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Halal Awareness among Muslim Consumers in East Coast Malaysia (Kelantan)

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ABSTRACT

The present study investigated the important of demographic factor which influences on the consumer awareness towards halal in Malaysia. The present study seeks to address the following objectives which are to identify the level of awareness of Muslim in Kelantan (East Coast Malaysia) towards halal product and to identify the demographic factor that influences consumers' awareness towards halal product. Survey method was used in order to collect qualitative data on consumers' in Kelantan (East Coast Malaysia) with 215 Muslim participated. Findings suggested that level of education and income level has a strong influenced on the consumer awareness towards halal food product. Surprisingly, others factor such age, gender, marital status, occupation, education background and area did not showed positive influenced on consumers' awareness towards halal food product. In overall, most of consumers in Kelantan are aware towards halal food concept.

Keywords: Halal awareness, halal food products, Muslim state, religiosity