Title: Unravelling Religious Beliefs to Model the Intention to Accept 3D-Printed Foods

Presenting Author Details:

Presenting Author: Mohd Helmi Ali, Affiliation: UKM-Graduate School of Business, Universiti Kebangsaan Malaysia, Selangor, Malaysia

Co-Authors: Sara Kanwal, Affiliation: UKM-Graduate School of Business, Universiti Kebangsaan Malaysia, Selangor, Malaysia

Asma-Qamaliah Abdul-Hamid, Affiliation: UKM-Graduate School of Business, Universiti Kebangsaan Malaysia, Selangor, Malaysia

Norhidayah Suleiman Affiliation: Faculty of Food Science and Technology , Universiti Putra Malaysia, Selangor, Malaysia

Abstract:
3D-printed food has drawn increasing scientific interest, especially in relation to customer acceptance, and offers viable answers to current problems in the food sector. Nevertheless, prior research has not been able to ascertain how customers' religious influence their willingness to eat food that has been 3D printed. The Theory of Planned Behaviour (TPB) is used in this study to investigate how religious influence customers' intentions to accept 3D-printed food. In Malaysia, a nation with a wide range of religious backgrounds, data were gathered from 250 citizens via cross-sectional questionnaires. Partial least squares structural equation modelling was used for analysis. The findings demonstrated that the impact of religious beliefs on customers' intention to accept 3D-printed food was positively mediated by their attitudes, subjective standards, and perceived behavioural control. By examining how religious beliefs and TPB core constructions influence customers' intentions to embrace 3D-printed food, this study contributes to the body of knowledge on consumer behaviour and the adoption of food technology.

Biography:
Mohd Helmi Ali is a Professor at the UKM-Graduate School of Business, Universiti Kebangsaan Malaysia. With experience spanning various industries including food, oil and gas, maritime, transportation, and construction, he brings a diverse perspective to his academic work. His research focuses on food integrity, halal food supply chains, sustainable development, operations management, and innovation. In addition to his academic role, he is a chartered member of The Chartered Institute of Logistics & Transport Malaysia. As an esteemed scholar at UKM, Prof. Helmi Ali makes significant contributions to fields such as halal studies, food supply chains, sustainable production and consumption, and transportation through his extensive research and expertise.

- Email: mohdhelmiali@ukm.edu.my
- Full Name: Prof. Mohd Helmi Ali
- University/Organization: Universiti Kebangsaan Malaysia
- Country: Malaysia
- Mobile Number: +60187776445
- Session/Track Name:
- Category : Oral
- Contact Address: UKM-Graduate School of Business, Universiti Kebangsaan Malaysia, 43600 UKM-Bangi, Selangor, Malaysia