The Islamic Faith Impact on the Decision of Jordanian Consumer in buy Food

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Abstract:

This study aims to identify the factors that affecting the Islamic consumer behavior in buying food products, these factors may be attributed to the Islamic Teachings in consumption the "Halal" food products,

The researchers tested many factors such as; the religion of the exporting country, the adhesive label, the market process, and the diversity of Fatawa.

The results of the study pointed out that all of these factors have their effect on the behavior of Islamic consumer, as shown in the statistical analysis results in the appendix.