



UNIVERSITI TEKNOLOGI MARA

NON-MUSLIM AWARENESS ON HALAL ELEMENTS
PERTAINING TO FOOD PRODUCTS IN
KOTA KINABALU, SABAH

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ABSTRACT

The aim of this paper is to determine the awareness of non-Muslims of *Halal* Elements Pertaining to Food Products in Kota Kinabalu, Sabah. A randomized sample of 200 respondents will be interviewed via structured questionnaires to gather information pertaining to their awareness, understanding and behavior towards *Halal* elements pertaining to food products. It is intended that this survey to be performed at Supermarkets in and around Kota Kinabalu areas. The results of this study suggest that non-Muslim consumers are not aware of *Halal* elements pertaining to food product in Kota Kinabalu. The research used a quantitative method to analyze 200 non-Muslim respondents in the Kota Kinabalu only. The practical implications encompass to food policy decision makers and food marketers who might pursue strategies in their distribution and communication efforts which target the growing *Halal* food market segments among non-Muslims. Disseminations of information play an important role in making non-Muslims improve their understanding of *Halal* elements pertaining to food products.

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