



**THE FACTORS AFFECTING THE INTENTION TO PURCHASE HALAL FAST-
MOVING CONSUMER GOODS (FMCG) AMONG MUSLIM STAFF CONSUMERS IN
FELDA GLOBAL VENTURES PLANTATIONS MALAYSIA SDN BHD (FGVPMSB)**

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

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"DECLARATION OF ORIGINAL WORK"

We, Nur Liana Binti Latif, (I/C Number: 940224-02-5654) and Nurul Farisya Binti Zainol (I/C Number: 931123-04-5010).

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:

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LETTER OF SUBMISSION

JANUARY 2016

The Head of Program
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Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “The Factors Affecting The Intention To Purchase Halal Fast-Moving Consumer Goods (FMCG) Among Muslim Staff Consumers in Felda Global Ventures Plantations Malaysia Sdn Bhd (FGVPMSB)” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you. Yours sincerely,

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ABSTRACT

This research explores the factors affecting the intention to purchase Halal fast-moving consumer goods (FMCG) among Muslim staff consumers in Felda Global Ventures Plantations Malaysia Sdn Bhd (FGVPMSB). A survey of the intention to purchase Halal fast-moving consumer goods (FMCG) was conducted to determine the factors that affect the intention to purchase Halal FMCG between Halal certification, personal societal perception and religious belief Felda Global Ventures Plantations Malaysia Sdn Bhd Kuala Lumpur. A total of 100 usable questionnaires were distributed and 82 were returned. The findings shows that the three (3) variables which are Halal certification, personal societal perception and religious belief were important in determining the factors affecting the intention to purchase Halal fast-moving consumer goods (FMCG), therefore, Felda Global Ventures Plantations Malaysia Sdn Bhd in Kuala Lumpur need to consider these factors and provide the best way to improve the intention to purchase Halal fast-moving consumer goods (FMCG).