A RELATIONSHIP OF HALAL LOGO AND HALAL AWARENESS AMONG UNIVERSITY STUDENTS TOWARDS HALAL FOOD CONSUMPTION

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Abstract: This study was conducted to determine a relationship of halal logo and halal awareness among university students towards halal food consumption. This study also aims to find out how well University students in Malaysia understand halal concepts and practices. Therefore, two objectives were identified (i) To examine the relationship between UUM students' perception on halal logo towards the halal consumption. (ii) To examine the relationship between UUM students' perception on halal awareness towards the halal consumption. This study uses quantitative methods to analyze and determine a relationship of halal logo and halal awareness among university students towards halal food consumption. Data from the survey were analyzed using the Statistical Package for Social Sciences (SPSS) version 25. The findings from this study will also provide support for future research aimed at explaining the bulk of halal consumption, a topic that still exists in Malaysia.

Keywords: Halal logo, halal awareness, the level of understanding

1. INTRODUCTION

Halal concept widely applied nowadays with more country accepts the Halal practices in food industries and various other fields related to Halal and its consumers. This study focuses on the students of University Utara Malaysia where the number of respondents is 113 and randomly selected. Therefore, two objectives were identified (i) To examine the relationship between UUM students' perception on halal logo towards the halal consumption. (ii) To examine the relationship between UUM students' perception on halal awareness towards the halal consumption.

The use of a coordinated halal logo can avoid confusion among Muslims (Jabatan Kemajuan Islam Malaysia, 2019). Some Muslims consumer was not too aware of halal in the food they buy. That is why the problem related to halal issues exists until today. The first problem related to issues of halal is about information. That is means, sometimes Muslims consumer gets lack of information about halal especially based on the food they consume because of their behavior or attitude which are do not want to know the new or latest information or issues about halal problems.

In this study, researchers are keen to study for information on the attitudes and perceptions of IPT students on the halal logo and halal awareness that have direct relation in the Qur'an and as-sunnah in the selection of their daily routine products.

The theoretical framework is the basis of hypothesis-deductive research because it is the basis of the hypothesis that you will work on. Indeed, the development of a theoretical framework is essential in deductive, theoretical testing, causal research. Then, it represents your belief in how certain phenomena relate to each other and an explanation of why you believe that these variables are related to each other.
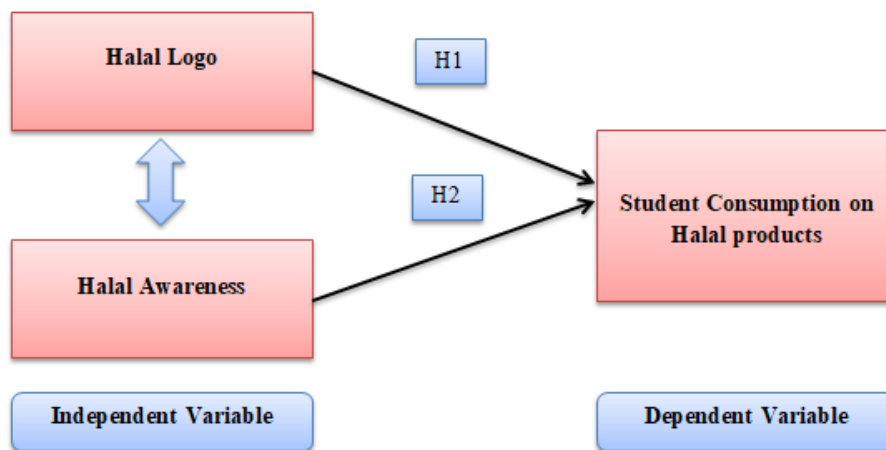
Figure 1
Hypotheses as depicted in the theoretical framework

Hypotheses are needed in the study during the framework preparation process to investigate any relationship between the variables. The framework presented in Figure 1 shows how the variables is link together to be hypothesized.

2. METHODOLOGY

This research was conducted by using quantitative method. The data collection technique that was used in this research is online survey and self-administered question. The questionnaire has 5 sections which is section 1 about demographic information, section 2 about Level of understanding among Muslim and Non-Muslim student towards halal logo, section 3 Halal Logo, section 4 about Halal awareness, and section 5 is about Students Consumption. Overall, there were 23 items were asked in the questionnaire. The data were collected within a month from determine sample size of 379. But the response rate received by the study was 29.8% or 113. The study makes use the SPSS software in analyzing the data mainly in two separated types, reliability analysis and correlation analysis.

3. RESULTS AND DISCUSSION

Table 1 shows the background of respondents who answered the questionnaire. Female respondents (n = 92) answered 80.7% more compared to male respondents (n = 21) who accounted for 18.6% of 113 respondents. Amount Ethnic Malay respondents (n = 87) was the highest with 77%, followed by Chinese respondents (n = 14) of 12.4%, after the Indians (n = 7), namely 6.2% and others (n = 5) 4.4%. For the age group of 18-20 (n = 3) 2.7% was the lowest compared to the other age categories.

Table1
Demographic profile

Item		*F*	*%*
Gender	Male	21	18.6
	Female	92	80.7
Race	Malay	87	77
	Chinese	14	12.4
	Indian	7	6.2
	Others	5	4.4
Age	18-20	3	2.7

	21-22	65	57.5
	32-24	37	32.7
	24 above	8	7.1
College	COB	100	88.5
	CAS	12	10.6
	COLGIS	1	0.9
Religion	Islam	92	81.4
	Buddha	11	9.7
	Hindu	6	5.3
	Kristian	3	2.7
	Others	1	0.9
Semester	Semester 1	2	1.8
	Semester 2	5	4.4
	Semester 3	14	12.4
	Semester 4	5	7.1
	Semester 5	36	31.9
	Semester 6	8	7.1
	Semester 7	40	35.4

Based on the reliability analysis as presented in Table 2, it shows that three variables in the study has enough trustworthiness in all items being used in the survey questionnaires. Cronbach Alpha with value above than 0.70 has considered to be accepted in reliability coefficient of measuring the items. Thus, this study has met the requirement successfully as obtainable (Halal Logo = 0.759; Halal Awareness = 0.770 & Halal Students' consumption = 0.757).

Table 2
Reliability analysis

Variable	No. of Item	Cronbach's Alpha
Halal Logo	6	0.759
Halal Awareness	9	0.770
Students Consumption	4	0.757

Table 3
Correlation analysis

Variables		Halal Logo	Halal Awareness
Student Consumption on Halal products	Pearson Correlation	0.407**	0.490**
	Sig. (2-tailed)	0	0
	N	113	113
Strength of the relationship		Positive & moderate	Positive & moderate

**Correlation is significant at the 0.01 level (2-tailed)

Based on the Correlation analysis as presented in Table 3. Result of the correlations analysis was obtained via SPSS software shows that there is a positive relationship between those three variables. However, both variables (halal logo & halal awareness) has moderate/reasonable

strength which are 0.407 and 0.490 respectively toward to student consumption on making halal products as best choice for daily feeding in UUM.

4. CONCLUSION

This study has found the other two important factors that have influenced the university students in making decision to purchase and consume the halal products in their daily diet intake. These findings were supported by study conducted by Baharuddin (2015) in other university in Malaysia. Perhaps, the study needs to be further explored by taking larger sample size of students and with wide range of background academic degree such as diploma, masters and post-graduates. As overall, the study has shown the importance of halal logo and halal awareness to be factors choosing by students in university towards consumption on halal food products.

5. REFERENCES

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