

UNIVERSITI TEKNOLOGI MARA

**AWARENESS OF MUSLIM
CONSUMERS IN CHOOSING HALAL
PRODUCTS AT MUAR, JOHOR**

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ABSTRACT

The selection of halal products is an important matter that needs to be taken care of in the life of every Muslim consumer. Therefore, the awareness of Muslim consumers on this matter needs to be studied to ensure that they only choose products that are halal or comply with Shariah. The study of awareness of Muslim consumers in choosing halal products is conducted in the district of Muar, Johor by using a questionnaire as a research instrument and distributed to 100 respondents who are randomly selected to achieve the objectives of this study. The methodology of this study uses the quantitative method. Descriptive analysis is used to analyze the data in percentage, frequency, mean, mode and median. The results of this study analysis found that the level of mean value in each variable is high where the mean value of Section B is 4.73 and Section C is 4.61. This study also found that there is a significant relationship between the understanding of the concept of halal products and elements that influence in choosing halal products. Researchers suggest that other researchers who will conduct research related to this topic can further expand their research more widely, not only at the district level but also at the comparative level by state.

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