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POLICY STUDIES**



**THE UNDERSTANDING OF HALAL FOOD AWARENESS  
AMONG MUSLIMS  
AND NON-MUSLIMS CONSUMERS IN SUMMER MALL  
FOOD COURT, KOTA SAMARAHAN,  
SARAWAK**

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## CHAPTER 1

### INTRODUCTION

#### 1.0 Chapter Review

This chapter 1 is categories into several sections where it consists of the chapter review, states about the background of study, the problem statement, discussing on the research objective, identify research question, the scope of study, the significance of study, definition of terms and lastly, the chapter summary. The research is based on the understanding of Halal awareness between Muslim and non-Muslim consumers.

#### 1.1 Background of Study

Islam is the fastest growing religion and it contributed to the second largest religion in the world. The raising awareness of Muslims all over the world on their obligation to consume Halal food that meets Islamic dietary requirements has created a much greater demand for Halal food and products (Abdul Latif, 2006). This is because the population of Muslim people all around the world is second largest religion in 2016. As mentioned by Ambali and Bakar (2013), the word halal means permissible or lawful according to Islamic laws which mean that the food is not forbidden for the customers to consume. It also refers to food or products that are lawful for Muslim consumption. Ambali and Bakar (2013), also highlighted that in reference regarding the food stuff, Halal based on *Shari'ah* means that it has not been prepared, processed or manufactured using instruments or ingredients that were mixed with foreign matter. This means that

## CHAPTER 2

### LITERATURE REVIEW

#### 2.0 Chapter Review

Chapter 2 is basically about the literature review and the conceptual framework. In this chapter, it will state about how we conduct the survey, what framework we used where we identify the dependent variables and the independent variable, and how we collect data. In this chapter also stated about the understanding of Halal awareness such as Halal Control and Standard in Malaysia, slaughtering, food contents as well as food handling, and factors of halal awareness such as the religion, health, exposure and Halal certification logo. We also include the issues and problems of Halal food such as the demand of Halal products, attitudes of young consumers, intentions to purchase Halal food as well as issues for policy makers.

#### 2.1 Understanding of Halal Principle

##### 2.1.1 Halal Standard and Control in Malaysia

According to Samori, Ishak and Kassan (2014) stated that Malaysia as a Muslim country is a pioneer in introducing a complete standard for halal product through Malaysian standard: Halal food production, Preparation and Storage guideline and also known as MS 1500:2004 for the purpose of prescribing the practical guidelines for food industry on the food preparation and food handling. Furthermore, it has a purpose to function as basic requirement for producing halal food including for trading and marketing purpose. According to Samori, Ishak and Kassan (2014), they stated that

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### 3.0 Chapter Review

This chapter is divided into several sections which consist of methodology, unit of analysis of our research that are the individual respondents, sample size in Summer Mall Food Court, sampling technique which we used, the measurement, data collection such as the questionnaires, data analysis on each objectives, pilot study, proposed test, overall acceptance on the concept of Halal food and chapter summary.

#### 3.1 Methodology

The respondents for this study were the consumers whereby our aim is in Kota Samarahan, Sarawak. Specifically, we were conducting our survey at the Summer Mall Food Court. For this research, we used questionnaires to collect primary data from the respondents. A questionnaire was given by using convenience sampling. The respondents comprised from Muslim and non-Muslim consumers from Kota Samarahan, Sarawak. In addition, the questionnaires consisted of demographic profiles, their understanding about Halal food and factors that lead them to understand and accept Halal food. There are 3 sections in the questionnaire such as demographic, understanding on Halal food and factors that leads them to prefer Halal food. 200 questionnaires were distributed to the public which were the consumers. The questionnaire used a 5-level scale that was strongly agreed, agree, neutral, disagree and strongly disagree.