

UNIVERSITI TEKNOLOGI MARA

**THE ROLE OF RELIGIOUS
KNOWLEDGE IN INFLUENCING
THE ATTITUDE OF MUSLIM
CONSUMERS IN SPENDING AMONG
UITM DUNGUN STUDENTS**

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ABSTRACT

Throughout the eyes of a Muslim consumer, halal foods and beverages have been produced following the criteria of Sharia law. Whenever an item is appropriately manufactured according to the Holistic Halal Assurance Management System, it symbolises cleanliness, quality, and safety for non-Muslim consumers. The purpose of this study is to study the correlation between religious knowledge and consumer behaviour in spending. Muslims and non-Muslim consumers' knowledge of items or foods available on the market define their perception and cognitive response to such products or meals. Many factors, it is thought, might contribute to increased awareness of halal items or meals. Nevertheless, most prior research looked at the emblem of the halal certification organisation. The data indicate that religious faith, engagement, the certifications emblem, and health reasons are all potential sources of Muslim knowledge regarding halal eating among the general public. Individuals' responses and perceptions from holy and extraordinary are dictated by religion, a set of shared beliefs and practices. The Quran and Sunnah have a religious influence on culture. It has become more difficult for foreign businesses to compete in the global marketplace because of the growing divide between the West and Muslim nations. Throughout this quantitative research, a questionnaire was used using Google Form to gather data from the participants. This study's sample was comprised of primarily Muslim customers. University Technology MARA students at the Dungun Campus have been selected for this study using a systematic sampling approach and an intervention methodology, respectively.

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