



**THE ACCEPTANCE OF NON-MUSLIM CONSUMERS OF HALAL  
PRODUCTS: A STUDY CASE IN URBAN TRANSFORMATION  
CENTRE (UTC) JOHOR BAHRU**

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## **ABSTRACT**

The aims and purpose of this study is to determine the factor that likely influences non-Muslims' understanding of Halal principles in an Urban Transformation Centre (UTC) Johor Galleria at Kota Raya Johor Baharu. The primary focus on this research is non-Muslims' consumers. The researcher want identify the understanding of Halal principles among non-Muslims consumers. An addition, the researcher wants to determine factors. Those influences non-Muslim consumers of understanding halal principles and also consume the halal food or products. The advantage of consume halal product, and so on. In Islam halal means something which has been sanctioned by Islamic law. This product will be handling with high level of hygiene and safety. This research will involve 100 respondents in area UTC Galleria at Kota Raya. Based on this research the researcher can get information and knowledge about the non-Muslim understanding halal principles.

## **CHAPTER ONE : INTRODUCTION**

### **1.1 Introduction**

This chapter will be explain about the background of study and also include the problem statement, objective of the study, limitation of study and the conclusion. The contents of this proposal consist of three chapter which is introduction part, the literature review and the research methodology. An each of this chapter it explained in detail with the sub topics that discuss the important procedures and steps to complete this study.

### **1.2 Overview Of Halal Principles**

Halal means something that is permitted in Islam and does not violate Islamic Law. This halal principles is more focus on foods, it is describes products which has been handled with a high level of hygiene, certain standard of cleanliness, safety and nutrition. The important of halal foods is not just about the foods but how the foods are prepared. However, non-Muslim people also still look at Halal foods based on halal perspective and see the way an animal has been slaughtered. The title of Halal is no longer for religious obligation but it also as standards choices for Muslim and non-Muslim in all countries. The halal accreditation is not only beneficial for Muslim consumers but also by non-Muslim consumer. For example, Halal requirement meet many of conventional quality standard, such as ISO, Codex Alimentarius, Hazard analysis and Critical Control Point and Good Hygienic Practices.

In Malaysia, the quality standard that used is ISO. ISO stand for International Organization for Standardization) or it known as MS ISO (Malaysia Standard International Organization) referring to a written standard that explains guidelines and basic requirements for quality management system. It comprises of an organized working system based on the international standard requirement. Standard Malaysia was established on 28 August 1996 and is governed by the standards of Malaysia Act 1996 (Act 549) an agency under The Minister Of Science, Technology and Innovation (MOSTI).(www.standardmalaysia.gov.my).