



**FACTORS THAT CONTRIBUTES IN CONSUMER SELECTION TOWARD
NON-FOOD HALAL PRODUCTS AMONG IPTA STUDENTS: THE CASE OF
UNIVERSITI TEKNOLOGI MARA,SABAH**

**MOHD ALFIELAN BIN RUSLAN
2011659212**

HAKMILIK
Perpustakaan
Universiti Teknologi MARA
Sabah

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONORS(MARKETING)
FACULTY OF BUSINESS ADMINISTRATION
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU**

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Your sincerely,



MohdAlfielan Bin Ruslan,

BBA (Hons) Marketing,

Faculty of Business Management,

UniversitiTeknologi MARA Sabah.

ABSTRACT

This study was conducted to get a clear picture on the factors that contribute in consumer selection towards non-food halal products among IPTA students. By identifying the factors, the researcher may able to analyze the factors contributes in consumer selection towards non-food halal products. Apart from that, the researcher also able to identify factors that motivates in purchasing halal products among IPTA students.

In addition, this study targeted UiTM Sabah students as the respondents. The total respondents was 185 respondents and simple random sampling are used because of it offers the most generalizability and least biased. In this study, the researcher used questionnaires to gather all data necessary and the findings were analyzed using SPSS Statistics Data Editor. Finally, the discussion derived from the findings suggested several recommendations and suggestions for future research.