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Intentions of Halal Meat Exportation among Butchers in the Kano Abattoir Market: Empirical Insights from Nigeria

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ABSTRACT

The exportation of Halal meat represents a strategic business opportunity for Nigeria, yet the potential contribution of local butchers to the global Halal market remains largely underutilised. This study examines the determinants of butchers' intention to export Halal meat in the Kano Abattoir market, focusing on the roles of perceived benefits, organisational commitment, and government support. Using a descriptive survey design, the study collected cross-sectional data through self-administered questionnaires and analysed the responses using Structural Equation Modelling (SEM). The findings reveal that perceived benefits and government support exert significant positive influences on butchers' export intentions, whereas organisational commitment shows no significant effect. These results underline the importance of strengthening awareness of export-related benefits and enhancing government-led support mechanisms to stimulate participation in Halal meat export activities. The study highlights the need for targeted sensitisation programs, strategic financial incentives, trade promotion initiatives, and improvements in organisational practices to cultivate a more export-oriented mindset among butchers in the region.

Keywords: Export Intention, Halal, Islamic Finance, Theory of Planned Behaviour

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INTRODUCTION

The Halal economy comprises a wide range of industries that provide goods and services aligned with Shariah principles. It spans the entire production chain from agricultural activities such as meat production, pharmaceuticals, and cosmetics to service sectors such as logistics, marketing, branding, and financing (Wazin & Suryanto, 2023). This system has developed into one of the fastest growing global economic sectors, with an estimated value exceeding nine trillion dollars. Its expansion is driven by increasing demand from both Muslim and non-Muslim consumers who seek products that are ethical, hygienic, and of high quality (Azam & Abdullah, 2020).

Malaysia is widely recognised as the global reference point for Halal governance and certification, setting standards that shape international best practices. At the same time, several non-Muslim majority countries, including New Zealand, Australia, Brazil, and Argentina, have become leading exporters of Halal meat (Elasragh, 2018). Their success illustrates that Halal certification has moved beyond its religious origins and now functions as a universal indicator of quality and safety, creating significant economic opportunities across diverse markets (Fuseini et al., 2017; Wilson & Liu, 2010). Two sectors remain central to serving Muslim consumers. The first is the Halal industry, which includes food, fashion, and travel, and the second is Islamic finance, which provides funding that complies with Shariah principles (DinarStandard, 2023; Yusup & Sulaiman, 2025).

Africa represents an important frontier for the expansion of the Halal economy. Nigeria holds a particularly strong position because of its large Muslim population, which exceeds one hundred million people. This demographic strength creates substantial domestic demand and offers the potential for Nigeria to become a major exporter (Dogarawa, 2026). Recent initiatives, such as the proposed collaboration between the Kano State Government and Bovine Master to establish a Halal meat processing facility, reflect efforts to harness this potential for economic growth and employment creation (Adunola, 2026). Nigeria is already the eighth largest consumer of Halal products globally, with Muslim spending estimated at one hundred and seven billion dollars. It is also the leading issuer of sukuk in Africa, which highlights its growing capacity in Islamic finance (Nigeria Halal Market Report, 2023). Despite these advantages, Nigeria faces several challenges in the global Halal market. The country is currently the eleventh largest Halal exporter in Africa and its progress is hindered by the lack of harmonised certification systems and limited coordination among regulatory bodies. These weaknesses reduce international confidence in Nigerian Halal products (Adebayo & Salaudeen, 2021). Kano State, which has long been recognised as a major commercial centre, has not yet fully realised its potential within the Halal value chain. Expanding Halal meat exports from Kano could increase internally generated revenue, reduce unemployment, and integrate local producers into global markets.

This study investigates the potential benefits of Halal meat exportation from Kano, using the Kano Abattoir Market as a case study. Particularly, the context focuses on the influence of perceived benefits, organisational commitment, and government support on the intention to export Halal meat among butchers and processors in the study area. The study is also motivated by the broader economic challenges facing Kano State. The unemployment rate reached twenty-five-point three six percent in the third quarter of 2022, while youth unemployment rose to fifty-nine-point eight percent. These conditions contribute to social instability and insecurity. At the same time, the state's internally generated revenue has declined sharply, falling from the second highest in Nigeria to the twelfth position by mid-2022. This decline limits the government's ability to invest in essential public services such as infrastructure, healthcare, and education (NBS, 2022). Although the state has introduced empowerment programmes and adopted digital revenue collection systems through partnerships with professional consultants, the economic pressures remain significant.

Existing research provides valuable insights into consumer intention, religiosity, advertising, and the Halal value chain (Amani & Lolade, 2015; Anwar, 2025; Diana et al., 2025; Hanifasari et al., 2024; Jannah & Al-Banna, 2021; Mutmainnah, 2018; Koc et al., 2025; Souiden & Rani, 2015; Yahya & Ariffin, 2020). However, most empirical studies originate from Malaysia, Pakistan, or other regions with different socio-economic conditions. Their findings may not be directly applicable to Northern Nigeria. Furthermore, the majority of studies focus on the demand side of the Halal market. There is limited empirical evidence on the supply side, particularly regarding the factors that influence the export intentions of producers and processors in Nigeria.

This study makes a clear empirical contribution by examining how perceived benefits, organisational commitment, and government support shape firms' intentions to export Halal meat from Kano, one of Nigeria's major production centres. By identifying the determinants of the intention to export Halal meat, the study advances understanding of the factors that enable participation in the global Halal value chain and also offers practical strategies for policymakers and industry stakeholders seeking to strengthen Nigeria's competitiveness and expand its role in the international Halal economy.

Literature Review and Hypothesis Development

The theoretical foundation for this study is anchored in the Theory of Planned Behaviour-TPB (Ajzen, 1991). This theory provides a robust framework for predicting and understanding behavioural intention, particularly in contexts where individuals may lack complete volitional control over their actions, such as engaging in complex commercial activities like exportation. The TPB posits that behavioural intention, the most immediate precursor to actual behaviour, is shaped by three core constructs: an individual's positive or negative evaluation of the behaviour (attitude), the perceived social pressure from significant referents (subjective norm), and the perceived ease or difficulty of performing the behaviour based on an assessment of available resources and barriers (perceived behavioural control) (Ajzen, 1991; 2002). The relevance of this model to the present research is direct; the study's independent variables are operationalised as manifestations of these TPB constructs. Specifically, perceived benefit aligns with the attitude construct, organisational commitment reflects the social influences inherent in the subjective norm, and government support is a critical external factor that directly influences perceived behavioural control by providing necessary resources and mitigating barriers. By applying the TPB, this study is positioned within a validated psychological framework to systematically investigate the factors influencing the intention of butchers in Kano to export Halal meat.

1. Intention to Export Halal Meat

Export intention is a critical antecedent to actual purchase behaviour, serving as a predictor of future market actions (Zakaria et al., 2018). For businesses, understanding this intention is vital, as it directly influences customer purchasing decisions. Assessing export intention provides valuable insights into consumer needs, expectations, and perceptions (Basarud-din et al., 2024). It is broadly defined as an individual's predisposition or tendency to engage in specific behaviour (Zulkepli et al., 2025; Halmi et al., 2024). Significant research has been dedicated to understanding the factors shaping Muslim consumers' behavioural intentions regarding product and service consumption (Halim et al., 2024; Ibeabuchi et al., 2024; Suki & Salleh, 2016). Their purchasing decisions are influenced by a complex array of determinants. This underscores the importance of a robust Halal export system for the Nigerian meat industry. Establishing a certified Halal export process can bolster public confidence by assuring that all practices from production and management to operations and instrumentation consistently comply with Shariah law (Samori & Sabtu, 2014).

In the context of this study, a butcher's export intention reveals their level of knowledge and willingness to engage in international Halal meat trade. This intention is a dependent variable influenced by various external and internal factors, notably perceived benefits, organisational commitments, and government support. From a marketing perspective, export intention is a crucial metric. Intent marketing, which involves tailoring strategies based on a consumer's or business's anticipated actions, relies on this data. Measuring export intention is highly effective for designing targeted marketing activities and promotions. Understanding customer intent allows for the precise customisation of advertisement content (Sumarliah et al., 2021) and involves analysing behaviours related to willingness to buy, use, and focus on specific brands or products (Borzooei & Asgari, 2013). It is an analytical process to predict customer behaviour concerning their purchase willingness and brand attention (Islam & Hussain, 2022; Salem, 2024). Furthermore, positive post-purchase experiences can reinforce export intention, leading to repurchase behaviour (Chen & Chen, 2017). In essence, export intention can be succinctly described as "what we think we will export" (Awan et al., 2015).

Therefore, analysing the factors that drive the intention to export Halal-certified products is paramount. This knowledge enables exporters to deploy appropriate market strategies related to segmentation, demand analysis, and promotional programmes. A precise measure of export intention allows for the design of highly targeted marketing campaigns that reach the right audience, maximise customer engagement, and yield a higher return on investment. This efficiency is achieved by bypassing the initial need to build basic awareness, allowing marketers to directly promote the product or service to an already primed market.

2. Determinants of Intention to Export Halal Meat

This study is grounded on the hypothesis that the intention of butchers to export Halal meat is directly influenced by three key determinants: perceived benefits, organisational commitment, and government support. This section reviews the existing literature on these constructs and their potential applicability within the context of Halal meat exportation from Kano State.

a. Perceived Benefits

Perceived benefit refers to an individual's belief in the positive outcomes associated with performing a specific behaviour (Chandon et al., 2000). In the context of exportation, it represents the extent to which butchers anticipate advantages, such as increased profitability, market expansion,

and enhanced business prestige, from engaging in Halal meat exports. The concept is intrinsically linked to perceived value, a central tenet in marketing. Consumers (and, by extension, businesses) do not purchase products solely for their functional attributes but for the total benefit they expect to derive from them (Gan & Wang., 2017). For a butcher considering exportation, a high perceived value of entering international Halal markets would involve a favourable cost-benefit analysis, where the anticipated rewards (e.g., higher revenues) are judged to outweigh the costs and risks. Consequently, enhancing the perceived benefits is crucial, as it can directly influence pricing power, sales volume, and ultimately, the profitability of export ventures, thereby motivating butchers' intention to export.

H_{o1}: Perceived benefit has no significant effect on intention to export Halal meat among the respondents.

b. Organizational Commitment

Organisational commitment is defined as the psychological attachment an employee has to their organisation, characterised by a strong belief in its goals, a willingness to exert effort on its behalf, and a desire to maintain membership (Mowday et al., 1979). It is a well-established predictor of critical work variables, including turnover, job performance, and organisational citizenship behaviour. Within the Kano context, butchers often operate within structured associations or cooperatives. The commitment of these butchers to their organisational groups is a potential influence on their willingness to adopt new, complex initiatives like exportation. A high level of organisational commitment among members suggests a shared vision and a greater propensity to support collective goals, such as entering the international market. Furthermore, committed management and trade union leaders can play a pivotal role by championing export initiatives and fostering a supportive behavioural environment. Factors such as role clarity, empowerment, and leadership distribution are antecedents to this commitment, which can, in turn, facilitate a cohesive approach to export activities.

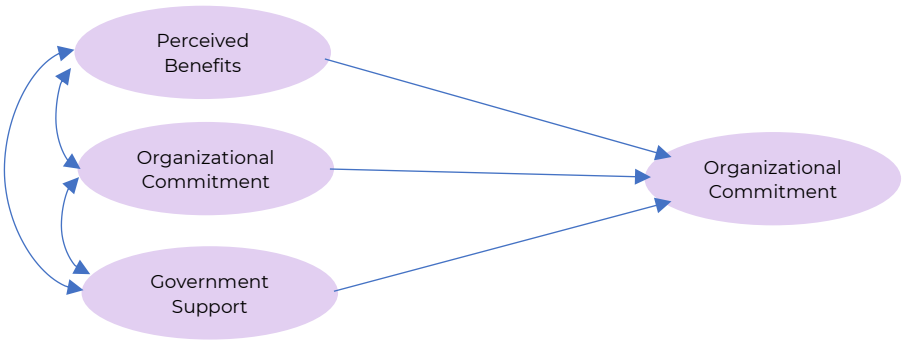
H_{o2}: Organisational commitment has no significant effect on intention to export Halal meat among the respondents.

c. Government Support

Government support encompasses the financial and non-financial assistance provided to businesses to stimulate economic growth. This can include grants, subsidies, export incentives, access to expert advice, market intelligence, and trade facilitation services (Majadibodu et al., 2023; Marri et al., 2011). Exports are a recognised engine for economic development, adding value and generating foreign exchange for both developed and developing nations. For butchers in Kano, government support is hypothesised to be a critical enabler for overcoming the significant barriers to international trade. Such support can de-risk the export process, provide the necessary infrastructure and information, and create a favourable regulatory environment. By offering targeted assistance such as subsidies for Halal certification, access to export financing, and participation in international trade fairs, the government can enhance the novelty and feasibility of export ideas, transforming them into viable business realities. Therefore, proactive government policies and supportive regulations are essential to harness the full potential of Halal meat exports for the economic development of Kano.

H_{o3}: Government support has no significant effect on intention to export Halal meat among the respondents.

d. Research Framework



Source: Adapted from Sulaiman et al. (2020) and Marri et al. (2011)

METHOD

Research Design

This study uses a descriptive, cross-sectional survey research design which is appropriate for measuring variables and examining relationships between constructs by administering a standardised questionnaire to a sample of a population at a single point in time (Elsayed, 2021). The design was selected to efficiently collect primary data on the butchers' intentions to export Halal meat and to assess the causal effects of perceived benefit, organisational commitment, and government support.

Population and Sample

In determining the sample size, the confidence level used in this study is 95% (Z=1.96) and taking the margin of error to be 5% which signifies how accurate the sample size represent the population. Finally, the proportion of the total population in this study is 73% of the populations are registered butchers and 27% are unregistered butchers in the study area. This study uses Bartlett et al. (2001) sample size formula as adopted in Adam (2020) and Taherdoost (2016).

$$n = \frac{S^2(X)(Y)}{e^2}$$

Where,
n= sample size
S= confidence level of 95% (Z=1.96)
X= proportion of the total population that are registered butchers (73%)
Y= proportion of the total population that are not registered butchers (27%)
e= margin of error (5%)

$$n = \frac{1.96^2(0.73)(0.27)}{0.05^2}$$

$$n = 303$$

A total of 303 questionnaires were distributed to butchers in the Abattoir market located in Kano state. However, only 276 responses were retrieved, which accounts for 91% of the total distribution. This response rate is considered satisfactory and provides an adequate sample size for the survey, as indicated by Hair et al. (2010).

Data Collection, Validity, and Reliability

A structured, self-administered questionnaire was the primary instrument for data collection. This method is widely recognised for its efficiency in gathering sufficient amounts of primary data in survey research (Totawar & Prasad, 2016). The questionnaire was divided into two sections: Section A captured demographic variables using nominal scales. Section B measured the latent constructs (intention to export, perceived benefit, organisational commitment, and government support) using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

To ensure content validity, the questionnaire was reviewed by a panel of ten academic experts in related fields. Their feedback was used to refine the instrument, eliminate ambiguity, and ensure the items adequately represented the constructs under study (Ahmad et al., 2011; Jamaludeen, 2012). Reliability, referring to the internal consistency of the scale, was assessed using Cronbach's alpha after a pilot study. A pilot test was conducted with 30 respondents to check for clarity, understanding, and the reliability of the survey instrument prior to full-scale administration (Malmqvist et al., 2019). Normality of the data distribution was assessed using statistical measures of skewness and kurtosis, supported by graphical examinations, to meet the assumptions of the planned parametric analyses (Hair et al., 2010).

Data Analysis Techniques

Data analysis was conducted in two stages using IBM SPSS Statistics and Structural Equation Modelling (SEM) software (e.g., AMOS or SmartPLS).

[1] Descriptive Statistics: Frequencies, percentages, means, and standard deviations were used to summarise the demographic data and study constructs.
[2] Inferential Statistics: Structural Equation Modelling (SEM) using partial least squares was employed as the primary analytical technique. SEM is a robust multivariate technique ideal for testing hypothesised relationships between multiple latent constructs

simultaneously (Gefen et al., 2000; Hair et al., 2010). It was used to test the impact of the independent constructs (perceived benefit, organisational commitment, and government support) on the dependent construct (intention to export). The significance level (alpha) was set at $p < 0.05$.

The following models are used in explaining the relationships between perceived benefit, organisational commitment and government support and the intention to export Halal meat construct.

The multiple regression model is usually presented in the form:

$y = f(x)$ ..... (1)

$y = f(PB_t, OC_t, GS_t)$ ..... (2)

$IEHM = \beta 0 + \beta 1 \mathrm{PB}_t + \beta 2 \mathrm{OC}_t + \beta 3 \mathrm{GS}_t + e_t$ ..... (3)

Where:

IEHM_t = Intention to export Halal meat variable for market at time t.
PB_t = Perceived Benefit at time t.
OC_t = Organisational Commitment at time t.
GS_t = Government Support at time t.

Data cleaning and Pre-Estimation Test

Data screening and preliminary examinations play a crucial role in achieving a high-quality dataset in multivariate analysis, as highlighted by Hair et al. (2010). These analyses provide valuable insights into any potential violations of the fundamental assumptions associated with multivariate analysis, as stated by Hair et al. (2007). In fact, conducting these analyses allows the researcher to assess how well the data aligns with the intended analysis. When it comes to data cleaning and preliminary analysis, two key considerations come into play: testing for normality and evaluating multicollinearity. These processes involve examining the data before further analysis, such as inferential statistics, can be conducted.

A normality test was performed using skewness and kurtosis measurements, aiming to enhance the statistical accuracy of the analysis, particularly in estimating the path coefficients.

Table 1. Result of Normality Test

	Tests of Normality	
Variable	Skewness	Kurtosis
Intention	-0.847	1.889
Perceived benefit	0.743	-0.876
Organizational commitment	-0.948	-1.857
Government support	-0.893	0.851

Source: SPSS Output

According to the results presented in Table 1, it is evident that all the items fall within the acceptable range for skewness (-1 to +2) and kurtosis (-2 to +2). Specifically, the maximum and minimum skewness values in Table 1 range from 0.743 to -0.948, respectively. Additionally, the kurtosis values range from a minimum of -1.876 to a maximum of 1.889. These findings indicate that the data meets the normality assumptions, satisfying the required criteria.

Table 2. Tolerance and Variance Inflation Factors (VIF)

Latent Constructs	Collinearity Statistics	
	Variance inflation Factor (VIF)	Tolerance Value
Perceived benefit	1.098	0.911
Organizational commitment	1.043	0.958
Government support	2.088	0.478

Source: SPSS Output

To detect the presence of multicollinearity in this study, variance inflated factor (VIF), tolerance value, and condition index were examined. Hair et al. (2011) recommended that a VIF value exceeding 5 indicates a concern for multicollinearity, while the tolerance value should be greater than 0.2. Table 2 displays the VIF and tolerance values, as well as the condition indices, for the independent variables. It can be concluded that there was no evidence of multicollinearity among the exogenous latent constructs. This is supported by the fact that all VIF values were below 5 and the tolerance values exceeded 0.2. These results indicate that none of the variables exhibit high correlation, demonstrating that the data is free from multicollinearity.

RESULTS AND DISCUSSION

Demographic Profile of Respondents

This section presents a summary of the demographic profile of the participants in the study. The demographic characteristics that were examined include gender, age, level of education, number of years in the business, and registration with the market association. Table 3 provides detailed information on these demographic variables.

Table 3. Demographic Characteristics of the Respondents

		Frequency	Percentage (%)
Gender			
	Male	276	100
	Female	0	0
	Total	276	100.0
Age			
	18-29	63	23
	30-59	126	45
	60 Above	87	32
	Total	276	100.0
level of Education			
	Primary	98	36
	Secondary	54	19
	Tertiary	21	8
	Others	103	37
	Total	276	100.0
Number of years being in the Business			
	0-5	112	40
	6-15	119	43
	16 and above	45	17
	Total	276	100
Have you Register with Market Association			
	Yes	168	61
	No	108	39
	Total	276	100.0

Source: SPSS Output

Table 3 summarises the demographic characteristics of the 276 participants. In terms of gender, all respondents were male, representing 100% of the sample, with no female participants recorded. Regarding age distribution, 63 participants (23%) were between 18 and 29 years old, 126 participants (45%) fell within the 30–59 age group, and 87 participants (32%) were aged 60 years and above. Thus, the largest proportion of respondents (45%) were middle-aged adults between 30 and 59 years.

The educational background of participants also varied. A total of 98 individuals (36%) had completed primary education, 54 participants (19%) had attained secondary education, and 21 participants (8%) held tertiary qualifications. The remaining 103 participants (37%) were classified under the “Others” category, which includes individuals with informal or non-formal education (e.g., Islamiyah schooling) or those who did not specify their educational level. The “Others” category constituted the largest share of the sample.

In terms of business experience, 112 participants (40%) had been in business for 0–5 years, 119 participants (43%) had operated for 6–15 years, and 45 participants (17%) had been in business for 16 years or more. The majority (43%) therefore had between 6 and 15 years of business experience.

Finally, with respect to registration status, 168 participants (61%) reported being registered with the Market Association, while 108 participants (39%) were not registered.

Descriptive Analysis of the Latent Constructs

After completing data cleaning and screening, descriptive statistics for the study’s latent variables were examined, presented, and interpreted. Four latent constructs were assessed (intention, perceived benefit, organisational commitment, and government support). Table 4 summarises the mean, standard deviation, and minimum–maximum values for each construct based on responses from 276 participants. For the Intention construct, the mean score was 4.01, indicating a relatively high level of intention among respondents, with a standard deviation of 1.19, reflecting moderate variability in responses. The perceived benefit construct recorded a mean of 3.79, suggesting a moderate level of perceived benefit. Its standard deviation of 1.05 indicates a relatively narrow spread of responses. For organisational commitment, the mean value was 4.02, representing a high level of commitment across the sample. The standard deviation of 0.89 shows limited variation in respondents’ perceptions of organisational commitment. Finally, the Government Support

construct had a mean score of 3.45, indicating a moderate level of perceived support from government institutions. The standard deviation of 0.93 suggests a moderate degree of variability in responses.

Overall, these descriptive statistics provide a clear overview of the central tendencies and dispersion patterns for each latent construct, offering insight into respondents' perceptions across the four key variables.

Table 4. Descriptive Statistics for Latent Variables

Descriptive Statistics (N=276)		
Latent construct	Mean	Std. Deviation
Intention	4.0161	1.19077
Perceived benefit	3.7942	1.05646
Organisational commitment	4.0292	.89066
Government support	3.4569	.93109

Source: SPSS Output

Evaluation of PLS-SEM Path Model Results

The present study employed a second-generation statistical tool called Partial Least Squares Structural Equation Modelling (PLS-SEM), which involves latent variables and multiple indicators. The evaluation and reporting of the PLS-SEM path results in this study followed a two-step process. This two-step process, as illustrated in Figure 1, involves the assessment of a measurement model and the assessment of a structural model.

1. Assessment of Measurement Model

To evaluate the outer model (measurement or factor model) in SmartPLS analysis, the measurement model plays a critical role in assessing the quality, reliability, and validity of the employed measures. This involves evaluating individual item reliability, internal consistency of the items, as well as assessing convergent and discriminant validity. These evaluations are essential steps in ensuring the robustness and accuracy of the measurement model, as emphasized by Henseler et al. (2009).

2. Individual Item Reliability

Convergence of the sub-items within each construct was assessed by examining the outer loadings of the measures, as recommended by Hair et al. (2014). Following the criteria of retaining items with loadings between 0.40 and 0.70, it was found that out of the 24 items, only one item (IEH6) was deleted. This item had loadings below the threshold of 0.40, specifically 0.25. The remaining items demonstrated satisfactory convergence within their respective constructs.

3. Internal Consistency

Convergence of the sub-items within a specific construct is essential for accurately measuring that construct. It ensures that there are correlations among the sub-items, thereby establishing inter-item consistency. Cronbach's alpha and Composite reliability are commonly used methods to assess internal consistency. In this study, both Cronbach's alpha and Composite reliability were adopted to ensure internal consistency and to address any concerns regarding the validity of the study. By employing these measures, the study aims to provide robust and reliable results.

4. Convergent Validity

Convergent validity pertains to the degree to which items accurately represent the underlying latent construct and exhibit correlations with other measures of the same construct. In this study, convergent validity was evaluated by analysing the Average Variance Extracted (AVE) for each latent construct, following the recommendation by Fornell & Larcker (1981). AVE provides an indication of the amount of shared variance among the items within a construct and helps determine the level of convergent validity. By assessing AVE, this study aimed to ensure that the items effectively represent their respective latent constructs and demonstrate correlations with other measures of the same construct.

5. Discriminant Validity

Discriminant validity, the final aspect of the measurement model, focuses on assessing the differences between constructs in a study (Barclay et al., 1995). While these constructs aim to explain similar phenomena, they are expected to exhibit distinct characteristics, sharing more commonalities with their respective items than with other constructs. In other words, measures of one construct should not significantly overlap with another construct. To establish adequate discriminant validity, a construct should demonstrate more shared variance with its own items than with items from other

constructs within the model. To evaluate this, the present study adopted the approach proposed by Fornell & Larcker (1981), which examines discriminant validity at the item or indicator level by assessing cross loadings. Cross loadings exceeding a threshold of 0.50 (Hair et al., 2010) were considered indicative of satisfactory discriminant validity. Nonetheless, values above 0.40 were also deemed acceptable.

6. Structural Model Assessment

After establishing the measurement model, the subsequent step in this study involved evaluating the structural model. To determine the significance of the path coefficients, the standard bootstrapping procedure was employed, utilising 5000 bootstrap samples and 275 cases. The structural model's performance was assessed through various metrics, including R2, coefficients, P-values, predictive relevance (Q2), and effect size (F2), with the assistance of bootstrapping. These measures aided in elucidating the extent to which the structural model explained the observed variance, the strength and direction of the relationships between variables, the statistical significance of these relationships, and the predictive power and magnitude of the effects captured by the model.

7. Direct Relationship

In Figure 2, the standardised path coefficients (β) and P-values of the hypotheses in this study are presented graphically. When a study adopts an exploratory approach, researchers often consider a significance value of 5% (P-value=0.05). Furthermore, Table 7 displays the standardised path coefficients (β), P-values, and confidence intervals based on the recommendations of Cho & Abe (2013). From the analysis, it can be inferred that there is a significant direct relationship between two independent variables, namely perceived benefit and government support, and the dependent variable, intention to export Halal meat. However, the relationship between organisational commitment and intention to export Halal meat is found to be insignificant.

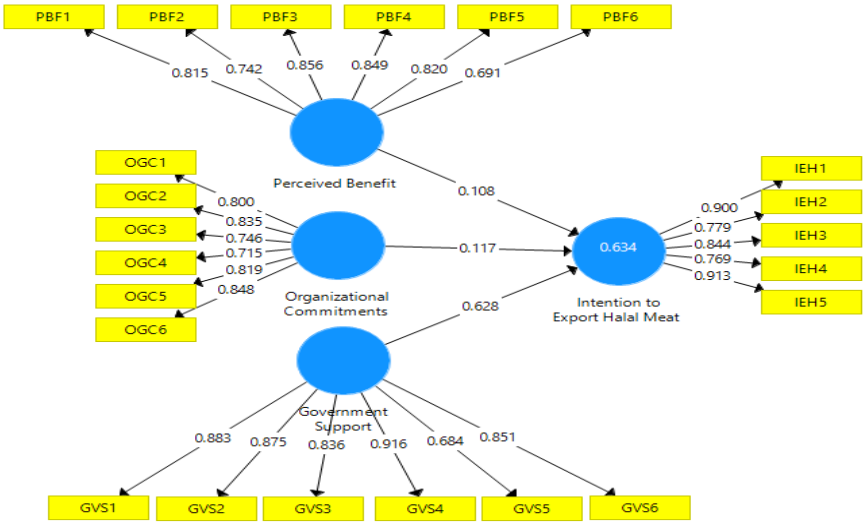


Figure 1. Measurement Model
Source: PLS Output

Table 5. Loadings, Composite reliability and Average Variance extracted

	Factor loadings	Composite reliability (pc)	Average variance Extracted	Cronbach Alpha
Government Support		0.936	0.712	0.918
GVS1	0.884			
GVS2	0.877			
GVS3	0.834			
GVS4	0.916			
GVS5	0.682			
GVS6	0.851			
Intention to Export Halal Meat		0.890	0.595	0.837
IEH1	0.897			
IEH2	0.778			
IEH3	0.829			
IEH4	0.758			
IEH5	0.912			
IEH6	0.253			

Organizational Commitment		0.912	0.634	0.887
OGC1	0.804			
OGC2	0.838			
OGC3	0.751			
OGC4	0.722			
OGC5	0.812			
OGC6	0.842			
Perceived Benefit		0.913	0.637	0.885
PBF1	0.810			
PBF2	0.752			
PBF3	0.852			
PBF4	0.854			
PBF5	0.819			
PBF6	0.692			

Source: PLS Output

Table 6. Cross Loadings

	Government Support	Intention to Export Halal Meat	Organizational Commitments	Perceived Benefit
GVS1	0.884	0.737	0.762	0.597
GVS2	0.877	0.711	0.742	0.586
GVS3	0.834	0.654	0.542	0.403
GVS4	0.916	0.730	0.719	0.582
GVS5	0.682	0.493	0.407	0.283
GVS6	0.851	0.639	0.637	0.501
IEH1	0.710	0.897	0.629	0.541
IEH2	0.603	0.778	0.521	0.461
IEH3	0.677	0.829	0.563	0.433
IEH4	0.580	0.758	0.464	0.390
IEH5	0.716	0.912	0.675	0.569
IEH6	0.211	0.253	0.427	0.583
OGC1	0.508	0.527	0.804	0.629
OGC2	0.550	0.509	0.838	0.657
OGC3	0.433	0.458	0.751	0.666
OGC4	0.427	0.406	0.722	0.658
OGC5	0.770	0.708	0.812	0.616
OGC6	0.805	0.700	0.842	0.641
PBF1	0.565	0.615	0.710	0.810
PBF2	0.406	0.405	0.589	0.752
PBF3	0.502	0.516	0.624	0.852
PBF4	0.392	0.439	0.586	0.854
PBF5	0.456	0.460	0.543	0.819
PBF6	0.476	0.514	0.732	0.692

Source: PLS Output

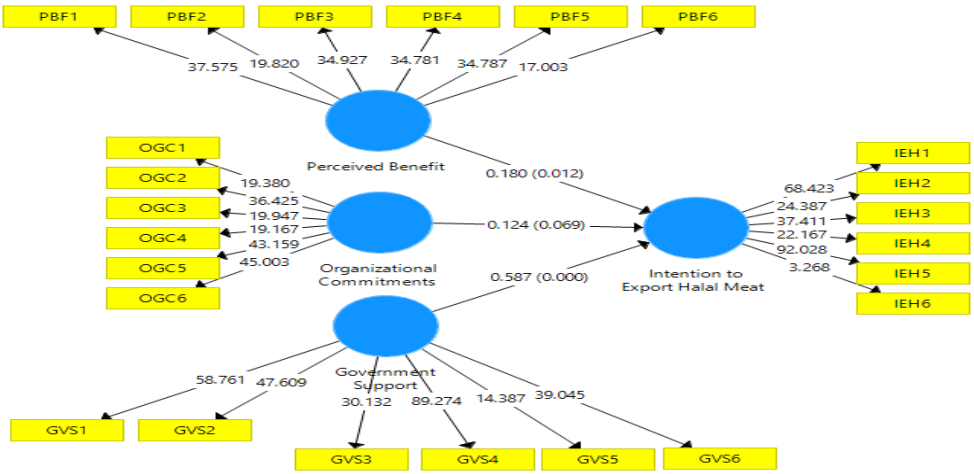


Figure 2. Structural Model
Source: PLS Output

Test of Hypotheses

Hypothesis 1 (H1) stated in its null form that perceived benefit has no significant effect on the intention to export Halal meat among butchers at the abattoir market in Kano State. The analysis revealed a significant and positive relationship between perceived benefit and intention at the 95% confidence level (β = 0.180, p = 0.012). Since the p-value is below 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that perceived benefit significantly influences the intention to export Halal meat among butchers in Kano. This result aligns with previous studies by Oyelakin & Yusuf (2018), and Yahya & Ariffin (2020).

Hypothesis 2 (H2) stated in its null form that organisational commitment has no significant effect on the intention to export Halal meat among butchers at the abattoir market in Kano State. The findings showed an insignificant relationship between organisational commitment and intention at the 95% confidence level (β = 0.124, p = 0.069). Because the p-value exceeds 0.05, the null hypothesis is accepted. This means that organisational commitment does not significantly influence the intention to export Halal meat among the butchers. This outcome contrasts with earlier findings by Annabi & Wada (2016), Asa (2017), Oyelakin & Yusuf (2018), and Yahya & Ariffin (2020).

Hypothesis 3 (H3) stated in its null form that government support has no significant effect on the intention to export Halal meat among butchers at the abattoir market in Kano State. The results indicated a strong and significant relationship between government support and intention at the 95% confidence level (β = 0.587, p = 0.000). With the p-value well below 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. Thus, government support significantly influences the intention to export Halal meat among butchers in Kano. This finding is consistent with the studies of Annabi & Wada (2016), Asa (2017), Basir (2022), Oyelakin & Yusuf (2018), and Yahya & Ariffin (2020).

Table 7. Results of Direct Hypotheses

Relationship	Beta	P-value	Findings
PBF->IEH	0.180	0.012	Supported
OGC->IEH	0.124	0.069	Not Supported
GVS->IEH	0.587	0.000	Supported

Source: PLS Output

Assessment of Variance Explained in the Dependent Latent Variables

Subsequently, the assessment of the validity of the structural model involves determining the R-squared value, which is a crucial component. The R-squared, also known as the coefficient of determination, quantifies the proportion of variance in the endogenous variable that can be explained by one or more exogenous variables. While the acceptable level of R-squared depends on the specific research context, a minimum acceptable threshold is often considered to be 0.10. The R-squared value serves as an important indicator of how well the exogenous variables account for the variation in the endogenous variable and provides insights into the model's explanatory power.

Table 8: Variance Explained in the dependent Variables

Variable	Variance Explained (R^2)
Intention to Export Halal Meat	63.4%

Source: PLS Output

The model predicts the dependent variable, intention to export Halal meat, with an estimated R-squared value of 0.634, which indicates that approximately 63.4 percent of the variance in this variable is accounted for. This implies that around 36.6 percent of the variance is potentially explained by other variables or predictors not included in the model. As stated by Hair et al. (2012), the acceptable threshold values for R-squared are 0.19, 0.50, and 0.75, corresponding to weak, moderate, and substantial levels of explanation, respectively.

Assessment of Effect Size (F^2)

Having assessed and confirmed the postulated hypotheses of the study, the next criterion for the evolution of the structural model is the effect size (F2). Effect size indicates the relative effect of a particular exogenous latent variable on endogenous latent variable(s) by means of changes in the R-squared (Chin, 1998). It is calculated as the increase in R-squared of the latent variable to which the path is connected, relative to the latent variable's proportion of unexplained variance. Cohen (1988) describes F2 values of 0.02, 0.15 and 0.35 as having weak, moderate and strong effects, respectively. Table 8 shows the respective effect sizes of the latent variables of the structural model.

Table 9. Effect Sizes of the Latent Variables on Cohen's (1988) Recommendation

Independent variable	Dependent variable	F^2	Effect size
Perceived Benefit	Intention to Export Halal Meat	0.035	Moderate
Organizational commitment	Intention to Export Halal Meat	0.011	Weak
Government supports	Intention to Export Halal Meat	0.429	Strong

Source: PLS Output

From the Table 9 it can be concluded that all the exogenous variables of the study namely perceived benefit, organizational commitment and Government support possess some exploratory power towards the endogenous variable. Specifically, perceived benefit, organizational commitment and Government support have a moderate, weak and strong effect on intention respectively.

The process is only befitting for endogenous reflective constructs to ascertain its predictive relevance in the model. If the predictive relevance (Q2) value is greater than zero, then the model has predictive relevance. Table 10 presents the results of the cross-validated redundancy Q2 test. Table 10 reveals that the cross-validation redundancy result is Q^2=0.363 for the endogenous variable, which is above zero and signifies the predictive relevance of the model.

Table 10. Q^2 or Cross-Validation Redundancy

Total	SSO	SSE	Q2
Intention to Export Halal Meat	,914.000	1,218.682	0.363

Source: PLS Output

CONCLUSION

This study demonstrates that perceived benefit and government support play decisive roles in shaping butchers' intentions to export Halal meat in Kano, while organisational commitment does not significantly influence export intention. These findings highlight that enhancing the perceived benefits is crucial, as it can directly influence pricing power, sales volume, and ultimately, the profitability of export ventures, thereby motivating butchers' intention to export. Proactive government policies and supportive regulations are essential to harness the full potential of halal meat exports for the economic development of Kano.

The results carry several practical implications. Strengthening Nigeria's participation in the global Halal economy will require targeted awareness programmes, financial and technical incentives, and improved infrastructure across the Halal meat value chain. Harmonising Halal certification procedures nationwide and fostering trade partnerships with major Halal-importing countries can further enhance export competitiveness. Additionally, investment in logistics, packaging, cold-chain systems, and quality assurance mechanisms is essential to meet international Halal standards and expand market access.

Despite its implications, the study is limited by its focus on a single geographical location and its reliance on self-reported data, which may not fully capture broader industry dynamics. Future research could extend the analysis to other regions in Nigeria, incorporate longitudinal designs to track changes over time, or explore additional determinants such as technological readiness, market orientation, and global value-chain integration.

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