

**UNIVERSITI TEKNOLOGI MARA**

**AWARENESS OF MUSLIM IN NILAI  
AND SEREMBAN, ON BUYING  
HALAL PRODUCT AT LOCAL  
SUPERMARKET**

**NURUL HANIS BINTI HASIM**

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## ABSTRACT

In today's world, Islam is a religion that is spreading over the globe and does not discriminate based on race or ethnicity. According to Lipka and Hackett (2017), the world population is expected to increase by 32% over the next three decades, while the number of Muslims is expected to increase by 70%, from 1.8 billion in 2015 to nearly 3 billion in 2060. In 2015, Muslims made up 24.1 percent of the global population. In 45 years, they are expected to account for more than three-tenths of the world's population (31.1 percent). As for Malaysia it is a multiracial nation with a diversified ethnic and religious population. According to the above perspective, the issue of halal or haram is extremely important and, to some extent, sensitive, due to the fact that Malaysia is a Muslim nation, which plays a large part in this debate. Aside from that, Malaysia is increasingly importing food and consumer items from non-Muslim countries, the halal status of which is debatable. Furthermore, despite the fact that the Islamic religion is spreading across the world and more individuals are converting to Islam, the problem of not understanding what halal is not prevalent. This is because halal and haram are two concepts that individuals learn about Islam, yet owing to false rumours, fake news stories, and other sources, some of them may be under-informed or mislead on the subject. This study is made to know whether the Muslim populations in Nilai and Seremban are well-informed about halal items when shopping or buying at the local supermarket. This is because the impact of devotion on halal food purchasing intent may be related to the fact that a Muslim's religion has grown into a lifestyle in which his religious ideas control all aspects of his life.

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