



THE CONSUMERS ACCEPTANCE OF HALAL
BRANDS IN KOTA KINABALU CITY

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ABSTRACT

This study investigates the Halal brand which is become more popular in world now. The Halal brands are larger than before because of the demanded Halal product by Muslims and non Muslim. In this study, the researcher will analyze the acceptance of Halal brands in Kota Kinabalu City in Sabah. This study also will help in answering whether Halal branding is important among consumers or merely it is just another marketing strategy adopted by marketers. In addition, the researcher also wants to know the factors influencing consumers' behavior in purchasing and using the Halal products. A Convenience Sampling will be used as a method in distributing the questionnaire. The questionnaire will distribute to 200 respondents in Kota Kinabalu City, Sabah. This study will give direction to the manufacturers, suppliers and marketers who involve in Halal brands industry.