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PREFERENCE OF WORKING CONSUMER IN KOTA KINABALU
ON HALAL PRODUCTS

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By doing this research, we are hoping to give a knowledge and awareness towards halal product level in Kota Kinabalu City.

Abstract

At the present time, logo and certification of halal are the main issues in Malaysia. This paper focuses on the preference of working consumer in Kota Kinabalu on halal product. The objectives of the research to study the preference on halal products among working consumer in Kota Kinabalu, to evaluate the level of consumers' awareness about the halal products and to measure the association between consumer attitude, awareness, and preference on buying halal product. Cross sectional consumer data were collected in a survey of 147 working respondents in Kota Kinabalu City. Descriptive and inferential analyses were used to analyse the data collected. Thus, there were high preferences on halal products among working consumers in Kota Kinabalu.

TABLE OF CONTENTS

LIST OF TABLES.....	7
CHAPTER 1	8
INTRODUCTION.....	8
1.1 Introduction.....	8
1.2 Problem Statement	9
1.3 Research Questions.....	11
1.4 Research Objectives.....	11
1.5 Scope of the Study	12
1.6 Definition of Terms and Concept.....	13
CHAPTER 2	14
LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK	14
2.1 Literature Review.....	14
2.2 Conceptual Framework	21
CHAPTER 3	24
RESEARCH METHODOLOGY	24
3.1 Research Design.....	24
3.2 Population and Sampling	24
3.3 Instrument and Measurement.....	25
3.4 Unit of Analysis	26
3.6 Data Analysis	27

CHAPTER 428

FINDING AND ANALYSIS28

 4.0 Introduction.....28

 4.1 Reliability Test.....28

 4.2 Descriptive Tables29

 4.3 Inferential Table.....40

CHAPTER 549

DISCUSSIONS AND CONCLUSION49

 5.1 Introduction.....49

 5.2 Discussion49

 5.3 Limitations of the study53

 5.4 Recommendations.....55

 5.5 Conclusion56

CHAPTER 657

REFERENCES57

APPENDICES60