

UNIVERSITI TEKNOLOGI MARA

**AWARENESS OF MUSLIM CONSUMER
TOWARD HALAL FOODS**

MASLIA BINTI MD ZAIN

2015142941

Final Year Project Paper submitted in fulfillment
of the requirements for the degree of
Bachelor of Business Administration
(Islamic Banking)

Faculty of Business and Management

June 2018

AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

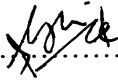
Name of Student : Maslia Binti Md Zain

Student I.D. No. : 2015142941

Programme : Bachelor of Business and Administration (Hons)
Islamic Banking.

Faculty : Business and Management

Thesis : Awareness of muslim consumer toward halal foods

Signature of Student : 

Date : June 2018

ABSTRACT

Nowadays, there are variety of foods that are available in Malaysia. However, Muslims are obliged to consume halal foods and beverages. They are not allowed to consume haram foods due to prohibition in Islam and it already mentioned in Quran. There is an evidence in Surah Al-Baqarah, which Allah allow Muslims to eat everything that are lawful and good and we must avoid those that are prohibited. Muslim know about it but they are not applied it in their daily life. There are issues of food packaging that do not meet halal package standard, revocation of halal certificate due to hygiene violation and use of the ingredients that are not permitted by Islam are become concern towards Muslim consumers. This research aims to study the awareness of halal foods among Muslim consumers in Shah Alam, Selangor. This research is based on data obtained from survey questionnaire that conducted in area Shah Alam, Selangor. The data was analysed to evaluate and determine on how Muslim consumers aware with availability of halal foods around them. The research suggested that awareness of Muslim consumers are linked to the food outlets preference, understanding of halal concept, attitude toward halal food and self identity of the Muslim itself. The researcher use pilot test, SPSS, Cronbatch alpha, Correlation as method in this study. The results of the study reveal that food outlets preference and understanding of halal concept is insignificant and the attitude toward halal food and self identity is significant with the awareness of halal foods among Muslim consumers.

ACKNOWLEDGEMENT

Firstly, I wish to thank God for giving me the opportunity to embark on my final year project and for completing this long and challenging journey successfully. My gratitude and thanks go to my supervisor Madam Aflah Binti Isa @Darami who help me with her guidance in completing my final year project.

My appreciation goes to the coordinator final year project, Madam Zuraidah Binti Sipon and other lecturers who provided assistance during the progress of final year project. Special thanks to my colleagues and friends for helping me with this project, give support and ideas in facing challenging challenge during completing my final year project.

Finally, this final year project is dedicated to my family who always give me advise and supports to make me strong physically and mentally during completing this project. Thank a lot to them for the vision and determination to educate me. This piece of victory is dedicated to all of you. Alhamdulillah.

TABLE OF CONTENTS

	Page
AUTHOR’S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF SYMBOLS	x
LIST OF ABBREVIATIONS	xi
 CHAPTER ONE INTRODUCTION	
1.1 Introduction	1
1.2 Background of the study	1
1.3 Problem statement	2
1.4 Research questions	4
1.5 Research objectives	5
1.6 Significance of study	6
1.7 Scope of the study	7
1.8 Limitations of the study	7
1.9 Definition of the key terms	8
1.10 Summary	9
 CHAPTER TWO LITERATURE REVIEW	
2.1 Introduction	10
2.2 Literature on awareness of halal foods	11
2.3 Literature on food outlets preference	12