



**FACTORS INFLUENCING MALAYSIANS' HALAL KNOWLEDGE IN
PURCHASING HALAL PHARMACEUTICAL PRODUCTS**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

I, Wan Nur Khaleda Binti W. Hassan, (I/C Number : 970921135100)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledge.

Signature: _____

Date: _____

LETTER OF TRANSMITTAL

Dr. Najihah Hanisah Binti Marmaya

Senior Lecturer

Faculty of Business and Management

UiTM Kampus Bandaraya Melaka

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75300 Melaka, Malaysia.

Dear Dr. Najihah Hanisah Binti Marmaya,

SUBMISSION OF PROEJCT PAPER (IBM 672)

Enclosed here is the project paper entitled '**Factors Influencing Malaysians' Halal Knowledge In Purchasing Halal Pharmaceutical Products**' to fulfil the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA (UiTM).

Thank you.

Your Sincerely,

Wan Nur Khaleda Binti W. Hassan

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ABSTRACT

Halal pharmaceutical product is growing and flourishing in Malaysia. The demands are mostly from Muslims. In Islam, Muslims are required to only consume halal goods in order to get Allah's blessings. Nevertheless, there are only a few pharmaceutical products available in the market with certified halal logo. Hence, for Muslim consumers in Malaysia, their personal effort includes the action of reading the ingredients on the packaging. However, for some consumers, the information on the products ingredients seem to be far beyond the consumer's basic knowledge. This study was therefore conducted to examine the factors influencing Malaysians' halal knowledge in purchasing halal pharmaceutical products. Questionnaires were distributed and returned by 253 respondents. This study found that access to product information influence Malaysians' halal knowledge in purchasing halal pharmaceutical products.