



**THE ROLE OF HALAL AWARENESS AND HALAL CERTIFICATION IN
INFLUENCING MALAYSIAN INTENTION TO PURCHASE HALAL FOOD AND
NON-FOOD PRODUCTS IN JOHOR**

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JULY 2014

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NON-FOOD PRODUCTS IN JOHOR**

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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY (UITM)
MELAKA CITY CAMPUS**

JULY 2014

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY (UITM)
MELAKA CITY CAMPUS**

We, KHADIJAH MAULAD BAHROL, (I/C NUMBER: 910308-01-5982) and NOR FASIHAH BT SUPANGAT, (I/C NUMBER: 910326-01-6030)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extract has been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature: _____ Date: _____

Signature: _____ Date: _____

LETTER OF TRANSMITAL

Faculty of Business Management
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June 23, 2014

Head of Program
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Dear Madam,

RE: SUBMISSION OF THE FINAL THESIS REPORT

With reference to the above matter, enclosed here is our research paper entitled “The Role Of Halal Awareness And Halal Certification In Influencing Malaysian Intention To Purchase Halal Food And Non-Food Products In Johor”

This research paper is a partial requirement for the fulfilment of BBA (Hons) Marketing. The objective of the study conducted is to identify the most contributing factors or roles of Halal awareness and Halal certification that can influence the consumer’s intention to purchase the Halal product in Johor.

Hopefully, this report meets your requirement and expectation.
Thank you.

Your sincerely,

KHADIJAH MAULAD BAHROL
NOR FASIHAH BINTI SUPANGAT

ABSTRACT

This research is implemented to study about purchase intention towards factors that influence Malaysian customer in Johor area to buy Halal product. The study aimed to identify the major factors that influent purchasing Halal product such as Halal awareness, Halal certification, product quality, marketing promotion and also brand. The study was done within the area in Johor.

The study was conducted at Syarikat Air Johor Holdings SdnBhd which located at Johor Bahru and BatuPahat and around those particular areas. The sample size for this study is 100 of the respondents who walking around the area. Data obtained using two methods which are primary and secondary data. Respondents been asked to answer the questionnaires that contain the factor of influencing purchase intention of Halal product in Johor. Data are analyzed using Reliability Test, Chart, and Frequency Table through SPSS program.

The sampling technique that has been used in this study was non-probability sampling techniques which is convenience sampling. The result shows that Halal certification is the major factor of influencing customer to purchase Halal product compared to other factors.

Key words: Purchase Intention, Halal Awareness, Halal certification, Product Quality, Marketing Promotion, Brand, Johor area

Paper Type: Research Paper