



**FACTORS INFLUENCING HALAL AWARENESS
ON FOOD CONSUMPTIONS
AMONG MUSLIM CONSUMERS IN MALAYSIA**

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

JULY 2018

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS AND MANAGEMENT,
UNIVERSITI TEKNOLOGI MARA,
KAMPUS BANDARAYA MELAKA**

JULY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, NUR FARAHIN BINTI MOHAMAD FAUZI (950113-07-5244)

Hereby, declared that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for these degreed 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: _____

LETTER OF TRANSMITTAL

Date:

**Head of program
Bachelor of Business Administration (Hons.) Marketing
Faculty of Business and Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka**

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (MKT 672)

Enclosed here is the researched entitle”FACTORS INFLUENCING HALAL AWARENESS ON FOODS CONSUMPTIONS AMONG MUSLIM CONSUMERS IN MALAYSIA” to fulfil requirement of Bachelor Administrative with Honours and also achieved the objective of the study.

Thank you,

Yours faithfully,

.....
(NUR FARAHIN BINTI MOHAMAD FAUZI)
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BBA (HONS) MARKETING

ABSTRACT

The purpose of this research is to examine the factors influencing halal awareness on food consumptions among Muslim consumers in Malaysia that might be one of the most significant variable of Shariah law. One of the aims of this study is to cover back the limitations of previous studies that did not include main factors that influencing halal awareness on food consumptions as it only focused on halal certification logo only. This study attempts to observe the factors that influence relationship between the factors which are halal exposure, religious belief, health reason, halal certification and halal awareness as well as establish the significance of each factor in predicting halal awareness on food consumptions. Primary data was collected personally from the respondents through questionnaire by distributing to the Muslim consumers in Malaysia. Statistical Programme for Social Sciences (SPSS) was used to analysis the data. Analysis was done to achieve the objectives of this study which are to identify the level of halal awareness on food consumptions, to identify the significant relationship between halal exposure, religious belief, health reason and halal certification with halal awareness and to identify the most influential factor towards halal awareness. Based on the research findings, all variables (halal exposure, religious belief, health reason, and halal certification) are positively significant with halal awareness. Lastly, the researcher hope that this study will help Muslims consumer in Malaysia to be more aware of halal foods.

Keywords: Shariah, halal awareness, survey, Muslims, foods.