Perceived Purchase Intentions and Behaviour by Non-Muslim Consumers in Pagadian City Towards Halal Foods

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ABSTRACT

This research examined the perceived purchase intentions and behavior of non-Muslim consumers towards Halal foods in Pagadian City, in terms of socio-economic profile, purchase intentions, and behavioral elements. The researchers utilized a quantitative research design for the study. Ninety (90) respondents were identified to answer the self-made questionnaire checklist, which was conducted in Pagadian City. Percentage, weighted mean, and chi-square were used to treat the data. Findings revealed that the majority were female (64.4%), aged 18–25 (53.3%), single (67.8%), college level (76.7%), students (43.3%), with an approximate monthly income of ₱11,000–15,000 (50%), and were Roman Catholic (57.78%), who had significantly purchased Halal foods. The data showed that the level of purchase intention was generally interpreted as High, indicating that the majority of non-Muslim customers patronized Halal foods for a variety of reasons, with their purchasing choices significantly shaped by food quality, ambiance/environment, and intention to purchase. Additionally, the level of behavior of the non-Muslim consumers was overall interpreted as Positive in connection to their attitude, perceived behavioral control, repurchase intention, and subjective norms in consuming Halal foods carefully and thoughtfully. Furthermore, the relationships of socio-economic profile to the level of purchase intention and behavior of non-Muslim consumers, as tested using the Chi-square (Likelihood Ratio value, degrees of freedom, and p-value), implied not to reject the null hypothesis at the level of significance. Therefore, it can be concluded from the results that there was no significant relationship. The study recommended that Halal restaurants be encouraged to enhance advertisements aimed at their male non-Muslim consumers, highlighting Halal foods as a nutritious diet suitable for all lifestyles, promoting market stability amid rivalry, establishing a strong impression to retain returning customers, and maximizing the expanding Halal food market in the region.

Keywords: **Halal Food, Purchase Intention, Behavior, Non-Muslim Consumers, Pagadian City**

INTRODUCTION

Food may be essential as fuel for the body, but good food is fuel for the soul (Forbes, 2020). It should be noted that halal food has become known for its cleanliness as a result of high sanitation and hygiene regulations, making it one of the cleanest types of food. Halal and Thayyib food emphasize cleanliness, safety, and

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nutritional value, ensuring that it is free of dangerous ingredients or contaminants (Triansyah, 2023). Halal foods have several distinguishing characteristics, such as careful material selection, stringent cleanliness standards, and a focus on nutrition and health, which meet today's increasing demands for food safety. Halal products are not only popular among Muslims, but also among non-Muslims (Osman, 2023). The potential market for halal food has rapidly increased globally. In addition, around the United States Dollar (USD) 1.5 billion worth of halal food is sold annually by Thailand to the UAE exclusively (Ruenrom and Unahanandh, 2005). Non-Muslim patrons in nations such as Russia and the Philippines purchase halal food because they view halal products as natural and secure (Wilkins et al., 2017). Moreover, leading firms around the world invest in halal food (Aday & Yener, 2015). Halal food has been added to the product range of fast-food companies such as Domino's, McDonald's, KFC, and Subway, including large retailers such as Carrefour and Albert Heijn (Wilkins et al., 2017).

The modern demand for halal food goes beyond simple religious principles. In Muslim Mindanao's newly created Bangsamoro Autonomous Region, a separate ministry of tourism oversees planning joint travel campaigns with national organizations as well as creating its own programs. Tourism is highlighted in this campaign. Furthermore, the former Secretary of the Department of Tourism, Ms. Bernadette Romulo-Puyat, in an interview, stated that "The significant new products [halal products] will draw particular attention to the attractions and cuisine in Mindanao and assist in enhancing the tourism sector in the area" (BusinessWorld, 2022).

In this context, this study navigates the topic of Halal Foods: Its Purchase Intention and Behavior Among Non-Muslim Consumers in Pagadian City. This is further conducted to examine and reveal the purchase intentions and behaviors of non-Muslim consumers in consideration of their socio-economic characteristics, purchase intention, and behavioral elements. Similarly, this study serves as a motivation for the researchers to bridge a gap in the existing literature, as there are limited studies that delve into halal foods, especially in local settings. One reason for the scarcity of data might be that the topic is "religiously sensitive"

due to the significance of Islamic beliefs and practices (Riaz & Ghayyas, 2023). Inadequate research leads to insufficient awareness. As a consequence, this issue must be carefully examined. Specifically, it sought to answer the following questions:

1. What is the socio-economic profile of the respondents in terms of age, sex, marital status, religion, occupation, level of education, and monthly income?

2. What is the level of purchase intention of the non-Muslim consumers?

3. What is the level of behavior of the non-Muslim consumers?

4. Is there a significant relationship between the socio-economic profile of the respondents and their level of purchase intention?

5. Is there a significant relationship between the socio-economic profile of the respondents and their level of behavior?

2. RESEARCH METHODOLOGY

This chapter presents the research design, the locale of the study and population of the respondents, research instruments, data gathering procedure and statistical treatment of data, as well as the analysis of data.

2.1 Research Design

This study used quantitative research, which is a scientific method employed to gather and analyze numerical data to understand and explain phenomena. It involves the collection of objective, measurable data and the application of statistical methods to draw conclusions and make inferences about a particular research topic or question. In this regard, the researcher used the descriptive type of research. Numerical data were used to analyze and describe halal foods—specifically the purchase intentions and behaviors of non-Muslim consumers.

2.2 Locale of the Study

The study was conducted in Pagadian City, Mindanao. Pagadian City is a coastal component city in the province of Zamboanga del Sur. It serves as the provincial capital as well as the regional center of the Zamboanga Peninsula. The city has a land area of 378.80 square kilometers or 146.26 square miles, which constitutes 8.45% of Zamboanga del Sur total area, and has 54 barangays (PhilAtlas, 2023).

Pagadian City is considered the regional center of the Zamboanga Peninsula Region. It is often called the "Little Hong Kong in the South" due to its steep, hilly terrain. The city is situated on Pagadian Bay, which is a northern extension of Illana Bay. According to the profile of Pagadian City by the National Competitiveness Council, Philippines (2017), Pagadian City ranked 113th in the overall total score based on the provincial ranking.

The first settlers of the city were the Subanon tribe along its riverbanks, followed by the Muslims who settled in the coastal areas, which are now the communities of Muricay and Tawagan Sur, and the area was named "Tolpokan," meaning a place with abundant springs. The population of Pagadian City, as determined by the 2020 Census, was 210,452 (Philippine Cities, 2023).

The annual regular revenue of Pagadian City was ₱1,440,000,000.00 (PhilAtlas, 2022). The city is known for its major products such as seaweeds, coco processing, cassava, furniture and décor manufacturing using wood, bamboo, rattan, steel, and plastic, as well as handicrafts made from bamboo, rattan, coco shell, wood, marine shell, ceramics, and weaving (Philippine Cities, 2023).

2.3 Research Respondents

The researchers conducted a survey questionnaire checklist, which was distributed among one hundred (100) respondents taken from ten (10) selected halal restaurants in Pagadian City. However, ten (10) respondents rejected the questionnaires. Thus, only ninety (90) respondents provided responses.

2.4 Research Instruments

The researchers utilized a questionnaire checklist to collect essential data from the respondents. The questionnaire checklist was used to gather data more quickly than other methods. This instrument was divided into three parts: Part One (I) deals with the socio-economic profile of the respondents; Part Two (II) determines the halal food purchase intention of the consumers with 15 narrative questions; and Part Three (III) examines the behavioral elements of non-Muslim patrons toward halal foods with 20 narrative questions. The following adjectival ratings were also used: strongly agree, agree, disagree, and strongly disagree.

Scoring procedure

The questionnaire was based on specific questions on the statement of the problem. It was administered to selected respondents. The questionnaire was collected, tallied and interpreted using the given scoring tool.

Guide for Likert Scale Interpretation

Source: Rensis Likert (1932)

2.5 Data Gathering Procedures

The researchers prepared an itinerary of travel and a plan for gathering data. Prior to the actual data gathering, the researchers complied with the required documents for the Special Order from Mindanao State University–Buug Campus to ensure that the process met its objectives. After the release of the Special Order from the Chancellor, the researchers immediately traveled to Pagadian City. Upon their arrival at the destination, the researchers underwent an orientation on the proper protocols for conducting the study.

Afterwards, they obtained permission from the City Mayor's Office, which took them three days. Subsequently, the researchers coordinated with the target establishments as reflected in their travel itinerary. Proper coordination with restaurant managers or supervisors was conducted by the researchers. Presenting a letter of consent or permit was regarded as a good sign of collaboration.

2.6 Ethical Consideration

Effective and meaningful research rests on a foundation of ethics (Brown & Coombe, 2015; Drew, Hardman, & Hosp, 2008). The researcher must preserve research respondents, build trust with them, encourage academic honesty, and avoid a violation, and improper behavior that could reflect negatively on their groups and organizations (Creswell, 2007). Based on that moral justification, this study abided solely by the ethical considerations of the research respondents. Besides, the respondents were given information about the study's specific details. Prior to administering the questionnaire, consent letter was provided to them. This is to ensure that the respondents were sufficiently informed about their involvement and their significant contributions to the inquiry's results.

In addition, all respondents were treated with utmost respect, and confidentiality was upheld throughout the course of investigations. In this regard, the researchers did not state the actual names of the restaurants.

Additionally, the university utilized a plagiarism test to ensure that no plagiarism occurred throughout the entire investigation.

2.7 Statistical Treatment of Data

To further give meaning to data collected, the following formulas were navigated.

Percentage Formula. This was employed to determine the percentage of the respondents, and answered the options in each of the socio-economics factors that were considered in the study. The formula is presented below:

Formula: $P = F/N \times 100$

P = Percentage

F = Frequency

N = total number of respondents

Weighted Mean:

$$Mw = \frac{\sum_{i=1}^{n} w_i X_i}{\sum_{i=1}^{n} w_i}$$

W= Weighted average

n= number of terms to be averaged

Xi = data values to be averaged

Chi-square:

$$x^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

X2 = Chi-squared

Oi =Observe value

Ei = Expected Value

3.10 Data Analysis

The gathered data were tallied, and formulas for percentage, weighted mean, and chi-square were applied to generate the summary of results. According to Daniel (2022), the purpose of data analysis is to extract purposeful information from the data and make decisions based on the analysis. This helped the researchers interpret and analyze the large amounts of data accurately for the results of the study.

Problem one was answered by the questionnaire checklist by asking the respondents about their socio-economic profile in terms of age, sex, marital status, religion, occupation, level of education, and monthly income.

Problem two, also answered through the questionnaire checklist, involved obtaining the weighted mean of the respondents' level of purchase intention.

Problem three was answered by the questionnaire checklist by obtaining the weighted mean of the level of behavior of non-Muslim consumers.

For Problem four, the significant relationship between the socio-economic profile of the respondents and their level of purchase intention was analyzed using the chi-square value.

Problem five determined whether there was a significant relationship between the socio-economic profile of the respondents and their level of behavior, likewise treated using the chi-square value.

A survey questionnaire was collected to complete the rest of the study. Using the convenience sampling technique, the gathered surveys were utilized to describe the purchase intentions and behaviors of non-Muslim consumers of halal foods in Pagadian City. After a few days of collecting the instruments, the researchers gathered the data, which were then carefully analyzed.

Range Value	Range Interval	Verbal Description	Verbal Interpretations
1	1.00-1.74	Strongly Disagree	Very Low
2	1.75-2.49	Disagree	Low
3	2.50-3.24	Agree	High
4	3.25-4.00	Strongly Agree	Very High

Table 2 Scoring Procedure

Range Value	Range Interval	Verbal	Description Verbal Interpretations
1	1.00-1.74	Strongly Disagree	Very Negative
2	1.75-2.4	Disagree	Negative
3	2.50-3.2	Agree	Positive
4	3.25-4.0	Strongly Agree	Very Positive

RESULTS AND DISCUSSIONS

This study investigated the perceived purchase intentions and behaviors of non-Muslim consumers toward halal foods in Pagadian City. The pivotal findings of the study were summarized according to the order of presentation made under the statement of the problem.

It must be noted that the majority of the respondents (i.e., 90) purchased halal foods, with most of them being female, constituting 63.33%. It is also interesting to note that respondents aged 18–25 years old were the ones who mostly purchased halal foods. In terms of marital status, most of them were single, which constituted 70% of the study. Moreover, the occupation of consumers was predominantly students, representing 43.33% of the population. The educational level of the consumers was

mostly college, constituting 78.56%. In addition, the monthly income belonged to the "others" category with 47.67%, indicating that it was either below ₱11,000.00 or more than ₱27,000.00. Lastly, the religion of the respondents was predominantly Roman Catholic, at 57.78%.

Based on the results of the study, it was found that food quality among the consumers, as indicated by the rating of "strongly agree," denotes satisfaction with halal foods. Meanwhile, having a good ambiance or environment captivated the consumers, leading them to agree in purchasing halal foods. Moreover, the intention to purchase was relatively connected to most of the significant people in the consumers' lives who influenced their choice of halal foods, which led them to strongly agree.

The results showed that the consumers' attitude reflected confidence in consuming halal food products, as they rated this item "strongly agree." Furthermore, the perceived behavioral control among the consumers toward purchasing halal foods was rated "strongly agree," since they viewed halal foods as ecologically beneficial. The repurchase intention of the consumers—specifically, their likelihood to come again to select halal cuisine products and to bring their family members and friends to try halal foods—was rated "agree." Finally, the subjective norms of the consumers, particularly purchasing halal foods in order to please their Muslim friends, were likewise rated "agree."

3. RESULTS AND DISCUSSIONS

This chapter presents the analysis and interpretation of the data gathered from the 100 patrons of the ten (10) selected restaurants in Pagadian City, Zamboanga del Sur, where ten respondents refused to answer the survey questionnaire due to personal reasons. Data collection and analysis were carried out to validate the research model through the use of a questionnaire.

Table 1. Distribution of Respondents in terms of their Socio-Economic Profile

Variables	Frequency	% of Total
Sex		
Female	58	64.4
Male	32	35.6
Age		
18-25	48	53.3
26-35	28	31.1
36-45	10	11.1
46 and above	4	4.4
Marital Status		
Single	61	67.8
Married	26	28.9
Widowed	3	3.3
Level of Education		
High School/Senior High School	9	10
Vocational	1	1.1
College	69	76.7
Masters/Doctorate	11	12.2
Occupation		
Government	15	16.7
Private	12	13.3
Self-employed	19	21.1
Student	39	43.3
Unemployed	5	5.6
Monthly Income		
5,000-10,000	8	8.9
11,000-15,000	45	50
16,000-20,000	18	20
21,000-26,000	19	21.1
Religion		
Roman Catholic	52	57.8
Iglesia ni Kristo	4	4.4
Seventh-Day Adventist	7	7.8
Aglipay	2	2.2
Protestant	25	27.8

Table 1 shows that 64.4% (58) of the respondents were female. The data indicate that the majority of the respondents were female, and most of them preferred halal foods. The results of this investigation were further supported by the study of Salwa et al. (2019), which found substantial variation in halal food consumption based on gender. Their study also revealed that females made up the majority of consumers in Peninsular Malaysia.

As stated by Cruz and Billanes (2021) in their study on "Non-Muslim Consumers' Online Purchase Intention Towards Halal Food in Manila," the majority of Filipino non-Muslim consumers were between 18 and 25 years old. This finding further justifies the results of the present study.

Table 2. Respondents' Level of Purchased Intention

STATEMENT	SD	D	A	SA	T	WM	SD	DI
Q1. Halal foods provide advantages that are not offered by rivaling products/foods.	0	9	66	15	90	3.07	0.51	High
Q2. The Halal products and foods have satisfied me.	0	8	59	23	90	3.17	0.57	High
Q3. The Halal food is presented well.	0	2	62	26	90	3.27	0.49	Very High
Q4. Halal food is delicious.	0	2	54	34	90	3.36	0.53	Very High
Q5. Halal foods Superior to rivaling foods.	0	26	45	19	90	2.92	0.71	High
Q6. Halal establishments have good ambiance.	0	2	64	24	90	3.24	0.48	High
Q7. Halal establishments interior design is appealing to me.	0	6	63	21	90	3.17	0.52	High
Q8. Halal establishment are relaxing	0	9	59	22	90	3.14	0.57	High
Q9. I am comfortable if I am inside of Halal Environment.	0	5	61	24	90	3.21	0.53	High
Q10. I feel safe in Halal establishment.	0	5	59	26	90	3.23	0.54	High
Q11. Selecting halal goods and foods is a wise choice.	0	8	57	25	90	3.19	0.58	High
Q12. Most people who are significant to me choose Halal foods	0	13	56	21	90	3.09	0.61	High
Q13. Halal food is safe and healthy.	0	2	66	22	90	3.22	0.47	High
Q14. Halal Products is famous.	0	7	59	24	90	3.19	0.56	High
Q15. Foods that are halal are preferred by my family.	1	26	40	23	90	2.94	0.77	High
GENERAL WEIGHTED MEAN						**3.16**	**0.58**	**High**

Scale: 1.00-1.75 = "Very Low", 1.76-2.50 = "Low", 2.51-3.25 = "High", 3.26-4.00 = "Very High", Legend: SD - "Strongly Disagree", D - "Disagree", A - "Agree", SA - "Strongly Agree", T - "Total", WM - "Weighted Mean", SD - "Standard Deviation", DI - Descriptive Interpretation

Table 2 presents the overall rating of the purchase intention of non-Muslim

consumers. The level of purchase intention in terms of food quality, as rated by the respondents, showed that halal foods are delicious, with a weighted mean of 3.36, interpreted as very high. As confirmed by the study of Fathhurrohman (2023), purchase intention is positively impacted by food quality, and halal foods are palatable. Likewise, the findings also showed that food quality positively impacts consumer behavior. This further implies that food quality has a favorable influence on purchase intention.

Food quality has a significant impact on halal food purchase intention, as evidenced by various studies. Research has shown that food quality positively influences consumer purchase intentions (Abdulla et al., 2023). Additionally, the perception of halal food quality, halal food safety, and knowledge of halal food significantly affect student consumers' purchase intentions, highlighting the importance of these factors in shaping buying behavior (Purwanto et al., 2021). Moreover, product quality plays a crucial role in affecting purchase intention, with halal awareness, halal certification, and halal marketing also influencing consumer decisions in the halal food industry (Malim, 2022).

Table 3. Level of Behavior of Non-Muslim Consumers

STATEMENT	SD	D	A	SA	T	WM	SD	I
Q1. I feel confident consuming Halal food prducts.	0	4	56	30	90	3.29	0.55	Very P
Q2. I like to purchase Halal food products.	0	9	56	25	90	3.18	0.59	Pos
Q3. I prefer halal food products.	0	0	68	22	90	3.24	0.43	Pos
Q4. I feel safer eating Halal food.	0	0	71	19	90	3.21	0.41	Pos
Q5. I loved eating halal foods.	0	4	61	25	90	3.23	0.52	Pos
Q6. I purchased halal products since they are ecologically beneficial.	0	11	55	24	90	3.14	0.61	Pos
Q7. I buy halal products because they are organic and nutritions.	0	9	66	15	90	3.07	0.51	Pos
Q8. I use halal products to maintain a healthy lifestyle.	0	8	59	23	90	3.17	0.57	Pos
Q9. I consume halal foods because it is organic.	0	2	62	26	90	3.27	0.49	Very P
Q10. Eating Halal foods represent natural way of life.	0	2	54	34	90	3.36	0.53	Very P
Q11. I will probably come here again to select Halal cuisine products.	0	26	45	19	90	2.92	0.71	Pos
Q12. In the future, I will repurchase more halal food products.	0	2	64	24	90	3.24	0.48	Pos
Q13. My probability of considering repurchasing halal food is high.	0	6	63	21	90	3.17	0.52	Pos
Q14. I will bring my family members and friends to try halal foods again.	0	9	59	22	90	3.14	0.57	Pos
Q15. Repurchase food product that is Halal is a good idea.	0	5	61	24	90	3.21	0.53	Pos
Q16. In order to please my Muslim friends, I purchase halal foods.	0	5	59	26	90	3.23	0.54	Pos
Q17. My Muslim friends occasionally encourage me to eat Halal meals.	0	8	57	25	90	3.19	0.58	Pos
Q18. My Muslim friends who live close by advise me to purchase Halal foods.	0	13	56	21	90	3.09	0.61	Pos
Q19. My Muslim friends recommend that I purchase halal products.	0	2	66	22	90	3.22	0.47	Pos
Q20. My family members also purchase halal foods.	0	7	59	24	90	3.19	0.56	Pos
GENERAL WEIGHTED MEAN						3.19	0.55	Pos

Scale: 1.00-1.75 = "Very Low", 1.76-2.50 = "Low", 2.51-3.25 = "High", 3.26-4.00 = "Very High",
Legend: SD - "Strongly Disagree", D - "Disagree", A - "Agree", SA - "Strongly Agree", T - "Total", WM - "Weighted Mean", SD - "Standard Deviation", DI - Descriptive Interpretation

Table 3 portrays the level of behavior of non-Muslim consumers that affects their attitude. As rated by the respondents, the highest mean went to "I feel confident consuming halal food products" with a mean of 3.29, interpreted as very positive. Khalid et al. (2023) analyzed the attitudes and decision-making processes of consumers whenever they purchased halal food. Their findings showed that attitudes toward halal foods positively impact patrons' decision-making in purchasing halal foods (Khalid, 2023). Additionally, the Theory of Planned Behavior (TPB) highlights the importance of attitudes and behavioral control in shaping the intention to purchase halal food products. Moreover, religiosity has been found to affect awareness, trust, and perceived behavioral control, ultimately influencing attitudes and purchasing intentions toward halal-certified foods (Nora et al., 2023).

Moreover, the table shows how the level of behavior of non-Muslim consumers affects their perceived behavioral control. As rated by the respondents, the highest weighted mean of 3.36 went to "Eating halal foods represents a natural way of life," which was interpreted as very positive.

Table 4.1 Respondents' Sex and their Level of Purchased Intention

Sex	Level of Purchased Intention			Total
	Low	High	Very High	
Female	5	37	16	58
Male	2	21	9	32
Total	7	58	25	90

$$\chi^2(2) = 0.167, \text{ p-value} = 0.920$$

The table shows the relationship between the sex of the respondents and their level of purchase intention. As reflected in the table, the test yielded a chi-square value using a likelihood ratio value of 0.167 and degrees of freedom of 2, with a p-value of 0.920, which implied not to reject the null hypothesis at the 0.05 level of significance. Therefore, it can be concluded from the results that there was no significant relationship between the sex of the respondents and their level of purchase intention.

Correspondingly, the research of Mansoor et al. (2022) presented that females consume more than males due to the perceived benefits of halal products—safety, hygiene, and quality—benefits that appeal to a wider consumer base than just religious considerations. Thus, many non-Muslim

women in 2022 consumed halal foods (Aimee et al., 2022).

Table 4.2 Respondents' Age and their Level of Purchased Intention

Age	Level of Purchased Intention			Total
	Low	High	Very High	
18-25	3	29	16	48
26-35	4	18	6	28
36-45	0	8	2	10
46 and above	0	3	1	4
Total	7	58	25	90

$\chi^2(6) = 5.28$, p-value = 0.508

The table shows the relationship between the age of the respondents and their level of purchase intention. As reflected in the table, the test yielded a chi-square value using a likelihood ratio value of 5.28 and degrees of freedom of 6, with a p-value of 0.508, which implied not to reject the null hypothesis at the 0.05 level of significance. Therefore, it can be concluded from the results that there was no significant relationship between the age of the respondents and their level of purchase intention.

The researcher Mohd (2022) emphasized that non-Muslim consumers aged 18–25 buy halal cuisine for a variety of reasons, with research indicating that non-Muslims, particularly young adults, are becoming more conscious of the advantages of eating halal foods for maintaining a healthy lifestyle.

Table 4.3 Respondents' Marital Status and their Level of Purchased Intention

Marital Status	Level of Purchased Intention			Total
	Low	High	Very High	
Single	4	39	18	61
Married	3	16	7	26
Widowed	0	3	0	3
Total	7	58	25	90

$\chi^2(4) = 3.28$, p-value = 0.512

The study by Farhan and Sutikno (2022) claims that single and other non-Muslim customers buy halal food items. Acculturation-moderated motivations, perceived quality, and halal knowledge are among the factors influencing their acceptability. There are several reasons why college students who are not Muslims buy halal meals.

Table 4.4 Respondents' Occupation and their Level of Purchased Intention

Occupation	Level of Purchased Intention			Total
	Low	High	Very High	
Government Employee	1	11	3	15
Private Sector	0	9	3	12
Self-Employed	3	10	6	19
Student	3	25	11	39
Unemployed	0	3	2	5
Total	7	58	25	90

$\chi^2(8) = 5.43$, p-value = 0.710

According to research by Nur et al. (2023), non-Muslim students buy halal cuisine for a number of reasons. Behavioral control, attitudes, and subjective norms are among the factors that have been found to affect their purchasing intentions. Subjective norms have a significant influence on consumers' intentions to purchase halal food items, whereas attitudes have less of an effect (Mohd et al., 2022).

Table 4.5 Respondents' Level of Education and their Level of Purchased Intention

Level of Education	Level of Purchased Intention			Total
	Low	High	Very High	
High School/Senior High	2	3	4	9
College	4	46	19	69
Masters/Doctorate	1	9	1	11
Vocational	0	0	1	1
Total	7	58	25	90

$\chi^2(6) = 9.38$, p-value = 0.154

The Theory of Planned Behavior (TPB) states that attitudes and perceived behavioral control both have a favorable impact on non-Muslim customers' intentions to purchase halal items (Jan et al., 2017). These findings highlight the importance of non-Muslim college students' knowledge, comprehension, and positive attitudes toward halal items (Kit et al., 2017).

Table 4.6 Respondents' Monthly Income and their Level of Purchased Intention

Monthly Income	Level of Purchased Intention			Total
	Low	High	Very High	
5,000-10,000	2	3	3	8
11,000-15,000	2	30	13	45
16,000-20,000	1	10	7	18
21,000-26,000	2	15	2	19
Total	7	58	25	90

$\chi^2(6) = 8.53$, p-value = 0.202

According to a study by Dayang et al. (2018), non-Muslim consumers are more inclined to buy halal foods because of the positive sentiments shaped by their lifestyle and previous shopping experiences.

Table 4.7 Respondents' Religion and their Level of Purchased Intention

Religion	Level of Purchased Intention			
	Low	High	Very High	Total
Roman Catholic	2	33	17	52
Iglesia ni Kristo	1	3	0	4
Seventh-Day Adventist	1	5	1	7
Aglipay	0	2	0	2
Protestant	3	15	7	25
Total	7	58	25	90

$\chi^2(8) = 8.19$, p-value = 0.415

Furthermore, the level of income reflects their intention to purchase, considering that food safety is a major predictor of non-Muslims' willingness to purchase halal food because they think it is safer, more animal-friendly, and environmentally sustainable (Sanghyeop et al., 2016).

Table 4.8 Summary of Computed Chi-Square of the Relationship of Socio-Demographic Profile to the Level of Purchased Intention

Variables	N	Df	χ^2	P-value	Interpretation
Sex	90	2	0.167	0.920	Not Significant
Age	90	6	5.28	0.508	Not Significant
Marital Status	90	4	3.28	0.512	Not Significant
Occupation	90	8	5.43	0.710	Not Significant
Level of Education	90	6	9.38	0.154	Not Significant
Monthly Income	90	6	8.53	0.202	Not Significant
Religion	90	8	8.19	0.415	Not Significant

The summary of the computed chi-square value shows the relationship between socio-economic status and the level of purchase intention. As the data presented in terms of sex, age, marital status, occupation, level of education, monthly income, and religion yielded a chi-square value using the likelihood ratio value and degrees of freedom, the p-value implied not to reject the null hypothesis at the level of significance.

Therefore, it can be concluded from the results that there was no significant relationship between the sex, age, marital status, occupation, level of education, monthly income, and religion of the respondents and their level of purchase intention.

Table 5.1 Respondents' Sex and their Level of Behavior towards Halal Foods

Sex	Level of Behavior			
	Negative	Positive	Very Positive	Total
Female	5	37	16	58
Male	1	22	9	32
Total	6	59	25	90

$\chi^2(2) = 1.13$, p-value = 0.567

Therefore, it can be concluded from the results that there was no significant relationship between the sex of the respondents and their level of behavior towards halal foods. The results of this investigation were further strengthened in the study of Salwa et al. (2019) and Salwa et al. al. (2023), which found substantial variation in halal food consumption based on gender. The study further revealed that females made up most consumers in Peninsular Malaysia.

Table 5.2 Respondents' Age and their Level of Behavior towards Halal Foods

Age	Level of Behavior			
	Negative	Positive	Very Positive	Total
18-25	3	29	16	48
26-35	3	19	6	28
36-45	0	8	2	10
46 and above	0	3	1	4
Total	6	59	25	90

$\chi^2(6) = 4.23$, p-value = 0.646

In the study A New Paradigm of Islamic Dakwah on Food and Halal Products for Non-Muslims (2022), businesses can increase their market share by catering to the tastes and motivations of young, non-Muslim consumers by taking this variable into consideration.

Table 5.4 Respondents' Occupation and their Level of Behavior towards Halal Foods

Occupation	Level of Behavior			
	Negative	Positive	Very Positive	Total
Government Employee	1	11	3	15
Private Sector	0	9	3	12
Self-Employed	2	11	6	19
Student	3	25	11	39
Unemployed	0	3	2	5
Total	6	59	25	90

$\chi^2(8) = 3.92$, p-value = 0.864

Therefore, it can be concluded from the results that there was no significant relationship between the marital status of the respondents and their level of behavior towards halal foods. Moreover, Purwanto et al., (2020) revealed and strengthened the fact that non-Muslim single customers in Indonesia exhibit favorable knowledge and interest in buying halal-labeled foods because they believe them to be clean,

safe, and of high quality.

Table 5.4 Respondents' Occupation and their Level of Behavior towards Halal Foods

Occupation	Level of Behavior			Total
	Negative	Positive	Very Positive	
Government Employee	1	11	3	15
Private Sector	0	9	3	12
Self-Employed	2	11	6	19
Student	3	25	11	39
Unemployed	0	3	2	5
Total	6	59	25	90

$\chi^2(8) = 3.92$, p-value = 0.864

The table shows the relationship between the occupation of the respondents and their level of behavior toward halal foods. As reflected in the table, the test yielded a chi-square value using a likelihood ratio value of 3.92 and degrees of freedom of 8, with a p-value of 0.864, which implied not to reject the null hypothesis at the 0.05 level of significance. Therefore, it can be concluded from the results that there was no significant relationship between the occupation of the respondents and their level of behavior toward halal foods.

This was supported by Barrion et al. (2022), who found that 50.3% of non-Muslim students have a moderate degree of understanding of halal and 55% have a neutral attitude toward it.

Table 5.5 Respondents' Level of Education and their Level of Behavior towards Halal Foods

Level of Education	Level of Behavior			Total
	Negative	Positive	Very Positive	
High School/Senior High	2	3	4	9
College	3	47	19	69
Masters/Doctorate	1	9	1	11
Vocational	0	0	1	1
Total	6	59	25	90

$\chi^2(6) = 10.2$, p-value = 0.118

The Theory of Planned Behavior (TPB) states that attitudes, subjective norms, and perceived behavioral control all have a favorable impact on non-Muslim customers' behavior when purchasing halal items (Jan et al., 2017). These findings highlight the importance of non-Muslim college students' knowledge, comprehension, and positive attitudes toward halal items (Kit et al., 2017).

Table 5.6 Respondents' Monthly Income and their Level of Behavior towards Halal Foods

Monthly Income	Level of Behavior			Total
	Negative	Positive	Very Positive	
5,000-10,000	2	3	3	8
11,000-15,000	2	30	13	45
16,000-20,000	0	11	7	18
21,000-26,000	2	15	2	19
Total	6	59	25	90

$\chi^2(6) = 10.8$, p-value = 0.094

Therefore, it can be concluded from the results that there was no significant relationship between the monthly income of the respondents and their level of behavior toward halal foods.

In addition, non-Muslims' decisions to buy halal food are influenced by a variety of variables, including income, monthly awareness of halal standards, and regard for animal welfare (Muhammad et al., 2020).

Table 5.7 Respondents' Religion and their Level of Behavior towards Halal Foods

Religion	Level of Behavior			Total
	Negative	Positive	Very Positive	
Roman Catholic	2	33	17	52
Iglesia ni Kristo	1	3	0	4
Seventh-Day Adventist	0	6	1	7
Aglipay	0	2	0	2
Protestant	3	15	7	25
Total	6	59	25	90

$\chi^2(8) = 9.21$, p-value = 0.325

Therefore, it can be concluded from the results that there was no significant relationship between the religion of the respondents and their level of behavior toward halal foods. The online purchase intentions of Filipino non-Muslim consumers toward halal cuisine show that a growing number of non-Muslims, especially Roman Catholics, are interested in halal products. These intentions are influenced by various factors such as perceived risk, trust, quality, and the pleasure of online shopping (Yong et al., 2020).

Table 5.8 Summary of Computed Chi-Square of the Relationship of Socio Demographic Profile to the Level of Behavior towards Halal Foods

Variables	N	df	χ^2	P-value	Interpret
Sex	90	2	1.13	0.567	Not Signi
Age	90	6	4.23	0.644	Not Signi
Marital Status	90	4	2.67	0.614	Not Signi
Occupation	90	8	3.92	0.864	Not Signi
Level of Education	90	6	10.2	0.118	Not Signi
Monthly Income	90	6	10.8	0.094	Not Signi
Religion	90	8	9.21	0.325	Not Signi

The results show the relationship between socio-economic status and the level of behavior. The sex, age, marital status, occupation, level of education, monthly income, and religion of the respondents were compared with their level of behavior. The data presented in the test yielded a chi-square value using the likelihood ratio value, degrees of freedom, and p-value, which implied not to reject the null hypothesis at the level of significance.

Therefore, it can be concluded from the results that there was no significant relationship between the sex, age, marital status, occupation, level of education, monthly income, and religion of the respondents and their level of behavior toward halal foods.

4. CONCLUSIONS

This chapter presents the conclusion and the recommendations made as an outgrowth of this study.

Based on the results of the study conducted in Pagadian City, Zamboanga del Sur, the researchers arrived at the following conclusions: Non-Muslim consumers have control over their decision-making, and buying halal food products is likely to occur. Subsequently, the data revealed that the level of purchase intention was interpreted as High, indicating that the majority of non-Muslims patronized halal foods for various reasons. Their purchasing choices were significantly shaped by food quality, ambiance/environment, and intention to purchase. Additionally, the level of behavior of the non-Muslim consumers was interpreted as Positive in terms of their attitude, perceived behavioral control, repurchase intention, and subjective norms, indicating that they consume halal foods carefully and thoughtfully. The study highlights the relationship among socio-economic characteristics, intention to purchase, and behavior. The results demonstrate variations that contribute to non-Muslims' substantial consumption of halal foods.

RECOMMENDATION

That halal-serving restaurants in Pagadian City should be more accessible to male non-Muslim customers so that they can share and raise awareness about the positive attitude toward consuming halal food.

1. Family, friends, individuals, and the community should be encouraged to purchase and value halal food.
2. To positively influence male non-Muslim customers to trust and become aware of the health benefits of eating halal food in Muslim restaurants.
3. Future researchers are encouraged to explore more studies related to halal food.
4. That the Department of Tourism, both at the local and regional levels, should conduct halal events, forums, conferences, and other programs that will promote the halal food industry, its development, and the sustainability of the region and the entire Mindanao.

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