

**AWARENESS AND THE DETERMINANTS OF INTENT TO PURCHASE  
HALAL PERSONAL CARE PRODUCTS: EMPIRICAL EVIDENCE FROM  
PAKISTAN**



**By**

**Nadia Ansari**

A thesis presented to Bahria University, Karachi in partial fulfillment of the requirements  
for the degree of Masters of Philosophy

**July 2014**

### ABSTRACT

This study investigated Muslim consumer behaviour in the unique context of purchasing *halal* personal care products in Pakistan. Essentially, it investigated consumer behaviour intentions regarding halal non-food products, in the light of Ajzen's Theory of Planned Behaviour (1985, 1991, 2002). It also sought to know the effect of awareness of concept of *halal* in personal care products on the purchase decisions of Muslim consumers in Pakistan. Moreover, it explored religiosity's effect on consumer buying behavioural intent and its determinants in this particular context. In essence, this research attempts to add to existing knowledge by linking the concept of *halal* and consumer behaviour with personal care products. It was hypothesized that the three variables of TPB – *attitude, subjective norm, perceived availability*- were significant influencers of intent to purchase halal personal care products. It was further proposed that *awareness* of halal personal care products also influences consumers' purchase intent. A quantitative methodology was employed, where 236 urban, educated and affluent respondents from Karachi and Islamabad were included for participation. Since this was a behaviour-focused study, special attention was given to the target selection, in terms of their psychographic characteristics. These included only educated, urbane and affluent Muslims, male and female, in the target areas. This was done to ensure participation of only those respondents who have the knowhow of the significance of ingredients while shopping, and those who are consumers of multinational branded personal care items. Data was analysed through multiple regression and correlation using SPSS. Results revealed that attitudes and subjective norms are significant predictors of intent to buy halal personal products. However, perceived availability and awareness did not appear to have any significant impact. Religiosity was also found to impact intent to purchase. Moreover, awareness trends and perceptions of *halal* PCP were also analyzed.

AWARENESS AND INTENT TO PURCHASE HALAL PERSONAL CARE PRODUCTS

TABLE OF CONTENTS

LIST OF TABLES	iv
LIST OF FIGURES	v
LIST OF ABBREVIATIONS	vi
ABSTRACT	vii
<b>CHAPTERS</b>	
<b>INTRODUCTION</b>	<b>1</b>
1.1 Background of the Study	1
1.2 Overview of the Context	4
1.3 Research Objectives	6
1.4 Overview of the Theoretical Framework	7
1.5 Overview of the Methodology	8
1.6 Significance	9
1.7 Structure of the Research Proposal	10
<b>2. LITERATURE REVIEW</b>	<b>12</b>
2.1 Halal Consumption Patterns	12
2.2 Buying trends for <i>Halal</i> Personal Care Products	14
2.3 Consumer Buying Behaviour and its Determinants	16
2.4 Theories of Consumer Behaviour	17
2.4.1 Theory of reasoned action (TRA)	18
2.4.2 Theory of planned behaviour (TPB)	20
2.5 Determinants of Behaviour Intent	23
2.5.1 Attitude	23
2.5.2 Subjective norm	24
2.5.3 Perceived behavioural control	24
2.5.4 Awareness of halal personal care products	25
2.6 Effect of Background Factors	26
2.6.1 Religiosity	28
Summary	30
<b>3. THEORETICAL FRAMEWORK</b>	<b>31</b>
Overview	31
3.1 Theoretical Framework	32
3.2 Proposed Relationships between Key Variables	33
3.2.1 Attitude and Intent to Purchase HPCP	33
3.2.2 Subjective Norm and Intent to Purchase HPCP	35
3.2.3 Perceived Availability and Intent to Purchase HPCP	36
3.2.4 Awareness and Intent to Purchase HPCP	37

## AWARENESS AND INTENT TO PURCHASE HALAL PERSONAL CARE PRODUCTS

3.3 Relationships with Religiosity	38
3.3.1 Religiosity and attitude	39
3.3.2 Religiosity and subjective norm	40
3.3.3 Religiosity and Perceived Availability of HPCP	41
3.3.4 Religiosity and Intent to Purchase	42
Summary	43
<b>4. METHODOLOGY</b>	<b>44</b>
Overview	44
4.1 Research Design	44
4.1.1 Unit of Analysis & Sampling Technique	45
4.1.2 Time Frame of the Study	48
4.1.3 Challenges to this Research	48
4.2 Research Methodology and Justification	48
4.2.1 TPB Methodology	49
4.3 Operational Definitions of Key Variables	51
4.3.1 Intent to purchase – dependent variable	51
4.3.2 Attitude - independent variable	52
4.3.3 Subjective norm- independent variable	53
4.3.4 Perceived availability – independent variable	54
4.3.5 Awareness – independent variable	55
4.3.6 Religiosity – background factor	56
4.4 Validity and Reliability of the Research Instrument	58
4.4.1 Reliability test	58
4.4.2 Instrument format	59
4.4.3 Pre testing the Instrument	60
4.5 Statistical Methods Employed	61
Summary	62
<b>5. DATA ANALYSIS</b>	<b>63</b>
Overview	63
5.1 Demographic Profile of Respondents	64
5.1.1 Gender of Respondents	64
5.1.2 Age of Respondents	65
5.1.3 Level of Education of Respondents	65
5.1.4 Monthly Household Income of Respondents	66
5.2 Descriptive Statistics of Data Collected	67
5.2.1 Intent to Purchase Halal Personal Care Products	69
5.2.2 Awareness	71
5.2.3 Attitude	71

AWARENESS AND INTENT TO PURCHASE HALAL PERSONAL CARE PRODUCTS	
5.2.4 Subjective norm	73
5.2.5 Perceived availability	74
5.2.6 Religiosity	75
5.3 Hypothesis Testing	76
5.3.1 Attitude and Intent to Purchase	76
5.3.2 Subjective Norm and Intent to Purchase	79
5.3.3 Perceived Availability and Intent to Purchase	80
5.3.4 Awareness and Intent to Purchase	81
5.3.5 Religiosity and Attitude	84
5.3.6 Religiosity and Subjective Norm.	85
5.3.7 Religiosity and Perceived Availability	86
5.3.8 Religiosity and Intent to Purchase	87
5.3.9 Mediating Effect of TPB Factors	89
5.4 Regression Analysis for Model Fit	91
5.4.1 Conclusion for Hypothesis Testing	92
5.5 Analysis of Awareness	94
5.5.1 Awareness about Ingredients	94
5.5.2 Awareness of Presence of Non Halal Products	98
<b>5.5.3 Conclusion of Awareness Measures</b>	<b>99</b>
Summary	100
<b>6. DISCUSSION AND CONCLUSION</b>	<b>101</b>
6.1 Research Objective 1	101
6.2 Research Objective 2	105
6.3 Research Objective 3	106
6.4 Implications of the Research	107
6.5 Limitations of the Study	107
6.6 Recommendations for Future Research	109
REFERENCES	110
APPENDICES	121