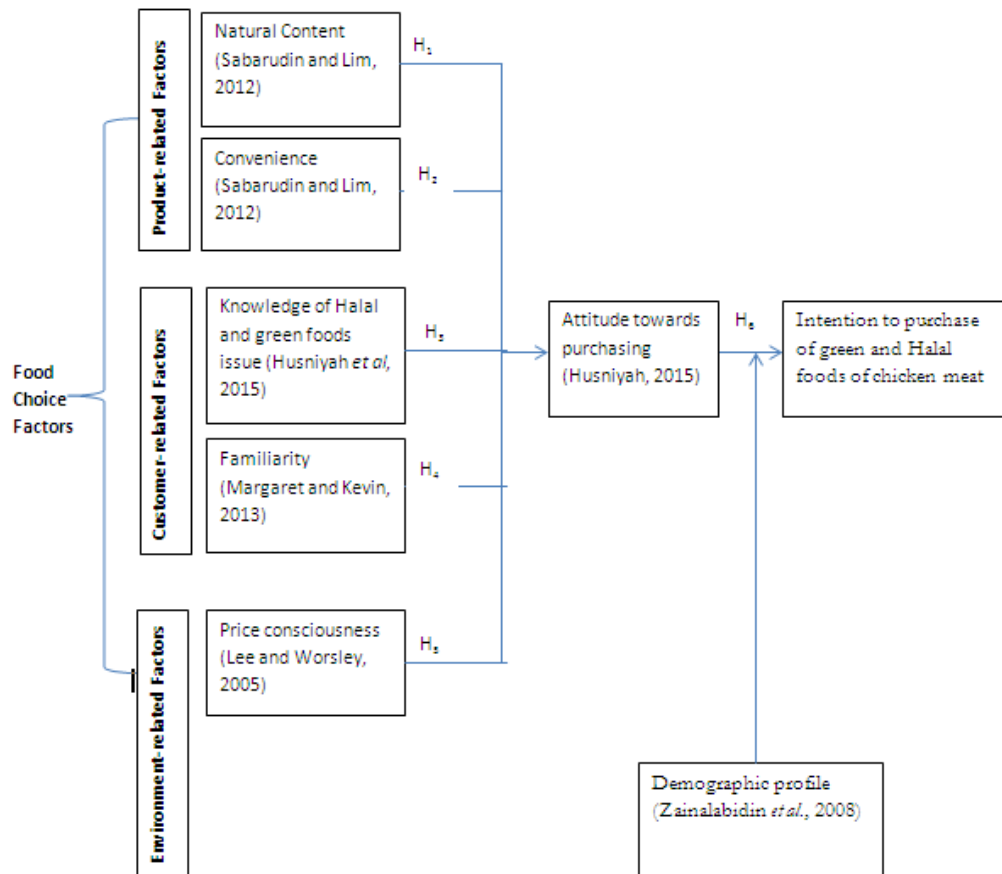


Figure 1. Conceptual Framework of Impact of Changing Consumer Lifestyles on Intention to Purchase towards Green and *Halal* Foods in Chicken Meat Industry in Malaysia

A variable was anything that can take on differing or varying values. The values can differ at various times for the same object or person, or at same time for different objects or persons. In this study, there are three types of variables were in the theoretical framework, which are

a) Dependent variable: The variable of primary interest to the researcher. The researcher's goal is to understand and describe the dependent variable, or to explain its variability, or predict it. Through the analysis of the dependent variable, it is possible to find answers or solutions to the problem. In this study, there are 5 of dependent variables, which are

- 1) Natural content (Sabarudin & Lim, 2012)
- 2) Convenience (Sabarudin & Lim, 2012)
- 3) Knowledge of Halal and green foods issue (Husniyah et al., 2015)
- 4) Familiarity (Margaret & Kevin, 2003)
- 5) Price consciousness (Lee & Worsley, 2005)

b) Independent Variable: It is the variables that influence the dependent variable in either a positive or negative way. That is, when the independent variable is present, the dependent variable is also present, and which each unit of increase in the independent variable, there is an increase or decrease in the dependent variable. In this study, intention to purchase towards green and *Halal* foods of chicken meat are the independent variables.

c) Mediate Variable: It is one that surfaces between the time and the independent variables start operating to influence the dependent variable and the time their impacts are felt on it. There is thus a temporal quality or time dimension to the mediating variable. In other words, bringing a mediating variable into play helps you to model a process. The mediating variables surfaces as a function of the independent variable(s) operating in any situation, and helps to conceptualize and explain the influence of the independent variable(s) on the dependent variable. In this study, attitude towards purchasing is the mediate variable (Husniyah, 2015).

d) Moderate Variable: It has a strong contingent effect on the independent variable-dependent variable relationship. That is, the presence of a third variable (the moderating variable) modifies the original relationship between the independent and the dependent variables. In this study, demographic profile (Zainalabidin et al., 2008) is the moderating variable.

4. Discussion

Several perspective regarding factors affecting on intention to purchase towards *Halal* and Green foods of chicken meat industry in Malaysia have been discussed. More and more people, especially Muslims are now conscious about the health issue and be aware of *Halal* issue. Since Green food come under the healthy food chain category hence its popularity and demand is increasing worldwide. Besides that, several research papers have proved that organic foods help reduce the risk of excessive exposure to chemical residues. The advantages of Green and *Halal* foods are enormous such as hygiene, nutritious, healthy and so on. Steptoe et al. (2005), includes nine major motives, such as health, mood, convenience, sensory appeal, natural content, price, weight control, familiarity and ethical concern. However, this research is more focus about natural content, convenience, knowledge of *Halal* & Green foods, familiarity, price consciousness, attitude towards purchasing and demographic profile towards the chicken meat industry in Malaysia.

Nor Ardyanti et al. (2013) have discovered several findings in relating to the issue of halal awareness among Muslim customers in shopping for food were not concerned for *Halal*. First, the behaviour will impact *Halal* food industry unless JAKIM play its role accordingly. Moreover, Halal food awareness among Muslim customers' is influenced by the understanding of *Halal* concept through practice. However, in their eating habit many took *Halal* for granted by assuming all food produced and market in Malaysia as *Halal*. Thus, when shopping they look for price, taste and surrounding rather than *Halal* logo.

Golnaz R. et al. (2013), in their study of Going Green: Survey of Perceptions and Intentions Among Malaysian Consumers shows the results that the majority of the respondents are aware of the green concept in Malaysia but only a minority of them has purchased green products in the past. Consumers in Malaysia believe that going green is costly but they also understand the green process can save the planet. Socio-demographic variables such as education level and age have a strong relationship with the respondents' intention to go green while the green society and environmentalists are important subjective norms which influence the respondents' intention to go green.

While in Malaysia the findings showed that consumer buys *Halal* and Green chicken meat is because of natural content, convenience, *Halal* issue and price. Therefore, it is important to educate the people regarding green and *Halal* food through health talk, road show or even campaign to encourage more people to consume such foods. This will not only benefit to individual consumer, but also will make the market grow. The implication of this conceptual research can also be used for future study to derive marketing strategies that will encourage more consumers to opt for and consume more healthy chicken as their main choice of food type.

5. Conclusion

Halal has now become a universal concept. *Halal* stands not only for just and fair business transactions but also for animal welfare, social justice and sustainable environment. It is no longer a concept confined or restricted to the slaughtering of animal for consumption of Muslims but encompasses products and services of the highest quality that meet the ever increasing awareness and needs of all consumers in a demanding global market. As the *Halal* value is increasing as more aware of issues concerning health and environment issue. By improving the public awareness, it will increase confident intention purchasing towards the *Halal* chicken meat. Moreover, the confident with the *Halal* foods with the demographic factors and attitude towards purchasing which related with the natural content, convenience, knowledge, familiarity and price consciousness. Thus, the combination of these issues needs to be considered by the producers in order to make the business and industry successful.

The green business became the niche market and profitable business. Consumers are more awareness about the health and environmental issue. As the results, by having a good performance of green/organic poultry production, contrasting alternative systems for producing green/organic poultry, and free-range and barn

production system, it is significant growth in the market for green/organic poultry products. Last but not least, the demand of those products is high especially able to target the right marketing.

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