

UNIVERSITI TEKNOLOGI MARA

**CONSUMERS PERCEPTION
TOWARDS HALAL FOOD
CERTIFIED PRODUCTS IN
KUCHING, SARAWAK**

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ABSTRACT

The Halal food industry is very important to all Muslims worldwide to ensure hygiene, cleanliness and not detrimental to their health and well-being in whatever they consume, use and purchase. The current development shows that the halal food industry has become one of important sectors that contribute to the societal development as well as it contributes to the national growth. The objective of this paper is to identify the consumer perception towards halal food certified products in Kuching, Sarawak. Basically, this study also aims to identify the Customer purchase intention in purchasing the halal food certified product. Through a survey approach, this study incorporated of 405 Muslim consumers' respondents across all major races in Kuching. Apart from that, this study also to assists Majlis Amanah Rakyat (MARA), in developing their entrepreneur in Sarawak Region that are retailing the food products in Kuching initially before they expand their market to another area. The results indicated the weak positive correlation between consumer purchase intention with the marketing mix (4Ps) i.e. Product, Price, Promotion and Place but with significance correlation between the consumer intention to purchase with the marketing mix. Hence, it is suggested that MARA and Jabatan Kemajuan Islam Malaysia (JAKIM) increase their awareness program to their entrepreneur on the important of the halal logo.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Product certification certainly has an impact on consumer perception towards the product. The product with certain certification normally portrays the product standard and quality. One of the crucial elements for Muslim before buying a product is Halal certification. The Halal certification is important to the worldwide Muslims to ensure sterility, purity and not damaging to their health and well-being in whatever they consume, use and purchase.

All Muslims is known without saying must consume Halal food in accordance to the code of conduct of Islam. Halal alludes to Islamic rule that is a piece of Syariah and is said in the Quran. Syariah is the set of accepted rules or the lifestyle for all Muslims to take after and applies to each movement including eating. Halal is characterised as allowed, admissible and legal. The inverse of Halal is Haram (non-Halal) which implies illegal and unlawful, with regards to Islamic law. Halal is typically connected with nourishment items yet it is more than simply worried about sustenance. The halal issue likewise includes beautifying agents items, pharmaceuticals items, administrations, for example, keeping money and fund and tourism.

The Muslim population is growing rapidly with nearly one in four people in the world practising Islam (Mohani, Hasanah & Mazlina 2013). Contribution of nation's control and managing bodies under the purview of the nation's law is required for Halal affirmation.

Malaysia has invested in positioning Malaysia to be the Halal food hub centre. In 2003, the 'Technical Committee For Halal Products' was set up and with main function is to stimulate the growth of the Halal food industry and to make Malaysia as Halal-Hub by 2010 which is lead by Ministry of International Trade and Industry (MITI). A profound setback for materialising and achieving the dream of Malaysia becoming a Halal hub country lies inside the issues of Halal certificates and logos for products manufactured outside Malaysia which is being sold locally.

Majlis Amanah Rakyat (MARA) is acting as an agency that assisting the administration vision of getting to be halal center nation. MARA an organization under the domain of the Ministry of Rural and Regional Development, was set up in 1966 as a statutory body as a consequence of the main Bumiputera Monetary

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Food is a necessity for every human being. As a Muslim, where Islam is the official religion, everything and behaviour of Muslims in the world are guided by the teachings of Islam, including food appropriate to use without damaging the lives of Muslims. In the Al-Quran, Halal can be distinct as the allowed or acceptable for the Muslims. In other words, Halal food is permissible food that can be eaten and consumed by everyone with no doubt. Based on these researchers, Marzuki, Hall and Ballentine (2011) in their study mentioned that Muslim must abide to the Halal food ethics and avoid from consume the forbidden foodstuff or called as Haram food to be consumed by Muslim people. Food can be well-thought-out as Halal or Haram by observing at the entire supply-chain of production and process (Eliasi & Dwyer, 2002).

A Halal logo is a very important thing for Muslims in their purchase or consumption of a product. There are over 15 Halal logos in the world market, but not all of the logo is consistent with Halal's trademarks (Minkus-McKenna, 2007). In Malaysia, Halal logo is give out by a organization that is accredited by the Malaysian government. The use of the Halal logo depends on each countries laws and regulations, brand, component, producers and other related characteristic must be conveyed to JAKIM for further action. The food and Halal products are important to the wider Islamic world to guarantee sterility and not damaging to the fitness and well-being in what they consume, carry out and securing. In Kuching, Sarawak where the Muslim population is estimated to be approximately 250,000 people showed statistically quite high and all the Muslims population in need of food or Halal products in everyday life. Therefore Muslims ask for Halal food products labelled in every product traded (Riaz & Chaudry, 2004).

The way of life for all Muslims regardless of where they live is based on Islamic principles. For food, Islam decoding that food should be suitable for Halal consumption according to the needs of shariah. Therefore, scholars like Nurwahida and Abdul Manaf (2009), Sungkar (2008) and Yusof (2004) are very enthusiastic that the Halal food business will carry on having achievement if they have the incentive and support from government and other players in the market.