



**AWARENESS ON HALAL FOOD AMONG CONSUMERS IN KUCHING**

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## **LETTER OF SUBMISSION**

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29 December 2016

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "AWARENESS ON HALAL FOOD AMONG CONSUMERS IN KUCHING" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

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## **TABLE OF CONTENTS**

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF FIGURES	xi
LIST OF TABLES	xii
LIST OF APPENDICES	xii
ABSTRACT	xiii

## **CHAPTER ONE: INTRODUCTION**

1.0 Introduction	1
1.1 Definition of Halal	4
1.1.1 Concept of Halal Food	5
1.2 Halal Food in Global Market	8
1.2.1 Malaysia Halal Market Demand	12
1.2.2 Sources of Halal Food and Product	14
1.2.3 Halal Awareness among Consumer	17
1.3 Problem Statement	19
1.4 Objectives of Study	19

1.5 Research Study	20
1.6 Significant of Study	20
1.6.1 Consumers	21
1.6.2 University	21
1.6.3 The Academicians	21
1.6.4 The Government	21
1.7 Scope of Researchb	22
1.8 Limitation of Study	22
1.9 Definition of Terms	23
1.9.1 Exposure on Halal Food	23
1.9.2 Health Conscious	23
1.9.3 Credibility of Halal Logo	24

## **CHAPTER TWO: LITERATURE REVIEW**

2.0 Introduction	27
2.1 Overview	27
2.2 Exposure on Halal Food	28
2.2.1 Review of Exposure on Halal Food	28
2.3 Health Conscious	28
2.4 Credibility of Halal Logo	29
2.4.1 Halal Logo Definition	29
2.4.2 Halal Certification by JAKIM	31
2.4.3 Halal Certification Work Flow	32

2.4.4 Issues on Halal Certification	33
2.4.5 JAKIM's Halal Logo	35
2.5 Theoretical Framework	37
2.6 Hypothesis of the Study	38

### **CHAPTER THREE: RESEARCH METHODOLOGY**

3.0 Overview	39
3.1 Introduction	40
3.2 Research Design	40
3.3 Data Collection Design	40
3.3.1 Primary Data	41
3.3.2 Secondary Data	41
3.4 Sampling Data	42
3.4.1 Target Population	42
3.4.2 Sampling Frame and Sampling Location	42
3.4.3 Sampling Element	42
3.4.4 Sampling Technique	43
3.4.5 Sampling Size	43
3.5 Research Instrument	44
3.5.1 Questionnaire Design	45
3.6 Construct Management	46
3.6.1 Scale Management	46
3.7 Data Processing	46

3.7.1	Questionnaire Checking	47
3.7.2	Data Editing and Coding	47
3.7.3	Data Cleaning	47
3.8	Data Analysis Method	47
3.8.1	Descriptive Analysis	48
3.8.2	Scale Measurement	48
3.8.2.1	Reliability Test	48
3.8.3	Inferential Analysis	49
3.8.3.1	Pearson Correlation Analysis	49
3.8.3.2	Multiple Regression Analysis	50
3.9	Conclusion	50
<b>CHAPTER FOUR: DATA ANALYSIS</b>		
4.0	Overview	51
4.1	Introduction	51
4.2	Descriptive Analysis	51
4.2.1	Demographic Profile of Respondent	51
4.2.1.1	Age Group	53
4.2.1.2	Gender	53
4.2.1.3	Education Level	54
4.2.1.4	Ethnicity	55
4.2.1.5	Occupation	56
4.2.1.6	Income	57
4.2.1.7	Summary of Demographic Profile	58



4.3 Scale Measurement	59
4.3.1 Reliability Analysis	59
4.3.1.1 Result of Reliability Analysis	60
4.4 Inferential Analysis	61
4.4.1 Pearson Correlation Analysis	61
4.4.1.1 Correlation Analysis for Exposure on Halal Food	62
4.4.1.2 Correlation Analysis for Health Conscious	62
4.4.1.3 Correlation Analysis for Credibility of Halal Logo	62
4.4.2 Multiple Regression Analysis	63
4.5 Hypothesis Testing	
4.5.1 Hypothesis 1	64
4.5.2 Hypothesis 2	65
4.5.3 Hypothesis 3	65
<b>CHAPTER FIVE: CONCLUSION AND RECOMMENDATION</b>	
5.0 Introduction	66
5.1 Descriptive Analysis	66
5.2 Reliability Analysis	67
5.3 Inferential Analysis	67
5.4 Discussion and Conclusion	68
5.5 Recommendation	68
5.5.1 JAKIM's Role and Enforcement	69
5.5.2 ISO (International Standardized Organization)	69

5.5.3 Campaign	70
5.5.4 Education	70
5.6 Suggestion for Future Research	70
<b>REFERENCES</b>	<b>72</b>
<b>APPENDICES</b>	<b>76</b>

## **LIST OF FIGURE**

Figure 2.1 Halal Certification by JAKIM	31
Figure 2.2 Halal Certification Application	32
Figure 2.3 Malaysia Halal Logo	35
Figure 2.4 Theoretical Framework	37
Figure 4.1 Age Group	52
Figure 4.2 Gender	53
Figure 4.3 Education Level	54
Figure 4.4 Ethnicity	55
Figure 4.5 Occupation	56
Figure 4.6 Income	57

## **LIST OF TABLE**

Table 3.1 Table for Determining Sample Size and a Known Population	44
Table 3.2 Likert Scale	45
Table 3.3 Cronbach's Alpha Interpretation	48
Table 3.4 Rule of Thumb	49
Table 4.1 Age Group	52
Table 4.2 Gender	53
Table 4.3 Education Level	54
Table 4.4 Ethnicity	55
Table 4.5 Occupation	56
Table 4.6 Income	57
Table 4.7 Summary of Demographic Profile	58
Table 4.8 Cronbach Alpha Coefficient Rule of Thumb	60
Table 4.9 Result of Reliability Test	60
Table 4.10 Result of Pearson Correlation	61
Table 4.11 Correlation result of Exposure on Halal Food	62
Table 4.12 Correlation result of Health Conscious	62
Table 4.13 Correlation result of Credibility of Halal Logo	62
Table 4.14 Summary	63
Table 4.15 Coefficient	64

## **LIST OF APPENDICES**

Appendix 1.0: Questionnaire

## ABSTRACT

The main objective of this study is to determine the relationship between independent variables and dependent variable. The independent variables consist of exposure on halal food, health conscious and credibility of halal logo. Researcher need to test their hypothesis in order to see the strength of the relationship between both variables. Nowadays, the demand for halal food has showed an increasing because of awareness on clean and good food for their health. Non-Muslim are also those of consumer shows interest in purchasing and consuming the halal food. The quality of the product and the hygienic food are the priority of today`s consumer especially in Malaysia as there are many health complication occurs. From the past research, consumer`s awareness will increase parallel with the increasing demand of halal food. Media also has played an important role in exposing the important information to the consumer all across Malaysia. This are done through television, radio, the internet, newspaper and other mass media medium. This study can bring benefits to all in order to see the relationship among the variables. Furthermore, this study will influence the consumers in awareness on halal food with the provided information. The SPSS program are used to determine the result through the variety of analysis method.

Key words: Exposure on Halal Food, Health Conscious, Credibility of Halal Logo, Awareness on Halal Food, Consumer.

## **CHAPTER ONE: INTRODUCTION**

### **1.0 Overview of The Halal Food Industry In Malaysia**

Recently, the halal market is non-exclusive to Muslim, it also has gained increasing acceptance among non-Muslim in Malaysia in general and specifically in Sarawak who associate halal with ethical consumerism. The popularity of and demand for halal certification of the products among non-Muslim consumers have been on the rise as more consumers are looking for high quality, safe and ethical products to consume.

The Department of Islamic Development Malaysia (JAKIM) has extend its halal section into a much bigger organization in the year 2005, officially named JAKIM's Halal Hub (Habibah, 2011). This is because of the rapid development of Halal Certification in Malaysia. JAKIM plays an important responsibility as it was the world's first halal certification body for monitoring the halal industry. Malaysia's Trade Description Act in 2011 gives JAKIM a stronger mandate to regulate the halal industry. Over 50 international bodies has registered with JAKIM'S recognition program for international Halal bodies because of it stringent and sought-after bilateral halal system recognition program in the world. The Malaysia Halal logo is the most sought-after, globally-recognized hallmark that serves as an emblem for the country's reputation as the world's leading halal hub.

The vast economic potential of the halal industry has made a developmental agency called the Halal Industry Development Corporation (HDC) was formed under the Ministry of International Trade and Industry (MITI) in 2008.

The agency main responsibility is to develop Malaysia's industrial capacity and invite foreign direct investment (FDI) into the country. Our country has always welcomed investments into its halal-related manufacturing sectors and this is one of the reason of the existence of HDC whereby this corporation help in facilitating in the development of the halal industry and it was established as one stop agency to help in the halal industry. Through leveraging the major government agencies such as MITI, MIDA AND MATRADE, HDC will work closely with many potential investors to position Malaysia as the most attractive yet suitable place in the region to invest where halal-related manufacturing is concerned.

The Malaysia International Halal Showcase (MIHAS) and the World Halal Forum (WHF) are two of the most important annual events in the halal industry which is hosted by our country. Both event plays an essential role in building the country's reputation as the trade center and global reference for the new mainstream halal industry since the year 2003. Halal sector in Malaysia can be recognized by the Organization of Islamic Cooperation (OIC) with the full support and involvement from our government in leadership and credibility in this sector.

With an annual export value of RM35.4 billion for halal products, Malaysia is the leading global halal hub, which contributes approximately 5.1% of the total exports for the country (sources: [www.itc.gov.my](http://www.itc.gov.my)). Plus, Malaysia also provides the world's first halal in-flight catering on board the national carrier, the Malaysia Airlines, this is to assure that the Muslim passenger will not hesitate to consume the food that the airline provided.

Generally know that many renowned global multinational companies including Nestle, Colgate, Palmolive and also Unilever are now used it widely. Not only that, Malaysia also extended it halal venture into various sectors such as logistics, pharmaceutical, cosmetics and tourism. There should not be any hesitation on the variety of halal products and services food or good found in Malaysia because it has been recognized. The halal industry not only focused on food but also has extend it sector to the banking industry as Malaysia provides end-to-end halal products with universal appeal. Moreover, Malaysia has strengthens its position as the nucleus of the global halal industry with a favorable environment and government policies and initiatives.

Since the launch of Halal Certification Procedures in Sarawak in 2014, awareness among Sarawakians including non-Muslims on halal matters is reportedly on the rise and the feedback from the people on halal is very encouraging. This matters maybe because of some factors and one of them is that many communities have ignored the halal and non-halal that makes food traders to be more sensitive of the need for Muslim to get halal food product. According to Jais's record, there were 518 active premises in the States that had obtained the certificate.



## **1.1 Definition of Halal**

Halal is an Arabic term and based on Holy Quran and religion which refers to a product which its consumption is legitimate in any term for Muslims (Lada et al, 2009). Halal products have been recognized as important items. Halal is the phrase of Arabic which means lawful or permitted by Islamic law (Mahdi N, 2014). For example, food and beverage consumed by Muslims are prepared and consumed revolving the concept of Halal, which focuses on safety and sanitation (Rezai G, Mohamed Z, Shamsudin MN, Chiew EFC, 2010). Plus, halal concept also includes equipment, cosmetic, medical industry, hotel industry and other types of business related to halal conscious. Halal food is not just about what the food is but it is also about how it is prepared.

The concept of halal emphasizes safety, hygiene and also the wholesomeness of food. In addition, it also provides an excellent platform for a healthy eating for the consumers. Halal concept also considerate on places and the process of the animals that being slaughtered which is very crucial and the conditions of the animals would not endanger the health of diners are the prime focus of what halal is all about.

As we all know, halal is just not a common religious observance or obligation, but also as a standard option for Muslims and non-Muslim throughout the world. The non-Muslims is not unfamiliar with the halal concept especially those who live in a Muslim countries and a good example regarding the consumer's awareness and understanding among non-Muslim is the increasing in annual sales in Halal stores throughout Moscow, Rusia which recorded from

USD45 in the year 2004 to USD70 million in 2006 and is expected to increase to USD100 million in 2008 (Muhammad, 2007).

In another country such as Canada, the country Agriculture Food Trade Service Report (2008) shows a high demand for Halal products from a number of non-Muslim countries for both groups of consumers. For those who are animal lovers, the halal products are popular among non-Muslim consumers due to humanity concern in animal treatment plus by consuming halal product, they believe that the product are much healthier and safer. In another word, non-Muslims consumers believe that halal products are fresh, safe and infection free.

### **1.1.1 The Concept of Halal Food**

Generally, halal is known as something that is permitted to do according to Islamic law. *Al- Juranī* in the book of *at-Ta'rifat* states that halal is the ability to use something that is required to meet the physical needs, including the food, beverages and medicine. In addition, halal is the permissibility to eat, drink and does something based on Islamic law and principles. It is the universal term that applies to all facets of life (M.H.A.B Baharuddin, 2012). Moreover, halal is not only used in the context of consumables or products used by Muslims. It has a wide scope of application which covers from inter human relationship, clothing and manner, social and business transaction, trade and financial services to investment or any others which is parallel to the principles and guidance specified by Islam (N.M.N Maheran and C.F.F.M.I Bidin, 2009).

Furthermore, Islam requires Muslim to keep all items that they used in everyday life clean and free from doubt. By consuming halal food will bring tranquility to every man. Consuming something which is *syubhah* often causes no peace and calm to their mind and soul and in fact, it is opposed to the human nature of *fitrah* (L.A. Rahman, 2009).

Based on the Quranic verse, there are four categories of animals that are banned;

1. Animals which are killed by strangulation
2. by a blow
3. Fall
4. Being gored or which are partly eaten by wild animals all belong to the category of dead animal.

Animals sacrificed to idols are also *haram* since it is dedicated to anyone other than Allah. There are some rationales of this prohibition which are eating the flesh of dead animal is repugnant to civilization and contrary to human dignity. The significance of slaughtering is to remove the slaughtered animal from the category of 'dead animal'. Generally, slaughtering is a purposeful act with the intention to take the life of the animal and to use it as food, with certain ethical guidelines which aim to get the slaughtering done in the best practical way. Interestingly, the advance of science has proven that slaughtering is a method which is able to flush away the filthy blood which is not healthy to consume (Y.A Qaradawi, 1995).

The flesh of swine is prohibited since it is filthy and able to contaminate human. The medical research recently shown that eating swine-flesh is injurious to health in all climates. JAKIM has defined halal food as permissible food according to Islamic rules and principles with addition certain conditions. Halal food must not contain any part of the non-halal animal products. Plus, it must not contain any ingredient of filth material, safe and not harmful and it must be prepared, processed or manufactured using the equipment that are not contaminated.

Because of the economies of scale, attention is given to the whole process of production including selection of raw materials, preparation, processing, packaging, storage and transportation (N.R. Shah, M.N. Nooh, N. Nawai, and H. Mohd, 2009).

Islam generally has laid down the general guidelines on halal food;

1. All raw materials and ingredients used must be halal
2. All the permissible animals to be eaten in Islam should be slaughtered according to Islam rites and ethics of slaughtering, must be performed by a mentally sound Muslim, using a sharp cutting tool and last but not least;
3. Halal ingredients must not be combined or come into contact with haram materials such as pig, swine and dog either during storage, transport, cooking and serving (N. Nawai, M.N Nooh, N. Ridzwan, S.M. Dali, and H. Mohd., 2007).

## 1.2 Halal Food in Global Market

From an exclusive niche market for Muslim consumers, halal food has been transformed into a dynamic global market phenomenon over the past two decades. It has showed the indication of playing a significant role in global market in the years to come. Halal was seen refer only to poultry and also meat traditionally and in specific, with reference to the method of slaughter. As it become globally, not only it refer to poultry and meat, it also has included non-meat food such as baked goods, snacks, confectionery, dairy, meals that are ready made and other processes food including beverages products. In maintaining and demonstrating halal integrity throughout the entire supply chain, aspect such as transportation and warehousing plays an important role.

The halal industry has bring togetherness among consumer in Malaysia, both Muslim and non-Muslim as it bring a deep ethical and spiritual element into our relationship with food and trade. The limitation in the market is not a barrier for it to continues to progress. As one of a Muslim country with the consistency in economic development and growth rate, Malaysia is the leader in the world's *halal* industry. Begin in the year 1974, the successful story of Malaysia as the pioneer in the industry began when the Research Centre for Islamic Affairs Division in the Prime Minister's Office issued *halal* certification letter for the product that met the *halal* criteria.

The dynamics driving forces of the global Halal food market includes:

- i. Growth in the Muslim population, the primary market of halal food.
- ii. Rising incomes in primary markets for Halal food.

- iii. Increasing demand for sale. High quality food in primary markets.
- iv. Increasing demand of greater variety in primary markets
- v. Incidents of food marketed as Halal but failing to meet Halal requirements has spurred demand for genuine Halal products.

State of the global Islamic economy report 2015/2016 report which was commissioned by Dubai Chamber of Commerce, the global halal market is expected to increase exponentially to US\$2.6 trillion by 2020 (Thomson Reuters, 2015).

Top 15 Countries	GIEI Score	Halal Food	Islamic Finance	Travel	Fashion	Media & Recreation	Pharma& Cosmetics
Malaysia	116	78	176	86	20	40	50
UAE	63	53	78	70	29	61	42
Bahrain	58	38	84	40	17	43	36
Saudi Arabia	49	40	66	36	12	28	37
Pakistan	47	56	51	20	18	9	48
Oman	45	49	51	24	16	31	38
Kuwait	38	40	43	24	14	36	28
Qatar	37	41	38	38	10	40	32
Jordan	35	44	29	45	19	26	45
Indonesia	34	40	35	34	20	8	40
Singapore	34	40	21	58	27	88	56
Sudan	29	33	33	19	10	11	23
Egypt	27	41	16	28	17	24	56
Iran	27	28	30	34	11	17	27
Bangladesh	27	26	31	10	22	3	26

Table 1.1: State of the global Islamic economy report 2015/2016 report. (theborneopost.com)

In food and beverage sector, the report stated that many food economists perceive that the halal food industry would become a major market force in the near future. In addition, the report noted that currently, Islam is now the fastest growing religion in the world thus fueling a global demand for halal products. Plus, the report also pointed out that consuming halal products for ethical and safety reason by non-Muslim consumers shows an increasing trend.

From Asia to Europe, the halal food sector is becoming a major source of growth in both the Islamic and the global economy. Moreover, the halal food segment's momentum is expanding across the food supply as demand for halal product grow. According to Thomson Reuters, Muslim food expenditure is expected to meteorite to a US\$1585 billion market by 2020 and will account for 16.9 per cent of global expenditure.

Recently, South Korea has expressed their intention to venture into the halal market by producing more halal South Korean food products, in partnership with Malaysia, while reports have noted that Chinese halal markets are growing at 10 per cent annually. With the rise in demand for halal products, this opens a vast amount of opportunities for countries with a well-established halal industry to ride on this new trend in the market industry. The global halal market is indeed thriving with huge potential and untapped opportunities (Datuk Seri Jamil Bidin, Chief executive officer of HDC).

Furthermore, while countries outside the Muslim world are increasingly keen to meet global halal demand, home-grown businesses in Malaysia are also tapping into it. The government introduced halal-compliance standards and certification in the late 1970s, mainly for the food industry.

Munchy Food Industries, the largest biscuit maker in Malaysia, is a regular exhibitor at the trade fair because it wants to promote itself abroad.

The company was founded in 1991 in a village in the southern state of Johor. With limited equipment, the founder made cookies and peddled them in nearby towns. Today the ethnic Chinese-owned company sells cookies worth 7 to 8 million Malaysia Ringgit per month in more than 60 countries. All of the products get the halal stamp from JAKIM, the Malaysian government agency in charge of certifications.

On the other hand, among one of the major infrastructures being planned and developed to facilitate the growth of Malaysia's halal industry is the 'halal parks'. According to HDC, these facilities are communities of halal-oriented businesses built on a common property where they are provided with infrastructure and service support. According to HDC (Halal Industry Development Corporation), currently there are 21 halal parks nationwide while 13 halal parks hold the HALMAS status. A total of 18 multinational companies and 110 SMEs are currently participating in halal parks while total investments in halal parks have gone up more than RM8.07 billion.

In Sarawak, under Sarawak Corridor of Renewable Energy (SCORE) programme, Tanjung Manis has been selected as one of the growth nodes of the state with plans of making it an industrial port city and a halal hub. In the year 2010, Tanjung Manis was appointed an accreditation from HALMAS, making it qualified under HDC to be certified as a 'halal park' and as such, qualifies for incentives and assistance by HDC.



Spanning over 80,000 hectares at the mouth of Rajang River in the south, the park is said to be the biggest halal hub in the region. The effort in pushing the development of Tanjung Manis Halal Hub is still on going. However, with the start of the second phase of SCORE, Tanjung Manis Halal Hub is set to be the focus of the development.

The Tanjung Manis Halal Hub is believed to be the biggest halal hub in the region and is the best place for investment as it has various opportunities from agriculture, livestock, fisheries and many more (Second Resource Planning And Environment Minister, Datuk Amar Awang Tengah Ali Hassan).

### **1.2.1 Malaysia Halal Market Demand**

The important milestone for our country was when the first *halal* standards was released in the year 2000 and that has made Malaysia became the first country to have a documented and systematic *Halal* assurance system (source: [www.itc.gov.my](http://www.itc.gov.my)). From financial institutions to pharmaceutical industry, Malaysia's halal industry is well known throughout Islamic economy. Our country economic position and social standing has allowed the country to thrive in the development of its Islamic economy.

According to Thomson Reuters stated in the State of the global Islamic economy 2015/2016 report, Malaysia leads by a large margin under the GIEI and more, the country has the most developed Islamic economic system. Malaysia was top three of the six sub-sector indicators including the higher weighted Islamic Finance and halal food sectors. Mature governance and high asset-based gives Malaysia's Islamic Finance global industry

leadership the biggest margin lead compared to the other five sector categories. Moreover, in Muslim countries like Malaysia, halal concept is an absolute key to consumption.

Therefore, usually the manufacturers and marketers will use Halal Certification and logo as a way to inform and reassure the customers that their products are safe and are Halal and Shariah-Compliant by printing the Halal logo on their packaging and displayed at their premises.

Halal logo is a signal in premises which food outlet are permissible to be patronize by the Muslim because the logo can assure consumers 'peace of mind' but without the logo displaying at the premises, it is hard for the Muslim consumers to patronize and purchase the product especially most of them would not be able to read or even understand the meaning of scientific ingredients listed on the product's packaging (Laymen).

The customers might not purchase the product from the shelf because the first stage of a purchase takes place is when the consumer inspects the food, as well as requesting for additional information (Herman, Warland and Sterngold, 1997). Halal is referred to lawful or permitted by Islamic Law (Riaz and Chaudry, 2004) this means that most of the time when it comes to halal, it always positioned in mind as something that is related to food. Moreover, halal context actually covers wide areas of consideration such as purchase intention such as; source of income (Regenstein and Chaudry, 2003); word of mouth (Soderlund, 2006); attitude towards advertisement, attitude towards product and purchase intention (Maheswaran and Sternthal, 1990) and religiosity (Worthington *et al.*, 2003). This has resulted to the increased of awareness and the number of Muslim population worldwide has therefore increased in demand for halal product (Che Mad and Abdul Latiff, 2003).

In addition, this also has resulting in the creation of business opportunities for all food supplier, manufacturers and distributors for locally and globally.

Over the past 30 years, a lot of Halal markets, ethnic stores and restaurants have sprung up especially in major cities areas (Mian N. Riaz, Texas A&M University).

Plus, more and more international food brands has appeared in the markets of Muslim countries and pushed the matter of Halal certification (Chaudry and Riaz, 2004). The Non-Muslim Multinational Companies such as Loreal, Nestle, Unilever, Colgate and others are investing heavily in addressing the Islamic dietary, consumption and lifestyle requirements. It has been acknowledge that big company like Nestle has invested in Malaysia in the year 2009 to meet the increasing demand for the halal products. This type of company are basically complying with Islamic Shariah requirements to prevent customers from churning and gain the customer influx (Al-Harran and Low, 2008; Lada et al, 2009; Sabri, 2006). Malaysian food consumption pattern that prefer to eat away from home has influence the influx (Chang, 2006).

### **1.2.2 Sources of Halal Food**

1. Foods and Drinks;

2. Animals;

a. Land Animals – all creatures are allowed to be eaten except for:

i. Animals which is not butchered by Islamic Laws

ii. Pigs

iii. Dogs

iv. Carnivorous creatures that may slice and kill

v. Birds with hooks

vi. Bugs which is illegal

vii. Creatures that can be considered as an appalling. For example: Flies

b. Water Animals – they are permissible and can be eaten except for harmful, intoxicated and hazardous to human.

3. Plants

4. Drinks – except for alcohol

5. Natural Substances – water and minerals unless contaminated

6. Chemical Substances

7. Food Additives – food stabilizers

8. Slaughtering of creatures – Islamic law requires that animal intended for human consumption be slain in a certain manner. The condition for halal slaughter can be summarized as follows:

- ❖ The animal to be slaughtered must be from the categories that are permitted for Muslims to eat
- ❖ The animal must be alive at the time of slaughter.
- ❖ No electric shock, bullet or any other means should be used before slaughtering. Using any such method may lead to the death of the animal before it is cut.

- ❖ The animals must be slaughtered by the use of a sharp knife. The knife must not kill due to its weights. If it kills due to the impacts the meat may not be permissible.
- ❖ The windpipe (throat), food-tract (esophagus) and the two jugular veins must be cut.
- ❖ The slaughtering must be done in one stroke without lifting the knife. The knife should not be placed and lifted when slaughtering the animal.
- ❖ Slaughtering must be done by a sane adult Muslim. Animals slaughtered by a Non-Muslim will not be halal.
- ❖ The name of Allah must be invoked at the time of slaughtering.
- ❖ If at the time of slaughtering the name of anyone else other than Allah is invoked, then the meat becomes unlawful.
- ❖ If a Muslim forgets to invoke the name of Allah at the time of slaughtering, the meat will remain halal. However, if he intentionally does not invoke the name of Allah, the meat becomes unlawful.
- ❖ The head of the animal must not be cut off during slaughtering but later after the animal is completely dead, even the knife should not go deep into the spinal cord.
- ❖ Skinning or cutting any part of the animal is not allowed before the animal is completely dead.
- ❖ Slaughtering must be made in the neck form the front to the back.
- ❖ The slaughtering must be done manually not by a machine

- ❖ The slaughtering should not be done on a production line where pigs are slaughtered.

9. Alcohol – Liquor and wine which is harmful to the body

10. Food Preparing –Using the fixings utilized and is free from foulness

11. Hygiene –Free from food contamination

12. Goods - Cosmetics; using halal sources for lipstick, face powder and other cosmetics products.

- Clothing and Equipment; the garment must be from the sources that are allowable.

### **1.2.3 Halal Awareness among Customers**

The recent concerns about halal and non-halal food in Peninsular Malaysia have raised many questions about the future of food outlets of various statuses in Sarawak and Sabah. As our society continues to become affluent, there are definitely be a concerned customers regarding the cleanliness, food types of services, ambiance and quality other than the halal certification.

Awareness among Sarawakians including Non-Muslim on halal matters is reportedly on the rise since the launch of Halal Certification Procedure in the stat in 2014. Director of Sarawak Islamic Religious Department (JAIS) Ismail MohdHanis said, so far more than half of holders of Malaysia Halal Certification (SPHM) were Non-Muslim traders. However, there are still many communities that have ignored the subject including Muslims

themselves (Ismail MohdHanis, Director of Sarawak Islamic Religious Department). He also added that, the situation has improved much particularly among Non-Muslim because they are more sensitive of the need for Muslim customers to get halal food

Based on JAIS latest record, there were 518 active premises in the state that had obtained the certificate. He also said that the halal issue had now become a hot topic; frequently highlighted in print and electronic media. After the launch of the Halal Certification Procedure, the feedback from the people on halal is very encouraging. Thus, the perception of the people in the state on halal issue has changed and they are now more conscious of the subject.

In efforts to enhance people's understanding on halal issue and the procedure of obtaining halal certificates, JAIS has used hotline, halal website, facebook account under Halal MIS and consultation services. The alternative mediums had received positive response from the people who wanted to get further information. There are 28 slaughter houses had applied for SPHM certificates and certified butcher certificate. Meanwhile, slaughter house for chicken has the highest number with 23 premises, quails (three) and two each for cows, goats, camels, buffaloes, deer and ostriches. There are seven companies received Certified Slaughtered Certificate during the certificate giving ceremony which were; Ayam Champion Sdn. Bhd., Borneo Farm Sdn. Bhd., Central Coldstorage Kuching Sdn. Bhd., Chicken Trading Sdn. Bhd., PPES Sdn. Bhd. Miri, QL Livestock Farming Sdn. Bhd., and Yeung LokColdstorageSdn. Bhd.

### **1.3 Problem Statement**

The awareness on halal food among Malaysia has grown into their consciousness despite of many speculations regarding halal food spread wrongly. The media exposure plays an important medium to expose and give informative information regarding halal food especially to Muslim in Malaysia. With the effort of the media, the customers will be more careful and conscious with what they consumed or what to purchase at the store.

This can be done by important information such as ingredient of the food or product before they purchase. In this competitive market, some producer might not be responsible to their customers with what they sell at the store and this is why customers will be the victims of their irresponsible action. For example, food or product that has no halal labeled on the packaging. Moreover, the customers` especially Muslim customers might raise doubtful feeling regarding the integrity of halal certification. This study will be focusing on the staff of Immigration Office at Kuching International Airport.

### **1.4 Objective of the Study**

1. To determine the relationship between exposure on the halal food and awareness on halal food among consumers in Kuching
2. To determine the relationship between health conscious and awareness on halal food among consumers in Kuching.



3. To determine the relationship between the credibility of halal logo and awareness on halal food among consumers in Kuching.
4. To identify the factors which have the strongest influence in awareness on halal food among customers in Kuching.

### **1.5 Research Question**

1. How can the exposure on the halal food help the consumers in Kuching to be more aware of what to eat and how it can guide them in purchasing food or products?
2. How the health conscious factors can affect the halal food awareness among consumers in Kuching?
3. How can the credibility of halal logo affect the halal food awareness among consumers in Kuching?
4. Which is the strongest factor that may affect the halal food awareness among consumers in Kuching?

### **1.6 Significant of the Study**

The important of media exposure has helped in awareness on halal food among customers in Malaysia. The media mass plays an important role in giving the informative information to the customers through television, radio, internet and newspapers. The purpose of this research is to determine and identify the level of halal food awareness among consumer in Kuching, Malaysia specifically in Immigration Office at Kuching

International Airport. Through this research, it may give some advantages to certain group which includes;

#### 1.6.1. Consumers

The gap of knowledge on halal food awareness can be fulfilling through conducting this research. The advantages of this study may give advantage information to the customer especially in their religious belief. It can show the quality and safety of the halal food to the consumers so that they may purchase food and product according to the information such as guidelines that has been given by government or agencies.

#### 1.6.2. University

The benefit that the university may get from the study is that of the student's information and knowledge. It can be applied to the related industry and as their references in future.

#### 1.6.3. The Academicians

The academician will also gain some benefits from this study such as the influence factors that can affect the halal food awareness among customer in other area. In future, the researcher may adapt some of the information from this study as their references and it could give them some new ideas to work on their project paper.

#### 1.6.4. The Government

For government body like JAKIM, they may always refer to this study as their reference in future in improving their procedures and management. The recommendation

from this research study can also help them in giving the best and better services to the publics now and in future for a better services.

### **1.7 Scope of the Research/Study**

The purpose of this research is to focus on the awareness on halal food among consumers in Immigration Office at Kuching International Airport. For this research, researcher uses random respondents from consumers at Immigration Office at Kuching International Airport in answering the questionnaire/survey. There are 150 questionnaire has been distributed to the consumers in the office and collected after it has been answered.

### **1.8 Limitation of the Study**

During conducting this research, I have faced several obstacles and difficulties such as below;

#### **i. Limited Resource**

Resource constraints refer to the limitations on staffing, equipment and other resources that are necessary to complete a project. As in this research, I can only depend on a limited number of sources to be considered in order to complete this project paper. I have to search most of the information through the reliable websites and review some of the past study. The lack of source has forced me to be more cautious on selecting the information to make sure that it will not be plagiarized. Furthermore, this research has been conducted in which the findings and results are focusing on consumers in Immigration Office at Kuching International Airport.

## **ii. Time Constraint**

Throughout the study of this project paper, time constraints have become one of a few obstacles that need to be managed. Within the time frame being given, I managed to get 150 questionnaires completed. Being a part-time student has made me to divide my time between my work commitments and study wisely. Work commitments aside, I also need to take my time concentrating on family matters as well.

## **iii. Respondents**

This study specifically targeted the respondents in Immigration Office of Kuching International Airport; which has approximately one hundred and forty staff. Since the number of respondents in the office may affect the process of distributing and collecting the result, I decided to include civilian employees within the Immigration department at Kuching International Airport (Non-enforcement employees).

## **1.9 Definition of Terms**

### **1.9.1 Exposure on the Halal Food**

As a Muslim consumer, it is important for to look for food that is halal. In order to do so, there should have a guideline for Muslim to look for the suitable food or product before planning to purchase it.

### **1.9.2 Health Conscious**

Health is very important to human being to stay healthy. It is very important for us to take care of our self and maintain a healthy lifestyle. There are increasing concern about

health and fitness especially among urbanite and higher social class group (MohdShariff and Khor, 2005). Hygiene has been given much emphasis in halal and it includes the various aspects of personal body, clothing equipment and the working premises for processing or manufacturer of foods, drinks and product. It is not only religious motives that can determine people awareness towards halal food or product for consumption, but also health issues related to religious identity and degree of acculturation in whatever we consume (Bonne et al, 2007). Nowadays, people tend to be more conscious on what to eat daily and most of us are aware of eating health food leads to a healthy lifestyle. Furthermore, halal food is good for those who are on diet or plan to do so especially when they are putting on some weight and started to feel low self-esteem because of some physical changes.

In addition, Rice (1993), asserts that modern illness is attributable to poor nutrition and unhealthy state of what consumer consume daily. Halal urges to ensure full commitment to producing, serving clean, safe foods and product for the consumers.

In other words, the halal products should be recognized as symbol of cleanliness, safety and high quality. It can be concluded that health conscious for halal food can make people to be aware of what they are consuming daily.

### **1.9.3 Credibility of Halal Logo**

Malaysian Muslims are highly confident with JAKIM's halal logo. They even would not make any transaction if they discovered the food without halal logo imprint on it. Furthermore, Muslim will not buy anything from a Non-Muslim premise even though halal

logo is displayed at the premises (A.B.S. Darawi and S.M. Rozi, 2010). This is considered as a precautionary act acknowledging cases of fraud halal logo displayed merely to attract consumers and popularized food products and premises. This shows that consumers are becoming more careful in their purchasing behavior, thus giving advantages towards halal logo holders. Hence, the halal logo plays a significant role in purchasing decision.

JAKIM has taken a step to caution and Muslim consumers in Malaysia by publishing a directory of halal food, creating e-halal website and establishing an SMS network for Muslims to solve their doubt in purchasing activities. The significant of halal logo is undeniable towards the producers as well as the customers (S. Ahmad, H. Wahid and S. Kastin, 2007). In addition, the producers with the halal logo has the advantage of marketed their product at the halal hub and at the same time increase loyalty and repeat purchase among loyal customers.

Brand credibility derived from the brand signaling literature which stated that companies can utilize the brand as signals to convey their information in a marketplace that is characterized by imperfect and asymmetric information (Erdem and Swait, 1998). The asymmetric information is described as the inability of the consumers to evaluate the product quality. Moreover, a firm's brand credibility comprised of two dimensions which is expertise and trustworthiness (Erdem and Swait, 1998). According to Bonne and Verbeke (2008), the uncertainty for consumers toward halal food product is the invisible and intangible quality characteristics (credence attribute) that can hardly be assessed or ascertained by individual consumers even upon or after consuming the product. From the above statement, we know that consumers have to rely on the halal logo credibility to trust

the conveyed information. In this sense, brand credibility of the halal logo represents the coordination mechanism of the halal industry to ensure the halalness of food products which not visible to the consumers.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.0 Introduction**

It is claimed that Islam is the fastest growing religion and second largest in the world are true based on the increasing number of Muslim population (Abdul Latif, 2006). Generally, food is the basic needs that human must have. The food consume by Muslim that meets the requirement of Islamic dietary code is named halal food. It widely known that the increasing awareness among Muslim all over the world on their obligation to consume the food according to the Islamic dietary creates demand for halal food and products.

Malaysia is known for its multiracial society such as Malay, Chinese, Indian, Sarawak Ethnic, Sabah Ethnic and other ethnic in Malaysia with multi religion. Their beliefs, customs and tradition which are inherited from ancestors, environment and states have influenced the lifestyle in eating habits, perception and attitudes toward foods.

### **2.1 Overview**

In this study, the awareness on halal food are influence by three different factors which are; exposure on the halal food, health conscious and the credibility of halal logo. From this research study, it will help in fulfill the gap of knowledge and through the variables, the frameworks; conclusion and the hypothesis can be done and stated in detail.



## **2.2 Exposure on the Halal Food**

### **2.2.1 Review of Exposure on Halal Food**

According to Anderson et al (1994), consumers have to rely on the seller or outside observers and put their trust in the information source and information received. Therefore, it is important to facilitate consumer with guidelines through teaching and exposure to purchasing the suitable food. One of the best ways of making people aware of what type of food they eat in the context of safety and hygienic condition which is the main aim of halal is through educational exposure (Patnoid, 2005).

Through educating the consumers, it will make them expose and make the best choice of what they consume daily. This type of effort should be done by the government or agency and it is their responsibility in taking charge of halal awareness by delivering the food safety education and resources to a variety of target consumers. The targeted consumers are those of school-aged children and food industry employees in order to educate them about halal food. Moreover, our country can be expose to the halal and increase the level of awareness via education and learning. Education through newspapers, internet, radio, television and others medium of mass media can be used to expose the Malaysian consumers of halal awareness.

## **2.3 Health Conscious**

Wellbeing reason additionally a piece of issue related to character and level of cultural assimilation in what the customer devour (Bonne, Vermier, Bergeaud-Blacker and Verbeker, 2007). In the other hand, Rice (1993) declares that much cutting edge sick

wellbeing is owing to poor sustenance and undesirable condition of what the customers had taken day by day.

Not only religious motives that can determine the people awareness towards halal foods or products for them to consume, but it also involved health issues related to religious identity and degree of acculturation in whatever we consume daily (Bonne et al, 2007). Plus, Halal urge to ensure full commitment to producing, safe foods, serving clean and product to the consumers. It is important that the halal product is recognized as symbol of cleanliness, high quality and not to forget, safe from contamination. Health reason becomes the source of information by which people will be aware of what they are consuming every day. The government and agency should take part in using health reason as alternatives policy source of information to get the Muslim attention and convince them on the importance of the halal food awareness,

## **2.4 Credibility of Halal Logo**

### **2.4.1 Halal Logo Definition**

Malaysia is the only country in the world where halal certification is regulated and carried out by the government authority. The JAKIM logo is accepted locally, regionally and internationally. It is the certification that enjoys credibility and is highly sought-after, so much that there are cases whereby the JAKIM logo has been reports that businesses find it cumbersome to get halal certification from JAKIM. Minister in the Prime Minister's Department, Datuk Seri Jamil Khir Baharom told to the New Straits Times in July 2010 that

we cannot even have a 0.00001 per cent probability of something not being halal. It is not like gold that can have a small percentage of other elements in it, he added.

JAKIM officers had been asked to speed up the halal certification processing for those who had fulfilled the criteria. The halal logo can be defined as the information that company will attach packaging of a product. The logo or label which extent the information will be the impact in our society especially in Malaysia (Ahmad, 2013). Furthermore, the enforcement of the logo can be one of the important influencing towards Muslim level of awareness on halal food or products.

Moreover, the consumer will justify first the product before they purchase it (Ambali and Bakar, 2012). This is why the logo plays an important part in selling or purchasing food or product from the store to the Muslim to make sure that they have no doubt in their intention while shopping. The halal confirmation either logo or declaration agreeability, issued by the trustworthy and authorized organization which plainly demonstrates that the item had met the Islamic Law (Abdul, 2008 and Riaz, 2004). In addition to this, the halal accreditation logo must be lawfully approved and issued by the legitimate and dependable Islamic Association to keep away from any extortion and fake (Riaz, 2004).

## 2.4.2 Halal Certification by JAKIM



Figure 2.1: Halal Certification by JAKIM (Source: Department of Islamic Development Malaysia, Halal Hub Division)

### 2.4.3 Halal Certification Work Flow

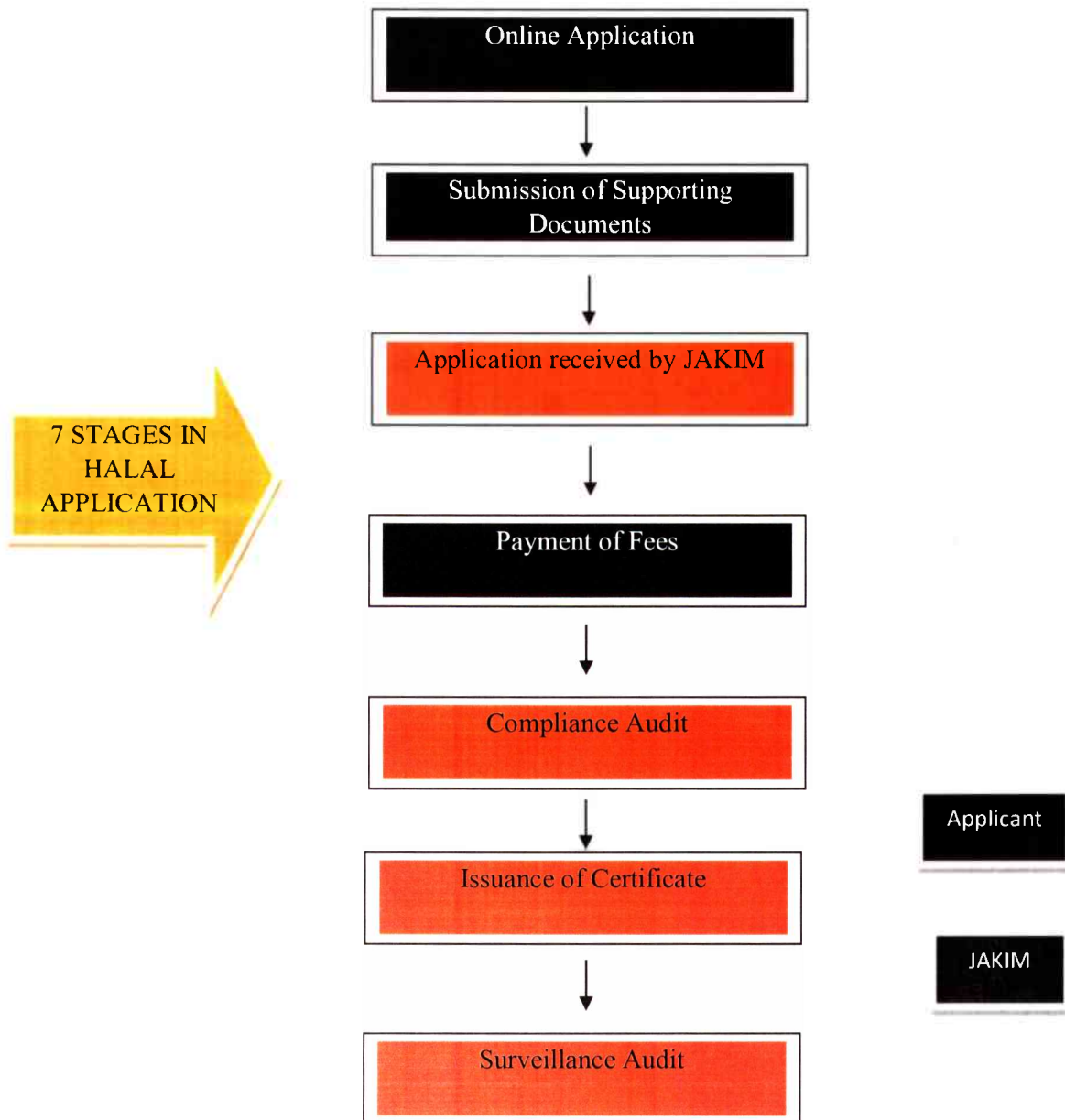


Figure 2.2: Halal Certification Application (Source: Department of Islamic Development Malaysia, Halal Hub Division)

#### **2.4.4 Issues on Halal Certification**

The issue on halal certification has started to get the attention in the market and it is very influencing in the marketplace. The halal issues that arise are the improper hygienic practice at processing premises and the issue regarding the expiration of the halal certification. Other than that, the halal logistic capabilities are critical in ensuring that the halal integrity of the supply chain works from farm to fork (Tieman M., 2007).

The Prime Minister of Malaysia has been discussed and obtained highly attention since 2003 regarding the halal issue (Talib, H.A, K.A.M. Ali and K.R. Jamaludin, 2008). The concept of halal can no longer be restricted to simply meaning food that is 'pork free' in today's global market. Zakaria, Z., 2008 noted that it covers multitude of forms such as emulsifiers and other food contents of gelatin, enzyme, lecithin and glycerine as well as additives such as stabilizers, flavorings, breadcrumbs and others. Besides that, in further added that genetically modified food is the one that has been given the most attention in recent development in food technology (Zakaria, Z., 2008).

On the other hand, the slaughtering issues of poultry and meat produces in a manner inconsistent with the rites of Islam and food ingredients intermixed with Non-halal material. It is difficult to verify the halal criteria of food or other groceries especially when they come to pre-package or processed according to Zakaria, Z., 2008. For example, it is hard to trace a chicken that has not been slaughtered appropriately when it has already cut into pieces which mean that the chicken is forbidden for Muslim to consume. In present, it is obvious that most companies are practicing on putting halal logo on their products and premises.

Initially the idea of putting up the halal logo is to help Muslim consumers to be sure of their product selection. The only halal logo that is permitted should be of JAKIM which is the one that has the word Malaysia. The introduction of this halal logo and the transformation made by JAKIM is to better coordinate, improve the efficiency of halal process and also to avoid disarray amongst international community (Noordin, N.L.M. Noor, M.Hashim and Z. Samicho, 2009). The HDC research has discovered that there is a growing credence towards halal products among both Muslim and Non-Muslim in Malaysia. Halal principles are not isolated to the religious but also appeal as healthy and hygienic cuisine style as people become more health-conscious. There are also a strong demand of halal food from Non-Muslim countries (Hassan, W.M.W and K.W. Awang, 2009).

The halal certification is becoming another issue of halal, where the manufacturers of food producers still use the same halal certification even though the certification has expired or some other case, they refuse to renew it (Omar, S.N, S.R. Omar and S.A Karim, 2014). The certificate is valid for two year can make them to forget to renew it and it also require time and money. Furthermore, it is costly to repurchase the halal certificate and requires strict process to renew the certificate. Hence, the operational inefficiency and halal governance are the two reasons that delay the process of obtaining the halal certification. The issue of operational inefficiency problem involves between both sides of food manufacturers and internal problems in JAKIM. The food manufacturer's problem include inadequate understanding of halal procedures, incomplete documents, defrayment of

certification fee of information to be submitted. Meanwhile, the internal are lack of expertise such as new staff have little knowledge which may slow the process, the unsystematic filling system, more inspection time requires and the delay of result. In addition, the lack of enforcement and no comprehensive halal act are those of halal governance issue that rise.

Another issue is the authenticity of food ingredients and food product in which the main issue is regarding whether the halal food product has been combined or mixed with other similar materials such as pork derivatives where it is cheaper and easy to obtain (Aida, A.A., Y.B.C. Man, Raha and R. Son, 2007).

#### 2.4.5 JAKIM's Halal Logo



Figure 2.3: Malaysia Halal Logo (Source: JAKIM)

1. Eight-pointed star in placed in the middle of the cicle.
2. A word-Halal in Arabic is placed in the middle of the star.
3. It is then followed by a "Halal" word in Roman.



4. The circle of the logo contain the word "Malaysia" in Roman and Arabic.
5. Two small five-pointed stars are placed to separate the Roman and Arabic word.

The halal certification is valid for two (2) years, it ca be revoked at any time when the owner is found to contravene with the Halal Certification Procedures. Renewable shall be made 6 month prior to expiry date.

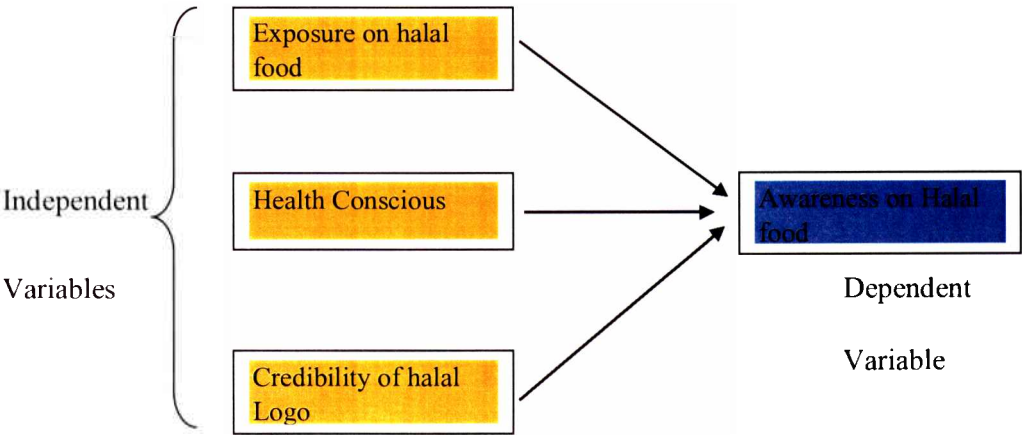
The term and condition to use JAKIM Halal Certificate and Malaysia Halal Logo are as below;

1. The halal certificate cannot be traded, teased, exchanged, forged, abused or amended in whatever way.
2. The use of halal logo is subjected to existing laws and regulation of the country.
3. Any changes on the name and address of the company, factory/premises, brand name, ingredient, manufactures and other related matters should be reported to JAKIM in writing for further action.
4. The halal certification owner is responsible on the loss or damage of the certificate whereby a police report should be made and should be informed in writing as soon as possible.
5. The halal certificate can be withdrawn or terminated at any time before its expiry date and the use of halal logo is not allowed when the company is found to contravene with Halal Certification Procedures, or if there is any matter or way of handling which is doubtful according to Shariah Law.

JAKIM can blacklist and publish any company which had failed to comply with the terms and condition of JAKIM Halal Certification Procedures. (Sources: Halal Industry Development Corporation)

**2.5 Theoretical Framework**

The theoretical framework below is based on the factors that state in the literature. This is very important to the study as it determine the actual significant roles that played by each of the variables in awareness on halal food among consumer in Kuching. The theoretical framework for this study can be seen below;



*(Source of Credibility of Halal Logo: Journal of Non-Muslim Consumer’s Halal Product Acceptance Model. Mas Wahyu Wibowo, Fauziah Sheikh Ahmad, UTM, 2015)*

Figure 2.4: Theoretical Framework

In regard to the above framework, the dependent variable is the awareness on halal food meanwhile the independent variables are: the exposure on halal food, the consumer’s health

conscious and the credibility of the halal logo which might influence the dependent variable.

## **2.6 Hypothesis of the Study**

H1: There is a positive significant relationship between exposure on halal food and the awareness on halal food among consumer.

H0: There is no significant relationship between exposure on halal food and the awareness on halal food among consumer.

H2: There is a positive significant relationship between the health conscious and the awareness on halal food among consumer.

H0: There is no significant relationship between the health conscious and the awareness on halal food among consumer.

H3: There is a positive significant relationship between the credibility of the halal logo and the awareness on halal food among the consumer.

H0: There is no significant relationship between the credibility of the halal logo and the awareness on halal food among the consumer.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.0 Overview**

Methodology implies more than simply the methods that we intend to use to collect data. It is often necessary to include a consideration of the concepts and theories which underlie the methods. For example, if we intend to highlight a specific feature of a sociological theory or test an algorithm for some aspect of information retrieval or test the validity of a particular system, we may have to show that we understand the underlying concepts of the methodology.

When we describe the methods, it is necessary to state how we have addressed the research questions or hypothesis. The methods should be described in enough detail of the study to be replicated or at least repeated in a similar way in another situation. Plus, every stage must explain and justify with clear reasons for the choices of our particular methods and materials.

Moreover, there are many different ways for us to approach the research that could fulfill the requirements of a dissertation. Through this, it may vary both within and between disciplines. That is why it is important to consider the expectations and possibilities concerning research in our research study. By this, we can do it by talking to our tutors and looking at dissertation written by former students of our course.

### **3.1 Introduction**

There are seven steps in chapter three that will be explained in details. All the steps has its own strategies and procedures which content research design, data collections method, sampling design, research instruments, construct measurement, data processing and also the technique of data analysis. This will include the summary of all the steps.

### **3.2 Research Design**

Research design was contain the objective that comes from the research question, determine the sources for the data collection and consider the constraints (Saunders, 2008). Research design is also the way to processing the turning of research question into our research project.

For this research, the study can clarify as descriptive study whereby the researcher has the factors of the halal food awareness. On this research study, the main objective is to identify and look for the significant of relationship between all the variables. The variables factor includes the exposure on halal food, health conscious and the credibility of the halal logo. Based on the theoretical framework, we can create the hypothesis and this hypothesis is the guidelines for the researcher to gain ideas. The questionnaire provided to identify if the respondents are understand the questions that been asked.

### **3.3 Data Collection Design**

There are two types of data that had been used in this research which is quantitative and qualitative. Quantitative data will use the numerical data while the qualitative data refers to the data that will use the non-numerical data.

Meanwhile, there are two methods in order to get the data which are primary and secondary data. According to Hair, 2001 said that primary data can be interpreted as a raw material that had not been process. For instance, the questionnaire that researcher distribute to the respondents to answers. On the other hand, secondary data is the information or sources that we get from the data that has been processed such as journal, report, bulletin, article and others.

### **3.3.1 Primary Data**

The primary data is the data that we get from the respondents. The first data is the handed collection. The primary data can be collected through doing questionnaires, survey, face to face interview and others. For this research study, the questionnaire method has been used by distributing the question to the targeted respondent which is the consumers. It has been the favourite method of primary data when it comes to do a research paper.

The questionnaire design includes four items which are nominal scale, ordinal scale, interval scale and ratio scale to get the better result (Bird, 2009). A hardcopies of questionnaire will be distributed to the respondents.

### **3.3.2 Secondary Data**

Meanwhile, secondary data is the data that we get from the past research. The secondary data can be collected from journals, reports, articles, textbook, internet or others medium to support the primary data. The advantage of using the data is that it can manage time wisely.

### **3.4 Sampling Data**

Barreiro and Albandoz (2001) said that samples can be defined as the collection data from the respondent sample of items. Meanwhile, Sriviroj (2007) said that this method can also be used on a bigger group of population. It will be difficult to do a research for the whole Malaysia consumer in this study and that is why this research is only focuses consumers in Kuching.

#### **3.4.1 Target Population**

As said earlier, the target of population for this study is the respondent in Kuching to measure their awareness on halal food. I have been distributing the questionnaire area covers of Immigration Department Office at Kuching International Airport. The target population will be the complete group for the suitable researcher project (Samouel et al., 2007).

#### **3.4.2 Sampling Frame and Sampling Location**

The sampling frame is the source of material where the sample is selected. The respondent of Kuching can be a sampling frame for the whole of states.

#### **3.4.3 Sampling Elements**

According to Rose (2012), sampling elements is important to get the precise description of the population's elements such as persons, organizations or objects that being use in the study. In this study, the element that has been used is the age group, gender, education level, ethnicity, occupation and the income of the respondents.

### **3.4.4 Sampling Technique**

The elements that is selected for the target populations is the meaningful for convenience sampling (Rose, 2012). The purpose of sampling technique is to shorten the time and it is very cost friendly. The questionnaire has been distributed by face to face to the respondent through hardcopies for self-completion. Basically, the questionnaire will takes approximately 1 to 2 minutes to complete. When the consumer will get their time to answering, they will decrease the risk by being untruthful (Brace, 2008).

### **3.4.5 Sampling Size**

This research has used quantitative survey and it has a lot of advantages which can be used for smaller focus group of respondents to make the inferences towards larger group which is more expensive in doing it (Barlett, 2001). The minimum of sample size with 30 and less than 500 respondents is suitable for the study (Sekaran, 2009). This study has distributed 150 sets of questionnaire and collected 150 questionnaire from the consumer in Kuching. Below is the table for determining sample size of a known population designed by Krejcie and Morgan, 1970;



Table for Determining Sample Size of a Known Population									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	32	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

*Note: N is Population; S is Sample Size*

Table 3.1: Table for Determining Sample Size of a Known Population, (Source: Krejcie and Morgan 1970)

### 3.5 Research Instrument

In this study, the self-completion questionnaire has been used as the research instrument. The uses of research instrument is to avoid any absence if the researcher do the interview (Bourque and Fielder, 2003). The self-completion means that the researcher will distribute the printed questionnaire to the respondent and eventually will collect it again in a certain period of time. This type of research instrument might avoid the bias when it comes to the answering the questionnaire by the respondents and it also can help the respondent to be honest in answering them.

### 3.5.1 Questionnaire Design

Questionnaire is a structured framework that consist a complete set of question in order to create the primary data for the researcher (Hair et al. 2007). Meanwhile, Churchill (1998) had said that survey is a finished organized, step, pre-code and incorporate the open finished inquiries to get the information and data from the respondents.

For this research, I have used the 5 Likert Scale which had categorized by strongly disagree, disagree, neutral, agree and strongly agree. In addition, the questionnaire has been divided by into three section which are Section A, B and C. In section A, the question is focusing on the demographic profile which includes; age group, gender, education level, ethnicity, occupation and income which open-ended type of question has been used. In section B, the question consists of three variables which are; exposure on the halal food, health conscious and credibility of the halal logo. Finally, in section C, the question is about the dependent variable which is the awareness of halal foods.

Below is the example of 5 Likert Scale method;

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Table 3.2: Likert Scale

With the above method, the respondent will identify only one answer for one question.

The using of questionnaire for the study is by the below reason (Saunders, 2004);

- I. It will not waste the money and time.
- II. Lastly, the respondent will be honest in answering the provided question.

### **3.6 Construct Management**

#### **3.6.1 Scale Measurement**

The scale of measurement should be accurate in order to make the next coding process become easier, the suitable analytical method can be collected and it will find the best findings and also for the conclusion (Hutcheson, 2011).

There are four types of scale of measurement and they are nominal, ordinal, intervals and ratio. For the demographic profile, the most suitable scale of measurement to be use is the nominal and ordinal. Nominal can be used for age and ethnic questions. Nominal measurement is also called as a qualitative scale because of the difficulty to value it in numerical. On the other hand, ordinal is also known as ranking scale (Zikmund et al. 2010).

Meanwhile, section B and C will used the interval scale which is to find the relationship between the variables. Using the scale measurement can help in identify the strongest items. Licert Scale is part of the interval scale (Wu, 2007).

#### **3.7 Data Processing**

According to Malhotra and Pearson (2006), all the raw data and information that researcher gets from respondents will be converted into a meaningful types.

### **3.7.1 Questionnaire Checking**

This part is important and it has to be done in both before or after the questionnaire are distributed. Questionnaire checking is done to avoid any error exist in the questionnaire and the question had answer properly. After all, a good questionnaire will gives a better findings for the project paper.

### **3.7.2 Data Editing and Coding**

It is very crucial for each and every collected data to be examine to ensure that the respondent had given the complete answer. Data editing and coding is used in this research study and if there is any error, it should be edited. The use of SPSS has been using the numerical data and also run the findings.

### **3.7.3 Data Cleaning**

The raw data gets the verification before going to be run by the SPSS program is called data cleaning. The uses of SPSS will review the data accordingly. The raw data will be check through the computer to have a better and accurate data compare to other way (Malhotra et al., 2006).

## **3.8 Data Analysis Method**

SPSS (Statistical Packaging for Social Science) is a program that had been used in many researches including this research study. The analyzing will include the summary of data, the pattern and the applied of statistical techniques. According to Cooper and Schindle (2003), the data will be analyzed and interpret based on hypothesis testing.

### 3.8.1 Descriptive Analysis

Investigation by utilizing graphic is the change from the crude information to the quality data that can give variables for every circumstance (Sekaran and Bougie, 2009). This type of method is very useful to the researcher especially in the hypothesis finding.

### 3.8.2 Scale Measurement

#### 3.8.2.1 Reliability Test

To get the accurate and consistent result, the reliability analysis has been used in the study. This type of result can be interpreted based on Cronbach's Alpha schedule which are widely used in multi-scale question (Cavana et al. 2001). The finding can be interpreted from 0 to 1 and the value which closer to 1 means it has a higher consistent level for the reliability (Hair et al., and Malhotra, 2010). Reliability test method is also used to figure how well the questionnaire as an independent. By this, the researcher used these rules of thumb Cronbach's Alpha to identify the stability for independent variables such as health conscious, exposure on halal food and credibility of halal logo.

Cronbach's Alpha	Internal Consistency
$\alpha > .9$	Excellent
$.9 > X > .8$	Good
$.8 > X > .7$	Acceptable
$.7 > X > .6$	Questionable
$.6 > X > .5$	Poor

Table 3.3: Cronbach's Alpha Interpretation (Sekaran. 2003)

### 3.8.3 Inferential Analysis

#### 3.8.3.1 Pearson Correlation Analysis

In order to measure the relationship between variables, researcher may use Pearson Correlation Method. The result of the findings analysis are based on the value of -1.0 to 1.0 (Cooper et al. 2008). On the other hand, when the result is near to +1.0, the relationship between variables is positive and if the result is near -1.0, this will definitely resulted negative on the relationship between variables (Zikmund et al, 2010). Meanwhile, the result of 0 can be interpret as no relationship between the variables (Taylor, 1990).

Rules of Thumb and Correlation Coefficient Size	Strength of Association
+0.9 to +1.00	Very strong positive relationship
+0.7 to +0.90	High positive relationship
+0.41 to +0.70	Moderate positive relationship
+0.21 to +0.40	Small but definite positive relationship
+0.01 to -0.20	Slight, almost negligible positive
-0.01 to -0.20	Slight, almost negligible negative
-0.21 to -0.40	Small but definite negative
-0.41 to -0.70	Moderate negative relationship
-0.71 to -0.90	High negative relationship
-0.90 to -1.00	Very strong negative relationship

Table 3.4: Rule of Thumb by Hair et al. (2011) Pearson Correlation Analysis

### **3.8.3.2 Multiple Regression Analysis**

Different from the Pearson Correlation, the Multiple Regression Analysis is to know the score between one variable with another one. In order to know the score between one variables to another one, the Multiple Regression Analysis is suitable method (Brace. Kemp and Snelger, 2009). Other than that, Multiple Regression Analysis may give the researcher the result toward which dependent variable that will give effect to the independent variable (Hair et al., 2006). According to Malhotra (2010), the significant level is at  $p < 0.05$  and means 95% of the confidence level. In this research, the hypothesis will accept it if the result value is less than 0.05.

### **3.9 Conclusion**

The chapter three of this research paper is the overview of the next step for the researcher. As said earlier in this chapter, the amount of hundreds of fifty (155) questionnaire is the target for the respondent in Kuching by distributing the hardcopy of the questionnaire and after it has been answered by the respondent, only 150 can be used to analyze. In order to get a better finding, researcher has used the above step in helping to complete the project paper. The next chapter of this project paper will be discuss more about the findings for this study. The SPSS will be used to interpret the result accordingly.

## **CHAPTER FOUR: DATA ANALYSIS**

### **4.0 Overview**

The overview in this chapter is the finding will be analyzed in order to get respondent patterns. There are lots of methods that we can use but sometime, it depends on the main objective of the research paper study that may affected the future result.

### **4.1 Introduction**

With the use of SPSS, this research will explain the outcome from the data that run through the SPSS in this chapter. The respondent in Kuching has been distributed with hundred and fifty questionnaire and then the data that has been collected will be analyzed through four types of analysis which are; Descriptive Analysis, Reliability Test, Pearson Correlation Analysis and last but no least Multiple Regression.

### **4.2 Descriptive Analysis**

The descriptive analysis is use to explain the demographic profile such as age group, gender, education level, ethnicity, occupation and the income of the respondents. With analysis, I as a researcher will be able to find the general pattern for the respondents. With the aid of table or charts, it will be a very helpful method in understanding the pattern.

#### **4.2.1 Demographic Profile of Respondents**

In the demographic profile of respondents, it comprises of an aggregate of six (6) questions that are asked in Section A of the questionnaire.



**4.2.1.1 Age Group**

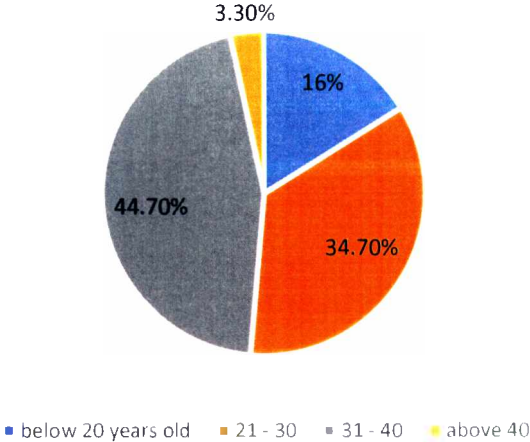


Figure 4.1: Age Group (Source: Developed for this research)

Age	Frequency (n)
Below 20 years old	25
Between 21 – 30	52
Between 31 – 40	67
Above 40 years old	5
<b>TOTAL</b>	<b>150</b>

Table 4.1: Age Group

Refer to the above figure 4.1, the majority of the respondent is at the age of 31 to 40 years old which have the percentage of 44.7%. The second highest is from the age of 21 to 30 years old with 34.7%. The third is of the age of below 20 years old with 16% and lastly is from the age 40 and above with 3.3%.

#### 4.2.1.2 Gender

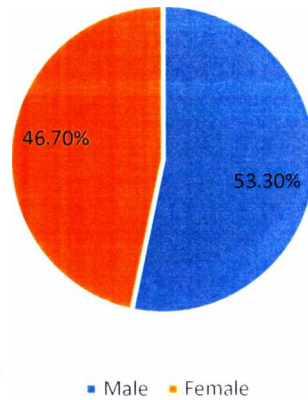


Figure 4.2: Gender (Source: Developed for this research)

Gender	Frequency (n)
Male	80
Female	70
<b>TOTAL</b>	<b>150</b>

Table 4.2: Gender

Refer to the above figure of 4.2, the majority of respondent are of Male gender with 53.3% followed by the Female gender with 46.7%.

### 4.2.1.3 Education Level

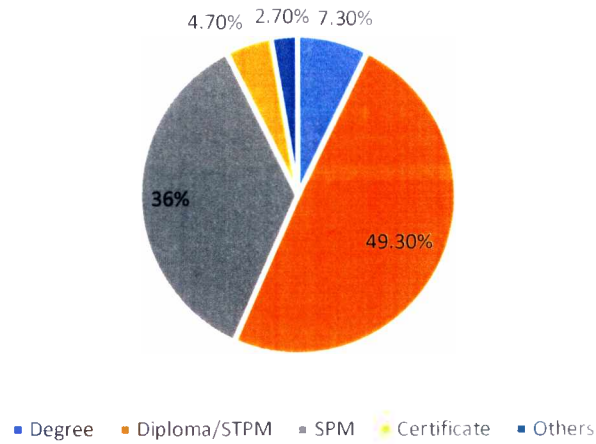


Figure 4.3: Education Level (Source: Developed for this research)

Education Level	Frequency (n)
Degree	11
Diploma/STPM	74
SPM	54
Certificate	7
Others	4
<b>TOTAL</b>	<b>150</b>

Table 4.3: Education Level

Refer to the above figure 4.3, the education level of Diploma/STPM has recorded the highest with 49.3%, SPM with 36%, Degree with 7.3%, Certificate with 4.7% and Others with 2.7%.

#### 4.2.1.4 Ethnicity

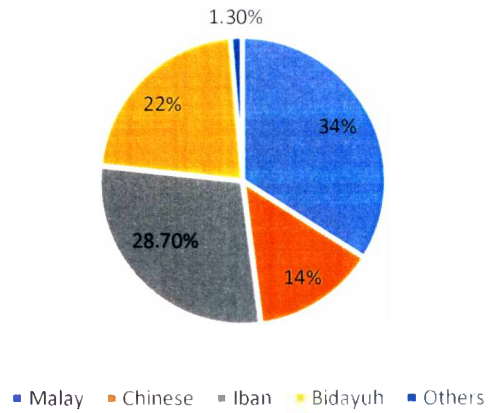


Figure 4.4: Ethnicity (Source: Developed for this research)

Ethnicity	Frequency (n)
Malay	51
Chinese	21
Iban	43
Bidayuh	33
Others	2
<b>TOTAL</b>	<b>150</b>

Table 4.4: Ethnicity

Referring to the above figure of 4.4, Malay recorded with 34%, Iban with 28.7%, Bidayuh with 22.0%, Chinese with 14% and Others with 1.3%.

#### 4.2.1.5 Occupation

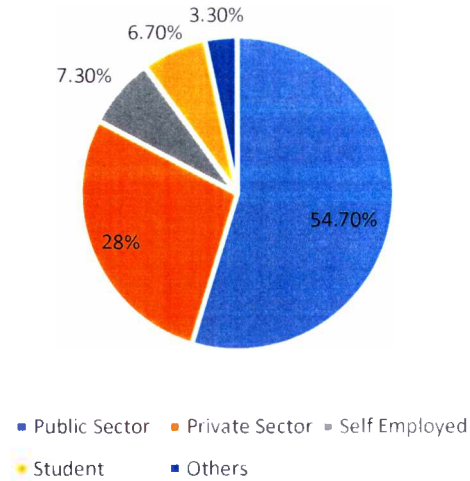


Figure 4.5: Occupation (Source: Developed for this research)

Occupation	Frequency (n)
Public Sector	82
Private Sector	42
Self-Employed	11
Students	10
Others	5
<b>TOTAL</b>	<b>150</b>

Table 4.5: Occupation

The above figure 4.5, the public sector has recorded at 54.7% as the highest responds while the public sector with 28% followed by self-employed with 7.3%, students 6.7% and others with 3.3%.

#### 4.2.1.6 Income

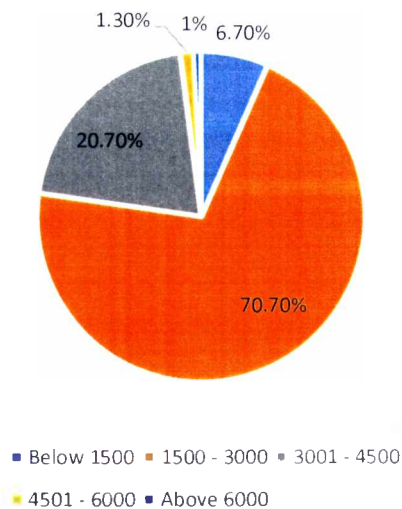


Figure 4.6: Income (Source: Developed for this research)

Income	Frequency (n)
Below 1500	10
1500 – 3000	106
3001 – 4500	31
4501 – 6000	2
Above 6000	1
<b>TOTAL</b>	<b>150</b>

Table 4.6: Income

The above figure 4.6 has recorded that income of 1500 to 3000 has the highest while income of 3000 to 4500 is the second highest. Meanwhile, below 1500 recorded 6.7%, 4501 to 6000 recorded 1.3% and income above 6000 recorded with 0.7%.

#### 4.2.1.7 Summary of Demographic Profile

Demographic Profile	Frequency	Percent (%)
<b>Age</b>		
Below 20 years old	25	16%
21 – 30	52	34.7%
31 – 40	67	44.7%
Above 40 years old	5	3.3%
<b>Gender</b>		
Male	80	53.3%
Female	70	46.7%
<b>Education Level</b>		
Degree	11	7.3%
Diploma / STPM	74	49.3%
SPM	54	36%
Certificate	7	4.7%
Others	4	2.7%
<b>Ethnicity</b>		
Malays	51	34%
Chinese	21	14%
Iban	43	28.7%
Bidayuh	33	22%
Others	2	1.3%
<b>Occupation</b>		
Public Sector	82	54.7%
Private Sector	42	28%
Self-Employed	11	7.3%
Students	10	6.7%
Others	5	3.3%
<b>Income</b>		
Below 1500	10	6.7%
1500 – 3000	106	70.7%
3001 – 4500	31	20.7%
4501 – 6000	2	1.3%
Above 6000	1	0.7%

Table 4.7: Summary for Demographic Profile

Refer to the above summary of demographic profile, the pattern for the respondents can be developed based on the result after it has been analyzed using SPSS. The majority of respondent at the age of 31 to 40 years old with 44.7% and the smaller portion is consist only 3.3% from the age of above 40 years old. Meanwhile, between male and female, the male gender recorded the highest percentage of 53.3% followed by female with the remaining 46.7%.

Based on the above summary, we can see that the education level of Diploma/STPM scores the highest with 49.3% followed by SPM with 36%, and the other has recorded 7.3%, 4.7 and 2.7 for Degree, Certificate and Others respectively. As for the ethnicity, Malays scored 34% followed by Iban with 28.7%, Bidayuh with 22%, Chinese with 14% and others with 1.3%.

Moreover, the occupation has recorded 54.7% as the highest percentage for Public Sector. Private sector on the other hand scored 28% followed by self-employed with 7.3%, student with 6.7% and others of 3.3%. For income, the range income of RM1500 – RM3000 scores the highest with 70.7%, second is RM3001 – RM4500 with 20.7%, third is income at the range of below RM1500 with 6.7% followed by income at the range of RM4501 – RM6000 with 1.3% and lastly income above RM6000 with 0.7%.

## **4.3 Scale Measurement**

### **4.3.1 Reliability Analysis**

The objective of this analysis is to measure the reliability and this analysis is using the Cronbach's Alpha to identify the relationship either well positive or not correlated to one



another. If the alpha quality is at high, in this way, they demonstrate a decent connection and consistency among alternate things. The following table is the Cronbach's Alpha Coefficient Rules of Thumb;

Cronbach's Alpha	Internal Consistency
$\alpha > .9$	Excellent
$.9 > X > .8$	Good
$.8 > X > .7$	Acceptable
$.7 > X > .6$	Questionable
$.6 > X > .5$	Poor

Table 4.8: Cronbach's Alpha Coefficient Rules of Thumb

#### 4.3.1.1 Result for Reliability Test

No.	Constructs	Cronbach's Alpha	Number of Items	Result based on Sekaran (2003)
1.	Exposure on Halal Food	0.854	5	Good
2.	Health Conscious	0.853	5	Good
3.	Credibility of Halal Logo	0.852	5	Good
4.	Halal Food Awareness	0.855	5	Good

Table 4.9: Result of Reliability Test (Source: Develop for the research)

From the result that we can see that the dependent variable which is the halal food awareness scores the highest alpha value of 0.855 and it is consider as good. This is followed by the exposure on halal food with 0.854, health conscious with 0.853 and credibility of halal logo with 0.852.

This result has showed that the independent variable and dependent variable are reliable and consistent for this research study. All the result that has been analyzed using the reliability test resulted in good range. By this, it has fulfill the objectives of the study which is to find the relationship between all the independent variables; exposure of halal food, health conscious and credibility of halal logo toward the halal food awareness among the consumers in Kuching.

#### 4.4 Inferential Analysis

##### 4.4.1 Pearson Correlation Analysis

		Exposure on Halal Food	Health Conscious	Credibility of Halal Logo	Halal Food Awareness
Exposure on Halal Food	Pearson Correlation Sig. (2-tailed)	1			
Health Conscious	Pearson Correlation Sig. (2-tailed)	0.484 .000	1		
Credibility of Halal Logo	Pearson Correlation Sig. (2-tailed)	0.992 .000	0.441 .000	1	
Halal Food Awareness	Pearson Correlation Sig. (2-tailed)	0.750 .000	0.541 .000	0.723 .000	1

Table 4.10: Result of Pearson Correlation.

N = 150

\*\* Correlation is significant at the level 0.01 level (2-tailed)

Based on the above result, it showed that the strongest correlation toward halal food awareness is exposure on halal food with 0.750, followed by credibility of the halal logo with 0.7231 and health conscious with 0.541. The significant for all the independent variable is at 0.001 (2-tailed) towards the dependent variable. This can be see that they have a positive relationship among each other.

#### 4.4.1.1 Correlation Analysis for Exposure on Halal Food

		Halal Food Awareness
Exposure on Halal Food	Correlation Coefficient	.750
	Sig. (2-tailed)	.000
	N	150
** Correlation is significant at the level 0.01 (2-tailed)		

Table 4.11: Correlation result for Exposure on Halal Food.

#### 4.4.1.2 Correlation Analysis for Health Conscious

		Halal Food Awareness
Health Conscious	Correlation Coefficient	.541
	Sig. (2-tailed)	.000
	N	150
** Correlation is significant at the level 0.01 (2-tailed)		

Table 4.12: Correlation result for Health Conscious.

#### 4.4.1.3 Correlation Analysis for Credibility of Halal Logo

		Halal Food Awareness
Credibility of Halal Logo	Correlation Coefficient	.723
	Sig. (2-tailed)	.000
	N	150
** Correlation is significant at the level 0.01 (2-tailed)		

Table 4.13: Correlation result for Credibility of Halal Logo

#### 4.4.2 Multiple Regression Analysis

This analysis is used to show the relationship between all of the variables. If the p value is less than 0.05, then the test will be significant and the null hypothesis will be rejected. Plus, the coefficient from the different relapse investigation ( $R^2$ ), which is (R) is the square of the relationship that is the quality for this study that can be measured. See the table below for the summary of the result for the multiple regression analysis.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1.000 <sup>a</sup>	1.000	1.000	1.914

Table 4.14: Summary

a. Predictors: (Constant), Exposure on Halal Food, Health Conscious, Credibility of Halal Logo

b. Dependent Variable: Halal Food Awareness

The above summary can be interpreting as below;

R : 1.000

R Square : 1.000

Adjust R Square : 1.000

From the above result, it shows that the R Square is 1.000 and it show and reflect that 100% of the halal food awareness among consumer in Kuching is influenced by the factor of exposure on halal food, health conscious and credibility of the halal logo.

Model	Unstandardized Coefficient		Standard Coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Construct)	3.312	.181		4.852	.000
	3.410	.111	-.935	6.868	.000
	1.772	.129	1.167	3.491	.001
	1.772	.129	.085	3.491	.001

Table 4.15: Coefficients.

The above table shows the coefficient result that can determine the most influenced variable toward awareness on halal food. All of the variables has less than 0.05 significant level (95% confident level).

#### 4.5 Hypothesis Testing

The speculation testing is known as the utilization of the measurements to look at the likelihood to demonstrate that the theory is genuine or not (Wolfram Mathworld, 2006).

Below is the hypothesis that has been tested.

##### 4.5.1 Hypothesis 1

H1 There was a positive significant relationship between exposure on halal food and the awareness on halal food among customer in Kuching.

H0 There is no relationship between exposure on halal food and the awareness on halal food among customer in Kuching.

Reject H0 if  $p < 0.05$

The p value is 0.000 which is less than 0.05 thus, the H1 can be accepted. There is a significant relationship between exposure on halal food and awareness on halal food among consumers in Kuching.

#### **4.5.2 Hypothesis 2**

H1 There was a positive significant relationship between health conscious and the awareness on halal food among customer in Kuching.

H0 There is no relationship between health conscious and the awareness on halal food among customer in Kuching.

Reject H0 if  $p < 0.05$

The p value is 0.000 which is less than 0.05 therefore, the H2 can be accepted. There is a significant relationship between health conscious and awareness on halal food among consumers in Kuching.

#### **4.5.3 Hypothesis 3**

H1 There was a positive significant relationship between credibility of Halal Logo and the awareness on halal food among customer in Kuching.

H0 There is no relationship between credibility of Halal Logo and the awareness on halal food among customer in Kuching.

Reject H0 if  $p < 0.05$

The p value is 0.000 which is less than 0.05 therefore, the H3 can be accepted. There is a significant relationship between credibility of Halal Logo and awareness on halal food among consumers in Kuching.

## **CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION**

### **5.0 Introduction**

This chapter covers the summary, conclusion and recommendation and this is the last chapter for this study. The information and data will be summarized and concluded from the previous chapter of this study. The findings then will be analyzed and compared with the objective of the study. Lastly, there will be some useful recommendation and suggestion for future reference of this study.

### **5.1 Descriptive Analysis**

Based on the analysis that has been conducted in this study, researcher is able to measure the descriptive analysis and develop the pattern of the respondent based on the result. The respondent's age respond to the analysis with the highest percentage of 44.70% from the age of 31 to 40 years old. The age of above 40 years old was recorded the lowest with 3.30%. Meanwhile, the respondent's gender was recorded highest at 53.30% are of male gender and as for female recorded the remaining percentage of 46.70%.

From the result, 49.30% of Diploma/STPM education background has scored the highest percentage and as for others education background scored at 2.70%. The ethnicity of Malay has the highest respondent answering the questionnaire with 34%, followed by Iban, Bidayuh, Chinese and others with 28.70%, 22%, 14% and 1.30% respectively. On the other hand, the occupation of Public sector has the highest percentage with 54.70% and the lowest is recorded by others occupation with 3.30%. As for the income of the respondent, the frequency test has recorded 70.70% is form the range of RM1500 to

RM3000. It is followed by RM3001 to RM4500 with 20.70%, below RM1500 with 6.70%, RM 4501 to RM6000 with 13.30% and lastly income of above RM6000 with 1%.

## **5.2 Reliability Test**

Based on the reliability test that has been done, the independent variable of exposure on halal food has the highest Cronbach's Alpha value compare to the other independent variables. With the highest value of 0.854, it has showed that the internal consistency is good according to Sekaran (2003).

## **5.3 Inferential Analysis**

The analysis in this research study is using is Pearson Correlation in order to measure the strongest correlation between the dependent variable and the independent variables. Exposure on halal food has scored the highest result with 0.750. This has shown that the exposure on halal food has a significant relationship with awareness on halal food. The exposure on halal food and the knowledge on halal food has make the consumers to be more aware of what to consume daily. Influence from the government and other responsible organization has made awareness on halal food become the most influence factors in this study. Both health conscious and Credibility of halal logo has scored 0.7231 and 0.541 respectively through the use of Pearson Correlation Analysis.

Multiple Regression Analysis has been analyzed and it has showed that all the independent variable has relationship between all of the variables. If P value is less than 0.05, then the test will be significant and therefore the null hypothesis should be rejected.



#### **5.4 Discussion and Conclusion**

Based on the data in this study that has been collected and run through the SPSS, it can be concluded that the level of awareness on halal food among consumers in Kuching (Immigration Office at Kuching International Airport) has been done. The findings shows that the demand on halal food among Muslim and Non-Muslim has resulted an increase which aided by the independent variable which are exposure on halal food, health conscious and credibility of halal logo. The result was established by comparing the relationship between the influence factors towards the awareness on halal food. The consumer`s behavior has also guide them to be more aware of what to consume.

Through this study, it has given an idea for future researcher to adapt and make use some of the important information given. Furthermore, the future researcher can expand their study to any other area within Sarawak or other area according to their taste. It is an important act for all of human being to be more conscious of their health, therefore with this research paper it may offer few numbers of informative information as their guideline in choosing what type of food/product to purchase now and in future.

#### **5.5 Recommendation**

There are several of recommendation that can be adapt and help in improving the awareness on halal food among consumers in Kuching. The recommendation can be apply to all consumers in order to gain the trust towards the halal food. They are the main objective for the marketer and also the one that making the buying and selling activities successfully. Here are some of the recommendation that may be useful to the many;

### **5.5.1 JAKIM's Role and Enforcement**

As JAKIM is the main body that could certify halal food certifications, they should improve the current halal practices in food industries. Halal food operators are new to the standard and need constant guidance from JAKIM. However, despite suspending or cancelling halal certification of operators that do not comply with the halal standard, JAKIM may enforce a penalty that serves as punishment (Liow R. Jan, 2012). JAKIM may encourage the SMEs to apply for the certification. There are many food manufacturers are reluctant to apply for the certificate.

### **5.5.2 ISO (International Standardized Organization)**

As halal certification is important for business operators especially in food industries, our country should consider integrating and coordinating the processes and procedures for inspecting and certification. Furthermore, to meet the halal requirement, food producers are encouraged to follow the standards that in line with global benchmarks such as ISO9000, Codex Alimentarius, QA, HACCP, GHP and Standard Operating Procedures (SOP).

It is important that the food producer certify they product with certified halal logo from JAKIM because it could give an impact to their business. Consumers might feel reluctant to purchase food without halal logo. However, the halal logo is the important factors that do not make the consumer have doubt over the items that are sale in the market.

### **5.5.3 Campaign**

The government bodies can play their role by launching the suitable campaign from state to state in order to create more awareness on halal food. For example, the 1Malaysia, 1Halal Background campaign which objective is to strengthen the public awareness on the Malaysian halal logo. The campaign is also to develop the platform by which the *Bumiputera* entrepreneurs will be able to promote and sell their halal products and services to the people. Moreover, it is to develop provide the advice via the halal clinic which will be in term of explanation and problem solving on matters related to halal. Other government bodies that could also contribute to the awareness on halal food among consumer is MITI (Ministry of International Trade and Industry).

### **5.5.4 Education**

Early education for the younger generation helps in understanding for the awareness on halal food. At the younger age, they are easily adapt with new thing such as learning about health food.

### **5.6 Suggestion for Future Research**

This study objective is to determine the relationship between the independent variable with the dependent variable. This research is aim on the consumers in Kuching which is at the Immigration Department at Kuching International Airport. In future, other researcher may expand their research to other area, other topic of halal food and targeted consumers in Sarawak.

The finding could be more interesting and gain much informative information to the consumers in Sarawak with a different topic of halal food.

For the this research, the dependent variable is awareness on halal food meanwhile the independent variable are exposure on halal food, health conscious and credibility of halal food. Other than this independent variable, there are many other independent variable that could have significant relationship with awareness on halal food. This could be conduct in future research. This may include consumer's trustworthy, attitude and behavior of consumer and other factors.

Finally, the future research can be done with larger sample size. The bigger the respondents, it will give the good consumer pattern in the future research. Not only it may give good consumer pattern, it also may provide a better understanding of the research. The respondent's participation plays an important role that can determine an objective of the study and will make the research study successful.

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# APPENDICES

## **Appendix**

### **1.0 Questionnaire**



## **AWARENESS ON HALAL FOOD AMONG CONSUMERS IN KUCHING: THE CONSUMER'S RESPOND**

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Dear Respondent,

The present research is intended to determine the awareness on *halal* food among consumers in Kuching. This is an academic study that is undertaken as partial fulfillment of the requirement for MKT 660 of Bachelor Degree in Business Administration Hons (Marketing) at the Universiti Teknologi Mara (UiTM).

The attached questionnaire will take approximately 1 – 2 minutes to complete. Your response to this questionnaire will remain confidential and anonymous.

Your participation and cooperation in this survey is completely voluntary. Therefore, we value your kind assistance and valuable time in completing the attached questionnaire; kindly return it after the completion.

Should you have any concern and clarifications, please do not hesitate to contact me.

**Florence Albert – 013-8259932**

**SECTION A: DEMOGRAPHIC PROFILE**

**Instruction:** *Please answer the following question by circle the suitable answers.*

- 1. **Age Group:**
  - A. Below 20 years old
  - B. Between 21 to 30 years old
  - C. Between 31 to 40 years old
  - D. Above 40 years old
- 2. **Gender:**
  - A. Male
  - B. Female
- 3. **Education Level:**
  - A. Degree
  - B. Diploma / STPM
  - C. SPM
  - D. Certificate
  - E. Others (please specify): \_\_\_\_\_
- 4. **Ethnicity:**
  - A. Malay
  - B. Chinese
  - C. Iban
  - D. Bidayuh
  - E. Others (please specify): \_\_\_\_\_
- 5. **Occupation:**
  - A. Public Sector
  - B. Private Sector
  - C. Self-Employed
  - D. Student
  - E. Others
- 6. **Income:**
  - A. Below 1500
  - B. 1500 - 3000
  - C. 3001 - 4500
  - D. 4501 – 6000
  - E. Above 6000

## SECTION B: AWARENESS FACTORS

This section is to acquire your opinion about each influence of *halal* food awareness on *Halal* Certification Logo, Health Conscious and Media Exposure.

Kindly indicate by circle the number in the appropriate column.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

### 1.0 EXPOSURE ON THE HALAL FOOD:

No.	Item	Circle Your Response				
1.	I am aware that food additives are bad for health.	1	2	3	4	5
2.	I am aware of what to consume daily.	1	2	3	4	5
3.	Government/Agency makes an effort to spread awareness on halal food to public.	1	2	3	4	5
4.	I know about <i>halal</i> food through newspapers, television, radio and internet.	1	2	3	4	5
5.	Through exposure on <i>halal</i> food, I am able to purchase food/product based on the guidelines given by the authority.	1	2	3	4	5

### 2.0 HEALTH CONSCIOUS:

No.	Item	Circle Your Response				
1.	<i>Halal</i> food is good for diet.	1	2	3	4	5
2.	<i>Halal</i> food is clean and safe to consume.	1	2	3	4	5
3.	I understand that consuming clean and hygienic food help promote better health.	1	2	3	4	5
4.	I am conscious about my health.	1	2	3	4	5
5.	I love to eat healthy and clean food.	1	2	3	4	5

### 3.0 CREDIBILITY ON HALAL LOGO:

No.	Item	Circle Your Response				
1.	The <i>Halal</i> logo is crucial in choosing a food/product.	1	2	3	4	5
2.	Familiar with the <i>halal</i> logo image.	1	2	3	4	5
3.	It is safe to consume food with <i>halal</i> logo labelled on the food/product packaging.	1	2	3	4	5
4.	Will only purchase food/product with <i>halal</i> logo.	1	2	3	4	5
5.	Malaysia's halal food certification programmed is internationally recognized.	1	2	3	4	5

### SECTION C: CONSUMER REVIEW

In this section, kindly evaluate various items by circling your answer based on your awareness on *Halal* Food and Product.

#### HALAL FOOD AWARENESS:

No.	Item	Circle Your Response				
1.	I understand what the term <i>Halal</i> is.	1	2	3	4	5
2.	Food proprietors nowadays are well aware of the importance of the halal food certification.	1	2	3	4	5
3.	<i>Halal</i> is related to food quality.	1	2	3	4	5
4.	Besides food, Halal also includes other halal products.	1	2	3	4	5
5.	I am aware of the contribution and benefits of halal food/product industry to the country's economy.	1	2	3	4	5

***Thank you.***