



FACTORS AFFECTING HALAL FOOD PURCHASING BY NON MUSLIM

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
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“DECLARATION OF ORIGINAL WORK”**

I, NUR NADZIRAH BINTI ABD MALEK, (I/C NUMBER: 951128-01-5310)

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 of any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim have been distinguished by quotation marks and sources of my information have specifically acknowledged.

Signature:

Date: JANUARY 2019

LETTER OF SUBMISSION

JANUARY 2019

Head of Program
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Mdm Aemillyawaty Binti Abas
Advisor,
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Universiti Teknologi Mara
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Hereby is the attached of project paper titled “FACTORS AFFECTING HALAL FOOD PURCHASING BY NON-MUSLIMS”. I am required to do a project paper on the above topic. Here I submitted the full report and I really hope that this will fulfill the requirement for the Bachelor of Business Administration (Hons) Marketing.

Thank you.

Yours sincerely,

NUR NADZIRAH BINTI ABD MALEK
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Bachelor of Business Administration (Hons) Marketing.

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ABSTRACT

The purposed of this study is to identify the factors influencing halal food purchasing by non-Muslim at Alor Gajah area. The model is proposed by reviewing consumer behavior theories, which is using theory of planned behavior (TPB). The research is based on a sample of 280 respondents. The results show that attitudes, subjective norms, perceived behavioral control, awareness have significant influence of halal food purchase intention by non-Muslim. It involve the process of conducting the research such as in determining the sample, the reliability and validity of questionnaire and including the research design, sampling technique, data collection method also involving primary data, secondary source and data analysis technique. Malaysia is a multiracial country. It is because in Malaysia consists three main religion which is Malay, Chinese and Indian. The main objective of this study is to investigate whether factors (ie: attitudes, subjective norms, perceived behavioral control, awareness) have impact on affecting of halal food purchase intention by non-Muslim and also to identify the most influential factor that affecting the intention of halal food purchasing by non-Muslim. The strongest relationship is between subjective norms and halal food purchase intention by non-Muslim.

Keywords: Halal food, Muslim, non-Muslim, attitudes, subjective norms, perceived behavioral control, awareness