



**LEVEL OF AWARENESS ON HALAL FOOD AMONG MUSLIM FOOD  
RETAILERS IN JALAN HANG TUAH, MELAKA**

**NOOR EMMA LINA BINTI MUHAMAD**

**2015126261**

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

**JANUARY 2018**

LEVEL OF AWARENESS ON HALAL FOOD AMONG MUSLIM FOOD  
RETAILERS IN JALAN HANG TUAH, MELAKA

NOOR EMMA LINA BINTI MUHAMAD

2015126261

Submitted In Partial Fulfilment of the  
Requirement for the  
Bachelor Of Business Administration With Honours (Marketing)

FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA  
CAMPUS OF BANDARAYA MELAKA

JANUARY 2018

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**“DECLARATION OF ORIGINAL WORK”**

**I, Noor Emma Lina Binti Muhamad, (I/C Number: 950823-05-5192)**

Hereby, declare that:

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

Signature: \_\_\_\_\_

Date: 9 JANUARY 2018

## LETTER OF SUBMISSION

JANUARY 2018

The Head of Program,

Bachelor of Business Administration (Hons) Marketing,  
Faculty of Business Management,  
Universiti Teknologi MARA,  
Kampus Bandaraya Melaka,  
110 Off Jalan Hang Tuah, 73500 Melaka.

Dear Sir/Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“LEVEL OF AWARENESS ON HALAL FOOD AMONG MUSLIM FOOD RETAILERS IN JALAN HANG TUAH, MELAKA”** to fulfil the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you,

Your sincerely

---

NOOR EMMA LINA BINTI MUHAMAD

2015126261

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

MARKETING

## **ABSTRACT**

Intense competition in the business of foods industry forces Muslim retailers to look for their best approach to attract and create a halal food to their customers. However some of retailers take an easy action in operating their restaurants which can be create issues to Muslim customers sensitivity. This research focused on the level of awareness among Muslim food retailersto know the factors that contribute to it. The factors that contributed in level of awareness of halal foods are halal exposure, religious beliefs, health reasons and role of halal certification and logo. All the Muslim foods retailers used Muslimas opportunityto their business firms to make customers to believe that they always aware with halal or they have a highlevel of awareness. The main study of this research is to examine the relationship between factors that contributes to the level of awareness with the level of awareness among Muslim food retailers.Halal awareness being dependent variables in this research and measured by four independent variables which is halal exposure, religious beliefs, health reasons and role of halal of certification and logo. The literature review confirms this relationship. This research is based on 70 respondentswhich survey is collected from muslim food retailers who are operated their business in 1 kilometer from Jalan Hang Tuah, Melaka. Sampling method used in this study is simple random sampling. The data was analyzed using correlation coefficient and regression by using SPSS software.The findings reveal that are positive relationship between all the factors with the level of awareness on halal foods. However, the result shows that halal exposure has most influential factors towards halal awareness.