

# Muslim Consumer Intention toward Goat Milk Purchasing Behavior in Malaysia: A Preliminary Findings

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## Abstract

The attention on Muslim consumers towards consumption goat milk in Malaysia is increasing due to following Prophet Muhammad (*pbuh*) sunnah and because of its healthy content. However, there are some debates on the goat milk due the odour that prevent Muslim consumer to consume it. This study strives to investigate Muslim consumer intention toward goat milk purchasing in Malaysia. Broadly speaking, the Theory of Planned Behavior (TPB) model explained how consumers form behavioral intention. This study was employed TPB to investigate Muslim consumer intention toward goat milk purchasing behavior. A 5-point Likert continuum scale was used to analyze and rank perceptions of consumers, with one (1) as strongly disagreed and five (5) as strongly agreed. A total 55 respondents were involved in these preliminary findings. Multiple regression analysis was used to analyze Muslim consumer intention toward goat milk purchasing behavior in Malaysia. This study finds Muslim consumers attitude and taste are the factors contribute to influence intention to purchase goat milk directly and indirectly. Descriptive statistics show that the younger Muslim consumers, high educated and income is the most respondents who is participate in this study. This study could contribute to a better understanding of Muslim consumers demand towards goat milk purchasing.

**Keywords:** Consumer Intention, Goat Milk, Purchasing Behavior, Theory of Planned Behavior.

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## Introduction

Consumers' behavior refers to the purchasing behavior of the final consumers', which is individuals and households who buy goods and services for personal consumption (Howard 1989; Loudon and Bitta 1991). This parallel with Bennett (1995) which refers consumers' behavior as the actions and decision processes of people who purchase goods and services for personal consumption. Consumers' decides what to purchase, for whom to purchase, why to purchase, from where to purchase, and how much to purchase. According to Utami (2014), consumer behavior can be measured in observing or tracking the purchasing frequency and repeating the purchase in the future. In this regard, many studies are trying to investigate consumer behavior with food purchasing (Conner and Sparks, 1996; Fishbein and Ajzen, 1975; Nooh et al., 2008; Thompson et al., 1996). Purchasing action will yield outcomes of either satisfaction or dissatisfaction. This can be measured by not only observing or tracking the purchasing frequency of these foods but also by repeat purchases in the future. In linked with this, consumer is willing to purchase or consume if its benefit to them such as return in healthy life, taste, religiosity and so on. Milk is one of the factors that consumers are willing to purchase due to benefit to them.

Milk is very important in human diets because it contains significant amount of saturated fat, proteins, calcium and as well as vitamin (Lim et al., 2016). Consuming milk is very important in human diets because it contains significant amount of saturated fat, proteins, calcium and as well as vitamin. The recommended daily dairy products including goat milk consumption is about 200-400 ml for adults and 600-800 ml for children and pregnant women (Miller et al., 2000). Milk products including goat milk is high nutritious animal product, goat milk is known as nutritious food that contains a better nutrient compared with other types of milk (Clark and Garcia, 2017). Goat milk has the highest mineral composition of calcium (CA), phosphorus (P) and potassium (K) compared to cow and human milk (Bihagi and Jalal, 2010). Moreover, goat milk also contains higher level of Vitamin A than cow milk (Yangilar, 2013). Goat milk is one of the recent issues in the consumers' behavior (Utami, 2014), and is starting to be well known among Malaysian especially of Muslim due to followed Prophet Muhammad (pbuh) sunnah (Umar, 2017). It is sighted in several researches that consumer behavior is one among the major factor influencing goat milk consumption (Nurafifah et al., 2013; Ramona, 2014; Jerop et al., 2014; Lim et al., 2016; Han et al., 2016).

However, there are less information on specific factors that drive Muslim consumers' intention towards goat's milk purchasing behavior in Malaysia (Lim et al., 2016). Moreover, issues among Muslim consumers' in Malaysia who still did not consume goat milk widely (Umar et al., 2017; Manan et al., 2016; Han et al., 2016). Other studies have reported that the strong odor and taste of goat's milk prevent people from consuming the milk (Mowlem, 2005; Park, 2005). A study by Kagunyu et al. (2006) revealed that milk from exotic dairy goat genotypes had less fat, was less sweet and had more odor than from indigenous goats. In the current study, low consumers of goat's milk were more likely to agree with the statements that goats milk had an odor (Jerop et al., 2014). Thus, this study strives to investigate Muslim consumer intention towards goat milk purchasing in Malaysia. Armed with the knowledge of what is lacking in Muslim consumers' intention and behavior towards goat milk consumption, the policy makers will be able to

design and implement effective programs to educate consumers' regarding healthy issues on goat milk consumption. Herewith, this paper is structured as follows. This paper begins with an introduction and literature review. The third section explains the methodology of the research. The fourth section explains the research findings. The final section concludes the study.

## **Literature Review**

### *Attitude*

Attitudes can help to predict behavioral intentions and even approximate behavior itself (Foxall, Goldsmith, and Brown, 1998). Individual's attitude toward purchasing behavior and his or her beliefs about the consequence of this action (Utami, 2014). In consumer behavior and marketing context, attitude is a favorable or an unfavorable tendency of behavior of an individual toward any object. Therefore, a consumer can have dissimilar attitudes toward the same product in different places and situations (Schiffman and Kanuk, 2010). Fishbein and Ajzen (1975) stated that the degree of an individual's positive or negative feeling toward any object or toward the intention of performing any particular behavior is called attitude. In the context of Islamic religion, Muslim consumers believe should eat of the good provided and give thanks to Allah (Bonne and Verbeke, 2008). In addition, Muslim made purchases from stores because they believe the products are fresh, safe and free infection (Muhammad, 2013).

### *Subjective Norm*

Subjective norms are composed of an influence of other people in society and motivation to comply with other people's views (Utami, 2014). Subjective norm represents how the individual perceives the attitude of the importance of other people and the motivation of the individual to comply with that attitude (Parthasarathy et al., 1994; Schutte and Ciarlante, 1998). Subjective norm assesses the social pressure on individuals to perform or not to perform certain behavior, i.e. the motivation to comply with significant others' views. It represents the fact that important referents (other individuals or groups) think that one should carry out the actions and the inspiration to adhere to these referents (Nilsson et al., 2004). Xu and Zhou (2010) reported that family eating habits have a strong impact on college students' dairy choices. Similar findings are reported by Nolan-Clark et al. (2011) and ESADA (2002), who found that dairy product consumption is significantly influenced by family buying habits and choices. Thus, when a person is surrounded by family or peers to whom consuming goat milk is important, and if that person wishes to please them, there would be more pressure and the likelihood of consumption would be higher.

### *Perceived Behavioral Control*

Perceived behavioral control is the perceived control one has over one's actions. It refers to the capacity of an individual to perform a given behavior (Ajzen, 1985). Perceived behavioral control is defined as perceptions of the extent to which the behavior is measured to be manageable. It measures the point to which individuals distinguish that

they truly have mechanism over endorsing the behavior of attention (Liou and Contento, 2001). Perceived behavioral control is of superior interest than tangible control, as it deliberates people's intuition of the comfort or struggle of performing the behavior of curiosity (Verbeke and Vackier, 2005). Perceived behavior is one of the independent determinants of individual's intention towards purchasing decision. Perceived behavioral control evaluates the limits of person's control on his behavior (Liou and Contento, 2001; Karijin et al., 2007). Although subjective and objective knowledge are connected, they are discrete in two phases (Alba and Hutchinson, 1987; Brucks, 1985). First, when people do not precisely perceive how much or how little they really know, subjective knowledge may over- or underestimate one's actual product knowledge. Second, measures of subjective knowledge can indicate self-confidence levels as well as knowledge levels. Though the consumers have the positive perception towards goat milk, it is necessary that they should be taking some concrete effort and initiation to purchase the product.

### *Health*

2012). Health plays an important role in the purchasing and consumption of food (Padel and Foster, 2005; Tregear et al., 1994). It means that health is a predictor of intention to purchase food products (Magnusson et al., 2003). Particularly, Muslim consumers demand healthy and quality products that meet Shariah requirements (Al-Harran and Low, 2008). In this regard, products that comply with those requirements must be healthy to be offered to consumers (Shaharudin et al., 2010). Quah and Tan (2009) asserted that consumers are becoming more educated; therefore, their choices moved toward the wellness of health and they tend to become more conscious about their health. Xu and Zhou (2010) have shown that health influence the frequency of goat milk consumption. According to Jerop et al. (2013), consumers were willing to pay higher prices for goat's milk. This implies that many consumers of goat's milk did not mind the price of the milk, possibly because of the additional health benefits of goat's milk. According to Park (2012), goat's milk, in addition to providing basic nutrition and subsistence to goat keepers, had a significant value in human nutrition, especially for children. Thus, health become the intention why Muslim consumer purchase goat milk.

### *Nutrition*

Goat milk plays an important role in nutrition and socioeconomic wellbeing of developing and underdeveloped countries, where it provides basic nutrition and subsistence to the rural people, which are the majority of their populations (Park and Haenlein, 2007). Although goats produce approximately 2% of the world's total annual milk supply (FAO, 1995), their contribution to the nutritional and economic wellbeing of mankind is tremendous in many parts of the world, notably in the Mediterranean countries and in the Middle East (Park, 1994; Park and Haenlein, 2007). Goat milk is characterized by predominantly small milk fat globules widely referred to as homogenized goat milk, less curd yield, and weaker curd firmness which together aid digestion. The milk fat has significantly higher contents of short chain, medium chain and polyunsaturated fatty acids than cow milk and its cheeses. Goat milk exceeds cow milk in monounsaturated, polyunsaturated fatty acids and medium chain triglycerides all of which are well known to be beneficial for human health, especially for cardiovascular conditions (Haenlein,

2004). Nutrition is a major “determinant of chronic disease” and scientific evidence shows that changes in diet can have positive or negative effects on human’s health (WHO, 2003). For this reason, the nutritional factor of the products appears to have a significant impact on consumer’s intention and purchasing behavior.

### *Religiosity*

A religiosity may influence consumer behavior (Delener, 1994, Pettinger et al., 2004), particularly in food purchasing and consumer behavior (Bonne et al., 2007). Schiffman and Kanuk (1997) also found that religious identity is a significant factor in purchasing food products. Religion plays an important role in shaping the lives, beliefs, and attitudes of people (Rehman and Shabbir, 2010). According to Johnstone (1975), religion is a system of practices and beliefs that guide groups of people to respond to its teachings as a result of interpretations of its principles. The impact of religion on the consumption of food depends on the teachings of the religion itself to the individuals who follow that religion (Lada et al., 2009). Religion can influence the attitudes of consumers and their behaviors (Delener, 1994). Religious consumers often make purchasing decisions and form eating habits based on their religious piety, especially in the consumption of animal products (Bonne and Verbeke, 2008; Mullen et al., 2000; Shatenstein and Ghadirian, 1998). The role of religion is very significant and influential in consumer behavior, and it is worthwhile to look closer at its effect on the purchasing intentions of consumers to choose products (Dali et al., 2007; Shaharudin et al., 2010). Moreover, Mukhtar and Butt (2012) and Mohamed and Daud (2012) conclude that consumers choose food products according to their interest in religion. Religiosity also have a strong effect on consumer actions and behavior to purchase foods (Weaver and Agle, 2002). In Muslim consumption the religiosity factor is an important factor for Muslim consumers in intention toward goat milk purchasing due to practices Prophet Muhammad (*pbuh*) Sunnah.

### *Taste*

The global food market has experienced major transformations due to changes in lifestyle, taste and preferences, and higher income and education levels (Ismail et al., 2014). Many consumers are intent to purchase if the taste is not being significantly compromised (Hung et al., 2016; Shan et al., 2016; Tobin et al., 2014). Regardless of the rising consumers’ demand for health benefits from food, taste is still among the most significant influencers in a consumers’ decision-making process (Thompson and Moughan, 2008). Taste has been reported as a strong influence on purchasing intention (Poulsen, 1999). Based on several studies (Annunziata and Vecchio, 2011; Poulsen, 1999; Verbeke, 2006; Siro et al., 2008; Jonas and Beckmann, 1998; Urala and Lähteenmäki, 2004), one of the major factors for acceptance of functional foods is taste. Grunert et al. (2000) discuss that consumers’ perceptions of dairy product quality are complex and involve much more than sensory attributes such as taste or smell, health-related, convenience-related and process-related. According to Nagyová et al. (1998), the major reason for purchasing milk is taste and its wide usage in household (for the purpose of cooking). Added on, according to De Alwis et al. (2009), taste is among the key factors determining purchase of fresh milk. In other study stated that taste is among the key factors determining fluid milk consumption in Taiwan (Hsu and Lin, 2006). Besides that,

among factors determining demand for eco-labelled milk is taste attributes (Mannerbro and Wallin, 2007). According to Utami (2014), consumers repeat their purchase of fresh goat milk or its processed products in the future if they feel satisfied and vice versa.

### *Price*

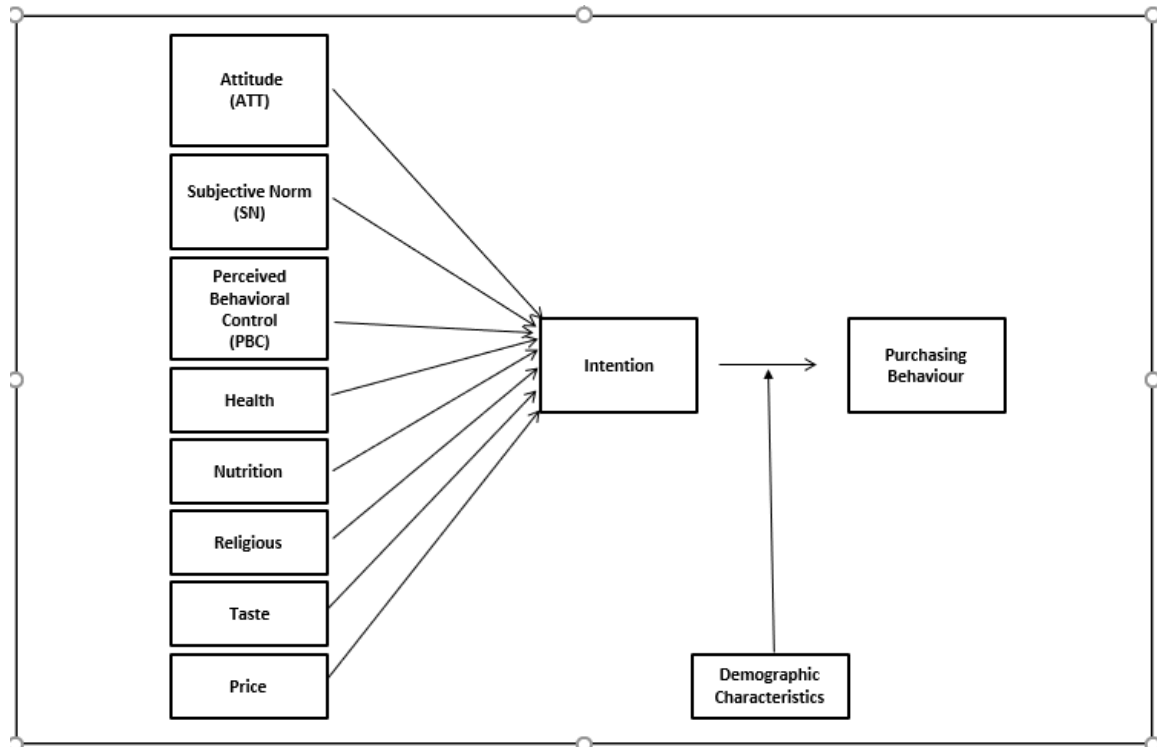
Most of consumers are intent to purchase if price is not being significantly compromised (Hung et al., 2016; Shan et al., 2016; Tobin et al., 2014). Besides that, few studies had shown the existence of price elements to intention towards purchasing milk products. Such for example, Kumar and Babu (2014) realized a research on brand preference, customer satisfaction and influencing factors regarding dairy products purchase behavior in Pondicherry State, India. Resulting from these findings it was obvious that price is the factors in purchasing dairy products. De Alwis et al (2009) stated that factor determining purchase of fresh milk is price. According to Bingham et al (2014), among key factors influencing demand for brand-level milk is price. Among the factors influencing purchase intention of lactose-free milk is price (Senadisai et al, 2014). Price is the factors that influencing milk consumption of rural household in northern Vietnam (Trung et al, 2014). Kresic et al (2010) mentioned that the factor determining purchase of dairy beverages is price. Moreover, the most important motive stimulating the purchase and consumption of dairy beverages is price (Kurajdova and Petrovicova, 2015). The positive sign indicated those consumers who perceive the importance of affordable product price in purchasing this product are more likely to increase buying activity toward fresh goat milk or its processed products (Utami, 2014). The perception about the importance of affordable food price is one of the consumers' behavior issues that influence consumer intention in purchasing decision.

### *Intention*

Armitage and Conner (2001) found that intention as the motivation for individuals to engage in a certain behavior. It assumes that the probability of performing an act is a function of intention to perform act (Chang and Cheung, 2001). Moreover, intention is a state of a person's willingness to perform the behavior, and it is considered as an immediate antecedent of behavior (Ajzen, 1985). Based on the Theory of Planned Behavior (Ajzen, 1991), TPB deals with the antecedents of attitudes, subjective norms and perceived behavioral control. These elements are used in an attempt to understand people's intention to involve directly or indirectly in a number of activities such as willingness to vote and giving (Hrubes, Ajzen and Daigle, 2001). According to the TPB model, behavioral intention is an immediate antecedent of behavior (Ajzen and Fishbein, 1975). Purchase intention can affect the purchasing decision of customers in the future (Omar et al., 2012). Therefore, purchase intention is prediction about consumers' future purchase decisions. In a direct measurement of these determinants, attitude refers to an evaluative judgement about the advantages and disadvantages of performing a behavior, while subjective norms refer to a person's perception of social pressure to perform the behavior and a perceived behavioral control refers to an individual's perceived confidence in the capability of performing the behavior (Fishbein and Ajzen, 2005). Although consumers' purchasing intention of food been studied in the past, little is known

about Muslim consumers' intention towards actual behavior on goat milk purchasing in Malaysia context.

Figure 1: Research Framework of the Study



### Research Framework

Research proved that purchasing behavior and consumer intention have an indirect relationship with one another. In this regard, many studies used different behavioral models to determine the relationship of purchasing behavior with consumer intention (Conner & Sparks, 1996; Fishbein & Ajzen, 1975; Nooh, Nawai, Dali, & Mohammad, 2008; Thompson, Haziris, & Alekos, 1996). More specifically, in the context of consumer behavior the most popular theoretical models are TPB, TRA, classic attitude behaviors model and behavioral perspective model. These models and theories are important for researchers in determining and investigating consumer behaviors toward food consumption and of purchasing behavior of food products (Acebron, Mangin, & Dopico, 2000; Alam & Sayuti, 2011; Fishbein & Ajzen, 1975; Norman & Conner, 2006). All the above-mentioned models show that attitude, social norms, and perceived behavioral control motivate consumers to choose food and non-food products. Thus, this study employs TPB model to test the relationship and influence of each variables as showed in figure 1. The main aim of this paper was to investigate Muslim consumer intention toward goat milk purchasing behavior in Malaysia. Researchers focus attention on the identification of the most significant factors leading Malaysian Muslim consumers to purchase goat milk. In connection to aim, researchers formulated following hypotheses:

H1: There exists relationship between Muslim consumer attitude and intention toward goat milk purchasing behavior in Malaysia.

H2: There exists relationship between Muslim consumer subjective norm and intention toward goat milk purchasing behavior in Malaysia.

H3: There exists relationship between Muslim consumer perceived behavioral control and intention toward goat milk purchasing behavior in Malaysia.

H4: There exists relationship between Muslim consumer health and intention toward goat milk purchasing behavior in Malaysia.

H5: There exists relationship between Muslim consumer nutritious and intention toward goat milk purchasing behavior in Malaysia.

H6: There exists relationship between Muslim consumer religiosity and intention toward goat milk purchasing behavior in Malaysia.

H7: There exists relationship between Muslim consumer taste and intention toward goat milk purchasing behavior in Malaysia.

H8: There exists relationship between Muslim consumer price and intention toward goat milk purchasing behavior in Malaysia.

H9: There exists relationship between Muslim consumer intention toward goat milk purchasing behavior in Malaysia.

## **Methodology**

To collect data, we used a structured questionnaire designed on the basis of literature review, expert interviews, and consumer focus groups. The questionnaire included questions about consumers intention toward goat milk purchasing' attitude, subjective norm, perceived behavioral control, health, nutrition, religiosity, taste and price. For the purpose of gaining primary descriptive data we availed questioning via online questionnaire which was tested in pretested through direct interviews with consumers. And then after minor corrections widely distributed. A 5-point Likert continuum scale was used to analyze and rank perceptions of consumers, with one (1) as strongly disagreed and five (5) as strongly agreed. Data were analyze using SPSS 21.0 A consumer questionnaire conducted with the purpose of to investigate Muslim consumer intention toward goat milk purchasing behavior in Malaysia was carried out on 55 Muslim consumers in mid of January 2018. The study data was analyzed to meet all of the underlying assumptions of multiple regression analysis, through SPSS such as, frequency analysis, descriptive analysis and regressions.



## Findings and Discussion

### *Demographic Profiles*

Table 1: Profile of Respondents (N=55).

Profile	Category	Respondents	Percentage (%)
Age	18 – 25 years old	9	16.4
	26 – 33 years old	28	50.9
	34- 41 years old	12	21.8
	42 – 49 years old	1	1.8
	50 years old above	5	9.1
Gender	Male	20	36.4
	Female	35	63.6
Level of Education	LCE/SRP/PMR and below	1	1.8
	MCE/SPM	2	3.6
	STPM/STAM	6	10.9
	Diploma	46	83.6
	Degree and above	1	1.8
Monthly Income	Below RM 1,500	10	18.2
	RM 1,501 – RM 3,000	11	20.0
	RM 3,001 – RM 4,500	9	16.4
	RM 4,501 – RM 6,000	19	34.5
	RM 6,001 and above	6	10.9
Occupation	Student	9	16.4
	Government Sector	14	25.5
	Private Sector	27	49.1
	Unemployed	3	5.5
	Others	2	3.6
Marital Status	Single	33	60.0
	Married	22	40.0

Table 1 above has shown the respondent demographic characteristics. Regarding the age structure of asked respondents, 50.9 % respondents were 26 - 33 years old, 21.8 % were 34 - 41 years old, 16.4 % were 18 - 25 years old, 9.1 % were 50 years old and above and finally 1.8 % were 42 - 49 years old. In the consumer survey researchers addressed 55 respondents from which 63.6 % respondents were women and 36.4 % are men. Considering highest level of education achieved, 1.8 % respondents had degree and above, 83.6 % had diploma, 10.9 % had STPM or STAM certificate, 3.6 % had MCE or SPM qualification and 1.8 % LCE/SRP/PMR and below. Finally, in terms of the level of monthly income of respondent's, 34.5 % had income up to RM4,501 – RM6,000, 20.0 %

from RM1,501 – RM3,000, 18.2 % below RM1,500, 16.4 % from RM3,001 – RM4,500 and 10.9 % had income more than RM6,000 and above. In terms of the occupation of respondent's, 25.5 % work in government sector, and 49.1 % of respondents are work in private sector. Meanwhile, rest 16.4 % are student, 5.5 % unemployed and 3.6 % others. In the consumer survey researchers addressed 55 respondents from which 40 % respondents are married and 60 % is single.

## Model Summary

### Multiple Regression Analysis

Table 2: Model Fit

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	35.637	8	4.455	20.499	.000 <sup>b</sup>
Residual	9.996	46	.217		
Total	45.633	54			

The F-value of the model, as noted in Table 2, 20.499 with a p-value of 0.000 which is less than the chosen 5% level of significance. Thus, confirming the fitness of the model, which indicates that there is a statistically significant relationship between intention and each of the independent variables namely attitude and taste. Only two variables added statistically significantly to the prediction,  $p < .05$ .

The bootstrap coefficients as presented in Table 3 below (see Table 3) indicate that attitude and taste have a significant positive effect on consumer intention. The p-value for 'attitude' is less than the chosen 5% level of significance, and therefore, it is statistically significant ( $p < 0.05$ ).

Table 3: Regression Coefficients

Bootstrap for Coefficients							
Model	B	Bootstrap <sup>a</sup>					
		Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval		
					Lower	Upper	
1	(Constant)	-.846	-.027	.558	.137	-1.990	.136
	Attitude	.453	.017	.186	.013	.097	.807
	SN	.055	-.001	.099	.611	-.133	.251
	PBC	-.045	-.009	.133	.708	-.317	.204
	Health	-.015	-.014	.153	.933	-.340	.255
	Nutrition	.169	.001	.153	.249	-.145	.473
	Religiosity	.246	-.003	.140	.077	-.010	.534
	Taste	.337	.007	.155	.037	.032	.674
	Price	.021	.007	.159	.870	-.267	.349

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Table 4: Linear Regression

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.117	.598		.196	.846	-1.083	1.317
	Intention	.761	.154	.563	4.955	.000	.453	1.069

a. Dependent Variable: Purchasing Behavior

The unstandardized coefficients and standardized coefficient as presented in Table 4 above (see Table 3) indicate that consumer intention have a significant positive effect on goat milk purchasing behavior. The p-value for ‘intention’ is less than the chosen 5% level of significance, and therefore, it is statistically significant ( $p < 0.05$ ).

## Discussion and Conclusion

The respondents in this study represent mainly younger urban Muslim consumer groups with higher education levels and relatively to higher income and able to purchase goat milk; these characteristics are, in our opinion, mainly in accordance with the Malaysia urban census. Higher levels of education are common in cities. In line with that, dairy goat farmer, supplier or retailer whose target market is Muslim consumers should improvise their strategy in terms of innovation and development products, which what findings can see most of respondents are age between 26 to 33 years old which reflect the younger generation.

Based on the outcome of this study, it is evident that attitude and taste had the most significant effect on consumer intention compared to subjective norm (SN), perceived behavioral control (PBC), health, nutritious, religiosity and price. This study also noted that the intention had a positive relationship with Muslim consumer behavior. Findings of this study improve our understanding of Muslim consumer behavior towards goat milk purchasing. Much more, Muslim consumers intent to purchase goat milk not for what benefit for them, but also for what they mean.

This study is preliminary and cross-sectional in nature and is by no means an exhaustive study on market. Additionally, the results only reflect the response from limited numbers of consumers. Further measures for this study to be conducted on a national basis would be beneficial, i.e. research to all over Malaysia with a bigger sample size to reflect the demographic composition of Malaysia.

Currently, the results show that some variables are not significant positive. But, it can be a significance positive if more sample are collected in the future research. Hypotheses can be concluded that hypothesis number one (H1) is significance positive relationship

between Muslim consumer attitude and intention towards goat milk purchasing behavior in Malaysia. In addition, hypothesis number seven (H7) shown significance positive relationship between Muslim consumer taste and intention towards goat milk purchasing behavior in Malaysia. Finally, hypothesis number nine (H9) is significance positive relationship between Muslim consumer intention toward goat milk purchasing behavior in Malaysia.

Despite of negative relationship for others hypotheses, the potential of future research to employed TPB in this study is based on the significance relationship between independent variable (IV) and dependent variable (DV) which is Muslim consumer intention towards goat milk purchasing behavior. Therefore, based on the findings, this study is expected to be useful to increase knowledge and understanding consumer behavior in purchasing decisions and can be used as resources in the improvement of marketing strategies according to the needs of consumers.

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