

**Appendices:**

<b>Demographic</b>	<b>Values</b>	<b>Frequency</b>	<b>Percentage %</b>
<b>Gender</b>	Male	221	73.6
	Female	79	26.4
<b>Age (years)</b>	16-25	56	18.6
	26-35	106	35.3
	36-45	65	21.6
	46-55	42	14
	55+	31	10.3
<b>Education</b>	Matric/below	55	18.3
	Intermediate	68	22.6
	Bachelors	123	41
	Masters/above	44	14.6
<b>Religion</b>	Christian	185	61.6
	Hindu	49	16.3
	Sikh	19	6.4
	Other	47	15.6
<b>Monthly Family Income (Rupees)</b>	20000 or less	43	14.3
	21000-35000	66	22
	36000-40000	91	30.3
	41000-45000	62	20.6
	46000-50000	22	7.3
	50000+	16	5.3

**Table 1:** Sample characteristics.

<b>Construct</b>	<b>Items</b>	<b>Items dropped</b>	<b>Factor loading</b>	<b>AVE</b>
<b>Purchase intention</b>	a) Intension to purchase is automatically increased by me in case product is Halal	2	0.907	
	b) I regularly check product is Halal or not whenever purchase anything		0.908	0.824
<b>Social influence</b>	a) Social pressure has significance in purchase of items	1	0.81	
	b) In my opinion, the product that I consume or use currently is regarded by society		0.726	
	c) Social influence has a strong positive effect on purchase intention		0.903	
				0.666
<b>Attitude toward Halal products</b>	a) From my stance, Halal products are need and demand of every consumer due to their awareness and significance.	2	0.905	
	b) I can travel for miles in order to acquire Halal food		0.907	
				0.821

**Table 2:** Measurement model (Convergent validity).

Items	Purchase Intention	Social Influence	Attitude toward Halal Products
	Cross loading		
a) Intension to purchase is automatically increased by me in case product is Halal	0.907	0.675	0.897
b) I regularly check product is Halal or not whenever purchase anything	0.908	0.895	0.902
a) Social pressure has significance in purchase of items	0.639	0.81	0.643
b) In my opinion, the product that I consume or use currently is regarded by society	0.479	0.726	0.484
c) Social influence has strong positive effect on my purchase intention	0.901	0.904	0.802
a) From my stance, Halal products are need and demand of every consumer due to their awareness and significance.	0.672	0.892	0.905
b) I can travel for miles in order to acquire Halal food	0.903	0.904	0.907

**Table 3:** Measurement model (Discriminant validity).

<b>Gender:</b>	
Male	
Female	
<b>Age:</b>	
16-25	
26-35	
36-45	
46-55	
55+	
<b>Education:</b>	
Matric or below	
Intermediate	
Bachelors	
Masters or above	
<b>Religion:</b>	
Christian	
Hindu	
Sikh	
Other	
<b>Family Income:</b>	
20000 or less	
21000-35000	
36000-40000	
41000-45000	
46000-50000	
50000+	

**Table 4:** Questionnaire

**Section no. 02:**

Question	1	2	3	4	5
My understanding of the term 'Halal' is pure.					
I will prefer to use 'Halal products', if available					
Intension to purchase is automatically increased by me in case product is Halal					
I regularly check product is Halal or not whenever purchase anything					

**Table 5:** Purchase intention for Halal products (Dependent variable).

Likert Scale: 1. Strongly Disagree; 2. Disagree; 3. Neutral; 4. Agree; 5. Strongly Agree.

Question	1	2	3	4	5
Social pressure has significance in purchase of items					
In my opinion, the product that I consume or use currently is regarded by society					
Social influence has a strong positive effect on purchase intention					
Social influence has an important role in building positive attitude towards Halal brand buying					

**Table 6:** Social influence (Moderating variable).

Likert Scale: 1. Strongly Disagree; 2. Disagree; 3. Neutral; 4. Agree; 5. Strongly Agree.

Question	1	2	3	4	5
From my stance, Halal products are need and demand of every consumer due to their awareness and significance.					
I can travel for miles in order to acquire Halal food					
I think other non-Muslims should also move on Halal products due to purity and transparency.					
I constantly advice my peers and other social circle to maximize acquisition and consumption of Halal goods					

**Table 7:** Attitude towards Halal food (Independent variable).

Likert Scale: 1. Strongly Disagree; 2. Disagree; 3. Neutral; 4. Agree; 5. Strongly Agree.