



UNIVERSITI TEKNOLOGI MARA

**A STUDY ON THE FACTORS AFFECTING
CUSTOMER'S CONFIDENCE TOWARDS
PRODUCT WITH HALAL LOGO.**



**MUHAMMAD FARID BIN HARITH
2010353987**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA MELAKA**

JANUARY 2014



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
UNIVERSITY TEKNOLOGI MARA
MALACCA CITY CAMPUS**

“DECLARATION OF ORIGINAL WORK”

I, MUHAMMAD FARID BIN HARITH, (I/C Number: 890905-04-5383)

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 have been distinguish by quotation marks and source of our information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

08TH DECEMBER 2013

The Head of Programme
Bachelor of Business Administration (HONS) Marketing
University Teknologi Mara
Malacca City Campus
110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir/Madam

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“A STUDY ON THE FACTORS AFFECTING CUSTOMER’S CONFIDENCE TOWARDS PRODUCT WITH HALAL LOGO.”** to fulfill the requirement as needed by Faculty of Business Management, University Teknologi Mara.

Thank you.

Yours sincerely,

MUHAMMAD FARID BIN HARITH

2010353987

Bachelor of Business Administration (Hons.) Marketing

ABSTRACT

The purpose of this study was to investigate the relationship of the selected independent variables: packaging, company, media and religiosity with dependent variable which is the affecting customer's confidence toward product with halal logo. In order to provide a guide in the study, four hypotheses were formulated. Data were collected from 100 respondents using the questionnaire. This study was conducted at Bandar Melaka. Then the results was analysed by using SPSS to find the significant relationship with the dependent variables. Through this study, it will help the us to understanding the factor why customer more confidents toward halal logo on the product.

TABLE OF CONTENTS

CONTENTS		PAGES
TITLE PAGE		
DECLARATION OF ORIGINAL WORK		ii
LETTER OF SUBMISSION		iii
ACKNOWLEDGEMENT		iv
TABLE OF CONTENTS		v
LIST OF FIGURES		viii
LIST OF TABLES		ix
ABSTRACT		xi
CHAPTER ONE:	INTRODUCTION TO RESEARCH	
1.1	Background of the Study	1-3
1.2	Problem Statement	4-5
1.3	Research Design	6
1.4	Research Objective	7
1.5	Theoretical Framework	8
1.6	Hypothesis	9
1.7	Significant of the Study	10
1.8	Scope of Study	11
1.9	Limitation	12-13
1.10	Definition of Terms	14-15