

**STUDY ON THE LEVEL OF CONSUMERS'
AWARENESS ON HALAL MONITORING AND LAW
ENFORCEMENT ON THE UNRECOGNIZED
MALAYSIA HALAL LOGO**

BY

MUHAMMAD NUR AMIN BIN ZAINAL

A thesis submitted in fulfillment of the requirement for the
degree of Master of Halal Industry Management (MAHIM)

**International Institute for Halal Research and Training
International Islamic University Malaysia**

OCTOBER 2020

ABSTRACT

Beyond emergence of global halal industry, halal is one of the significant bloc markets in Malaysia. Rise in the numbers of halal industrial players force Malaysia government to actively involve as well. The involvement of Malaysia government in halal industry is not only to ensure the halal services offered and production of halal foods and goods are following Islamic criteria, but to protect consumers from any kind of wrongdoings of industrial players as well. This research highlights research problem in halal monitoring and law enforcement particularly on the unrecognized Malaysia halal logo. The existence of various halal logo including other countries open the door to irresponsible local manufacturer to use unrecognized Malaysia halal logo. Confusion arises among Muslim consumers about which one is the most supreme halal agency especially the responsible agency in halal monitoring and enforcement system. Therefore, the purpose of the research is to measure the level of Muslim consumers' awareness and knowledge about halal monitoring and law enforcement system in Malaysia. The study applies quantitative research methodology that includes two types of data collection which are questionnaire survey and interview. In addition to that, during data collection, documentation analysis as secondary data used to support research information. Data collected will be analyzed and tested by using SPSS software. In this study, research finding shows Muslim consumers' knowledge and awareness on halal monitoring and law enforcement are pretty low. Plus, consumers have a very little knowledge on the process of complaining the misuse of the unrecognized Malaysia halal logo. This research is looking at the role of Muslim consumers and their responsibilities towards effective halal monitoring and law enforcement on the unrecognized Malaysia halal logo.

ملخص البحث

. في أعقاب ظهور صناعة الحلال العالمية، صارت صناعة الحلال هي أحد أهم مكونات الكتلة في أسواق ماليزيا. ارتفاع عدد الشركات والمنتجين في صناعة الحلال والترويج لها يجبر الحكومة الماليزية على المشاركة النشطة أيضاً. إن مشاركة الحكومة الماليزية في صناعة الحلال ليس فقط لضمان تقديم الخدمات الحلال وإنتاج الأطعمة الحلال والسلع والخدمات تتبع المعايير الإسلامية، ولكن هو أيضاً كذلك لحماية المستهلكين من أي نوع من أفعال أو تجاوزات اللاعبين في صناعة الحلال. يسلط هذا البحث الضوء على مشكلة البحث في مراقبة الحلال وإنفاذ القانون، خاصة على شعار الحلال غير المعروف أو غير المعترف به من السلطات الماليزية. إن وجود شعار حلال مختلف، بما في ذلك شعارات الحلال من دول أخرى، يفتح الباب أمام المصنع المحلي غير المسؤول، أو غير المنضبط، لاستخدام شعار الحلال غير المعروف في ماليزيا وغير المعترف به من السلطات الماليزية. ينشأ الارتباك بين المستهلكين المسلمين حول أي منها هو (الشعار)؟ أم ماهو الشعار الذي تقره وتعترف به وكالة الحلال الأعلى في ماليزيا، ولا سيما أن الوكالة هي المسؤولة عن مراقبة نظام الحلال في المملكة الماليزية وتطبيقه. لذلك، فإن الغرض من هذا البحث هو قياس مستوى وعي المستهلكين المسلمين ومعرفتهم بنظام مراقبة الحلال وتطبيق القانون في ماليزيا. تطبق الدراسة منهجية البحث الكمي التي تشمل نوعين من جمع البيانات وهي الاستبيان والمقابلة أثناء جمع البيانات. بالإضافة إلى ذلك، يتم تحليل المعلومات والبيانات والوثائق والبيانات الثانوية المستخدمة لدعم المعلومات البحثية، سيتم تحليل البيانات التي تم جمعها واختبارها باستخدام البرنامج الإحصائي SPSS. في هذه الدراسة، أظهرت نتائج الأبحاث أن معرفة المستهلكين المسلمين ووعيهم بمراقبة الحلال وإنفاذ القانون منخفضة جداً. بالإضافة إلى ذلك، فإن المستهلكين لديهم القليل من المعرفة حول كيفية تقديم الشكوى من سوء استخدام شعار الحلال غير المعترف به في ماليزيا. هذا البحث في يركز ويبحث أيضاً في دور المستهلكين المسلمين ومسؤولياتهم تجاه مراقبة الحلال الفعالة وإنفاذ القانون على شعار الحلال غير المعترف به في ماليزيا

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Halal Industry Management

.....
Asst. Prof. Dr. Mohammad Aizat
Jamaludin
Supervisor

.....
Asst. Prof. Dr. Betania Kartika
Co-Supervisor

I certify that I have read this study and that in my opinion it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Halal Industry Management.

.....
Asst. Prof. Dr. Nurrulhidayah
Ahmad Fadzillah
Internal Examiner

.....
Dr. Mohd Anuar Ramli
External Examiner

This thesis was submitted to the International Institute for Halal Research and Training (INHART) and is accepted as a fulfilment of the requirement for the degree of Master of Halal Industry Management

.....
Assoc. Prof. Dr. Yumi Zuhani
Has-Yun Hashim
Deputy Dean, Academic and
Student Affairs, INHART

This thesis was submitted to the INHART and is accepted as a fulfilment of the requirement for the degree of Master of Halal Industry Management

.....
Prof. Dr. Hamzah Mohd. Salleh
Dean, International Institute for
Halal Research and Training

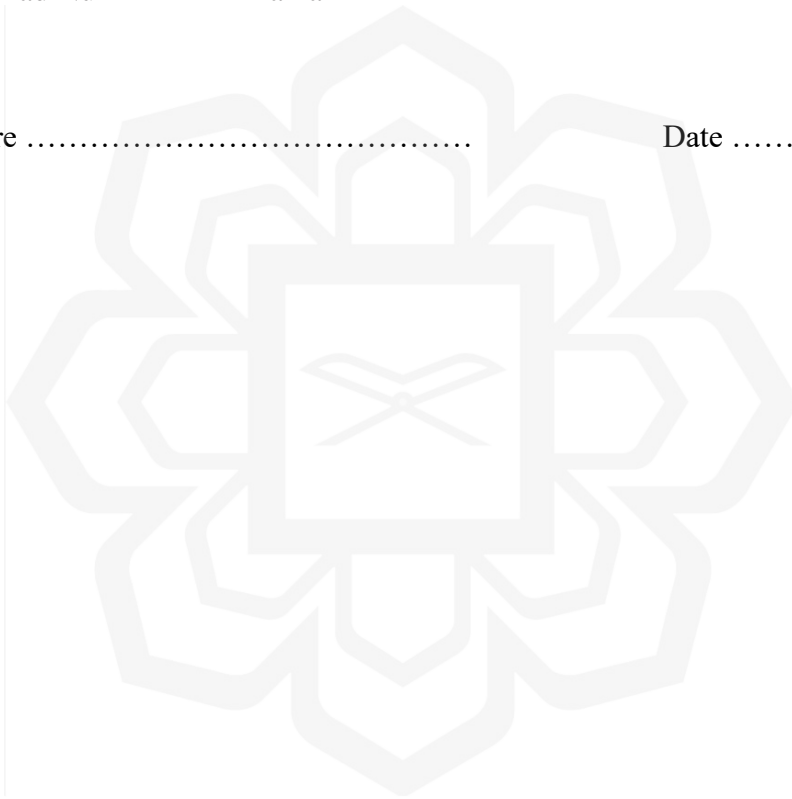
DECLARATION

I hereby declare that this thesis is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

Muhammad Nur Amin Bin Zainal

Signature

Date



INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

**DECLARATION OF COPYRIGHT AND AFFIRMATION OF
FAIR USE OF UNPUBLISHED RESEARCH**

**STUDY ON THE LEVEL OF CONSUMERS' AWARENESS ON
HALAL MONITORING AND LAW ENFORCEMENT ON THE
UNRECOGNIZED MALAYSIA HALAL LOGO**

I declare that the copyright holders of this thesis are jointly owned by the student and IIUM.

Copyright © 2020 Muhammad Nur Amin bin Zainal and International Islamic University Malaysia.
All rights reserved.

No part of this unpublished research may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission of the copyright holder except as provided below

1. Any material contained in or derived from this unpublished research may be used by others in their writing with due acknowledgement.
2. IIUM or its library will have the right to make and transmit copies (print or electronic) for institutional and academic purposes.
3. The IIUM library will have the right to make, store in a retrieved system and supply copies of this unpublished research if requested by other universities and research libraries.

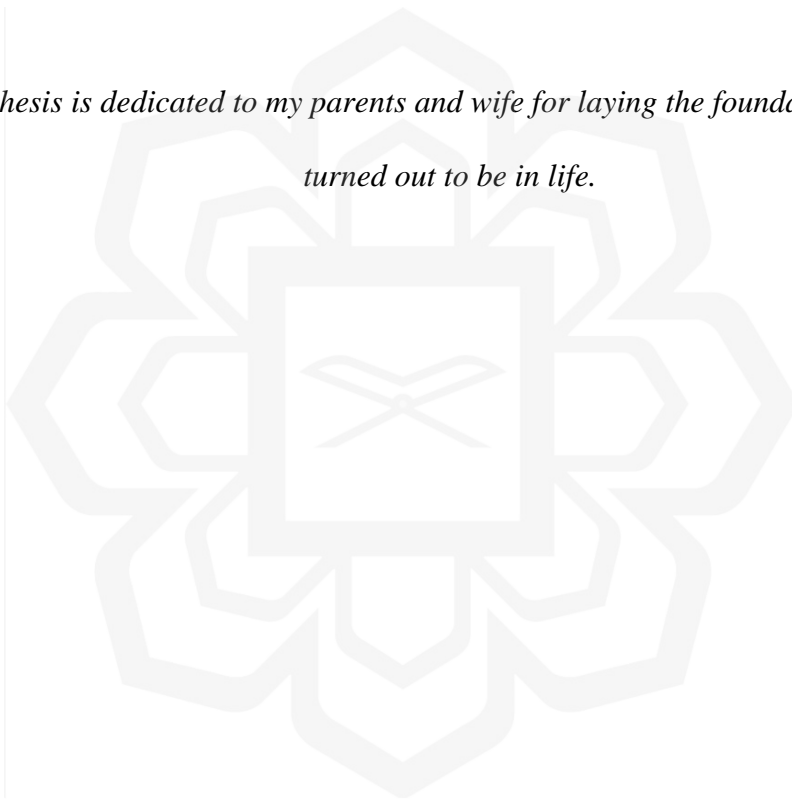
By signing this form, I acknowledged that I have read and understand the IIUM Intellectual Property Right and Commercialization policy.

Affirmed by Muhammad Nur Amin bin Zainal

.....
Signature

.....
Date

*This thesis is dedicated to my parents and wife for laying the foundation of what I
turned out to be in life.*



ACKNOWLEDGMENTS

All glory is due to Allah, the Almighty, whose Grace and Mercies have been with me throughout the duration of my study. Although, it has been tasking, His Mercies and Blessings on me ease the herculean task of completing this thesis.

I am most indebted to my supervisor, Asst. Prof. Dr. Mohammad Aizat Jamaludin, whose enduring disposition, kindness, promptitude, thoroughness and friendship have facilitated the successful completion of my work. I put on record and appreciate his detailed comments, useful suggestions and inspiring queries which have considerably improved this thesis. His brilliant grasp of the aim and content of this work led to his insightful comments, suggestions and queries which helped me a great deal. Despite his commitments, he took time to listen and attend to me whenever requested. The moral support he extended to me is in no doubt a boost that helped in building and writing the draft of this research work. I am also grateful to my co-supervisor, Asst. Prof. Dr. Betania Kartika, whose support and cooperation contributed to the outcome of this work.

Lastly, my gratitude goes to my beloved wife and lovely parents; for their prayers, understanding and endurance while away.

Once again, we glorify Allah for His endless mercy on us one of which is enabling us to successfully round off the efforts of writing this thesis. Alhamdulillah.

TABLE OF CONTENTS

Abstract.....	ii
ملخص البحث.....	iii
Approval Page.....	iv
Declaration.....	v
Copyright.....	vi
Dedication.....	vii
Acknowledgments.....	viii
Table Of Contents.....	ix
List Of Tables.....	xi
List Of Figures.....	xii
List Of Abbreviations.....	xiv
CHAPTER ONE: INTRODUCTION.....	1
1.1 Background of The Study.....	1
1.2 Problem Statement.....	4
1.3 Research Questions.....	5
1.4 Research Objectives.....	6
1.5 Hypotheses.....	6
1.6 Scope of The Study.....	7
1.7 Significance of The Study.....	7
1.8 Structure of Thesis.....	8
1.9 Conclusion.....	9
CHAPTER TWO: LITERATURE REVIEW.....	11
2.1 Introduction.....	11
2.2 Halal Certification & Logo.....	13
2.3 Fraudulent Halal Logo.....	16
2.4 Halal Monitoring And Legal Enforcement.....	18
2.5 Consumers Rights And Responsibilities.....	25
2.6 Conclusion.....	28
CHAPTER THREE: RESEARCH METHODOLOGY.....	29
3.1 Introduction.....	29
3.1.1 Research Framework.....	29
3.1.2 Research Design.....	29
3.1.2.1 Unit of Analysis.....	30
3.1.2.2 Size of Sampling.....	31
3.1.2.3 Sampling Technique.....	31
3.2 Quantitative Approach.....	32
3.3 Data Collection.....	32
3.3.1 Library Research.....	33
3.3.2 Journal Articles.....	33
3.3.3 Textbooks.....	33
3.3.4 Field survey.....	34

3.3.5	Questionnaire	35
3.3.6	Interview	36
3.4	Data Analysis	37
3.4.1	Statistical Package For The Social Science (SPSS).....	38
3.4.2	Comparative Analysis	38
3.4.3	Descriptive Analysis	39
3.5	Conclusion.....	39
CHAPTER FOUR: RESULTS AND DISCUSSIONS.....		40
4.1	Introduction.....	40
4.2	Demographic Profile Of The Respondents.....	40
4.3	Halal Awareness Between Muslim Consumer.....	45
4.4	Halal Monitoring And Law Enforcement On The Unrecognized Malaysia Halal Logo.....	49
4.4.1	Level Of Consumers' Knowledge And Awareness On Halal Monitoring And Law Enforcement In Malaysia	49
4.4.2	Consumers' Reaction When Dealing With The Unrecognized Malaysia Halal Logo	53
4.4.3	Consumers' Knowledge On The Process Of Complaining To Authority Body Pertaining The Misuses Of The Unrecognized Malaysia Halal Logo.....	57
4.5	Interview.....	60
4.6	Halal Enforcement Critical Parties (HECP).....	62
4.7	Conclusion.....	63
CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS		65
5.1	Introduction.....	65
5.2	Revisiting Research Objectives	65
5.3	Summary of The Research.....	67
5.4	Suggestion.....	68
5.5	Conclusion.....	69
REFERENCES.....		70
APPENDIX I		76
APPENDIX II.....		83
APPENDIX III		85
APPENDIX IV.....		86

LIST OF TABLES

Table 2.1 Comparison between TDA 1972 and TDA 2011	20
Table 2.2 Comparison between penalty in TDA 1972 (SEC 10 & 11) and TDA 2011 (SEC 28 & 29)	22
Table 4.1 Distribution of Demographic Respondent	44
Table 4.2 The detail of Halal Awareness	47
Table 4.3 The detail of Consumers' Knowledge and Awareness	52
Table 4.4 The detail of Consumers' Reaction	55
Table 4.5 Detail of Consumers' Knowledge on the Process of Complaining	58

LIST OF FIGURES

Figure 4.1	Age of Respondents	41
Figure 4.2	Level of Respondents' Education	42
Figure 4.3	Respondents' Monthly Income	43
Figure 4.4	Household Grocery Shopping Responsibility	44
Figure 4.5	Consuming halal products is an obligation towards all Muslim	46
Figure 4.6	All food products that have any kind of halal logo basically are halal and permissible to be consumed	47
Figure 4.7	Heavy penalty should be imposed on the offender who misusing the unrecognized Malaysia Halal logo	50
Figure 4.8	Halal authority should take an action against manufactures who misusing the unrecognized Malaysia Halal	50
Figure 4.9	Knowledge and awareness on halal monitoring and enforcement system in Malaysia are as important as halal awareness	51
Figure 4.10	When I sees the products labeled with the unrecognized Malaysia Halal logo, I will make a complaint to halal authority body	54
Figure 4.11	I aware that the use of unrecognized Malaysia Halal logo is punishable offence according to Malaysia Law	54

Figure 4.12 When doing complaint, I know all necessary information need to be informed to JAKIM for further investigation 57

Figure 4.13 The complaint channel provided by JAKIM is user friendly for consumer to use 58



LIST OF ABBREVIATIONS

DVS	Department of Veterinary Services
HDC	Halal Industry Development Corporation
IFRC	Islamic Food Research Centre
JAIN	<i>Jabatan Agama Islam Negeri</i>
JAKIM	Islamic Development Department of Malaysia
MAIN	<i>Majlis Agama Islam Negeri</i>
MDTCC	Ministry of Domestic Trade, Cooperatives and Consumerism
MITI	Ministry of International Trade and Industry
MOH	Ministry of Health
NCP	National Consumer Policy
TDA 1972	Trade Description Act 1972
TDA 2011	Trade Description Act 2011
SPSS	Statistical Package for The Social Sciences

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Malaysia is a multiracial country with various ethnic groups and religions whereby the major population are Muslims. Alongside them, there are also non-Muslims such as Chinese and Indians. Since there are many races living together in a community, some religion practices are mixing up among each other. There are concerns raised about these which could lead to disadvantages lifestyle for Muslim. Islam preaches a systematic way of life and comes with comprehensive standards and guidelines to be adhered to by Muslims. One of these standards is the concept of halal, an Arabic word which means lawful or permissible for Muslims. Halal refers to a code of conduct which is permitted by *Shariah* and it applies to every activity carried out by a Muslim including foods, economy, logistic and so on (Mohamed, Rezai, Shamsudin, & Chiew F.C, 2008).

The Malaysian government has long recognized the importance of consuming halal foods as well as daily products and established mechanisms to secure the confidence of Muslim consumers when consuming halal products. It is can be seen where Malaysia government lead a way to made Malaysia a leading exporter of halal products and services (Asa, 2018). As a matter of fact, Malaysia is ranked as number one in the halal export destination, whereby Malaysia's halal products are being exported to countries such as China, United State, Indonesia, Singapore, and Japan (Abdullah et al., 2018).

Other than that, they also responsible in other related activities research, development, legislation, enforcement, certification, and inspection in order to maintain in halal Industry (Asa, 2018). Therefore, the government took several initiatives and working out all best methods to serve Muslims halal concerns and preferences. Several legislations were enacted for the protection of consumers of halal products. In 1982 for example, the Malaysian government established a ‘Committee on Evaluation of Food, Drinks and Goods utilized by Muslims’ (Committee) under the Islamic Affairs Division of the Prime Minister’s Department (Division) which is known as the Department of Islamic Development Malaysia (JAKIM, 2007). The main task of the committee was to check and instill halal practice and awareness among food manufacturers, distributors and importers besides being responsible for the issuance of Halal certification. Ever since, the government has been progressing and has made achievements in all sectors, including food sector.

Halal food industry in Malaysia is growing rapidly in these years. Consumer preference on halal food is benefiting the industry day by day as they are gaining high reputation among the consumer in providing halal food. This is an opportunity to be grabbed by industrial players and food manufacturers to expand their target market domestically and internationally alongside with the national aim to make Malaysia as the world halal hub (Habibah, 2011). Department of Islamic Development Malaysia (JAKIM) has put some guidelines and criteria to be followed by local food manufacturers and retailers in order their products to be considered as halal. Besides, halal logo issued by JAKIM has very strict regulations before any manufacturers or companies could put the halal logo on their food products (JAKIM, 2014). Nonetheless, Malaysia also imports food products from other country over the world, including non-Muslim countries whose halal status is unknown.

Besides JAKIM, there are also other main bodies which deal with halal related matters in Malaysia such as *Jabatan Agama Islam Negeri (JAIN)*, *Majlis Agama Islam Negeri (MAIN)*, Halal Industry Development Corporation (HDC), Ministry of Domestic Trade, Co-operatives and Consumerism (MDTCC), Ministry of Health (MOH) and Ministry of International Trade and Industry (MITI). These agencies shoulder huge responsibility to ensure halal related matters in Malaysia are well managed up to the expected standards. However, each of these agencies have their own references in terms of their action or decision. Hence, it is unquestionable that there are shortcomings in the legal aspects of administering halal related matters in this country. For instance, issue related to halal matters may need to be taken care is the effectiveness of halal monitoring and enforcement system (Rosmawati, Mohd, Rahman, Ishan, & Aziz, 2015).

Therefore, the reason behind this research is to investigate Muslim consumers' awareness and knowledge about halal monitoring and enforcement system in Malaysia. Lately, Muslim consumers' concern about halal foods is becoming bigger especially when they are purchasing some products or foods with halal logo on them. The variety of halal logo existing in the market somehow has affected Muslim consumers' attitudes in purchasing goods. However, the bigger problem is the misuse of unrecognized Malaysia halal logo especially by local food manufacturers. Although previous research showed that Malaysian Muslim consumers recognize the authentic JAKIM halal logo, but the misuse of unrecognized halal logo by food manufacturers still will cause problem in the future.

1.2 PROBLEM STATEMENT

Malaysia is the most advanced country in the world in terms of halal industry development and management system. This is proved when the authorized bodies and responsible agencies involved in halal related matters were fully supported by the government. However, each agency has their own specific scope of work and different references on their management (Z. Hasan, 2010; Yusuf et al., 2016). As a result, confusion arises among consumers about which one is the most supreme halal agency especially the responsible agency in halal monitoring and enforcement system. The failure to highlight the job division to consumers and handle halal related matters cause these authorized bodies to lose their credibility and competency (Z. Hasan, 2010; Faradina Ahmad et.al, 2018).

There is no doubt that Muslim consumers nowadays are pretty aware about halal issues. They really take care about their daily food consumption in order to avoid *syubhah* or ambiguity in their food intake (Shafie & Othman, 2006; Ambali & Bakar, 2014; Ismoyowati, 2015). Mashitoh *et al.* (2013) found out that the awareness of halal products has a significant relationship with the need for halal certification and logo. The majority of the Muslim consumers who are aware of halal products were checking for the halal logo before purchasing (Mashitoh *et al.*, 2013; Saabar & Ibrahim, 2014).

Moreover, there is concern over the level of Muslim consumers' knowledge and awareness on halal monitoring and law enforcement particularly on the unrecognized Malaysia halal logo. Based on readings and observations, most of the consumers were not aware about the unrecognized Malaysia halal logo and failed to differentiate between the real Malaysia halal logo and the fake ones (Buang & Mahmud, 2012; Halim et al., 2014)). Furthermore, Muslim consumers do not know what to do or to where they should make a complaint if they see unrecognized Malaysia halal logo.

Based on reading, there are few past studies and research relating to Muslim consumers' awareness and knowledge about halal monitoring and enforcement system in Malaysia. The ignorance among Muslim consumers on this issue will expose them to the problem of using not halal foods n good products, though there are self-claimed halal logo. Besides, the worst scenario is the irresponsible food manufactures will continuously be manipulating unrecognized Malaysia halal logo for the sake of profit alone.

Therefore, the consequence of this research would be covering the gap exists in this halal food industry. As a result, the importance to increase consumers' awareness on the halal monitoring and enforcement system would help the process more effective and decrease the number of unrecognized Malaysia halal logo existed in the industry.

1.3 RESEARCH QUESTIONS

The objective of the study could be met by finding the answers to these questions;

1. What is the level of consumers' knowledge and awareness on halal monitoring and enforcement in Malaysia?
2. What is the consumers' reaction when they are dealing with the unrecognized Malaysia Halal logo?
3. Did consumers know how to make a complaint about the misuse of unrecognized Malaysia Halal logo?

1.4 RESEARCH OBJECTIVES

1. To study the level of consumers' knowledge and awareness on halal monitoring and enforcement system in Malaysia.
2. To study consumers' reaction when they are dealing with the unrecognized Malaysia Halal logo.
3. To propose the medium guidelines for consumers which they can use to make a complaint about the misuse of unrecognized Malaysia Halal logo.

1.5 HYPOTHESES

1. H1 - Level of consumers' knowledge and awareness on halal monitoring and enforcement system in Malaysia is low.
2. H2 - Consumers will not make a complaint to related authorities about the misuse of unrecognized Malaysia Halal logo.
3. H3 - Consumers do not aware about the medium they can use in order to make a complaint pertaining the misuse of unrecognized Malaysia Halal logo.

1.6 SCOPE OF THE STUDY

The study will involve both halal related agencies and their employees such as JAKIM officers and Muslim consumers selected from random Muslim consumer around Johor Bahru, Johor especially among students from University Technology Malaysia (UTM). The total of 100 respondents is varied in terms of their level of education and their views on this matter.

1.7 SIGNIFICANCE OF THE STUDY

Muslim consumers' preferences on daily foods consumption in Malaysia are strongly associated with halal certification and halal logo issued by JAKIM. Some consumers' decision in food purchasing is influenced by whether the foods have JAKIM halal logo or not. However, there is various food products exist in the shopping market and mall labelled with non JAKIM halal logo as a result of the products being imported to Malaysia. The concern among food producers in acquiring halal certification and using halal logo in their products is increasing in order to promote their products to consumers. However, halal certification bodies especially JAKIM has very strict requirements and conditions (JAKIM, 2014) to be fulfilled in order for food manufacturers to obtain halal certification. As a result, some food producers who did not have JAKIM halal certification make their own initiative by irresponsibly putting fake and unrecognized halal logo in order to compete with other products.

According to Trade Description Act 2011 (TDA 2011), the right of issuing halal certification is only subjected to JAKIM or JAIN or MAIN. Plus, the only halal logo could be used in food products is JAKIM approved halal logo. Any wrongdoing regarding the misuse of halal logo is punishable. However, there seems to be an

ineffectiveness of halal monitoring and enforcement on the use of unrecognized Malaysia halal logo. Lack of cooperation and awareness from consumers to make a complaint on unrecognized Malaysia halal logo and confusion on how and to whom to make a complaint also are the reasons of the problem.

The study is significant in providing information relating to consumers' awareness and knowledge about halal monitoring and enforcement system in Malaysia. The findings of the study will highlight the need of educating Muslim consumers about the responsibilities in order to make halal monitoring and enforcement system in Malaysia become more effective. The identified variables may be used to reach Muslim consumers particularly those who are halal-conscious.

1.8 STRUCTURE OF THESIS

CHAPTER 1: This chapter contains comprehensive details of every chapter and acts as an introductory part. In this chapter, research background, problem statement, research questions and research objectives are clearly revealed with their significance. In addition, through setting scope, study topic and area are specified to conduct a realistic and detailed study about the level of Muslim consumers' knowledge and awareness on halal monitoring and law enforcement on the unrecognized Malaysia halal logo as well as highlighting consumers' responsibilities which could drive to effective halal monitoring and law enforcement.

CHAPTER 2: This chapter conducts literature reviews which are ground contents and ideas of this research. The fundamentals of this research which are the history of halal certification and logo, fraudulent halal logo and halal monitoring and law enforcement

are being studied. Plus, consumers' rights and responsibilities are being discussed as possible factor to contribute towards effective halal monitoring and law enforcement.

CHAPTER 3: In this chapter, research methodology is elaborated. Problem statements will be mentioned followed by goals and objectives of this research to clarify the direction of the design. Majorly, this chapter states the overall design of data collection and analysis. Data collection is broadly divided into two major segments which are primary data and secondary data. In the case of analysis segment, this chapter describes the procedure of collected primary and secondary sources, and analysis instrument which are descriptive and comparative analysis.

CHAPTER 4: This chapter focuses on the qualitative analysis to provide analyzed primary and secondary sources under research design and direction. Comparative and descriptive analysis methods are adopted to extract the findings from the collected data. Additionally, SPSS software version 25 is applied to ensure accuracy and reliability of data analysis.

CHAPTER 5: This final chapter of the research provides the compilation of the whole research. Under the title and objective of the research, suggestions and findings are discussed for any possible gap exist within research topic.

1.9 CONCLUSION

Based on the background and objectives that it undertakes; the study will be significant to contribute towards understanding the consumers' knowledge and awareness on halal monitoring and legal enforcement in Malaysia. Undeniably, Muslim consumers nowadays are very sensitive towards halal related matters especially involving the daily food consumption. Halal certification logo is the standard measurement that the

consumer always refers in order to check the halalness of the food products. However, the level of awareness on the halal monitoring and legal enforcement also need to be in line with that. This study examined to what extent consumers knowledge towards halal monitoring and legal enforcement in Malaysia governed by JAKIM. Other than that, this study also examined the best way for the consumers to give contributions in order to make halal monitoring and legal enforcement more effective.

