



UNIVERSITI TEKNOLOGI MARA

**INTENTION TO BUY HALAL FOOD PRODUCT FROM NON-MUSLIM
MANUFACTURER AMONG MUSLIMS IN SELANGOR**

NAZATUL SUZANA BINTI MOHD FAUZI

2015166055

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

January 2019

**INTENTION TO BUY HALAL FOOD PRODUCT FROM NON-MUSLIM
MANUFACTURER AMONG MUSLIMS IN SELANGOR**

NAZATUL SUZANA BINTI MOHD FAUZI

2015166055

**Submitted in Partial Fulfilment of the
Requirements for the
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

January 2019

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Nazatul Suzana Binti Mohd Fauzi, (I/C Number: 940428106114)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

Madam Khalilah Binti Ibrahim
Lecturer of UITM Kampus Bandaraya Melaka
Faculty of Business Management
Universiti Teknologi Mara
110, Off Jalan Hang Tuah
75300 Melaka.

Dear Madam Khalilah Binti Ibrahim

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “**Intention to Buy Halal Food Product from Non-Muslim Manufacturer among Muslims in Selangor**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara (UITM).

Thank you,

Your sincerely,

Nazatul Suzana Binti Mohd Fauzi

2015166055

ABSTRACT

This study aims to investigate the determinant factors that Muslim consumers may consider in buying Halal food product from Non-Muslim manufacturer where a majority of Muslim consumers have negative perception, still refuse and unconfident to buy those products. There are three determinant factors proposed in this study which is Halal awareness, Islamic brand and product ingredient. Hence, a survey of 278 Muslim consumers around Majlis Perbandaran Kajang company in Selangor was collected to be analyzed. The measuring items for the survey are reliable and valid as its value of Cronbach's Alpha are bigger than 0.700 in values. Multiple Linear Regression and ANOVA Test was conducted to find out the relationship of the variables as well as the hypothesis suggested and find the answers for all the research questions. The results showed that Halal awareness and product ingredient are positively influenced intention to buy Halal food product from Non-Muslim manufacturer among Muslims in Selangor. It is expected that the findings of the study will beneficial for the Non-Muslim manufacturers to develop the best strategy in winning the heart of Muslim consumers as well as increase Muslim confidence and trust of Non-Muslim Halal food product.

Keywords: Halal food product, purchase intention, Halal awareness, Islamic brand, product ingredient