Mediating Effects of Attitude towards Willingness to Pay for Halal Transportation

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Abstract

Halal is not restrained to the ingredients and manufacturing operation, but also should be in the supply chain activities, particularly in the transportation activities. Since becoming Halal transportation service providers, the transportation companies involved to adopt specific requirements that will lead to increase their operational cost, and the price will be interchanged to the clients. Literatures claimed that the consumers are looking for the Halal products, hence it is crucial to determine the factors of their willingness to pay (WTP) for the Halal transportation cost. Theory of Planned Behavior (TPB) with religiosity factor was applied to determine those factors, and at the same time attitude will be tested as mediator in the research model. Non-probability sampling method with convenience sampling was used to collect the data from the respondent in the east coast of Malaysia. The findings reveal that all variables representing TPB and have a positive relationship with the willing to pay for the Halal transportation cost. An attitude also has a mediating effect of the relationship between religiosity and subjective norms towards the willingness to pay for the Halal transportation cost. Meanwhile, religiosity was not a significant factor towards the willingness to pay for the Halal transportation cost. The findings of the study will provide a better understanding of Muslim consumer behavior regards to the context of the study. Beside enriches the literature on Halal consumer behavior, it is anticipated that this field will contribute to other studies on Halal transportation.

Keywords: Halal Transportation, Mediation, Theory of Planned Behavior, Willingness to Pay
1.0 Introduction

Halal transportation is part of the activities in the Halal supply chain which created purely to meet the demand from the Halal manufacturers. Due to increase in numbers of Muslim population in the universe which is awaited to reach 8.3 billion in 2030 (Reuters, 2015), in concert with their strong purchasing power, has traded the business operation, not exclusively in Malaysia or Muslim countries, but also in the world economic system. Increasing in demand for the Halal products due to its’ quality and hygiene factors, has led many logistic providers to become Halal certified transporters. Proper handling based on Syariah requirements, especially during transportation activity is very important in preserving the integrity of Halal products (Ngah et al., 2018). Halal transportation activities are a phase that all Halal products could get through if the manufacturers keen to preserve their Halal credence. Because of this requirement, the Halal supply chain sector has become one of the fastest developing logistics areas in the region (Baharuddin et al., 2011). Without Halal transportation in the middle of business activities, there is no guarantee that Halal products are really Halal at the level of use. Non-Halal products could not become Halal if they use Halal transportation services, but Halal products could be Haram due to neglect in the transportation activities.

Referable to the demanding requirements of Halal transportation, the transportation providers need to invest substantial cost and try to arrive at the Halal standard (Fathi et al., 2016, Ahmad et al., 2018). However, unwillingness of consumer to pay more for the services could give a negative effect towards Halal provider’s performance and sustainability, and also consumers demand for the services. The benefits of investing such a time, money and effort to be a Halal transportation provider still unproven. Increase in cost of Halal operation will lead to increase in prices charged to their customers that will lead to increase in the price of the Halal products. Not all of the consumers willing to pay for the cost, even they are looking forward for the services. Hence, what factors that will lead them willing to pay for the Halal transportation cost still unclear. Even in that respect are many studies have been conducted on Halal, but most of them were looking at the process, ingredients, intention to buy and intention to adopt (Ngah et al., 2017). Literatures on willingness to pay is still scared and academic inquiry is highly needed in this area (Tieman, 2013,). In malice of the spectacular increase in demand for Halal products, few works have analyzed the issues in Halal logistics (Ngah et al., 2015).
The purpose of this study is to uncover the drivers of consumers’ willingness to pay for the Halal transportation cost. By naming the constituents that lead the willingness to pay for Halal transportation cost, the findings could assist the practitioners to evolve their marketing scheme, and the government agencies to develop policy for the improvement and sustainability of the Halal transportations providers and customers as a whole.

2.0 Literature Review and Hypothesis Development

2.1 Halal Transportation

Halal transportation is a new invention created by the logistics service providers to fulfill the demand for Halal manufacturers. It is purely created to protect the Halal integrity of the products (Ngah et al., 2017). It is one of the important roles in keeping the integrity of the products (Riaz & Chaudury, 2004). Non-Halal products will not be a Halal product merely because of the adoption of Halal transportation. In Halal transportation procedures, Halal products cannot be transported together with non-Halal products due to requirements of Halal that its’ must be segregated (Ngah et al., 2014). Currently, Halal transporter will be certified by JAKIM under MS 2400-1:2010; Halalan Toyyiban Assurance Pipeline Part 1: Management System Requirements for Transportation of goods and/or cargo chain services.

2.2 Theory of Planned Behaviour and Willingness to Pay

Theory of Planned Behavior (TPB) is unitary of the highly used theory in the subject field to predict the intention of the consumer behavior, due to its capability and flexibility to add new important variables to forecast the consumer behavior (Ajzen, 1991). It is a hard theory which consists of; Attitude (A): which regards to the behavioral option, either positive or negative; Subjective Norm (SN); influence of the important person views’ on the behavior and Perceived Behavioral Control (PBC) reflects to the perceived relief of difficulty to work on certain behavior (Ajzen, 1991).

Many works have demonstrated the capability of the theory to explain the individual willingness to pay in various contexts of the field such as Yadav and Pathak (2017) on green behavior, Lopez et al. (2012) on environment and Spash et al. (2009) on biodiversity. Those studies found that all the variables representing the TPB were positively influenced the willingness to pay on the behavior of studies. On peak
of that, Garg and Joshi (2018) claimed that there is a positive relationship between SN and the attitude or purchasing Halal brand in India. Following the literature, the study set up the hypothesis as below:

H1. Attitude has a positive relationship with the WTP for Halal transportation cost
H2. Subjective norm has a positive relationship with the WTP for Halal transportation cost
H3. Perceived behavioral control has a positive relationship with the WTP for Halal transportation cost.
H4. Subjective Norm has a positive relationship with the attitude.

2.3 Religiosity

All religions will propose something goods for their followers. Even religious are supporting a good thing among their followers, each faith has different rules for their dietary requirements. Religious will provide different consumption behavior based on giving situation. Religiosity is related to an individual, beliefs about absolute inherent truth qualities. Is also often connected with the state of One’s belief in god (Salleh, 2012). Halal is an Arabic term which is closely interrelated to the religion for Muslim. Islam is a path of life, indicating the wholesome of Islamic teaching towards their followers. Islamic teaching will guide the behavior of its’ followers. It is thought that the higher stratum of your Islamic understanding and practices, the more their behavioral closed to Islamic teaching. Using a Halal product also will reflect your religiosity since Islam is required its’ followers to consume Halal products.

Literatures claimed that religiosity is a crucial element that lead the human behavior, especially for the Muslim (Alam et al., 2011) in the studies regarding Halal products. Religiosity also as a vital ingredient for the Muslim on their buying behavior (Ansari & Mohammed, 2015). Even religiosity is closely related to Halal, according to Rahman et al. (2015), there is still scarce of studies looking the relationship between religiosity and attitude, especially in Halal studies. Most of the studies were looking at the relationship between religiosity towards the intention to choose Halal products. Hence, there is a need to study on the religiosity towards the attitude, especially in the context of willingness to pay Halal transportation. Rahman et al. (2015) and Garg and Joshi (2018) found that, religiosity has a positive influence towards
attitude, religiosity also has a positive relationship with the WTP (Ahmad et al., 2018); hence, the study hypothesized:

H5. Religiosity has a positive relationship with WTP for Halal transportation cost

H6: Religiosity has a positive relationship with the attitude towards willingness to pay for Halal transportation.

2.4 Mediation Effect of Attitude

Mediation analysis is crucial for the theory development in the social science study. It's not just merely a drawing to justify the mediator is available in the model, but also need a logic argument and consistent literatures support for the relationship in the mediation model (Memon et al., 2018). Attitude can have an indirect effect on the relationship between SN (Ang et al., 2015) and religiosity towards behavioral intention. SN has a positive relationship with an attitude (Hamari, 2015) and attitude has a positive relationship with WTP (Yadav and Pathak, 2017). On the other hand, religiosity has a positive relationship with an attitude on Halal cosmetic products (Rahman et al., 2015) towards online Waqf acceptance (Amin et al., 2014) and attitude has a positive relationship with WTP (Yadav and Pathak, 2017). Hence, we hypothesized;

H7. Attitude has an indirect effect between religiosity and WTP for Halal transportation cost

H8. Attitude has an indirect effect between subjective norm and WTP for Halal transportation cost

2.5 Willingness to Pay

According to Jedidi and Zhang (2002) and (Hafaz, Jeevan, Salleh, Lee, & Ruslan, 2019), willingness to pay has been delineated as an economic term, price associated, or the highest amount of consumer willing to compensate for certain goods or services. It also can be defined as how much the consumer willing to sacrifice the monetary values, exchanging to gain for certain products or services. Willingness to pay should have more concern rather than intention to buy since, buying activities will not occur if they are unwilling to pay. Hence, it is more adept to infer more around their willingness to pay since it is nearly connected to the buying decision. Customers are looking for Halal products, but not all of them were willing to pay for the cost. In the green behavior studies, Manaktota and Jauhari (2007) and
Choi and Parsa (2007) establish that customers are concerned on green practices and prefer the organization to apply in their business activities, yet they are not willing to pay extra for those enterprises. Founded on the literatures discussed, Figure 1 illustrates the research framework of the study.

![Research Framework](image)

**Figure 1 : Research Framework**

### 3.0 Methodology

Applying non-probability sampling technique with purposive sampling method, data were collected among Muslim consumers who has their own income, at a major shopping complex in east coast of Malaysia, which is in Terengganu, Pahang and Kelantan. The purpose of the study is to test the veracity of the proposed theoretical effects, applying the convenience sample also suffice (Hulland et al., 2017; Ngah, Ramayah, Ali, & Khan, 2019). This location has been selected due to these locations can be considered as majority Muslim territory in Malaysia. A filter question was very essential for this field to confirm that only who are employed could be a valid respondent in the survey. This is a quantitative study using survey and the unit of the study is at individual. Potential respondents were asked about their willingness to be involved in the study.

Using a self-administered technique, more than 300 potential respondents were approaching, only 179 were willing to fill up the questionnaire. Granting to the G Power software, which used to work
out the minimum sample size using the power of analysis as offered by Hair et al. (2017) with an effect size of 0.15, margin error of 5% and power of 80%, (Gefen et al., 2011), the minimum sample size required to examine the research model is 85. Thus, the sample size is sufficient to test the research model of the study. On top of that, all items were adopted and adapted from validated measurement from the previous studies. Attitude, SN, PBC from Venkatesh et al. (2012), Religiosity (Rahman et al., 2015) and willingness to pay (Fathi et al., 2016).

4.0 Analysis and Findings

The data were analyzed using Statistical Package for Social Science (SPSS 23) for descriptive and Harman Single Factor Test (HSTF) and Smart PLS 3.2.8 (Ringle et al., 2015) to test the hypothesis of the study. Smart PLS is suitable for the study which focus on predictive purpose (Urbach & Ahleman, 2010). Hence, Smart PLS was applied for study is for predictive purposes. Before examining the research framework, there is preliminary analysis should be performed which are outliers analysis, the common method variance and the normality test. Common Method Variance (CMV) should be remedied if the data used a single source data, and data were collected at the same time to measure the exogenous and endogenous variables of the study (Podsakoff et al., 2012). The study applied both procedures; procedural and statistical method to confirm that there is no issue of CMV in the study. As proposed by Podsakoff et al. (2003); for procedural remedy, the study used different scale to measure exogenous and endogenous variables, which is from 1-5 and 1-7 respectively. For statistical method, Harman Single Factor Test (HSFT) was used as proposed by Hair et al. (2017). HSFT revealed that the first factor only explained 30.746 (< 50%) thus indicating that the study has not suffered the CMV problem.

As proposed by Hair et al. (2017) and (Ngah, Thurasamy, Aziz, Ali, & Khan, 2019), the study assessed the normality of the data using software available at Web Power Statistical power analysis online (https://webpower.psychstat.org/models/kurtosis/results.php?url=e1647b90d99890af3791573acd5f19bb). The results revealed that the data was not multivariate normal, Mardia’s multivariate skewness ($\beta = 2.879, p< 0.01$) and Mardia’s multivariate kurtosis ($\beta = 39.440, p< 0.01$), thus we proceeded to use Smart PLS which is a non-parametric analysis software.
4.1 Measurement Model

There are two stages of data analysis, which are measurement model and structural model. For measurement model, the study needs to test the convergent validity and discriminant validity. Convergent validity is tested from the loadings (higher than 0.5), composite reliability (CR) (higher than 0.7) and the average variance extracted (AVE) (higher than 0.5), (Hair et al., 2017). Based on the Table 1, all the constructs in the research framework meet the minimum threshold values, thus indicate that convergent validity has been established in the study.

Table 1: Measurement Model

<table>
<thead>
<tr>
<th>Construct</th>
<th>Item</th>
<th>Loading</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude</td>
<td>att1</td>
<td>0.829</td>
<td>0.812</td>
<td>0.526</td>
</tr>
<tr>
<td></td>
<td>att2</td>
<td>0.571</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>att3</td>
<td>0.836</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>att4</td>
<td>0.627</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Behavior Control</td>
<td>pbc1</td>
<td>0.783</td>
<td>0.865</td>
<td>0.616</td>
</tr>
<tr>
<td></td>
<td>pbc2</td>
<td>0.844</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>pbc3</td>
<td>0.782</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>pbc4</td>
<td>0.726</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Religiosity</td>
<td>rel1</td>
<td>0.802</td>
<td>0.861</td>
<td>0.554</td>
</tr>
<tr>
<td></td>
<td>rel2</td>
<td>0.648</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>rel3</td>
<td>0.813</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>rel4</td>
<td>0.728</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>rel5</td>
<td>0.719</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subjective norm</td>
<td>sn1</td>
<td>0.914</td>
<td>0.878</td>
<td>0.783</td>
</tr>
<tr>
<td></td>
<td>sn2</td>
<td>0.855</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Willingness to Pay</td>
<td>wtp1</td>
<td>0.908</td>
<td>0.947</td>
<td>0.856</td>
</tr>
<tr>
<td></td>
<td>wtp2</td>
<td>0.945</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>wtp3</td>
<td>0.924</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: CR (Composite Reliability), AVE (Average Variance Extracted)

There are many ways to measure the discriminant validity, but the latest literature proposed that, the study must use the heterotrait-monotrait (HTMT) ratio of the correlation techniques proposed by Henseler et al. (2015). The discriminant validity of the study has been fulfilled, since all values in the Table 2 do not violate the minimum value of 0.85 by Henseler et al. (2015).
Table 2: Discriminant Validity

<table>
<thead>
<tr>
<th></th>
<th>Att</th>
<th>Pbc</th>
<th>Rel</th>
<th>SN</th>
<th>WTP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Att</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pbc</td>
<td>0.412</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rel</td>
<td></td>
<td>0.503</td>
<td>0.561</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SN</td>
<td>0.450</td>
<td>0.662</td>
<td></td>
<td>0.421</td>
<td></td>
</tr>
<tr>
<td>WTP</td>
<td>0.470</td>
<td>0.559</td>
<td>0.449</td>
<td>0.512</td>
<td></td>
</tr>
</tbody>
</table>

HTMT established at 0.85

4.2 Structural Model

The variance inflation factor (VIF) values which less than 3.3 (Diamantopoulos & Siguaw, 2006) it crucial to confirm that collinearity is not a significant issue in the study. As illustrated in the Table 3, all VIF values were less than the threshold value set (Diamantopoulos & Siguaw, 2006), thus confirming that VIF is not a problematic issue in the study.

For the hypothesis testing, a bootstrapping technique with 500 resampling techniques was applied. The path coefficient estimates will be measured by the significance and confidence interval (Hair et al., 2017). From the analysis, it was found that, for the H5, (β = 0.142, t = 1.751: LL = -0.010, UL 0.269, p < 0.01), even the T value and P value were significance, but since the confidence interval has zero in between lower and higher level, thus H5 was treated as unsupported. The other direct effect was found as supported. Table 3 illustrates the result for all the direct relationship hypothesis of the study.

Table 3: Hypothesis Testing

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relationship</th>
<th>Direct Effect</th>
<th>Se</th>
<th>Confidence Interval (LL)</th>
<th>T Value</th>
<th>P Values</th>
<th>Decision</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Att -&gt; WTP</td>
<td>0.219</td>
<td>0.066</td>
<td>0.103 0.327</td>
<td>3.332</td>
<td>0.000</td>
<td>Supported</td>
<td>1.348</td>
</tr>
<tr>
<td>H2</td>
<td>SN -&gt; WTP</td>
<td>0.165</td>
<td>0.079</td>
<td>0.040 0.303</td>
<td>2.085</td>
<td>0.019</td>
<td>Supported</td>
<td>1.416</td>
</tr>
<tr>
<td>H3</td>
<td>Pbc -&gt; WTP</td>
<td>0.250</td>
<td>0.096</td>
<td>0.090 0.406</td>
<td>2.602</td>
<td>0.005</td>
<td>Supported</td>
<td>1.568</td>
</tr>
<tr>
<td>H4</td>
<td>SN -&gt; Att</td>
<td>0.253</td>
<td>0.062</td>
<td>0.146 0.347</td>
<td>4.098</td>
<td>0.000</td>
<td>Supported</td>
<td>1.116</td>
</tr>
<tr>
<td>H5</td>
<td>Rel -&gt; WTP</td>
<td>0.142</td>
<td>0.081</td>
<td>-0.010 0.269</td>
<td>1.751</td>
<td>0.040</td>
<td>Unsupported</td>
<td>1.410</td>
</tr>
<tr>
<td>H6</td>
<td>Rel -&gt; Att</td>
<td>0.353</td>
<td>0.059</td>
<td>0.219 0.428</td>
<td>5.972</td>
<td>0.000</td>
<td>Supported</td>
<td>1.116</td>
</tr>
</tbody>
</table>

For mediation analysis, bootstrapping the indirect effect approached as proposed by Preacher and Hayes (2008) was applied. Table 4 illustrates the result of mediation analysis. The study found
that both hypotheses were supported. Thus, the data of the study confirmed that attitude mediated the relationship between religiosity and WTP ($\beta = 0.077$, $t = 2.754$: LL = 0.028, UL 0.135, $p < 0.01$) and also for the relationship between subjective norm to the WTP ($\beta = 0.055$, $t = 2.272$: LL = 0.022, UL 0.117, $p < 0.05$).

Table 4: Result of Mediation Analysis

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relationship</th>
<th>Direct Effect</th>
<th>Confidence Interval (LL)</th>
<th>T Value</th>
<th>P Values</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>H7</td>
<td>Rel -&gt; Att -&gt; WTP</td>
<td>0.077</td>
<td>0.028 0.135</td>
<td>2.754</td>
<td>0.006</td>
<td>Supported</td>
</tr>
<tr>
<td>H8</td>
<td>SN -&gt; Att -&gt; WTP</td>
<td>0.055</td>
<td>0.022 0.117</td>
<td>2.272</td>
<td>0.024</td>
<td>Supported</td>
</tr>
</tbody>
</table>

5.0 Conclusion and Recommendations

The study assessed the contributing factors towards the WTP for Halal transportation cost. The study disclosed that all variables representing the Theory of planned behavior (attitude, SN and PBC) have a positive relationship with the WTP to Halal transportation cost. Therefore, sustaining the study from a previous study done by Yadav and Pathak (2017) and Lopez et al. (2012). Thus, confirming the capability of the theory in explaining the factors that influencing the WTP for Halal transportation cost. Hence, to increase the WTP, the industry needs a positive attitude, SN and PBC from the Muslim consumers. Those elements could be raised by a better understanding among the Muslim consumers on the importance of Halal transportation in order to preserve the Halal quality. Thus, H1-H3 were found supported.

For the H4, the study found that SN also found to have a positive relationship with the attitude. This finding corroborates the resolution from Garg and Joshi (2018). It records that, for the Muslim consumers, people who are surrounding them, especially their family members also influencing their conduct. The attitude of the important person for the Muslim consumers also reflects their behavior. Hence, the information about the benefits of Halal transportation for them and for their community also should be shared not only for individuals, but also for the whole Muslim in their community.

Amazingly, even Halal is crucial for the Muslim, the study found that religiosity is not important factors towards their WTP to pay for the Halal transportation cost. This finding is similar to Amin et al. (2011) and Ismail et al. (2014) when they found that religiosity was not a factor
on behavioral action towards Islamic financing and credit card usage behavior. It also due to Muslim consumers already convinces with Halal stamp awarded by JAKIM, thus no need for them to pay more for the Halal products (Ngah et al., 2014). Furthermore, JAKIM certification is already worldwide accepted, and illogical for them to doubt once world already recognized the Halal stamp. Hence, H5 was unsupported.

Even religiosity was not found as a significant factor towards the WTP of the Halal transportation cost, the study found that religiosity is positively related to the attitude. The findings confirmed the previous findings on WTP (Rahman et al., 2015; Ahmad et al., 2018). Thus, it shows that, the more Muslims fulfilling their obligation towards Islam, better attitude they could be. H6 was supported.

For mediation analysis, both H7 and H8 were found supported, indicating that, attitude has a mediating effect on the relationship between religiosity and SN towards the WTP for Halal transportation cost. In Halal industry, attitude indirectly influences WTP for Halal transportation cost among the Muslims consumers. Hence, in order to increase their WTP, developing a positive attitude on the importance of Halal transportation in preserving the Halal quality is crucial for the Halal transportation providers to ensure their survival and sustainability in the challenging industry.

It should be observed that, without this Halal transportation service, that is no guarantee that the products is Halal at the point of buying. Hence, if the consumers are still reluctant to pay for the services, in the residue of the day, Muslim consumers themselves should face their negative impact since only Muslims consumers truly wanted for this service. Even the non-Muslim starts to appreciate Halal products, Halal transportation is not crucial for their religious.

The findings of the study revealed what is the factors towards WTP for Halal transportation cost. This finding is actually good for the Halal transportation service providers in enlighten the Muslim consumer behavior towards their services. It is anticipated that the work will help them to arrive up with the most effective selling strategy to assure their sustainability and also for the benefits of all Muslim consumers, not just in Malaysia, but likewise for the Muslims around the world.

Future studies should include the price factor or focusing on the intention to recommend Halal products for the non-Muslim consumers. The study omitted price factor in the area due to the perception that, since Halal is closely tied to the Muslim practice, price should not be a
factor. Hence the study found that religiosity is not the significant factor towards WTP for Halal transportation cost, thus, future works should consider cost factors in the coming research. As we are in the era of Industrial Revolution 4.0, electronic factors also should be admitted in the future works. Electronic word of mouth, social media effects and other variables related to the electronic factors could provide some other view of the WTP among consumers in Malaysia.

References


