

TALLINN UNIVERSITY OF TECHNOLOGY

School of Business and Governance

Samina Shamshad

**MUSLIM CONSUMERS' PURCHASE DECISION-MAKING OF
HALAL MEAT IN GEORGIA BASED ON ENGEL-
BLACKWELL-MINIARD MODEL**

Bachelor's thesis

Programme International Business Administration, specialisation Marketing

Supervisor: Kristel Kaljund, PhD

Tallinn 2023

I hereby declare that I have compiled the thesis independently and all works, important standpoints and data by other authors have been properly referenced and the same paper has not been previously presented for grading.

The document length is 10,329 words from the introduction to the end of the conclusion.

Samina Shamshad

11.05.2023

TABLE OF CONTENTS

ABSTRACT	4
INTRODUCTION	5
1. THEORETICAL BACKGROUND	7
1.1. Purchase decision-making	7
1.2. Engel-Blackwell-Miniard model	8
1.3. Factors influencing the purchase of halal meat based on previous studies	10
2. METHODOLOGY	15
3. RESULTS	18
3.1. Findings	18
3.1.1. Product characteristics consumers consider when purchasing halal meat	18
3.1.2. Selling points consumers visit to buy halal meat and their awareness of them.....	23
3.1.3. Barriers to purchase halal meat in Georgia	26
3.1.4. Muslim consumer purchase decision-making process	28
3.2. Discussion.....	31
3.2.1. Overview of findings	31
3.2.2. Recommendations	33
3.2.3. Limitations.....	34
CONCLUSION	36
LIST OF REFERENCES	37
APPENDICES	43
Appendix 1. Survey questions (English)	43
Appendix 2. Survey questions (Azerbaijani).....	50
Appendix 3. Survey results (total).....	57
Appendix 4. Statistical analysis of results using SPSS	65
Appendix 5. Non-exclusive licence.....	70

ABSTRACT

This study aims to identify the significance of various factors influencing Muslim consumers' purchase decisions in Georgia, as well as potential barriers to the purchase of halal meat, so that marketers in Georgia could be provided with pertinent recommendations. The author devises three research questions regarding Muslim consumers residing in Georgia in order to identify the product characteristics that are important to them when purchasing halal meat, the locations they visit to purchase the meat and how they become aware of it, and the barriers that may prevent them from purchasing more halal meat. The thesis utilizes the Engel-Blackwell-Miniard (EBM) model to illustrate the decision-making process of Muslim consumers, and contrasts the results of this research to those of previous studies in the field. The study uses quantitative methodology and primary data is collected through an online survey. Overall, Muslim consumers place a high value on the presence of a "halal" logo on supermarket meat, but prefer local butchers due to the freshness and healthiness of the meat. Muslim consumers also learn about the availability of halal meat through Word of Mouth from their acquaintances. In addition, Muslims desire access to halal meat closer to their residences and a greater variety of halal meat in supermarkets. Additionally, consumers are not price sensitive, but they do consider the prices of halal meat in various locations. Muslims do not have a particularly difficult time purchasing meat, but there are some obstacles that prevent them from purchasing more and easier.

Keywords: Engel-Blackwell-Miniard model, purchase, decision-making, halal

INTRODUCTION

According to the latest data available from the last census conducted in 2014, Georgia had a population of 3,713,804 people, of which 11 percent belonged to Muslim minorities (*Population by Regions ...*, n.d.). On top, Georgia has been more open towards tourism and foreign nationals, and the number of immigrants in the country has been constantly increasing. In addition, 45,576 people were granted a short-term visa, which does not allow to exceed one's stay of more than 30 days (State Commission on Migration Issues, 2021, p. 29). This is an indicator of flourishing tourism in Georgia, and many visitors come from Turkey and Azerbaijan (State Commission on Migration Issues, 2019, p. 38), which are Muslim countries.

The Muslim population today exceeds 25% of the world population and is expected to grow steadily (*Global Muslim Population*, n.d.; Hackett, 2015, p. 4). As the data has shown the presence of Muslim consumers in Georgia, the market is expected to grow likewise. Therefore, the increase in the Muslim population in Georgia is a grand opportunity for businesses to appeal to this consumer segment. Muslims follow the Qur'an and the Sunnah, the way of living of Prophet Muhammad for observing dietary rulings. The word "halal" means permissible in Arabic (Regenstein et al., 2003, p. 111), and this word is most used in regards to food. In particular, meat has more specific criteria for slaughter, hence the term "halal meat" is widely used. Given the aforementioned facts, it is crucial for a Muslim living in Georgia to find halal food.

Numerous studies have been conducted in order to investigate the elements affecting Muslim consumer behavior toward halal food in Muslim countries (Ashraf, 2019; Talib, 2017; Vanany et al., 2019). Though, there is less research done on the same topic in countries where Muslims are a minority (Ali et al., 2017; Bonne et al., 2007; Pradana et al., 2022). Such studies bring more value to the businesses operating in these countries, as this area is not very well researched. However, to the best knowledge of the author, there has been no study conducted on the purchase decision-making of Muslim consumers in Georgia focusing on halal meat, hence this becomes the thesis research problem and this means there is a knowledge gap in the academic literature that needs to be fulfilled. The aim of the study is to identify the significance of various factors influencing

Muslim consumers' purchase decision-making in Georgia and possible blockers of purchasing halal meat in order to provide relevant recommendations to marketers in Georgia. Hence, the author has developed the following research questions for this thesis:

RQ 1: What product characteristics do Muslim consumers in Georgia consider when purchasing halal meat?

RQ2: What kinds of selling points do Muslim consumers visit in Georgia to buy halal meat and how do they become aware of them?

RQ3: What are the barriers to purchasing halal meat in Georgia?

Overall, the first chapter of the paper will introduce the definition of purchase decision-making, consumer involvement types, the Engel-Blackwell-Miniard model, and their connection to the aim of this research. The second chapter will present the quantitative methods used, data collection, and analysis processes. The third chapter will introduce the results of the study conducted and make a connection to the literature review presented, as well as provide recommendations for marketers and outline the limitations of the study. The thesis will end with a conclusion to summarize the study, a list of references used, and appendices that provide additional insight into the results.

In order to answer the aforementioned research questions, the author used quantitative methodology. The research method was utilized via conducting an online survey to collect primary data. Snowball sampling was used for this thesis due to the author's limited reach to the target population. It is worth noting that certain articles used in the theoretical background may have drawbacks, since purchase decision-making is not widely studied, especially in countries with Muslim minorities, hence the author utilized such articles with confidence. In addition, due to the sampling method, the research results cannot be generalized to the whole population.

Lastly, the author would like to thank her supervisor for being supportive and reassuring throughout the thesis writing process. Also, the author is grateful to her family, friends, and respondents- without them, it would be almost impossible to collect the necessary data for this research. She would also like to thank everyone who has been there for her during the stressful situation.

1. THEORETICAL BACKGROUND

This chapter will dive into the definitions of purchase decision-making, various involvement types, introduce the Engel-Blackwell-Miniard (EBM) model that describes consumer decision-making in great detail, and present previous research done on the topic.

1.1. Purchase decision-making

Most researchers refer to consumer behavior as the precise manner in which consumers buy particular goods and services, and why (Bergadaà & Faure, 1995, as cited in Nassè, 2021, p. 304). The significance and the size of the consumer behavior field make it one of the most attractive research areas. One of the fundamental concerns of consumer research is the selection and utilization of products and services by consumers (Jaakkola, 2007, p. 94). Consumer behavior is an enormous topic and it is divided into subfields. In this thesis, the focus will be on the purchase decision-making process of consumers. Purchase decision-making is considered a problem-solving activity in which consumers proceed through a number of phases in order to solve an issue (Mowen, 1988, p. 16). On the other hand, Olshavsky and Granbois (1979) have concluded that most purchases are not a result of a decision-making process, in fact, countless purchases become habitual without the consumer going through a decision-making process. Consumer purchase decision-making is closely related to the level of involvement one has in buying a product.

One of the definitions of purchase decision involvement is the level of attention and care a customer gives to a purchase decision activity (Mittal, 1989). Zaichkowsky (1985) defines involvement as “*a person's perceived relevance of the object based on inherent needs, values, and interest*” (p. 342). Consumers are able to make purchasing decisions based on 3 types of involvement: high involvement, low involvement, and experience involvement (Solomon, 2017, p. 286). High involvement refers to a consumer treating an item's purchasing process as a problem-solving action. Low involvement suggests that a buyer does not have a specific preference for one brand among many, rather, they purchase an item with the finite information they possess and make assessments of the products post-purchase (Solomon, 2017, p. 287). Experience involvement

concludes that consumers make purchase decisions based on emotions and are personally engaged in the present consumption of an experience, where an experience may involve consumers and entail emotions at the moment (Solomon, 2017, p. 287; Zatori et al., 2018, p. 112).

Hoyer (1984) concludes that consumers who make a repeated purchase of a low-importance item commonly display low involvement in the decision-making, hence, there is minimal decision-making within the physical location of sale and consumers make most choices outside of the place of sale. Kotler et al. (2019, p. 159) also mention that the process of purchasing commences before the actual purchase and also recognizes the possibility of habitual purchases, however, unlike Hoyer, Kotler believes that most consumers still go through 5 stages of consumer decision-making process: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Ibid.). This will be discussed in greater detail in the next section of the chapter. It is also suggested that marketers and researchers focus on the processes that occur prior to the recognition of the need and after post-purchase behavior, as this process is much more complex than the models could portray. Hoyer (1984) has also pointed out that consumers with low involvement make purchase decisions based on the price of the products, special schemes such as sales, loyalty towards a brand, and satisfaction with a certain product.

1.2. Engel-Blackwell-Miniard model

The majority of consumer buying behavior models concentrate on an individual, despite the fact that scholarly works also encompass other scenarios such as gift-giving and household buying behavior (Arndt, 1986, p. 32; Horton, 1984, as cited in Jaakkola, 2007, p. 97; Parsons, 2002). These situations involve consumers making decisions who are not the ultimate consumers of the product or involve multiple individuals in the decision-making process (Ibid). Numerous models are trying to explain consumer purchase decision-making, such as Nicosia Model, Howard-Sheth Model, Kotler Stimulus-Response Model (Kotler Model), and Engel-Blackwell-Miniard (EBM) model (Li & Ling, 2015). In this thesis, the EBM model will be utilized to explore consumer purchase decision-making connected to the thesis' research questions.

Engel-Blackwell-Miniard (EBM) model is a scheme designed by Engel, Blackwell, and Miniard in 1986 to describe the phases of a consumer decision-making process. It is a reworked design of the Engel-Kollat-Blackwell (EKB) model that was composed in 1978 (Engel et al., 1986, as cited

in Darley et al., 2010). The EBM model is considered to be one of the contemporary models that focuses more on the cognitive dimensions, which refers to the mental processes of consumer purchasing behavior (Du Plessis et al, 1991, as cited in Erasmus et al., 2010, p. 83). Although Rassuli and Harrell (1990) agreed that consumer purchase decision-making models made a great effort in being detailed and brand-oriented, they stated that if such models were fully accurate, then the characteristics of the brand would go hand in hand with the consumers being highly conscious of their needs, outcomes, and benefits.

The Engel-Blackwell-Miniard model contains 4 sections of the overall consumer purchase decision-making process: input, information process, decision process, and variables influencing the decision process. Input refers to the provoked response from the consumer- either by a marketer or other sources or an external search conducted by the consumer. The information process depicts the process of how a consumer is exposed to the information about the product, its understanding, and its retention in consumers' memory. The most significant section of the model is the decision process, which is the main focus of this thesis. The decision process is divided into 7 stages: need recognition, search, pre-purchase evaluation of alternatives, purchase, consumption, post-consumption evaluation, and divestment (see Figure 1).

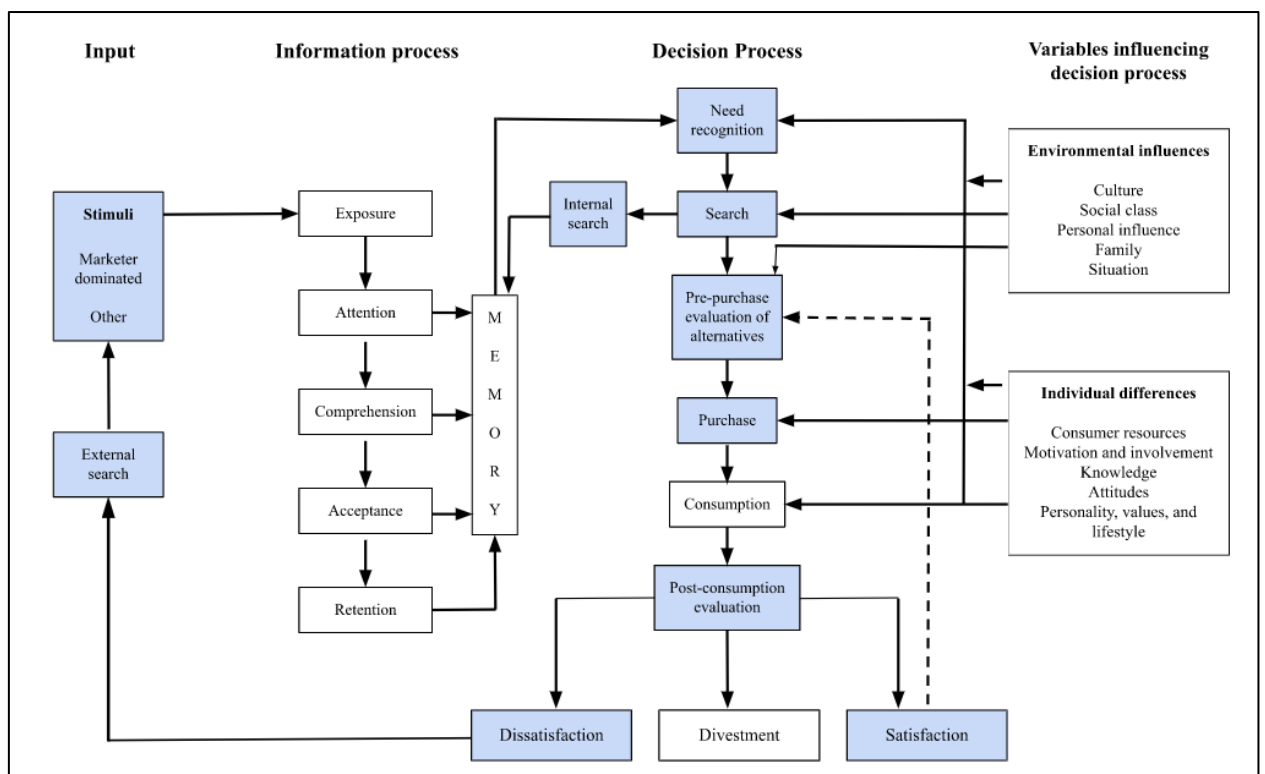


Figure 1. Engel-Blackwell-Miniard model modified by the author with an emphasis on areas of focus in the thesis

Source: Blackwell et al. (2006, as cited in Nash, 2019, p. 84)

Need recognition occurs when a consumer realizes they lack an item or a desired state of being. (Liu & Dickerson, 1999, p. 258). Shifts in situations, obtaining a product, consumption, and marketing strategies influence the probability of need activation for a consumer. A need recognition forces the consumer to search for information- either internally from their memory or externally from their environment (Ibid). Whether a consumer search is going to be internal or external depends on the amount of information available to the consumer internally. If the individual deems the information to be enough to make a purchase decision, then the person stops the search for information here. The consumer then moves to the pre-purchase evaluation of alternatives. This is the phase where the individual is weighing the possible options in order to make a purchase decision. Once the decision is made, the person proceeds to buy the product or service, with that moving to the “purchase“ and “consumption“ stages. Furthermore, the consumer proceeds to evaluate the purchase post-consumption and can either be satisfied with the decision but remain open to evaluate any alternatives for their needs, or be dissatisfied, which will lead to an external search of information and repeats the decision process (Ibid). Finally, the purchase decision process ends with divestment, which is the riddance of unused products or their remnants (Engel et al., 1995, as cited in Erasmus et al., 2010, p. 83).

The fourth section depicted in the EBM model of variables influencing the decision process includes environmental and individual differences. These factors influence the majority of the consumer purchase decision-making process, however, they are not in the scope of this research.

1.3. Factors influencing the purchase of halal meat based on previous studies

This sub-chapter will introduce the factors that influence Muslim consumers’ purchase decision-making of halal meat from the available literature and make a connection between the theory proposed previously and this thesis.

Commonly, regularly-bought food items that are of low price are considered to be low-involvement products (Beharrell & Dennison, 1995; Padberg et al., 1997, as cited in Verbeke & Vackier, 2004, p. 160). However, as opposed to the academic literature, numerous low-

involvement products become high-involvement goods for Muslims (Ahmed et al., 2014, p.19; Wilson & Liu, 2010, p. 118). Therefore, halal meat is a high-involvement product for consumers residing in a non-Muslim society, although it is an item that is bought frequently. This can be explained by the fact that Muslims aim at minimizing the risk of buying non-halal meat, hence, risk minimization increases purchase involvement (Razzaque & Chaudhry, 2013, p. 212). Moreover, the consumption of halal meat is viewed as crucial in fulfilling essential Islamic requirements, values, and objectives of being a Muslim (Ali et al., 2017, p. 533). Therefore, Muslim consumers engage in the purchase decision-making process by recognizing the need for halal meat, seeking information about the requirements for meat to be halal, evaluating alternative choices of meat and place of purchase, making a choice, and forming a post-purchase opinion.

Numerous studies investigating consumer behavior toward halal meat employed the Theory of Planned Behavior (Bonne et al., 2007; Hanafiah & Hamdan, 2021; Sherwani et al., 2018) that was introduced by Ajzen and Fishbein (1980, as cited in Ajzen, 1991, p. 181) and it is meant to elaborate on how human intentions, attitudes, and perceived behavioral control affect certain behavior. The consumption of halal products is considered to be part of an identity. However, most researches focus on exploring factors that affect Muslim consumers' behavior toward halal food rather than studying the purchase decision-making process and factors affecting it. Since it has been proven that buying halal meat for Muslims living in a non-Muslim country is high involvement purchase and involves a decision process, therefore, the Engel-Blackwell-Miniard model was chosen to gain more insight into the purchase decision-making of Muslims in Georgia regarding halal meat, since the model covers important aspects of decision-making like search for information and stages of decision-making.

Various studies have been conducted to gain a deeper insight into the consumer behavior of Muslims and their purchase decision-making process. Moghaddam et al. (2022) have concluded that product attributes have a meaningful impact on consumer attitudes toward halal food. This means that Muslim consumers carefully choose halal food based on their characteristics. Bhatti et al. (2021) conducted a study in Norway- a country where Muslims are a minority, in an attempt to discover Muslim consumers' purchase intentions of halal meat and how this affects their choice of store location, such as visiting a butcher or a convenience store. Based on their results, most respondents placed selling points to be the priority when buying halal meat, in particular, Muslim consumers in Norway prefer to buy meat from halal butchery (Ibid.). This corresponds with Moghaddam et al., (2022, p. 140) research, which concludes that selling points where halal food

is available is one of the most significant factors influencing Muslim consumers' decision-making, as they seek the availability of halal food in the locations they trust, and they prefer shopping at local retailers and have less confidence in supermarkets. However, the place of purchase and significance of different attributes to Muslim consumers depends on their demographic backgrounds, such as marital status and age (Bhatti et al., 2021).

The study shows that Muslim consumers do not have a particular preference for the freshness of the meat, however, the majority of the participants indicated that they prefer obtaining halal meat from halal butchers (Bhatti et al., 2021). This is due to the fact that Muslim consumers in Norway place more trust in halal butchers rather than supermarkets or online stores because the information about butcheries is obtained through Word of Mouth (WOM) from fellow Muslim consumers. In addition, throughout the direct interaction between the consumer and the butcher, the buyer can inquire for further information about the meat and possibly set their preferences for specific meat pieces and negotiate on the price. Being personally familiar with the butchery builds trust between the Muslim consumer and the butchery (Ahmed, 2008; Bhatti et al., 2021).

On the other hand, Muslim consumers who reside with their families consider the freshness of the meat and the price to be significant factors when purchasing halal meat. Such consumers buy frozen meat as well but in lower quantities (Bhatti et al., 2021). Other families whose priority is to buy local-only meat are indifferent to the place of purchase of halal meat and are not sensitive to different prices (Ibid.). Contrary to Muslims living with families, Muslim consumers who have settled independently display higher trust for halal meat available in supermarkets (Ibid.). Lastly, the most interesting discovery made is how Muslim consumers are mainly not inclined to pay more for obtaining halal meat, but they pay more for the meat from halal butchers that is considered certified, due to the trust built between the butchery and the consumer (Bhatti et al., 2021; Verbeke et al., 2013).

The lack of price sensitivity towards halal meat has also been confirmed by Usmandani and Darwanto (2021). They have deduced that the price of halal processed meat does not have an influence on Muslim consumer decision to buy the items. This is because Muslim consumers accept that the process of making halal meat is costly for businesses, such as obtaining special tools that fit Islamic standards and additional costs for halal certification, which leads to higher prices of halal food when a business attempts to cover the costs (Usmandani & Darwanto, 2021).

Muslim consumers that buy halal meat in supermarkets may recognize whether the meat is halal by checking the presence of a “halal“ logo on the packaged meat (Moghaddam et al., 2022). Halal certification is crucial for Muslim consumers as it may be the only option to identify halal products (Abdul et al., 2009; Hamdan et al., 2013, p. 60; Moghaddam et al., 2022, p.139; Pradana et al., 2020 p. 442). Azam (2016) has deduced that Muslim consumers’ awareness of halal products increases as the products contain the “halal“ logo on them, and the awareness in return leads to higher purchase intentions. This finding also corresponds with research done by Usmandani and Darwanto (2021), who claim that the “halal“ logo or halal certification on meat has quite an impact on the consumer purchase intention, but not on the purchase decision, which means halal certification does not have a direct influence on purchase decision-making but is a factor that consumers consider, among others. However, even with the presence of the “halal“ logo on food products, many Muslims do not trust it or doubt the reliability of the certification, especially in the case of foreign brands (Mohayidin & Kamarulzaman, 2014). There have been multiple incidents reported in the UK where companies and individuals used non-halal meat or sold illegally-obtained meat labeled as “halal“ to Muslim consumers (Fuseini et al., 2017).

On the other hand, some Muslim consumers consider its country of origin to be an important factor during purchase decision-making (Meenchee & Kamaruddin, 2020) and for some, it may perhaps be the most important determinant (Moghaddam et al., 2022, p.139). The researchers have also found that halal food advertisements have no impact on consumer attitudes toward halal food (Moghaddam et al., 2022). The study conducted by Usmandani and Darwanto (2021) in Indonesia concludes that the marketing of halal processed meat, especially advertisements of discounts, does not affect consumers' purchase decisions, since Muslim consumers know the value of producing halal products and understand the costs associated with it. However, it is worth noting that the research was conducted in a country where Islam is a major religion, and the results may differ from this thesis which focuses on a country where Muslims are a minority.

Consumers usually consider the quality of a product they purchase. Usmandani and Darwanto (2021) deduce that the product quality of halal meat does not affect the purchase decision-making of a Muslim consumer. This is possible due to the fact that consumers look for consistency of the product more than quality, so as long as an item is consistent with its quality, whether it’s good or bad, consumers would be willing to buy it (Pandensolang & Tawas, 2015, as cited in Usmandani & Darwanto, 2021, p. 57).

Since Muslim countries have an abundance of halal meat, it is logical to conclude that consumers have more halal brands available to them. Azam (2016) has concluded that knowledge of Islamic brands in regards to halal products does not impact purchase intentions, which may be the result of a lack of awareness of the Islamic brands of products among Muslim consumers and they are more focused on the presence of halal certification when purchasing halal products.

2. METHODOLOGY

This chapter will introduce the methodology and methods used, chosen approach for primary data collection, as well as the survey design and utilized methods for statistical analysis, and the socio-demographic background of the respondents.

In order to answer the thesis' research questions, the author chose to conduct a quantitative study. Based on the research carried out previously concerning Muslim consumer behavior, many of them utilized quantitative studies (Bhatti et al., 2021; Moghaddam et al., 2022; Razzaque & Chaudhry, 2013; Usmandani & Darwanto, 2021). Quantitative methods allow the researcher to obtain an objective view of the responses received and analyze data through statistical analysis methods, which tests the results' reliability (Park & Park, 2016, p. 3). In addition, the researcher gains insight into a subject and identifies particular themes, discrepancies, and is able to provide an overview of such findings.

Due to Muslims being a minority in Georgia and the author not having sufficient resources to reach the target population personally, snowball sampling was used to reach the participants. Snowball sampling is often used in cases where the population is hard to reach, hence, the researcher depends on the respondents to forward the survey to another representative of the target population. Snowball sampling is also referred to as respondent-driven sampling (Goodman, 2011, p. 350). Snowball sampling belongs to the convenience sampling group of the non-probability sampling method, which comes with certain limitations. One of the limitations is that the results can be generalized to the entire population only to an extent. In addition, since the participants forward the survey within their social network, there is a chance of selection bias (Stratton, 2023).

In this thesis, an online survey was utilized using Google Forms. The survey was made in English in order to reach Muslim expatriates living in Georgia, and in Azerbaijani in order to reach the Azerbaijani minority, also Muslims, already settled in Georgia. The survey was first made in English by the author and then translated into Azerbaijani by a trusted acquaintance. Two surveys were linked to one another using hyperlinking so that any forwarded survey link would include

both language versions. The survey was distributed between 14 and 17 April 2023 using the author's social media accounts, friends, and family residing in Georgia. They distributed the survey among their circle of acquaintances and those were asked to forward the questionnaire further as well. Overall the survey succeeded in collecting 72 responses, of which 70 were used.

The majority of the questions in the survey were compiled by the author, inspired by Pradana et al. (2020) and Bhatti et al. (2021) studies. The survey consisted of 19 questions, of which the first 2 questions helped to select the right respondents for the research; if they answered "No" to either of the questions, it would make the respondent skip the survey and take them to the submission page (see Appendix 1). These questions also contribute to the "Need recognition" section of the EBM model, since need recognition begins with residing in Georgia and having the need to buy halal meat. The following 15 questions were to inquire participants about their buying habits of halal meat, such as location, type of meat they buy at specific selling points, factors they consider when buying halal meat, and 3 open-ended questions to gain deeper insight into consumers' reasoning behind their choices. In addition, most questions included the option "Other" to give the respondents the opportunity to answer besides what has been offered in the survey to avoid the limitation of answers. Lastly, four questions at the end of the survey referred to the socio-demographic information of the respondents such as age, gender, nationality, and social status.

The data obtained from the survey in Azerbaijani was translated into English and merged with the results in English to have one set of raw data. Both of the surveys can be found in Appendix 1. To test the relevance of the survey results and gain additional insights, the author has also conducted a statistical analysis. Cronbach's alpha was calculated for 2 research questions to test the internal consistency of the answers provided by the respondents on the Likert scale. Furthermore, Cramer's V was utilized for 1 research question, and for all 3 questions Spearman's correlation was used for statements graded on a Likert scale.

The survey succeeded in collecting 72 responses in total, however, 2 participants are not part of the target population, hence 70 responses are analyzed. The study comprises of respondents aged mainly 21-30 years; the second most evident group is 31-40 years old; followed by people who are 20 years old and younger; people aged 41-50; the smallest age groups are 51-60 and participants above 61 years (see Figure 2).

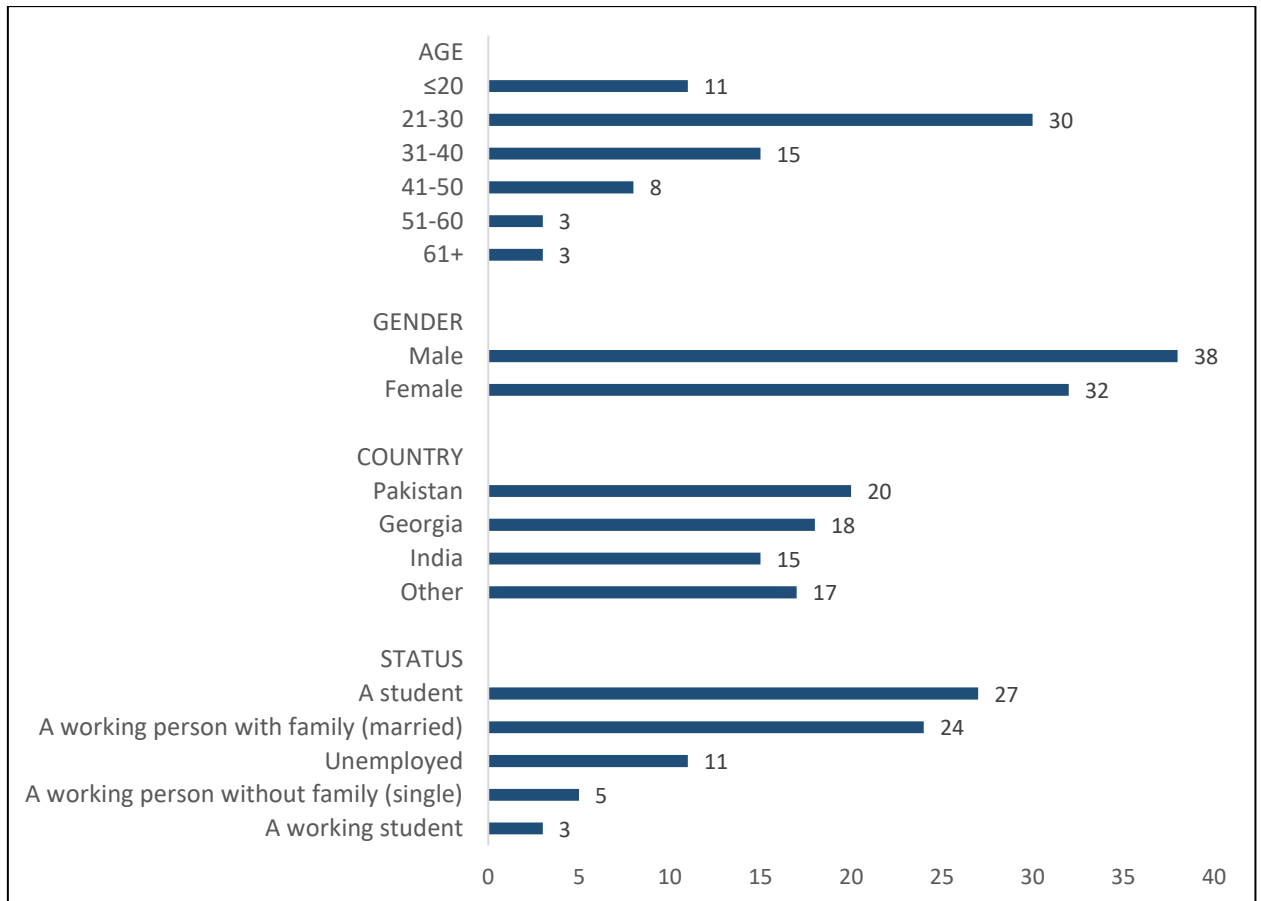


Figure 2. Socio-demographic background of respondents (n=70)

Source: author's calculations based on data from Appendix 3.

The ratio of men to women is almost equal, with males (38 responses) giving slightly more responses to the survey than females (32 responses). Since the survey targets mainly the Muslim expatriates residing in Georgia as well as the Azerbaijani minority, 20 respondents were Pakistanis, 18 were from Georgia, 15 were from India, and 17 were from "Other". The option "Other" consists of respondents representing various countries in smaller numbers, such as Qatar, Azerbaijan, Turkey, the UK, Iran, Russia, Palestine, and other ethnic minorities (see Appendix 3). Moreover, it is important to note that individuals from Georgia may be of other ethnicities, for instance, Azerbaijanis. The majority of respondents were students (27 responses), followed by working individuals that have a family (24 respondents), 11 participants unemployed, 5 single working individuals, and 3 students who are employed.

3. RESULTS

This chapter is divided into 2 sub-chapters where one will introduce the findings of the collected primary data, graphical representations, and statistical analysis of the results sorted by research questions and those results that fit the model; and another will move on to the discussion of the results and their link to the previous studies.

3.1. Findings

In order to answer the research questions of this thesis, the author compiled and distributed a questionnaire to the target sample. Almost every question had an additional answer “Other” to give the possibility for the respondents to provide additional answers and comments. However, it is crucial to note that in places of free answers, unclear comments or answers provided by the respondents were discarded from the study. In the survey, 1 question could be a part of more than 1 research question and measure multiple factors however for simplicity, each question and its results have been presented once in this sub-chapter. Additionally, the results on the Likert scale for answers “Strongly Agree” and “Agree” are presented together for simplicity, and so are answers for “Strongly Disagree” and “Disagree”.

3.1.1. Product characteristics consumers consider when purchasing halal meat

To gain insight into what product characteristics Muslims in Georgia take into consideration when buying halal meat, the respondents were asked to state or explain their opinions regarding several proposed product attributes. Since the price can be considered as a product characteristic for a consumer, the respondents were asked whether the price of halal meat concerns them. Thirty-five individuals stated that the price concerns them from time to time but they purchase halal meat anyway, 25 people stated they do not care much for the price and will buy any halal meat available, 9 people said they are concerned and buy only the cheapest halal meat or none at all, and 1 individual did not answer as they purchase only from 1 selling point (see Figure 3). Moreover, 2 individuals commented that it is more important to buy meat that is halal and from trustworthy sellers (see Appendix 3).

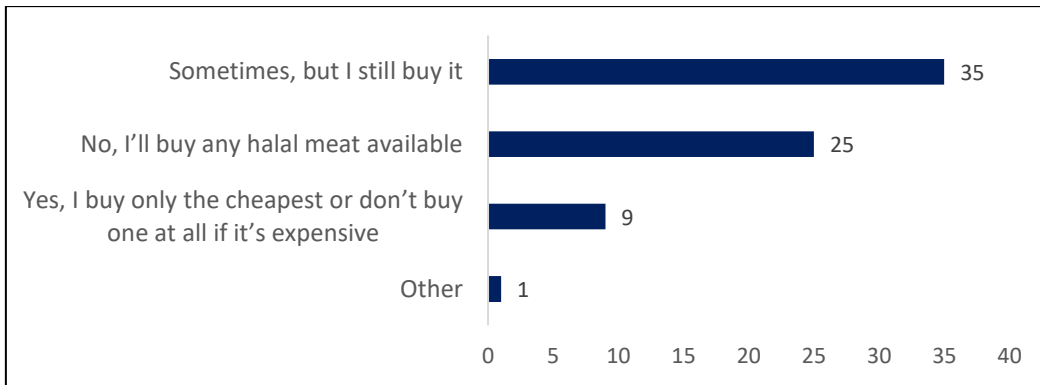


Figure 3. How concerned Muslim consumers are about the price of halal meat (n=69)

Source: author's calculations based on data from Appendix 3.

Furthermore, the participants were asked regarding their attitudes towards the quality of halal meat available in Georgia (see Figure 4). The majority of the respondents are satisfied with the quality of halal meat, where 36 people answered the quality is good, 26 people did not generalize the level of quality to all halal meat in Georgia but are satisfied with the meat they purchase, and 8 respondents said they are not fond of the quality but they still buy the meat because it is halal.

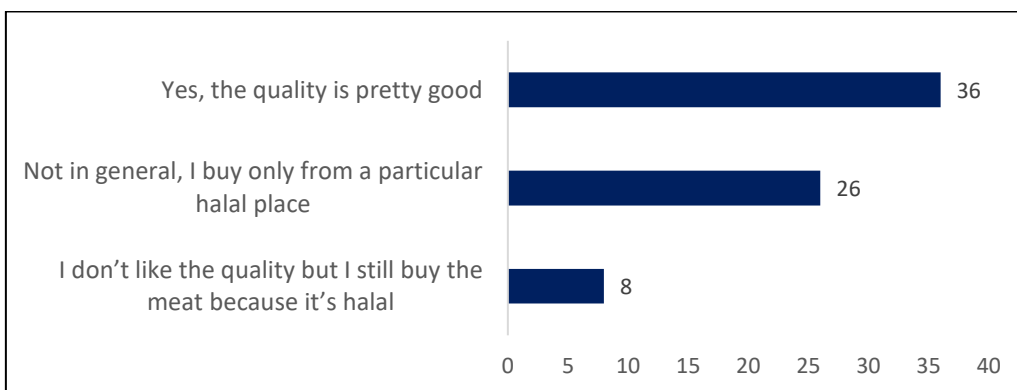


Figure 4. Muslim consumers' attitudes towards the quality of halal meat (n=70)

Source: author's calculations based on data from Appendix 3.

Later, the author wished to know respondents' preferences for different types of halal meat- frozen or fresh. Out of 70 respondents, 33 purchase fresh halal meat either from the butcher or local sellers, 31 buy both fresh meat from the butcher and frozen meat from the supermarket, and 6 people buy only frozen meat from the supermarket. Moreover, one participant added that they purchase halal meat in a village, which the respondent trusts the most and knows how they make the meat halal there (see Figure 5).

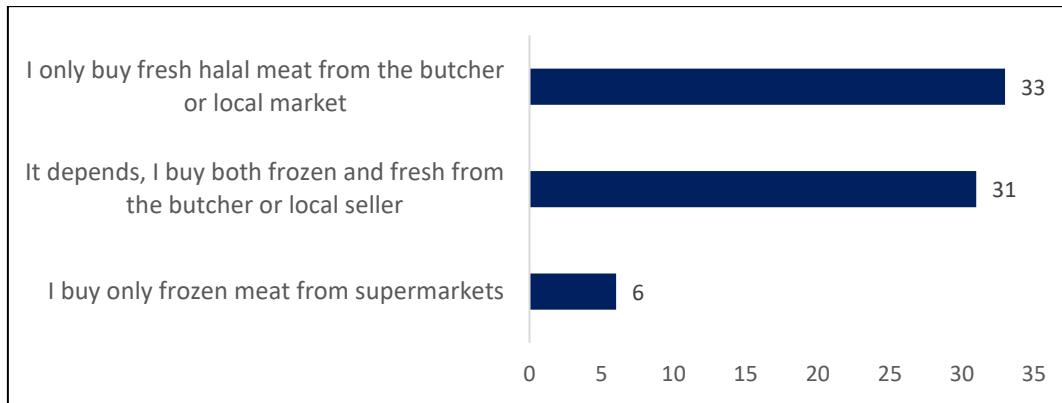


Figure 5. Muslim consumers' choice of the freshness of halal meat (n=70)

Source: author's calculations based on data from Appendix 3.

Furthermore, respondents were asked for the reasoning for their preference for halal meat. The author summarized frequently mentioned comments (see Appendix 3). People who bought mostly fresh halal meat mentioned the health aspect the most- they considered fresh halal meat to be healthier than frozen. Also, the respondents stated that they could easily freeze the meat on their own, as well as the taste, freshness, and quality are considered to be better attributes compared to frozen meat. Lastly, some respondents mentioned that fresh meat is easier to cook and is more trustworthy to buy from the butcher. The main reason for Muslim consumers to buy frozen meat was said to be the convenience of the purchase. Also, some consumers prefer a product with an extended lifespan, hence they buy frozen halal meat. Other comments suggested that people buy frozen meat when fresh is not available to them. Similarly, some respondents pointed out that frozen meat is convenient to buy, however, they still wish to buy fresh meat.

In addition, it is crucial for the author to discover how Muslim consumers in Georgia know the meat sold is halal. For this question, respondents could select multiple answers (see Figure 6). Out of 70 respondents, 66 stated that they look for a "halal" sign for the meat, 17 respondents said they are looking for the country of origin without the presence of a "halal" mark, 14 people stated they trust the recommendations of their acquaintances without the presence of "halal" mark. Moreover, the participants have given additional answers and insights. Some individuals said that they purchase halal meat from a shop near a mosque, others know of popular butchers in the area. Also, some respondents said they simply ask whether the meat is halal or not, and others go to their Azerbaijani acquaintances.

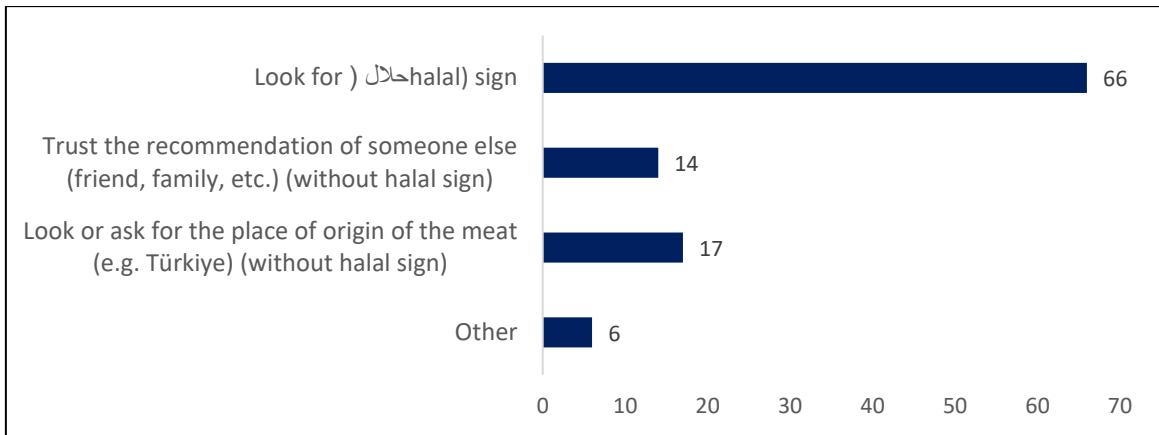


Figure 6. How do Muslim consumers know the meat is halal (n=70) (respondents could select multiple answers)

Source: author’s calculations based on data from Appendix 3.

Since the importance of the “halal” logo is evident in the previous paragraph, the author further inquired the respondents about its importance and trustworthiness of it. Respondents had to state whether they agree or disagree with 3 statements (see Figure 7). As a result, 55 participants agreed that they would purchase halal meat if it has a “halal” logo on it. Out of 70 respondents, 48 respondents agreed that they trust the “halal” logo that they see, and 6 respondents disagreed with the statement. Furthermore, to the statement “I buy halal-certified meat even when the brand is not very popular”, 44 individuals agreed they would proceed to do so, in contrast to 11 respondents who would not.

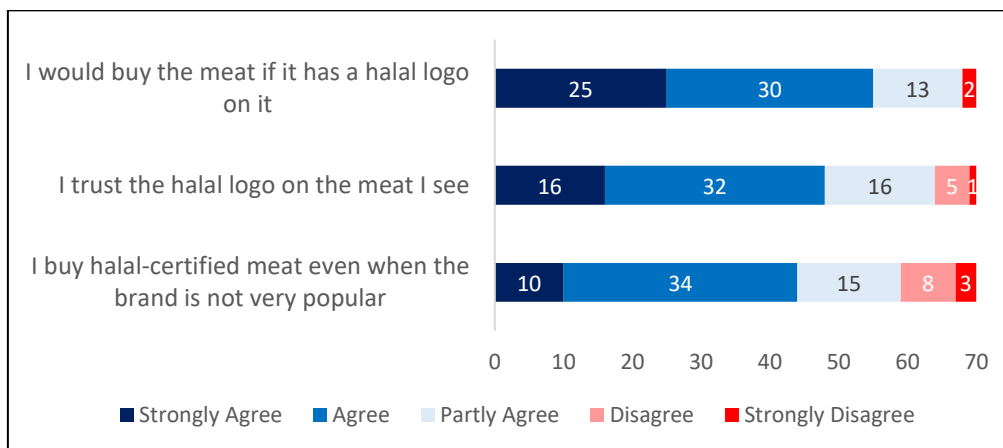


Figure 7. Muslim consumers’ attitudes towards the “halal” logo for halal meat (n=70)

Source: author’s calculations based on data from Appendix 3.

Moreover, Cronbach's alpha was calculated in order to assess the internal consistency reliability (Bonett & Wright, 2015, p. 3) of the 3 aforementioned statements. Together, they represent the importance of the halal logo and certification for Muslim consumers in Georgia (see Table 1).

Table 1. Importance of halal logo and certification.

Item	Cronbach's Alpha
I would buy the meat if it has a halal logo on it	0.811
I trust the halal logo on the meat I see	
I buy halal-certified meat even when the brand is not very popular	

Source: author's calculations based on data from Appendix 4.

Cronbach's alpha for 3 statements is $\alpha=0.811$, which is considered to be a good internal consistency and translates to the reliability in the presented statements to the respondents. Since Cronbach's alpha indicates the presence of a relationship between the items, the author further investigated the correlation between statements where the answers were through the Likert scale. In order to select the type of correlation to utilize for the data, the Shapiro-Wilk test was used to identify whether the distribution is normal for the variables, since it is a test that yields favorable results for most sample sizes (Razali & Wah, 2011, p. 32). To determine whether each variable has a normal distribution, the following two-tailed hypotheses are developed with a significance level of 95%:

- H0: the data is normally distributed.
- H1: the data is not distributed normally.

The results of the Shapiro-Wilk test show the significance for the variables to be less than 0.001 (see Appendix 4), hence, this is less than the p-value of 0.05, which means there is highly significant evidence against H0, and the null hypothesis is rejected. Therefore, the data is not distributed normally, and taking into consideration the data is on an ordinal scale, given these assumptions, Spearman's correlation is applied.

Obtaining Spearman's correlation, it is crucial to test the validity of the correlation coefficient. Thus, two-tailed hypotheses with a significance level of 95% are constructed:

- H0: there is no significant correlation between the variables.
- H1: there is a significant correlation between variables.

Given the hypotheses, only significant correlations were chosen to be presented in this thesis (see Appendix 4) where significant values were less than $p=0.05$, which resulted in rejecting the null hypothesis and confirming there is a significant correlation between variables. In addition, the

correlation coefficients were interpreted using the table outlined in Dancey and Reidy's (2005) book (as cited in Leclezio et al., 2015, p. 18).

As a result with Spearman ρ being 0.543 and 0.555, a strong correlation was found between respondents agreeing that they would buy the meat if it has a halal logo on it, their trustworthiness of the logo, and their willingness to buy unpopular brands with halal logos. This proves the strong influence of the halal logo on the product purchase for Muslim consumers. Another interesting finding was that the respondents who agreed they trust the halal logo that they see also trust the butchers that cut fresh halal meat. A possible explanation for this may be the places where butchers may display the "halal" logo on the entrance. Moreover, a similarly strong correlation is seen with Spearman $\rho= 0.592$ between consumers purchasing unpopular brands of meat and trust placed in halal butchers.

Furthermore, in order to test the association of certain items, Cramer's V was utilized for identifying the relationship between 2 ordinal variables. Hence, similar to Spearman's correlation, two-tailed hypotheses with a significance level of 95% are as follows:

- H0: there is no significant correlation between the variables.
- H1: there is a significant correlation between variables.

Associations with a good Cramer's V coefficient but with a significance value of more than $p=0.05$ were discarded. Taking this into consideration, one of the results was an association between the choice of type of halal meat (fresh, frozen, or both) and one's social status with Cramer's V being 0.352 (see Appendix 4). This means that depending on whether a Muslim, for instance, is a student or a working single individual, this impacts their preference for the type of halal meat.

3.1.2. Selling points consumers visit to buy halal meat and their awareness of them

In order to discover what type of selling points or shops consumers visit to obtain halal meat in Georgia, the author included a direct question for the respondents for which they could select multiple answers. From the total of 70 participants, 52 people stated they purchase halal meat from the butcher, 44 individuals selected they purchase meat from a supermarket, and 1 respondent stated they obtain meat from a specific village. Additional comments to this question were that some consumers purchase from a butcher in Rustavi (a city in Georgia), which is far for the consumer, meanwhile, others buy halal meat from an acquaintance (see Figure 8).

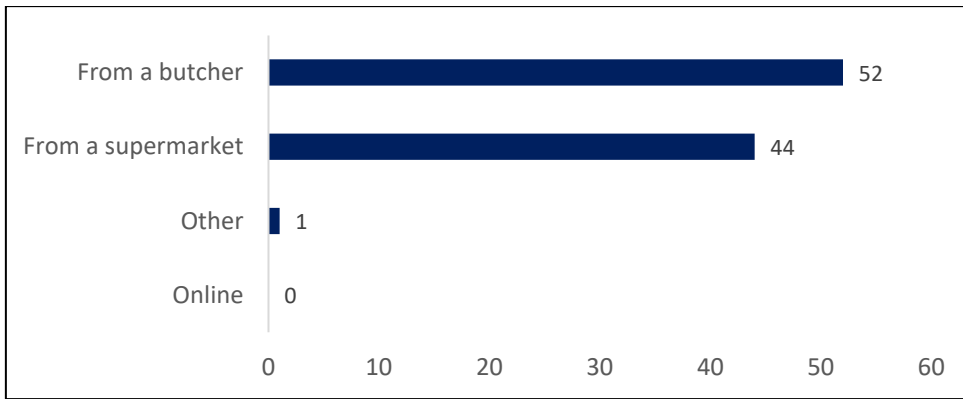


Figure 8. Selling points where Muslim consumers obtain halal meat (n=70) (respondents could select multiple answers)

Source: author's calculations based on data from Appendix 3.

Furthermore, the respondents were asked about how they discovered the whereabouts of halal meat (see Figure 9). Individuals could select several options in this question, and the most prominent response was recommendations from one's social circle (WOM) with 60 responses. The second notable method was searching for halal meat by the respondent themselves in the stores (31 responses), 10 individuals discovered halal meat selling points through Muslim apps, 7 people conducted an online search via Google or searching in community groups such as ones in Facebook, and only 1 individual stated they found halal meat through local advertisements. Besides the predefined answers, certain respondents also claimed that they personally check how the meat is cut in order to ensure it meets halal standards.

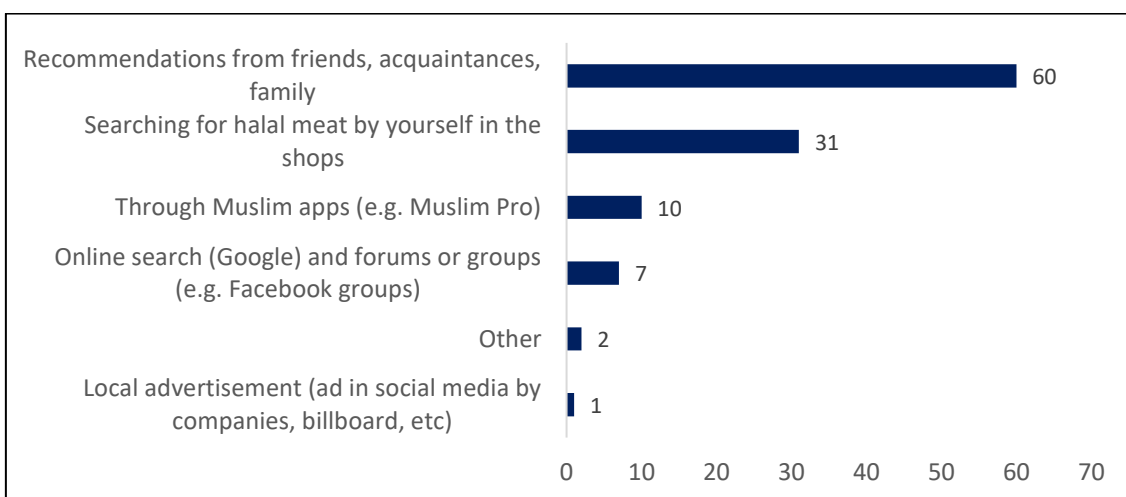


Figure 9. How consumers discover places with the availability of halal meat (n=70) (respondents could select multiple answers)

Source: author's calculations based on data from Appendix 3.

In addition, participants were asked whether they purchase halal meat from a variety of places, to which 49 agreed and 14 disagreed (see Figure 10).

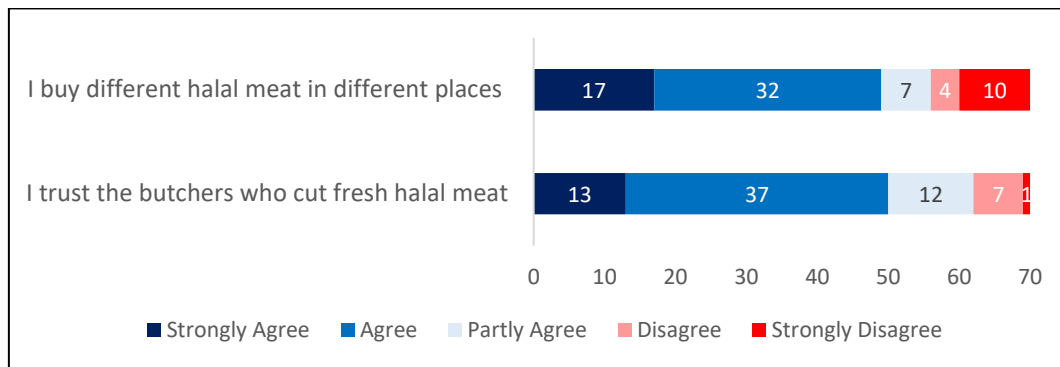


Figure 10. Consumer attitudes toward obtaining halal meat from different places and trust towards the butchers (n=70)

Source: author's calculations based on data from Appendix 3.

Since more than half of the respondents purchase halal meat from the butcher, it is interesting to learn how trustworthy Muslim consumers consider the butchers to be. Out of 70 people, 50 trust the butchers that cut fresh halal meat, and 8 do not.

Furthermore, the author has investigated the existence of a correlation between some of the statements measured on the Likert scale. Given the results of the Shapiro-Wilk test, Spearman's correlation was also utilized using the same hypotheses as in the previous section (see Appendix 4). The Spearman ρ of 0.235 between respondents purchasing halal meat in diverse locations and them traveling long distances to purchase halal meat was one significant finding. The correlation coefficient indicates a weak correlation, which is unexpected given the nature of the statements. However, it may indicate that consumers usually travel long distances for one kind of meat or do not travel far to buy various types. Moreover, a moderate correlation was found ($\rho=0.342$) between respondents agreeing to trust the butchers with halal meat and travel long distances to buy it. Although the correlation is not strong, this result still indicates that the butchers may be located far from one's home.

3.1.3. Barriers to purchase halal meat in Georgia

In order to identify the obstacles that Muslim consumers may face when trying to buy halal meat, most of the questions were asked in a way where respondents either agree or disagree with the proposed statements. The statement with the most agreed respondents was “I wish there was more halal meat available in supermarkets” with 56 respondents and 3 people disagreeing (see Figure 11). Fifty-four individuals agreed that they wish they could buy halal meat closer to their house, while 4 people disagreed. When respondents were questioned whether it is difficult to find halal meat in the country, 28 respondents agreed to the statement, 27 respondents partially agreed, and 15 disagreed. Furthermore, in order to learn about Muslim consumers’ attitudes towards the prices of meat, the author inquired the respondents whether buying halal meat is expensive in Georgia, with which 38 people agreed, 24 agreed partially and 8 disagreed. Finally, 36 respondents agreed that they travel a long distance in order to buy halal meat, while 14 people disagreed.

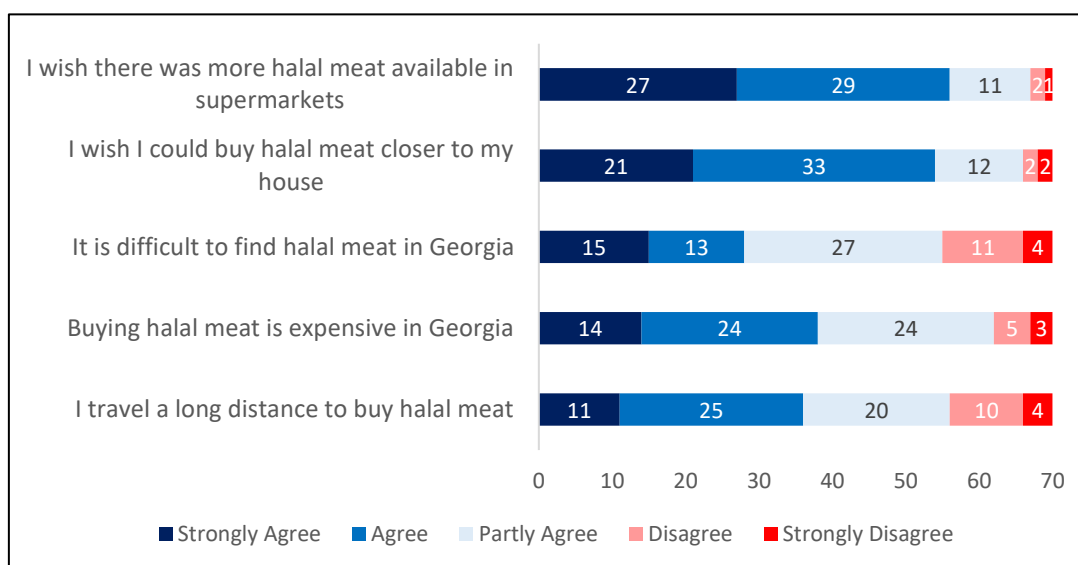


Figure 11. Consumer attitudes towards various difficulties of buying halal meat (n=70)

Source: author’s calculations based on data from Appendix 3.

Since there may be barriers to consumers buying more halal meat that the author has not foreseen, an open-ended question was asked of the respondents (see Appendix 3). The lack of availability of halal meat in every supermarket was a factor most often mentioned among the participants. The second most mentioned reason was the small community of Muslims in Georgia. Furthermore, respondents stated that they question if claimed halal meat is truly “halal”, and whether available halal meat is far from one’s place of residency. Other individual comments included the hardship

to find halal meat besides one butcher place, lack of variety of other halal meat such as beef or lamb in the supermarkets, not all supermarkets offering halal chicken parts such as chicken breast, absence of fresh halal meat in the supermarkets, lack of information where to find halal meat, the high price of halal meat, and the fact that most halal meat is imported.

To further analyze the consistency and relevance of the statements proposed to the respondents, Cronbach’s alpha was calculated for 4 statements (see Table 2). Cronbach’s alpha was low if measured for all statements in Figure 11, so the statement “I travel a long distance to buy halal meat” was removed from this calculation. Finally, Cronbach’s alpha was $\alpha=0.759$, which is considered to be an acceptable internal consistency of the answers for given statements.

Table 2. Presence of obstacles to buy halal meat for Muslim consumers

Item	Cronbach’s Alpha
I wish I could buy halal meat closer to my house	0.759
I wish there was more halal meat available in supermarkets	
It is difficult to find halal meat in Georgia	
Buying halal meat is expensive in Georgia	

Source: author’s calculations based on data from Appendix 4.

Considering the results of Cronbach’s alpha, the correlation between statements answered using the Likert scale was investigated. Considering the results of the normality test, Spearman’s correlation was used for this statistical analysis. One of the findings was that traveling a long distance to obtain halal meat was moderately correlated to halal meat being expensive in Georgia ($\rho=0.326$). This finding is very similar to the one with a strong correlation between respondents considering purchasing halal meat costly and wishing to buy the meat closer to their house ($\rho=0.572$). In addition, respondents who wished they could buy halal meat closer to their house also strongly wished there was more halal meat available in supermarkets with Spearman’s ρ being 0.436. This implies that not every supermarket that is close to one house sells halal meat. Surprisingly, the correlation between the difficulty of finding halal meat in Georgia and the wish to have more availability of meat in supermarkets is relatively weak ($\rho=0.262$). This shows that this may be a difficulty for some, but it is not a major reason for the hardship of locating halal meat. Furthermore, Spearman’s ρ of 0.515 indicates a strong relationship between participants finding it hard to buy halal meat and perceiving halal meat to be expensive. This may be one of the strongest factors influencing the difficulty of purchasing halal meat in Georgia. Lastly, there is a strong correlation of respondents’ perception of halal meat being costly and their willingness to pay more for halal meat over regular meat. This relationship may contradict itself, however, this

means that consumers are ready to pay more for halal meat since it is halal but they still are not satisfied with the costs of it.

Finally, Cramer’s V association test was done on some of the statements regarding barriers to consumption. The same hypotheses and selection logic was used as described in sub-chapter 3.1.1.. A statistically significant finding was discovered with a coefficient of 0.445 between respondent’s gender and their wish to buy the meat closer to their house (see Appendix 4).

3.1.4. Muslim consumer purchase decision-making process

In this study, the author has decided to adopt the Engel-Blackwell-Miniard model in order to examine the purchasing decision-making process of Muslim consumers in Georgia in relation to the purchase of halal meat. The “input” section of the EBM model refers to how a consumer finds information about the product. In order not to repeat the findings in this thesis, they can be found in Figure 9, which answers the question of how consumers find where to buy halal meat.

Moving to the decision-making process, the first stage is need recognition. In order to reach the respondents for this category, the participants were asked whether they live in Georgia, to which out of 72 people, 71 stated they do, and if they buy any type of halal meat in general, to which out of 71 people, 70 agreed that they purchase the meat (see Appendix 3). Furthermore, in order to analyze the consumer search stage outlined in the EBM model, the author has inquired the respondents how they identify halal meat and the ways they used to get information on where to buy halal meat. The responses to these questions can be observed in Figure 6 and Figure 9. Furthermore, the survey questioned whether the respondents ask or search for a halal certificate for a company (see Figure 12). Out of 70 respondents in total, 34 agreed they would inquire or search for a halal certificate for a company and 21 respondents stated would not do so.

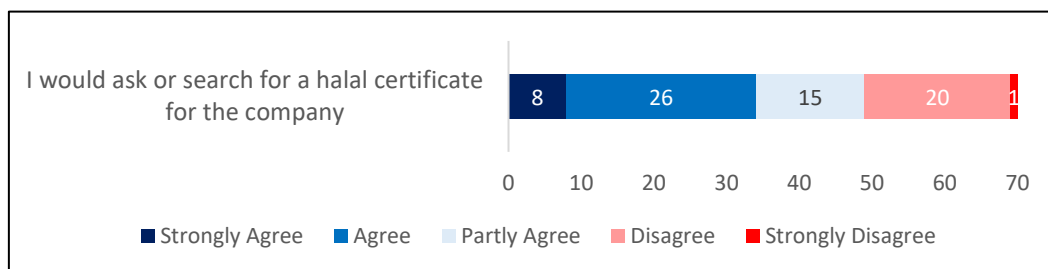


Figure 12. Consumer effort in searching for halal certificate for a brand (n=70)

Source: author’s calculations based on data from Appendix 3.

To continue with the pre-purchase evaluation of alternatives, the individuals are asked several questions. The respondents were asked about their willingness to pay more for halal meat than regular meat, to which 48 people agreed and 16 people disagreed with the statement (see Figure 13).

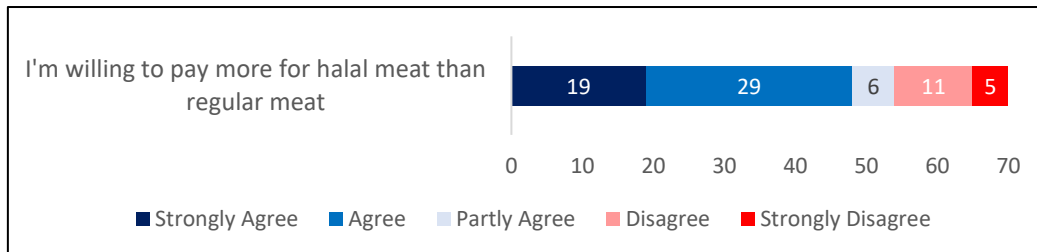


Figure 13. Consumer willingness to pay more for halal meat than regular meat (n=70)

Source: author's calculations based on data from Appendix 3.

Furthermore, when the individuals were asked whether they compare prices of different halal meat options, the majority (36 people) claimed they occasionally do, 20 respondents always compare, and 14 do not (see Figure 14).

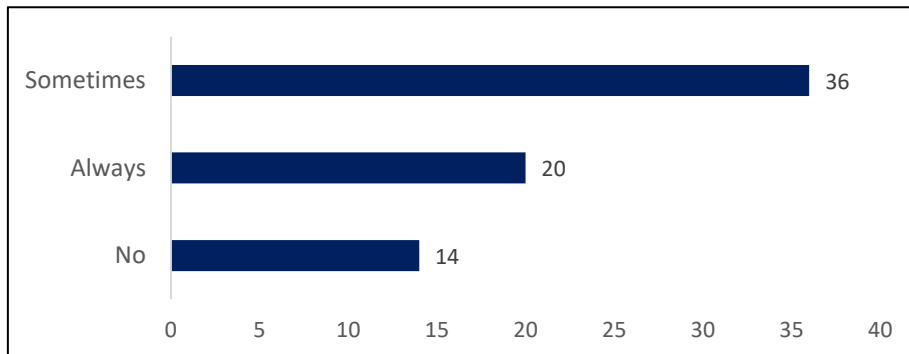


Figure 14. Do consumers compare prices of different halal meat options? (n=70)

Source: author's calculations based on data from Appendix 3.

At the stage of evaluation of alternatives, a consumer may consider choosing between different brands. The respondents were asked what brand of halal chicken they buy in the supermarkets. The goal of this question was to simply analyze consumer awareness of different brands available (see Figure 15). Most individuals with 19 responses did not buy chicken in the supermarkets, 17 individuals bought chicken from a company "Sadia", 14 people did not know what company they usually buy from, and the rest bought from other different companies.

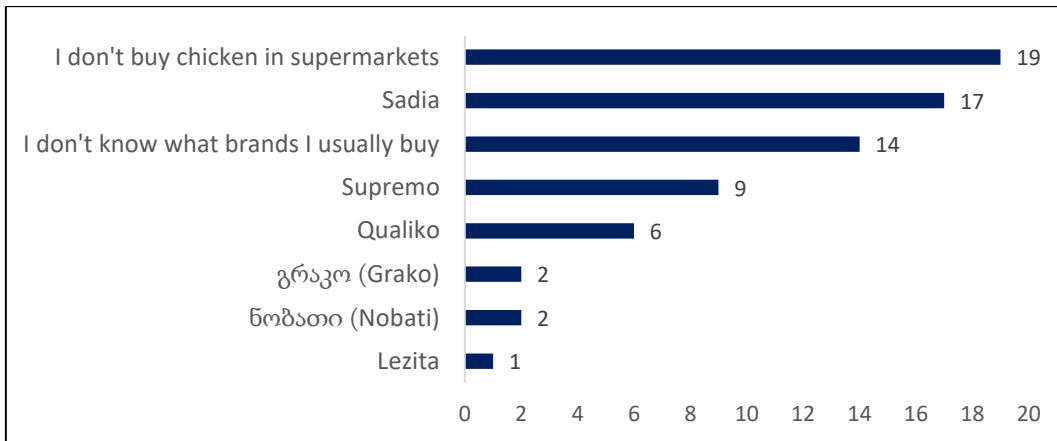


Figure 15. Consumer awareness of the available brands of halal chicken in supermarkets (n=70)
 Source: author's calculations based on data from Appendix 3.

To continue investigating the consumer decision-making process at a pre-purchase evaluation stage, the respondents were requested to state their level of agreement on whether they buy different halal meat in various locations and their decision to purchase unknown to them meat brands provided the products contain the “halal” logo. The results are outlined in Figure 7 and Figure 10. The stage of purchase may be outlined in section 3.1.2.

The final stage of interest in this thesis concerning the purchase decision-making process is post-consumption evaluation. This part of the EBM model was investigated with 1 question measured on a Likert scale and 2 open-ended questions in order to gain further insights from the respondents (see Figure 16). Only 17 people agreed that there were times when they bought one type of halal meat and did not purchase the same product afterwards, while 35 individuals disagreed with the statement. This indicates that consumer post-consumption evaluation is mostly positive and they are satisfied with the products they have purchased.

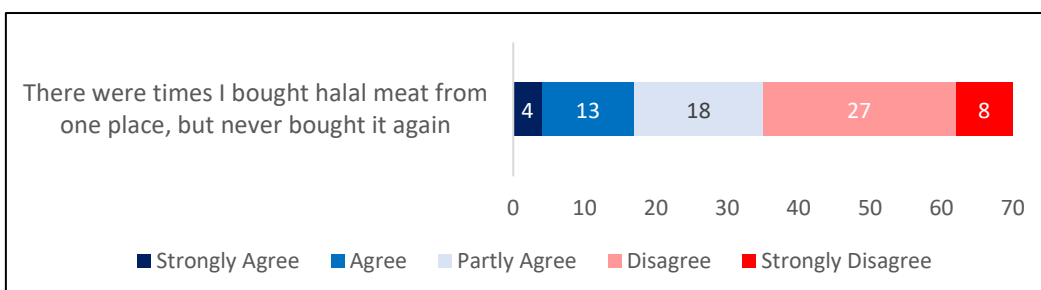


Figure 16. Consumer post-purchase evaluation of whether to buy a type of halal meat or not (n=70)
 Source: author's calculations based on data from Appendix 3.

In addition, the respondents were asked to give reasons why they believe it is easy to find halal meat in Georgia and why it is not. The difficulties of consumers were outlined in section 3.1.3. The respondents outlined the main reason for finding halal meat easy in Georgia to be the presence of the Muslim community (see Appendix 3). Also, the respondents mentioned that meat is available in supermarkets and there are halal butchers in the country. A few respondents outlined the closeness of halal meat to one's place of residence. Another factor mentioned by the respondents is that there is a better variety of halal meat today compared to before and that there are Turkish shops that sell the meat. Only 1 person each remarked that they knew a halal butcher personally and that finding halal meat in Georgia is easier compared to other countries.

3.2. Discussion

This sub-chapter will finalize the findings mentioned previously and will cover the comparison to the theoretical background presented earlier in the paper, as well as introduce recommendations to the marketers based on study results and their limitations.

3.2.1. Overview of findings

In this thesis, the author proposes 3 research questions that are meant to be answered through a quantitative study. The first research question's goal is to find what product characteristics Muslim consumers consider when they purchase halal meat. Based on the survey conducted, the price of halal meat is not a priority for consumers, but they do pay attention to it. Only 9 out of 70 people stated they would not buy halal meat if it was too expensive. This corresponds to the findings of Bhatti et al. (2021) and Usmandani and Darwanto (2021). However, Bhatti et al. (2021) outlined price sensitivity for different consumer segments based on their social status. For instance, Muslims living with families place bigger importance on the price of halal meat unlike other consumer segments (Bhatti et al., 2021). However, such difference between different consumer segments was not observed in this study, but an association was found. Furthermore, most of the respondents find the quality of the available halal meat to be favorable, which correlates to the study done by Usmandani and Darwanto (2021). Muslim consumers in Georgia also mostly buy meat only from a butcher or buy both from a supermarket and a butcher. Such a result is similar to that of Bhatti et al., (2021) and Moghaddam et al. (2022), however, many Muslim consumers in this study still place moderate trust in supermarkets unlike stated in Moghaddam et al. (2022)

study, since the main reasons for choosing to buy the meat from the butchers is health and quality aspects.

Consumers rely heavily on the “halal” logo when trying to find halal meat since they find it trustworthy and it is more essential than brand recognition. This finding confirms the results of studies conducted by Azam (2016), Abdul et al. (2009), Hamdan et al. (2013), Moghaddam et al. (2022), and Pradana et al. (2020). The majority of Muslims in Georgia trust the halal logo they see, in contrast with the conclusion of the study from Mohayidin & Kamarulzaman (2014). A reason for this could be that consumers have not encountered fraudulent products with a “halal” logo. Furthermore, if the “halal” logo is not on the product, some people look for the country of origin, which partially correlates to the findings of Meenchee and Kamaruddin (2020), however, in this study, consumers do not place the country of origin to be the most important factor. This research adds the power of Word of Mouth as another criteria people may use to identify halal meat.

The second research question was to discover selling points Muslim consumers visit to buy halal meat and their awareness of them. Supporting the answer to the previous research question, more respondents buy meat from a butcher than from a supermarket, which also shows trust in the butchers. Some consumers travel far from their homes or to another city like Rustavi (a city in Georgia) to obtain halal meat from butchers. The majority of consumers learn about where to purchase halal meat through WOM, which also correlates to the findings of Bhatti et al. (2021). Another conclusion that corresponds to Moghaddam et al. (2022) and Usmandani and Darwanto (2021) is that advertising has no effect on consumers finding out about halal meat. However, it is crucial to note that this may be the conclusion because halal meat is not widely advertised to be in local supermarkets.

The final research question aimed to investigate barriers to purchasing halal meat in Georgia for Muslim consumers. This research question was tailored specifically for this study, therefore the results cannot be compared to the existing literature as it brings new results to the academic literature. Most consumers wish to have more halal meat available in supermarkets and for it to be available closer to their houses. It was mentioned by consumers, not all shops have halal meat or that variety is not sufficient, and that they have to travel far to go to the butcher, even to another city. However, overall, Muslims do not find it extremely difficult to buy meat in Georgia. Although

price did not prove to be a barrier for consumers, it is still a factor they consider when purchasing meat, and the meat may be considered expensive due to travel costs to obtain it.

In addition, this thesis implements the Engel-Blackwell-Miniard model in order to explore what the purchase decision-making process looks like for a Muslim consumer residing in Georgia (Blackwell et al., 2006). Following the EBM model, need recognition is activated once a Muslim individual is living in Georgia and usually buys halal meat, which triggers the necessity to fill the absence of the item. The consumer then searches for information from their memory, if they were informed where to find halal meat from their environment before such as advertisements or recommendations from others, or proceed to look for information externally by inquiring their acquaintances. Before making a purchase, the consumer assesses the available halal meat alternatives, such as whether to purchase from a butcher or a supermarket, whether to travel far or to purchase what is convenient, what type of meat to obtain and from where, and so on. Once they make a choice, consumer purchases and consumes the meat, after which they decide whether they are satisfied with the choice or not. Most consumers buying halal meat in Georgia are pleased with the halal meat they buy so they then dispose of the waste at the end of the process.

3.2.2. Recommendations

The results of this thesis may be useful for marketers of supermarket chains, especially of those with branches around Georgia, and companies selling halal meat that look into expanding business in Georgia. The number of Muslims in the world is expected to grow by 30% by 2050 as per Hackett (2015) and so will the market in Georgia. Consumers who identify as Muslims of all ages need to consume halal meat, hence this is a considerable market share to be focused on. It is recommended that more companies produce or import halal meat with a “halal” logo on it since it is the prime method Muslims recognize halal meat. An important factor to note is that this should be done in an ethical and legal manner, and the halal certification should be obtained after the meat has been verified to be halal by an Islamic association in Georgia. Furthermore, supermarkets are encouraged to expand their variety of halal meat besides chicken to include more types of meat such as beef and lamb. In addition, it would be a huge benefit for the grocery stores to introduce the options of fresh halal meat sold in their stores as it will encourage consumers to buy fresh halal meat from the shops, together with other products for the household since it will become more convenient.

Considering that Muslim consumers in Georgia are not price sensitive, the companies may not be very concerned with the pricing of the product, however, in order to achieve a competitive advantage on the halal market, it is advised to make the prices of the items more affordable than competitors, since individuals do compare the prices regardless. In regards to advertising, marketers should take into consideration that Muslims discover products through Word of Mouth, and this should be utilized. However, advertisements of halal meat do not seem to be prominent in Georgia, hence, a company does not need to heavily advertise halal meat to the minority, but it can introduce new products proposed previously and send new offers to the customers that use loyalty programs in shops and frequently purchase halal chicken. Muslim consumers would share the news within their community as well, however, it is still favorable to attempt advertising campaigns through messages, since it is quite popular in Georgia.

3.2.3. Limitations

Although the research yields interesting results, this study is not without limitations. Considering that the research implemented quantitative methodology via an online survey, the respondents reported the answers themselves and the study concerns a delicate topic of religion, which is part of one's identity. Hence, in order to preserve a positive self-image, there is a chance of self-reporting bias. Other researchers in their future studies may consider rephrasing the questions to be less direct. Furthermore, the sampling method chosen in this thesis is a non-probability method, the results of which cannot be generalized to the whole population. It is advised to utilize probability sampling methods, such as random sampling with the assistance of other resources to reach a higher number of target respondents. In addition, it is recommended for the survey questions be translated into more languages, such as Georgian and Russian, since Muslim consumers come from various backgrounds and this study was limited to those who speak either English or Azerbaijani.

The research aimed to discover the influence of various factors on Muslim consumer purchase decision-making. However, since this was a general study and numerous factors were covered only briefly, this resulted in weak correlations between variables or strong correlations between variables that do not rationally correlate. Considering this, it is proposed that future studies explore each of the factors in depth by introducing more questions or statements for each variable. In addition, similar to the study conducted by Bhatti et al., (2021), future research may further investigate different preferences based on one's social background and compare if there are distractions between various consumer segments. The author's use of quantitative research hinders

the researcher's capacity to comprehend why respondents answered as they did. Therefore, it is recommended that in future studies a qualitative methodology could be used, particularly focus group interviews or ethnography in order to dive in-depth and understand Muslim consumer's thought processes in regards to halal meat.

CONCLUSION

The purpose of this study is to identify the significance of different factors influencing Muslim consumers' purchase decisions in Georgia, as well as potential barriers to the purchase of halal meat so that relevant recommendations can be made to marketers in Georgia. The author develops 3 research questions about Muslim consumers living in Georgia in order to identify product characteristics that are important to consumers when buying halal meat, the locations they visit to buy the meat and how they become aware of them, and the obstacles they may face to buy more halal meat. The thesis implements the Engel-Blackwell-Miniard model- a model describing consumer purchase decision-making process- to depict how Muslim consumers make purchasing decisions and compare the results of this research to the findings of previous studies in the area. Overall Muslim consumers look for a “halal” logo on the meat in the supermarket and place high importance on it, but do prefer local butchers more due to the freshness and health aspect of the meat. If the “halal” logo is not on the packaging, individuals tend to search for the country of origin. Muslim consumers also gain information about the availability of halal meat from their acquaintances through Word of Mouth. Furthermore, Muslims wish to obtain halal meat closer to their place of residence and more variety of halal meat to be available in supermarkets. Moreover, consumers are not price-sensitive but they do pay attention to prices of the halal meat in different places. Overall, Muslims do not have a particularly difficult time purchasing meat but do have certain aspects that obstruct them from buying more and in an easier way.

LIST OF REFERENCES

- Abdul, M., Ismail, H., Hashim, H., & Johari, J. (2009). Consumer decision making process in shopping for halal food in Malaysia. *China-Usa Business Review*, 8(9), 40–47. <http://psasir.upm.edu.my/id/eprint/13762/>
- Ahmed, A. (2008). Marketing of halal meat in the United Kingdom. *British Food Journal*, 110(7), 655–670. <https://doi.org/10.1108/00070700810887149>
- Ahmed, Z. U., Al-Kwafi, O. S., Saiti, B., & Othman, N. B. (2014). Consumer behavior dynamics of Chinese minorities. *Journal of Technology Management in China*, 9(1), 6–23. <https://doi.org/10.1108/jtmc-10-2013-0038>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior*. Prentice Hall.
- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2017). Factors affecting Halal meat purchase intention: Evidence from international Muslim students in China. *British Food Journal*, 119(3), 527–541. <https://doi.org/10.1108/bfj-10-2016-0455>
- Arndt, J. (1986). Paradigms in Consumer Research: A Review of Perspectives and Approaches. *European Journal of Marketing*, 20(8), 23–40. <https://doi.org/10.1108/eum0000000004660>
- Ashraf, M. (2019). Islamic marketing and consumer behavior toward halal food purchase in Bangladesh. *Journal of Islamic Marketing*, 10(3), 893–910. <https://doi.org/10.1108/jima-03-2018-0051>
- Azam, A. (2016). An empirical study on non-Muslim's packaged *halal* food manufacturers. *Journal of Islamic Marketing*, 7(4), 441–460. <https://doi.org/10.1108/jima-12-2014-0084>
- Beharrell, B., & Denison, T. J. (1995). Involvement in a routine food shopping context. *British Food Journal*, 97(4), 24–29. <https://doi.org/10.1108/00070709510085648>
- Bergadaà, M., Faure, C., & Perrien, J. (1995). Enduring Involvement with Shopping. *Journal of Social Psychology*, 135(1), 17–25. <https://doi.org/10.1080/00224545.1995.9711396>
- Bhatti, M. M., Godfrey, S., Ip, R. H., Gaarder, M., Aslam, S., Steinheim, G., Wynn, P., Hopkins, D., Horneland, R., Eik, L. O., & Ådnøy, T. (2021). An exploratory study of Muslim consumers' halal meat purchasing intentions in Norway. *Acta Agriculturae Scandinavica Section A-Animal Science*, 70(1), 61–70. <https://doi.org/10.1080/09064702.2020.1842488>

- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer Behavior*. Thomson/South-Western.
- Bonett, D. G., & Wright, T. W. (2015). Cronbach's alpha reliability: Interval estimation, hypothesis testing, and sample size planning. *Journal of Organizational Behavior*, 36(1), 3–15. <https://doi.org/10.1002/job.1960>
- Bonne, K., Vermeir, I., Bergeaud-Blackler, F., & Verbeke, W. (2007). Determinants of halal meat consumption in France. *British Food Journal*, 109(5), 367–386. <https://doi.org/10.1108/0070700710746786>
- Dancey, C. P., & Reidy, J. A. (2005). *Statistics Without Maths for Psychology: Using Spss for Windows*.
- Darley, W. K., Blankson, C., & Luethge, D. J. (2010). Toward an integrated framework for online consumer behavior and decision making process: A review. *Psychology & Marketing*, 27(2), 94–116. <https://doi.org/10.1002/mar.20322>
- DU PLESSIS, PJ & ROUSSEAU, GG & BLEM, NH. (1991). *Consumer behaviour. A South African perspective*. Sigma.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1986). *Consumer Behavior* (5th ed.). Dryden Press.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior* (International ed.). Dryden Press.
- Erasmus, A. C., Boshoff, E., & Rousseau, G. G. (2010). Consumer decision-making models within the discipline of consumer science: a critical approach. *Journal of Dietetics and Home Economics*, 29(1). <https://doi.org/10.4314/jfec.v29i1.52799>
- Fuseini, A., Wotton, S., Knowles, T. G., & Hadley, P. J. (2017). Halal Meat Fraud and Safety Issues in the UK: a Review in the Context of the European Union. *Food Ethics*, 1(2), 127–142. <https://doi.org/10.1007/s41055-017-0009-1>
- Global Muslim population*. (n.d.). Timesprayer. Retrieved May 11, 2023, from <https://timesprayer.com/en/muslim-population/#:~:text=As%20of%202023%2C%20it%20is,in%20the%20Asia%2DPacific%20region.>
- Goodman, L. A. (2011). Comment: On Respondent-Driven Sampling and Snowball Sampling in Hard-to-Reach Populations and Snowball Sampling Not in Hard-to-Reach Populations. *Sociological Methodology*, 41(1), 347–353. <https://doi.org/10.1111/j.1467-9531.2011.01242.x>
- Hackett, C. (2015). *The Future of World Religions: Population Growth Projections, 2010- 2050*. Pew Research Center. <https://www.pewresearch.org/religion/2015/04/02/religious-projections-2010-2050/>

- Hamdan, H., Issa, Z. M., Abu, N., & Jusoff, K. (2013). Purchasing Decisions among Muslim Consumers of Processed Halal Food Products. *Journal of Food Products Marketing*, 19(1), 54–61. <https://doi.org/10.1080/10454446.2013.724365>
- Hanafiah, M. H., & Hamdan, N. A. (2021). Determinants of Muslim travellers Halal food consumption attitude and behavioural intentions. *Journal of Islamic Marketing*, 12(6), 1197–1218. <https://doi.org/10.1108/jima-09-2019-0195>
- Horton, R. L. (1984). *Buyer Behavior: A Decision-making Approach*. C.E. Merrill Publishing Company.
- Hoyer, W. D. (1984). An Examination of Consumer Decision Making for a Common Repeat Purchase Product. *Journal of Consumer Research*, 11(3), 822–829. <https://doi.org/10.1086/209017>
- Jaakkola, E. (2007). Purchase decision-making within professional consumer services. *Marketing Theory*, 7(1), 93–108. <https://doi.org/10.1177/1470593107073847>
- Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2019). *Principles of Marketing* (8th ed.). Pearson Education Limited. <https://ebookcentral.proquest.com/lib/tuee/detail.action?docID=5978379>
- Leclezio, L., Jansen, A., Whittemore, V., & De Vries, P. J. (2015). Pilot Validation of the Tuberous Sclerosis-Associated Neuropsychiatric Disorders (TAND) Checklist. *Pediatric Neurology*, 52(1), 16–24. <https://doi.org/10.1016/j.pediatrneurol.2014.10.006>
- Li, X., & Ling, W. (2015). How Framing Effect Impact on Decision Making on Internet Shopping. *Open Journal of Business and Management*. <https://doi.org/10.4236/ojbm.2015.31010>
- Liu, K., & Dickerson, K. G. (1999). Taiwanese male office workers: Selection criteria for business apparel purchase. *Journal of Fashion Marketing and Management*, 3(3), 255–266. <https://doi.org/10.1108/eb022565>
- Meenchee, H., & Kamaruddin, R. (2020). The effects of country of origin (COO) on halal consumption: Evidence from China. *Pertanika Journal of Social Sciences & Humanities*, 28(1), 483–501.
- Mittal, B. (1989). Measuring Purchase-decision involvement. *Psychology & Marketing*, 6(2), 147–162. <https://doi.org/10.1002/mar.4220060206>
- Moghaddam, H., Khan, N. I., Tan, B. C., & Khan, S. (2022). Consumer attitude toward Halal food in the case of the United Kingdom: the role of product attributes and marketing stimuli. *Food Research*, 6(6), 136–142. [https://doi.org/10.26656/fr.2017.6\(6\).861](https://doi.org/10.26656/fr.2017.6(6).861)
- Mohayidin, M. G., & Kamarulzaman, N. (2014). Consumers' Preferences Toward Attributes of Manufactured Halal Food Products. *Journal of International Food & Agribusiness Marketing*, 26(2), 125–139. <https://doi.org/10.1080/08974438.2012.755720>


- Mowen, J. C. (1988). Beyond Consumer Decision Making. *Journal of Consumer Marketing*, 5(1), 15–25. <https://doi.org/10.1108/eb008214>
- Nash, J. (2019). Exploring how social media platforms influence fashion consumer decisions in the UK retail sector. *Journal of Fashion Marketing and Management*, 23(1), 82–103. <https://doi.org/10.1108/jfmm-01-2018-0012>
- Nassè, T. B. (2021). The concept of consumer behavior: definitions in a contemporary marketing perspective. *International Journal of Management & Entrepreneurship Research*, 3(8), 303–307. <https://doi.org/10.51594/ijmer.v3i8.253>
- Olshavsky, R. W., & Granbois, D. H. (1979). Consumer Decision Making-Fact or Fiction? *Journal of Consumer Research*, 6(2), 93–100. <https://doi.org/10.1086/208753>
- Padberg, D. I., Ritson, C., & Albisu, L. (1997). *Agro-food Marketing* (1st ed.). Oxford University Press, USA.
- Pandensolang, J. D., & Tawas, H. N. (2015). Pengaruh Diferensiasi, Kualitas Produk Dan Ekuitas Merek Terhadap Keputusan Pembelian Coca-Cola Pada Pt. Bangun Wenang Beverges Company Di Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3(3), 1113–1124.
- Park, J., & Park, M. (2016). Qualitative versus Quantitative Research Methods: Discovery or Justification? *Journal of Marketing Thought*, 3(1), 1–8. <https://doi.org/10.15577/jmt.2016.03.01.1>
- Parsons, A. G. (2002). Brand choice in gift-giving: recipient influence. *Journal of Product & Brand Management*, 11(4), 237–249. <https://doi.org/10.1108/10610420210435434>
- Population by regions and religion by Regions, Urban/Rural and Religion-Geostat PXWeb Database.* (n.d.). Geostat PXWeb Database. http://pc-axis.geostat.ge/PXweb/pxweb/en/Database/Database_Population%20Census%202014_Demographic%20And%20Social%20Characteristics/22_Population%20by%20regions%20and%20religion.px/table/tableViewLayout1/?rxid=a1a5cc70-e99e-4e10-b9d8-ec5fc2424584
- Pradana, M., Wardhana, A., Rubiyanti, N., Syahputra, S., & Utami, D. S. (2020). Halal food purchase intention of Muslim students in Spain: testing the moderating effect of need-for-cognition. *Journal of Islamic Marketing*, 13(2), 434–445. <https://doi.org/10.1108/jima-05-2020-0122>
- Rassuli, K. M., & Harrell, G. D. (1990). A New Perspective on Choice. *ACR North American Advances*.
- Razali, N. M., & Wah, Y. B. (2011). Power comparisons of Shapiro-Wilk, Kolmogorov-Smirnov, Lilliefors and Anderson-Darling tests. *Journal of Statistical Modeling and Analytics*, 2(1), 21–33.

- Razzaque, M. S., & Chaudhry, S. (2013). Religiosity and Muslim consumers' decision-making process in a non-Muslim society. *Journal of Islamic Marketing*, 4(2), 198–217. <https://doi.org/10.1108/17590831311329313>
- Regenstein, J. M., Chaudry, M. M., & Regenstein, C. E. (2003). The Kosher and Halal Food Laws. *Comprehensive Reviews in Food Science and Food Safety*, 2(3), 111–127. <https://doi.org/10.1111/j.1541-4337.2003.tb00018.x>
- Sherwani, M., Ali, A., Ali, A., Hussain, S., & Zadran, H. G. (2018). Determinants of muslim consumers' Halal meat consumption: applying and extending the theory of planned behavior. *Journal of Food Products Marketing*, 24(8), 960–981. <https://doi.org/10.1080/10454446.2018.1450173>
- Solomon, M. R. (2017). *Consumer Behavior: Buying, Having, and Being* (12th ed.). Pearson Education Limited.
- State Commission on Migration Issues. (2019). *2019 Migration Profile of Georgia*. https://migration.commission.ge/files/mp19_eng_web3.pdf
- State Commission on Migration Issues. (2021). *Migration Profile of Georgia*. https://migration.commission.ge/files/mmp21_eng_web3c.pdf
- Stratton, S. J. (2023). Population Sampling: Probability and Non-Probability Techniques. *World Association for Disaster and Emergency Medicine*, 38(2), 147–148. <https://doi.org/10.1017/S1049023X23000304>
- Talib, M. S. A. (2017). Motivations and benefits of *halal* food safety certification. *Journal of Islamic Marketing*, 8(4), 605–624. <https://doi.org/10.1108/jima-08-2015-0063>
- Usmandani, A. L., & Darwanto, D. H. (2021). Factors Affecting Purchase Decision of Halal Processed Meat for Muslim Consumers in Semarang. *Al-Amwal: Jurnal Ekonomi Dan Perbankan Syari'ah*, 13(1), 46. <https://doi.org/10.24235/amwal.v13i1.7969>
- Vanany, I., Soon, J. M., Maryani, A., & Wibawa, B. M. (2019). Determinants of halal-food consumption in Indonesia. *Journal of Islamic Marketing*, 11(2), 507–521. <https://doi.org/10.1108/jima-09-2018-0177>
- Verbeke, W., Rutsaert, P., Bonne, K., & Vermeir, I. (2013). Credence quality coordination and consumers' willingness-to-pay for certified halal labelled meat. *Meat Science*, 95(4), 790–797. <https://doi.org/10.1016/j.meatsci.2013.04.042>
- Verbeke, W., & Vackier, I. (2004). Profile and effects of consumer involvement in fresh meat. *Meat Science*, 67(1), 159–168. <https://doi.org/10.1016/j.meatsci.2003.09.017>
- Wilson, J. A., & Liu, J. T. C. (2010). Shaping the Halal into a brand? *Journal of Islamic Marketing*, 1(2), 107–123. <https://doi.org/10.1108/17590831011055851>
- Zaichkowsky, J. L. (1985). Measuring the Involvement Construct. *Journal of Consumer Research*, 12(3), 341–352. <https://doi.org/10.1086/208520>

Zatori, A., Smith, M., & Puczko, L. (2018). Experience-involvement, memorability and authenticity: The service provider's effect on tourist experience. *Tourism Management*, 67, 111–126. <https://doi.org/10.1016/j.tourman.2017.12.013>

APPENDICES

Appendix 1. Survey questions (English)



Buying halal meat in Georgia

[Azərbaycan dilində sorğu üçün bura klikləyin.](#)

Hello! I am a student at Tallinn University of Technology and I'm conducting a research on Muslim consumers' purchase decision-making of halal meat in Georgia.

This survey will help gather data for the research and it should only take **5-7 minutes** of your time. There are no right or wrong answers, and the questions are mostly about how you buy halal meat.

All answers are confidential and anonymous- your personal information **will not** be shared.

If you have any questions or suggestions, please email sasham@ttu.ee. Your responses and time taken is highly appreciated!

Please forward the survey to someone else you know who buys halal meat in Georgia, so there is more data that makes the research more accurate.

[Switch account](#)

Not shared

* Indicates required question

Do you live in Georgia? *

Yes

No

[Next](#) [Clear form](#)

Appendix 1 continued

Do you buy halal meat in general (chicken, lamb, beef, etc)? *

Yes

No

[Back](#) [Next](#) [Clear form](#)

Do you compare prices of halal meat to other halal meat options? (e.g. price of halal chicken in different places)? *

Always

Sometimes

No

Other: _____

Do you care if halal meat is expensive? *

Yes, I buy only the cheapest or don't buy one at all if it's expensive

Sometimes, but I still buy it

No, I'll buy any halal meat available

Other: _____

Do you like the quality of the meat available in Georgia? *

Yes, the quality is pretty good

Not in general, I buy only from a particular halal place

I don't like the quality but I still buy the meat because it's halal

Other: _____

How fresh should halal meat be for you? *

I only buy fresh halal meat from the butcher or local market

It depends, I buy both frozen and fresh from the butcher or local seller

I buy only frozen meat from supermarkets

Other: _____

Appendix 1 continued

Why do you buy either frozen or fresh meat?

Your answer _____

[Back](#) [Next](#) [Clear form](#)

If you buy halal meat in a supermarket (e.g. Carrefour, Goodwill, Nikora, etc.), which brand of chicken do you buy the most? *

Qualiko

Sadia

ნობათი (Nobati)

გრაკო (Grako)

Supremo

I don't know what brands I usually buy

I don't buy chicken in supermarkets

Other: _____

How do you know that the meat is halal? *

Look for حلال (halal) sign

Look or ask for the place of origin of the meat (e.g. Türkiye) (without halal sign)

Trust the recommendation of someone else (friend, family, etc.) (without halal sign)

Other: _____

Appendix 1 continued

Please state whether you agree or disagree with the following statements: *

	Strongly Disagree	Disagree	Partly Agree	Agree	Strongly Agree
I would buy the meat if it has a halal logo on it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would ask or search for a halal certificate for the company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the halal logo on the meat I see	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the butchers who cut fresh halal meat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy halal-certified meat even when the brand is not very popular	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I travel a long distance to buy halal meat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Back](#) [Next](#) [Clear form](#)

Where do you buy halal meat? *

From a butcher

From a supermarket (Carrefour, Goodwill, Nikora, etc.)

Online (ordering from a shop, ordering from someone else)

Other: _____

Appendix 1 continued

How did you find out about where to buy halal meat? *

- Recommendations from friends, acquaintances, family
- Online search (Google) and forums or groups (e.g. Facebook groups)
- Local advertisement (ad in social media by companies, billboard, etc)
- Searching for halal meat by yourself in the shops
- Through Muslim apps (e.g. Muslim Pro)
- Other: _____

Please state whether you agree or disagree with the following statements: *

	Strongly Disagree	Disagree	Partly Agree	Agree	Strongly Agree
I wish I could buy halal meat closer to my house	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish there was more halal meat available in supermarkets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is difficult to find halal meat in Georgia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy different halal meat in different places (e.g. chicken in a supermarket, and beef from the butcher)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There were times I bought halal meat from one place, but never bought it again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm willing to pay more for halal meat than regular meat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying halal meat is expensive in Georgia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix 1 continued

Please give reasons why you think it's **easy** to buy halal meat in Georgia:

Your answer _____

Please give reasons why you think it's **difficult** to buy halal meat in Georgia:

Your answer _____

What is your age? *

Your answer _____

What is your gender? *

- Male
- Female

Where are you from? *

- Georgia
- Turkey
- Azerbaijan
- India
- Pakistan
- Other: _____

Are you.... *

- A student
- A working student
- A working person with family (married)
- A working person without family (single)
- Unemployed

Back

Next

Clear form


Appendix 1 continued

Thank you for filling in the survey!

Please click "**Submit**" this form below and send this survey to other people you know that buy halal meat in Georgia!

[Back](#) [Submit](#) [Clear form](#)

Appendix 2. Survey questions (Azerbaijani)



Gürcüstanda halal ət almaq

[Please see English version here.](#)

Salam! Mən Tallinn Texnologiya Universitetinin tələbəsiyəm və Gürcüstanda müsəlman istehlakçıların halal ət almağa qərar vermələri ilə bağlı araşdırma aparıram.

Bu sorğu tədqiqat üçün məlumat toplamağa kömək edəcək və bu, yalnız 5-7 dəqiqə vaxtınızı almalıdır. Düzgün və ya yanlış cavab yoxdur və suallar daha çox halal ətə necə alırsınız.

Bütün cavablar anonimdir - şəxsi məlumatlarınız paylaşılmayacaq.

Hər hansı bir sualınız və ya təklifiniz varsa, sasham@ttu.ee elektron poçtuna müraciət edin.

Cavablarınız və vaxtınız yüksək qiymətləndirilir!

Lütfən, sorğunu Gürcüstanda halal ət alan tanıdığınız başqa birinə göndərin, ona görə də araşdırmanı daha dəqiq edən daha çox məlumat var.

[Switch account](#)

Not shared

* Indicates required question

Gürcüstanda yaşayırsınız? *

Bəli

Yox

[Next](#) [Clear form](#)

Ümumiyyətlə halal ət (toyuq, quzu, mal ətə və s.) alırsınız? *

Bəli

Yox

[Back](#) [Next](#) [Clear form](#)

Appendix 2 continued

Halal ətın qiymətlərini digər halal ət variantları ilə müqayisə edirsinizmi? (məsələn, * müxtəlif yerlərdə halal toyuğun qiyməti)?

- Həmişə
- Bəzən
- Yox
- Other: _____

Halal ətın baha olması sizi maraqlandırırımı? *

- Bəli, yalnız ən ucuzunu alıram və ya bahadırsa, heç almıram
- Bəzən olur, amma yenə də alıram
- Xeyr, hər hansı halal ətı alıram
- Other: _____

Gürcüstanda olan ətın keyfiyyətini bəyənlirsinizmi? *

- Bəli, keyfiyyət olduqca yaxşıdır
- Ümumiyyətlə yox, ancaq bir halal yerdən alıram
- Keyfiyyətini bəyənmirəm, amma ətı halal olduğu üçün hələ də alıram
- Other: _____

Halal ət sizin üçün nə qədər təzə olmalıdır? *

- Mən ancaq təzə halal ət və ya yerli bazardan alıram
- Mən qəssabdan və ya yerli satıcıdan həm dondurulmuş, həm də təzə alıram
- Supermarketlərdən ancaq dondurulmuş ət alıram
- Other: _____

Appendix 2 continued

Niyə dondurulmuş və ya təzə ət alırsınız?

Your answer _____

[Back](#) [Next](#) [Clear form](#)

Supermarketdən halal ət alsanız (məsələn, Carrefour, Goodwill, Nikora.), ən çox hansı marka toyuq alırsınız? *

Qualiko

Sadia

نوباتی (Nobati)

ڭرکۆم (Grako)

Supremo

Ümumiyyətlə hansı markaları aldığımı bilmirəm

Supermarketlərdən toyuq almıram

Other: _____

Ətin halal olduğunu hardan bilirsiniz? *

işarəsini axtarıram (halal) حلال

Ətin mənşəyini axtarıram və ya soruşuram (məsələn, Türkiyə) (halal işarəsi olmadan)

Başqasının (dost, ailə və s.) tövsiyəsinə etibar edirəm (halal işarəsi olmadan)

Other: _____

Appendix 2 continued

Zəhmət olmasa aşağıdakı ifadələrlə razı və ya razı olmadığınızı bildirin: *

	Tamamilə Razı deyiləm	Razı deyiləm	Qismən Razıyam	Razı	Tamamilə razı
Üzərində halal loqosu olsa əti alardım	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Şirkət üçün halal sertifikatı soruşardım və ya axtardım	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gördüyüm ətin üzərindəki halal loqosuna inanıram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Təzə halal ət kəsən qəssablara güvənirəm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brend o qədər də məşhur olmayanda da halal sertifikatlı ət alıram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Halal ət almaq üçün uzun məsafə qət edirəm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Back](#) [Next](#) [Clear form](#)

Halal əti haradan alırsan? *

Qəssabdan

Supermarketdən (Carrefour, Goodwill, Nikora)

Onlayn (mağazadan sifariş, başqasından sifariş)

Other: _____

Appendix 2 continued

Halal ətini haradan alınacağını necə bildiniz? *

- Dostlardan, tanışlardan, ailədən tövsiyələr
- Onlayn axtarış (Google) və forumlar və ya qruplar (məsələn, Facebook qrupları)
- Yerli reklam (şirkətlərin sosial mediada reklamı, bilbord)
- Mağazalarda özünü halal ət axtarırsınız
- Müsəlman proqramları vasitəsilə (məsələn, Muslim Pro)
- Other: _____

Zəhmət olmasa aşağıdakı ifadələrlə razı və ya razı olmadığınızı bildirin: *

	Tamamilə Razı deyiləm	Razı deyiləm	Qismən Razıyam	Razı	Tamamilə razı
Kaş evimə yaxın halal ət ala biləydim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kaş ki, supermarketlərdə daha çox halal ət olsun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gürcüstanda halal ət tapmaq çətindir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Müxtəlif yerlərdə halal ət alıram (məsələn, supermarketdə toyuq və qəssabdan mal əti)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elə vaxtlar olub ki, bir yerdən halal ət almışam, bir daha almamışam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Halal ət üçün adi ətdən daha çox pul ödəməyə hazırım	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gürcüstanda halal ət almaq bahadır	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix 2 continued

Zəhmət olmasa, Gürcüstanda halal ət almağın asan olduğunu düşündüyünüz səbəbləri göstərin:

Your answer

Zəhmət olmasa, Gürcüstanda halal ət almağın nə üçün çətin olduğunu düşündüyünüz səbəbləri göstərin:

Your answer

[Back](#)

[Next](#)

[Clear form](#)

Neçə yaşın var? *

Your answer

Cinsiniz nədir? *

Kişi

Qadın

Haralısan? *

Gürcüstan

Türkiyə

Azərbaycan

Hindistan

Pakistan

Other: _____

Appendix 2 continued

Siz.... *

Tələbəsiz

İşləyən tələbəsiz

Ailəsi olan işçisiz (evli)

Ailəsi olmayan işçisiz (subay)

İşsizsiniz

[Back](#) [Next](#) [Clear form](#)

Anketi doldurduğunuz üçün təşəkkür edirik!

Zəhmət olmasa aşağıdakı formanı "**Göndər**" düyməsini sıxın və Gürcüstanda halal ət alan digər tanıdığınız insanlara bu sorğunu göndərin!

[Back](#) [Submit](#) [Clear form](#)

Appendix 3. Survey results (total)

Do you live in Georgia?

Answer	Number of respondents
Yes	71
No	1

Source: author's calculations (n=72)

Do you buy halal meat in general (chicken, lamb, beef, etc)?

Answer	Number of respondents
Yes	70
No	1

Source: author's calculations (n=71)

Do you compare prices of halal meat to other halal meat options? (e.g. price of halal chicken in different places)?

Answer	Number of respondents
Always	20
Sometimes	36
No	14
Other	0

Source: author's calculations (n=70)

Do you care if halal meat is expensive?

Answer	Number of respondents
Yes, I buy only the cheapest or don't buy one at all if it's expensive	9
Sometimes, but I still buy it	35
No, I'll buy any halal meat available	25
Other ¹	1

Source: author's calculations (n=70)

¹Other responses and additional comments

Answer	Number of respondents
It's more important to buy halal meat from trustworthy people	1
Halal meat is less infectious	1
I buy halal meat from 1 place	1
As long as the meat is halal	1

Source: author's summary

Appendix 3 continued

Do you like the quality of the meat available in Georgia?

Answer	Number of respondents
Yes, the quality is pretty good	36
Not in general, I buy only from a particular halal place	26
I don't like the quality but I still buy the meat because it's halal	8
Other	0

Source: author's calculations (n=70)

How fresh should halal meat be for you?

Answer	Number of respondents
I only buy fresh halal meat from the butcher or local market	33
It depends, I buy both frozen and fresh from the butcher or local seller	31
I buy only frozen meat from supermarkets	6
Other ²	0

Source: author's calculations (n=70)

²Other responses and additional comments

Answer	Number of respondents
Buy halal meat in a village as it's more trustworthy and clean and they say prayer before cutting the meat	1

Source: author's summary

Why do you buy either frozen or fresh meat?

Answer	Reason	Number of respondents
Fresh	Better quality	2
	Can freeze on their own	3
	Taste	3
	Easy to cook	2
	Fresh	3
	Healthier	4
	Trust the seller	1
Frozen	Convenient	3
	Buy when fresh isn't available	2
	Convenient but wants fresh meat	2
	Longer duration	2

Source: author's summary

Appendix 3 continued

If you buy halal meat in a supermarket (e.g. Carrefour, Goodwill, Nikora, etc.), which brand of chicken do you buy the most?

Answer	Number of respondents
Qualiko	6
Sadia	17
ნობათი (Nobati)	2
გრაკო (Grako)	2
Supremo	9
I don't know what brands I usually buy	14
I don't buy chicken in supermarkets	19
Other ³	1

Source: author's calculations (n=70)

³Other responses and additional comments

Answer	Number of respondents
Lezita (brand)	1

Source: author's summary

How do you know that the meat is halal?

Answer	Number of respondents
Look for حلال (halal) sign	66
Look or ask for the place of origin of the meat (e.g. Türkiye) (without halal sign)	17
Trust the recommendation of someone else (friend, family, etc.) (without halal sign)	14
Other ⁴	6

Source: author's calculations (n=70) (respondents could select multiple answers)

⁴Other responses and additional comments

Answer	Number of respondents
From a man selling halal meat near a mosque in Rustavi	1
Azerbaijani acquaintances	1
Ask whether the meat is halal or not	1
Well-known butcher in the area	1
Look or ask for the place of origin of the meat (e.g. Türkiye) (with halal sign)	1

Source: author's summary

Appendix 3 continued

Please state whether you agree or disagree with the following statements:

Statement	Strongly Disagree	Disagree	Partly Agree	Agree	Strongly Agree
I would buy the meat if it has a halal logo on it	2	0	13	30	25
I would ask or search for a halal certificate for the company	1	20	15	26	8
I trust the halal logo on the meat I see	1	5	16	32	16
I trust the butchers who cut fresh halal meat	1	7	12	37	13
I buy halal-certified meat even when the brand is not very popular	3	8	15	34	10
I travel a long distance to buy halal meat	4	10	20	25	11

Source: author's calculations (n=70)

Where do you buy halal meat?

Answer	Number of respondents
From a butcher	52
From a supermarket (Carrefour, Goodwill, Nikora, etc.)	44
Online (ordering from a shop, ordering from someone else)	0
Other ⁵	1

Source: author's calculations (n=70) (respondents could select multiple answers)

⁵Other responses and additional comments

Answer	Number of respondents
Travel to a specific village to buy halal meat	1
From a butcher in Rustavi, which is far	1
From a butcher shop of an acquaintance	1

Source: author's summary

Appendix 3 continued

How did you find out about where to buy halal meat?

Answer	Number of respondents
Recommendations from friends, acquaintances, family	60
Online search (Google) and forums or groups (e.g. Facebook groups)	7
Local advertisement (ad in social media by companies, billboard, etc)	1
Searching for halal meat by yourself in the shops	31
Through Muslim apps (e.g. Muslim Pro)	10
Other ⁶	2

Source: author's calculations (n=70) (respondents could select multiple answers)

⁶Other responses and additional comments

Answer	Number of respondents
Observe how people cut the meat themselves	1

Source: author's summary

Please state whether you agree or disagree with the following statements:

Statement	Strongly Disagree	Disagree	Partly Agree	Agree	Strongly Agree
I wish I could buy halal meat closer to my house	2	2	12	33	21
I wish there was more halal meat available in supermarkets	1	2	11	29	27
It is difficult to find halal meat in Georgia	4	11	27	13	15
I buy different halal meat in different places (e.g. chicken in a supermarket, and beef from the butcher)	10	4	7	32	17
There were times I bought halal meat from one place, but never bought it again	8	27	18	13	4
I'm willing to pay more for halal meat than regular meat	5	11	6	29	19
Buying halal meat is expensive in Georgia	3	5	24	24	14

Source: author's calculations (n=70)

Appendix 3 continued

Please give reasons why you think it's easy to buy halal meat in Georgia:

Answer	Number of respondents
Close to one's house	3
Personal connection to the butcher	1
Presence of butchers of halal meat in the country	5
Easier compare to other non-Muslim countries	1
Better variety in Georgian stores than before	3
Availability in supermarkets	6
Muslim population living in Georgia	7
Turkish shops where halal meat is sold	3

Source: author's summary

Please give reasons why you think it's difficult to buy halal meat in Georgia:

Answer	Number of respondents
Hard to find halal meat besides one butcher	1
Not all supermarkets offer halal meat parts (e.g. chicken breast)	1
Not every meat is halal/Lack of availability of halal meat	6
Lack of trust whether halal meat is truly halal	3
Lack of other halal meat in the supermarkets (e.g. beef, lamb)	1
Supermarkets do not offer fresh halal meat	1
Halal meat is expensive	1
Halal meat is far from one's home	3
Small Muslim community in Georgia	4
Lack of information where to find halal meat	1
Mostly imported meat	1

Source: author's summary

Appendix 3 continued

What is your age?

Answer	Number of respondents
16	1
17	1
18	4
19	2
20	3
21	4
22	3
23	4
24	4
25	3
26	4
27	2
28	1
29	3
30	2
31	2
32	1
33	4
34	1
35	1
36	2
37	1
40	3
43	3
45	1
47	1
50	3
51	1
53	2
63	1
65	1
72	1

Source: author's calculations (n=70)

What is your gender?

Answer	Number of respondents
Male	38
Female	32

Source: author's calculations (n=70)

Appendix 3 continued

Where are you from?

Answer	Number of respondents
Georgia	18
Turkey	3
Azerbaijan	2
India	15
Pakistan	20
Other ⁷	12

Source: author's calculations (n=70)

⁷Other responses and additional comments

Answer	Number of respondents
Palestine	1
Chechen Republic	2
Kashmir	1
Iran	1
United Kingdom	2
Russian Federation	2
Qatar	3

Source: author's summary

Are you....

Answer	Number of respondents
A student	27
A working student	3
A working person with family (married)	24
A working person without family (single)	5
Unemployed	11

Source: author's calculations (n=70)

Appendix 4. Statistical analysis of results using SPSS

Cronbach's alpha for 3 items:

- “I would buy the meat if it has a halal logo on it”
- “I trust the halal logo on the meat I see”
- “I buy halal-certified meat even when the brand is not very popular”

Reliability Statistics	
Cronbach's Alpha	N of Items
.811	3

Source: SPSS calculations based on data from Appendix 3.

Cronbach's alpha for 4 items:

- “I wish I could buy halal meat closer to my house”
- “I wish there was more halal meat available in supermarkets”
- “It is difficult to find halal meat in Georgia”
- “Buying halal meat is expensive in Georgia”

Reliability Statistics	
Cronbach's Alpha	N of Items
.759	4

Source: SPSS calculations based on data from Appendix 3.

Appendix 4 continued

Test of normality for variables answered on Likert scale.

	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
I would buy the meat if it has a halal logo on it	.248	70	<.001	.801	70	<.001
I would ask or search for a halal certificate for the company	.237	70	<.001	.876	70	<.001
I trust the halal logo on the meat I see	.266	70	<.001	.866	70	<.001
I buy halal-certified meat even when the brand is not very popular	.292	70	<.001	.862	70	<.001
I trust the butchers who cut fresh halal meat	.312	70	<.001	.843	70	<.001
I travel a long distance to buy halal meat	.218	70	<.001	.902	70	<.001
I wish I could buy halal meat closer to my house	.278	70	<.001	.820	70	<.001
I wish there was more halal meat available in supermarkets	.242	70	<.001	.814	70	<.001
It is difficult to find halal meat in Georgia	.217	70	<.001	.897	70	<.001
I buy different halal meat in different places (e.g. chicken in a supermarket, and beef from the butcher)	.320	70	<.001	.801	70	<.001
Buying halal meat is expensive in Georgia	.199	70	<.001	.887	70	<.001
There were times I bought halal meat from one place, but never bought it again	.236	70	<.001	.899	70	<.001
I'm willing to pay more for halal meat than regular meat]	.295	70	<.001	.839	70	<.001

a. Lilliefors Significance Correction

Source: SPSS calculations based on data from Appendix 3.

Appendix 4 continued

Significant correlations using Spearman's correlation results.

Item 1	Item 2	Spearman's rho	Significance (2-tailed)	Correlation
I would buy the meat if it has a halal logo on it	I trust the halal logo on the meat I see	0.543	0.000	Strong
	I buy halal-certified meat even when the brand is not very popular	0.555	0.000	Strong
	I trust the butchers who cut fresh halal meat	0.338	0.004	Moderate
	I wish there was more halal meat available in supermarkets	0.240	0.045	Weak
	I buy different halal meat in different places (e.g. chicken in a supermarket, and beef from the butcher)	0.259	0.030	Weak
	What is your age?	-0.257	0.032	Negative weak
	I would ask or search for a halal certificate for the company	I trust the halal logo on the meat I see	0.360	0.002
I buy halal-certified meat even when the brand is not very popular		0.288	0.016	Weak
I trust the butchers who cut fresh halal meat		0.347	0.003	Moderate
I travel a long distance to buy halal meat		0.326	0.006	Moderate
I trust the halal logo on the meat I see	I buy halal-certified meat even when the brand is not very popular	0.524	0.000	Strong
	I trust the butchers who cut fresh halal meat	0.438	0.000	Strong
	I travel a long distance to buy halal meat	0.238	0.048	Weak
I buy halal-certified meat even when the brand is not very popular	I trust the butchers who cut fresh halal meat	0.592	0.000	Strong
I trust the butchers who cut fresh halal meat	I travel a long distance to buy halal meat	0.342	0.004	Moderate

Appendix 4 continued

Item 1	Item 2	Spearman's rho	Significance (2-tailed)	Correlation
I travel a long distance to buy halal meat	I buy different halal meat in different places (e.g. chicken in a supermarket, and beef from the butcher)	0.235	0.050	Weak
	Buying halal meat is expensive in Georgia	0.326	0.006	Moderate
I wish I could buy halal meat closer to my house	I wish there was more halal meat available in supermarkets	0.436	0.000	Strong
	It is difficult to find halal meat in Georgia	0.393	0.001	Moderate
	Buying halal meat is expensive in Georgia	0.572	0.000	Strong
	I'm willing to pay more for halal meat than regular meat	0.531	0.000	Strong
I wish there was more halal meat available in supermarkets	It is difficult to find halal meat in Georgia	0.262	0.029	Weak
	I buy different halal meat in different places (e.g. chicken in a supermarket, and beef from the butcher)	0.250	0.037	Weak
	Buying halal meat is expensive in Georgia	0.350	0.003	Moderate
	I'm willing to pay more for halal meat than regular meat	0.372	0.002	Moderate
	Buying halal meat is expensive in Georgia	0.515	0.000	Strong
It is difficult to find halal meat in Georgia	I'm willing to pay more for halal meat than regular meat	0.271	0.023	Weak
	Buying halal meat is expensive in Georgia	0.261	0.029	Weak
I buy different halal meat in different places (e.g. chicken in a supermarket, and beef from the butcher)	Buying halal meat is expensive in Georgia	0.261	0.029	Weak
Buying halal meat is expensive in Georgia	I'm willing to pay more for halal meat than regular meat	0.516	0.000	Strong

Source: SPSS calculations based on data from Appendix 3.

Appendix 4 continued

Cramer's V association between choice of frozen, fresh, or both halal meat and one's social status.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.497	.027
	Cramer's V	.352	.027
N of Valid Cases		70	

Source: SPSS calculations based on data from Appendix 3.

Cramer's V association between one's gender and wish to buy halal meat closer to their house.

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.445	.008
	Cramer's V	.445	.008
N of Valid Cases		70	

Source: SPSS calculations based on data from Appendix 3.

Appendix 5. Non-exclusive licence

A non-exclusive licence for reproduction and publication of a graduation thesis¹

I Samina Shamshad

1. Grant Tallinn University of Technology free licence (non-exclusive licence) for my thesis

Muslim Consumers' Purchase Decision-Making of Halal Meat in Georgia Based
on Engel-Blackwell-Miniard Model,

supervised by Kristel Kaljund,

1.1 to be reproduced for the purposes of preservation and electronic publication of the graduation thesis, incl. to be entered in the digital collection of the library of Tallinn University of Technology until expiry of the term of copyright;

1.2 to be published via the web of Tallinn University of Technology, incl. to be entered in the digital collection of the library of Tallinn University of Technology until expiry of the term of copyright.

2. I am aware that the author also retains the rights specified in clause 1 of the non-exclusive licence.

3. I confirm that granting the non-exclusive licence does not infringe other persons' intellectual property rights, the rights arising from the Personal Data Protection Act or rights arising from other legislation.

11.05.2023

¹ The non-exclusive licence is not valid during the validity of access restriction indicated in the student's application for restriction on access to the graduation thesis that has been signed by the school's dean, except in case of the university's right to reproduce the thesis for preservation purposes only. If a graduation thesis is based on the joint creative activity of two or more persons and the co-author(s) has/have not granted, by the set deadline, the student defending his/her graduation thesis consent to reproduce and publish the graduation thesis in compliance with clauses 1.1 and 1.2 of the non-exclusive licence, the non-exclusive license shall not be valid for the period