

**UNIVERSITI TEKNOLOGI MARA**

**ASSESSMENT OF  
KNOWLEDGE, ATTITUDES AND PRACTICES  
TOWARDS HALAL NUTRACEUTICAL  
PRODUCTS AMONG MUSLIM CONSUMERS**

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## ABSTRACT

Of late, with the increasing number of health conscious groups, more and more people are opting for nutraceutical consumption for various reasons. However, the production of such products is still being dominated by non-Muslim countries in which the *halal* status of the products can be questioned. Hence, the aim of this study was to examine the knowledge, attitudes as well as practices of Muslim consumers towards the nutraceutical consumptions. A self-constructed questionnaire was designed and distributed to the targeted respondents in the state of Kedah via convenience sampling. The psychometric properties of the instruments were assessed through reliability and exploratory factor analysis. Through the analysis conducted, the instrument used in the present study was found to be valid. Findings showed that more than 50% of the respondents have poor knowledge but desirable attitudes and practices in terms of the halalness and consumption of nutraceutical products. There were significant association between selected demographical variables (age, education and monthly income) and the attitudes of the respondents whilst spending amount did affect both attitudes and practices ( $p < 0.05$ ). However, no association was observed between demographic variables and the knowledge of the respondents. As such, there is a need to educate the public on the *halal* nutraceutical products so that they will be more knowledgeable on the ingredients and products that are available in the market.

**Keywords:** nutraceutical, *halal*, knowledge, attitudes, practices

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

In global view, Islam is the second largest religion after Christianity and the number of Muslims is estimated to increase from 1.6 billion in 2010 to 2.2 billion by 2030 (Pew Research Centre, 2011). Malaysia is a multiracial country in which Islam is the largest practiced religion with 61.4% of the citizens are Muslims (Pew Research Centre, 2011). It is obligatory for Muslims to seek for halalness in every aspect of their lives. In fact, Islam as a complete way of life has already considered the needs of human beings by providing the guidance through the holy book Al-Quran so that humankind will be guided through the correct way of life. There are a number of verses in the Al-Quran that highlights Allah's commands to search for '*halalan toyyiban*'.

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطَوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

“O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy”.

(Surah Al-Baqarah, 2:168)