

Personal values underlying halal food consumption: evidence from Indonesia and Malaysia

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Abstract	a:6:{i:0;s:159:"Purpose The purpose of this paper is to uncover the personal values driving Indonesian and Malaysian Muslims' consumption decisions with respect to halal food.";i:1;s:177:"Design/methodology/approach The personal values of 130 Indonesian and 80 Malaysian Muslims have been analyzed, using a means-end chain (MEC) approach, in relation to halal food.";i:2;s:224:"Findings Primary personal values are identified as a better sense of personal security. This is ascribed as seeking better future and go to heaven. Other personal values are related to tradition, benevolence and achievement.";i:3;s:220:"Research limitations/implications Since this study was conducted in both the capital cities of Indonesia and Malaysia, this study might not take account of cultural diversity within the two countries' Muslim communities.";i:4;s:181:"Practical implications An understanding of the personal values governing Muslim consumption is a useful tool toward improving the promotion of halal certification and food products.";i:5;s:143:"Originality/value This study reveals the personal values of Indonesian and Malaysian Muslims with underpinning their consumption of halal food.";}
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