



**FACTORS INFLUENCING NON-MUSLIM CONSUMER'S AWARENESS  
TOWARDS HALAL LOGO ON FOOD PRODUCT**

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**KAMPUS BANDARAYA MELAKA**

**JULY 2014**

**DECLARATION OF ORIGINAL WORK**



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**“DECLARATION OF ORIGINAL WORK”**

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We are hereby declare that,

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## LETTER OF SUBMISSION

1<sup>st</sup> July 2014

Head of Program  
BAA (Hons) International Business  
UiTM Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "*Factors Influencing Non-Muslim Consumer's Awareness towards Halal Logo on Food Product*" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA. The purpose of this study is to identify the factors that influence non-Muslim consumers in Melaka based on their awareness on Halal logo on food product.

We hoped this project paper will fulfils the course requirement as needed.

Thank you.

Yours sincerely,

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**NUR SHAHIRA BINTI JOHARIN**  
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Bachelor of Business Administration (Hons)  
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## **ABSTRACT**

Consumer awareness is the understanding by an individual of their rights as a consumer concerning available products and services being marketed and sold. The concept involves four (4) categories including safety, choice, information and the right to be heard. The diverse of Halal product in market has evidently rise Halal industry and this product is slowly being accepted around the world even towards non-Muslims. Now days Halal product is easily getting ease enter into any market is not only due to the rise of Muslims society but also with perception and awareness of community with all the benefit that they may gain. This matter has been expanding throughout the world and indirectly has attracted the attention of non-Muslims towards this kind of product. On this study, researchers determine the relationship between advertisements, safety food and health with non-Muslim consumer's awareness towards Halal logo on food product. Researcher distributed 125 questionnaires to the respondents and used convenience sampling. Finding show advertisement, food safety and health has significance relationship with non-Muslim consumer's awareness towards halal logo on food product. Overall, researcher managed to answer the objective.

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