

THE RELATIONSHIP BETWEEN FOOD CHOICE MOTIVES,
UNDERSTANDING OF HALAL CONCEPT AND ATTITUDES TOWARDS
HALAL PROCESSED FOOD PRODUCTS AMONG STUDENTS IN UNIVERSITI
MALAYSIA TERENGGANU

By

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Research Report submitted in partial fulfilment of
the requirements for the degree of
Bachelor of Food Science (Food Service and Nutrition)

DEPARTMENT OF FOOD SCIENCE
FACULTY OF AGROTECHNOLOGY AND FOOD SCIENCE
UNIVERSITI MALAYSIA TERENGGANU

2012

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ENDORSEMENT

The project report entitled **The Relationship Between Food Choice Motives, Understanding of Halal Concept and Attitude Towards Halal Processed Food Products Among Students in UMT** by **Nur Khaini Hasma Bt Kamarudin**, Matric No **Uk 18001** has been reviewed and corrections have been made according to the recommendations by examiners. This report is submitted to the Department of Food Science in partial fulfilment of the requirement of the degree of Bachelor of Food Science (Food Science and Nutrition), Faculty of Agrotechnology and Food Science, Universiti Malaysia Terengganu.



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DECLARATION

I HEREBY DECLARE THAT THE WORK IN THIS THESIS IS MY OWN EXCEPT FOR QUOTATIONS AND SUMMARIES WHICH HAVE BEEN DULY ACKNOWLEDGED.

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ACKNOWLEDGEMENT

Praise and gratitude be given to Allah the Almighty for putting forward me such a great strength, patience, courage, and ability to complete this project.

I would like to express my sincere gratitude to my supervisor, Dr Siti Nur 'Afifah bt Jaafar, for her intelligent guidance and helpful advice during the whole process. I am truly grateful to her continual support and cooperation, as being prepared to assist me all along the completion of the project. I also would like to present my sincere to En.Aziz, Dr Amir Izzwan, Prof Dr Amiza, Dr Hayati Yusof and other lecturers of Department Food Science for their continuous advice. Completion the project was impossible without their helpful assistance.

I would like to express deeply and sincerely my gratitude to my father, Kamarudin bin Yusof and my mother, Hamidah bt Yaacob for their love and support they have extended me every step of my life. In addition, I would like to present my sincere and profound gratitude to my friends, Nor Juliza, Zaharah, Fatihah, Hidayah and other friends. Thanks to all students UMT that involved as my respondents and everyone who has helped either directly or indirectly to the completion of this project.

ABSTRACT

The purpose of this research was to identify the relationship between food choice motives, understanding of halal concept and attitude towards halal processed food products among students in Universiti Malaysia Terengganu. Mail questionnaire is used to collect responses from university students using systematic random sampling method. 475 responses received from 8 undergraduate programmes from 1 to year 4 students. The analysis used in this research were descriptive means, correlation, Kruskal Wallis test and regression. The findings showed that the food choice motives that influencing students to choose halal processed food products was convenience factor. The correlation showed that there was weak correlation between food choice motives with attitude towards halal processed food products. The respondents perceived sensory appeal, familiarity and ethical concern as the most significant factors that influencing food choice motives towards halal processed food products. Meanwhile for the feeling about halal processed food products, respondents perceived health, weight control, and ethical concern were the factors that are the significant factors . Kruskal-Wallis test showed that there is no significant differences between 8 undergraduate programmes towards attitude of halal processed food products. This research is important to identify factors of choosing food that is related to the eating of halal processed food products. This study could give benefits to the lecturers and also the university about the understanding of halal concept. It also acts as baseline data and platform for future research regarding understanding of halal concept, halal product, halal logo and food choice motives

ABSTRAK

Kajian ini dilakukan bertujuan untuk mengenalpasti hubungan antara pemilihan makanan, kefahaman terhadap konsep halal dan sikap pelajar Universiti Malaysia Terengganu terhadap makanan diproses yang berlogo halal. Soalan kaji selidik yang dihantar melalui e-mel merupakan kaedah yang digunakan bagi kajian ini dan ianya menggunakan kaedah persampelan sistematik. Seramai 475 pelajar tahun 1 hingga tahun 4 daripada lapan program ijazah sarjana muda yang memberikan maklum balas terhadap kajian ini. Ujian analisis yang digunakan dalam kajian ini adalah ujian deskriptif, korelasi, ujian Kruskal Wallis dan regresi. Hasil kajian mendapati bahawa faktor kemudahan merupakan faktor yang mempengaruhi pelajar untuk memilih makanan yang diproses yang berlogo halal. Ujian korelasi pula menunjukkan terdapat hubungan yang lemah antara pemilihan makanan dengan sikap untuk memilih makanan yang diproses yang berlogo halal. Responden memilih faktor rasa, kelaziman dan etika perdagangan sebagai faktor yang amat mempengaruhi produk halal ini. Manakala, faktor kesihatan, penjagaan berat badan dan etika perdagangan merupakan faktor pilihan terhadap pendapat mengenai produk halal ini. Ujian Kruskal Wallis menunjukkan tiada perbezaan yang ketara antara lapan program ijazah sarjana muda terhadap sikap pemilihan makanan diproses yang berlogo halal ini. Kajian ini penting untuk mengenalpasti faktor pemilihan makanan yang berkaitan dengan produk makanan yang diproses. Kajian ini juga memberi faedah kepada pensyarah dan universiti tentang kefahaman konsep halal. Ia juga bertindak sebagai landasan kepada kajian yang akan dilakukan pada masa akan datang yang berkaitan dengan kefahaman konsep halal, produk halal, logo halal dan faktor-faktor pemilihan makanan.