A STUDY ON THE CONFIDENCE LEVEL OF INTERNATIONAL HALAL LABELLED PRODUCTS AMONG MUSLIM CONSUMERS

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DECLARATION OF ORIGINAL WORK

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Hereby declare that:-

- This work has not previously accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for this degree or any other degrees.

- The 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.

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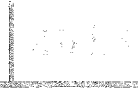
ABSTRACT

The objective of this research is to study the confidence level of International Halal labelled products among Muslim consumers in Malaysia. Researcher's respondents came from government servants at Putrajaya who is Malay Muslim consumers as the sample. The respondents will also grouped under four categories of sectors namely, professional, services, students and others.

The variables used for control were on the basis of location in Putrajaya, as well as occupation. Four independent variables were identified as the effects and all proved to have significant relationships towards confidence level of International Halal labelled products among Muslim consumers in Malaysia.

This acceptance has been conducted and seen through four factors which are, Product Characteristics, Marketing, Religion's Knowledge and Governments' Roles. Recommendations have been made in order to increase the confidence level of International Halal labelled products among Muslim consumers in Malaysia.

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