

## **Factor of awareness in searching and sharing of halal food product among Muslim families in Malaysia**

### **ABSTRACT**

Information search activities are fundamental in information sharing, especially for the context of information confusion in the market for halal products. This research paper will focus on awareness factor in information searching and sharing of halal products in the Muslim families. Recently, the halal issue has become the hot topic as it involves community religious tenets. This study aims to enrich communications literature in terms of information seeking in halal food products. The sample of the research consisted of 340 Muslim families in Bangi, Selangor. The data are collected through questionnaire and analyzed using descriptive analysis and inferential analysis such as correlation. The result of the study revealed that awareness factor is significantly correlated with information seeking behavior among Muslim family.

**Keyword:** Halal food product; Muslim family; Muslim; Halal issue; Malaysia