



THE AWARENESS LEVEL TOWARDS FOREIGN HALAL LOGO AMONGST YOUTH IN MELAKA

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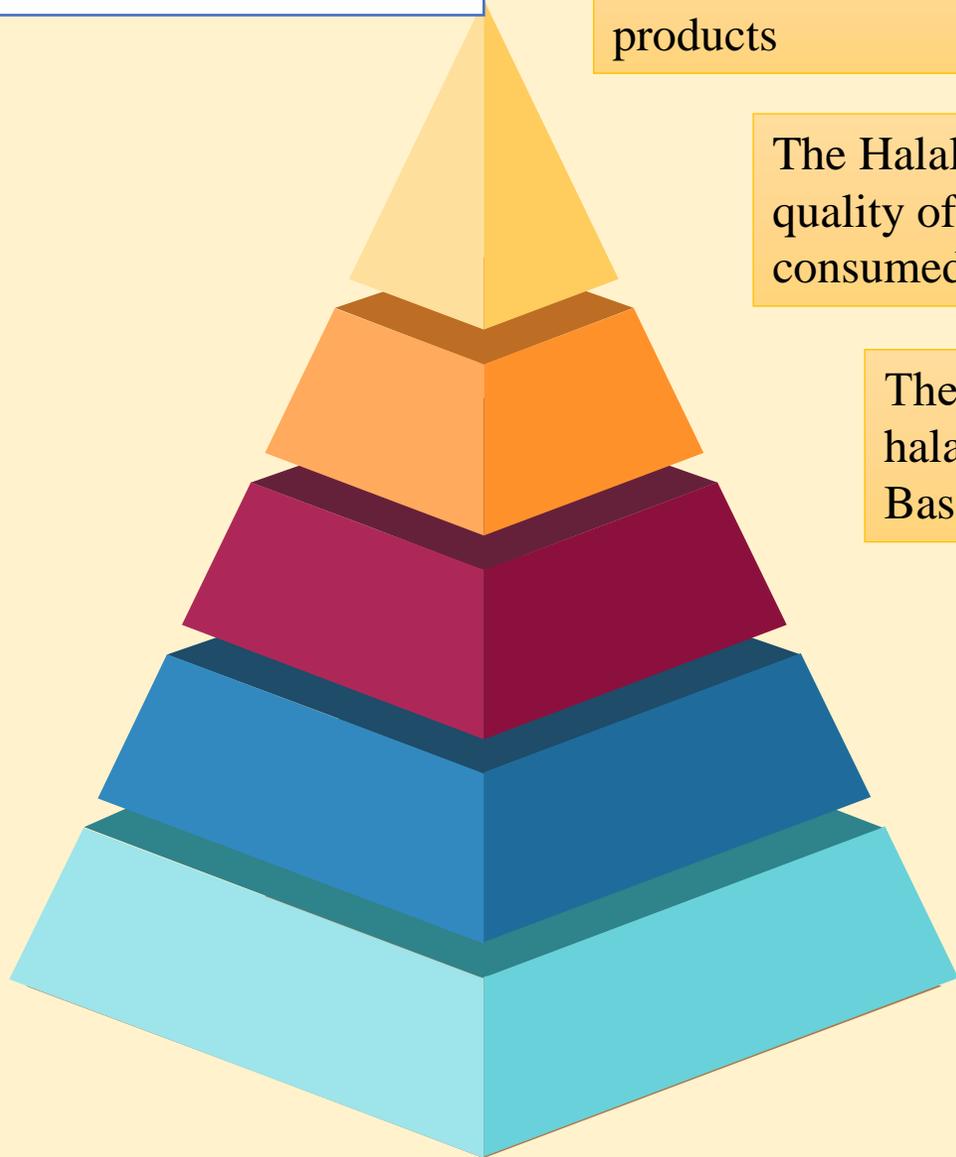
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INTRODUCTION



Halal certification authorised by JAKIM is evidence for halal products

The Halal logo displayed on the product packaging represents the quality of products, hygiene, and a guarantee of safety to be consumed (Hassan and Hanif, 2017).

The Halal logo can develop consumers' trust and confidence in the halal status of marketed products (Bakar, Al, Saad and Khalilah Basarud-Din, 2017).

The trust and confidence among consumers can only be developed when there are exposure and awareness of halal products and halal certification.

However, misleading halal logos could mitigate the reliability and confidence of consumers of halal logos. Unscrupulous manufacturers and traders are also lowering the standard of halal logos in the eyes of the law.

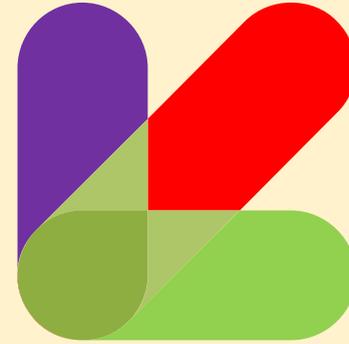
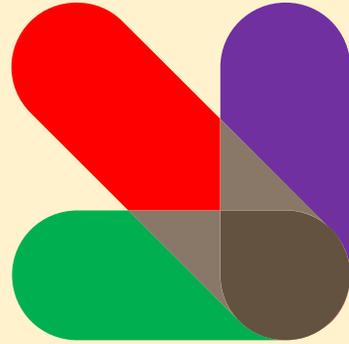


This study investigated the level of awareness amongst the youth towards the foreign halal logos displayed on the food package.

A youth is defined as those aged between 15 to 24 years old (Secretary-General's Report to the General Assembly, A/36/215, 1981).

Youth is one of the generations that contributed to halal demand due to extensive exposure to telecommunication and the ability to access online information regarding halal products at their fingertips (Marmaya, Zakaria and Mohd Desa, 2019).

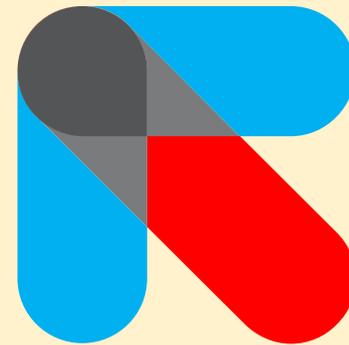
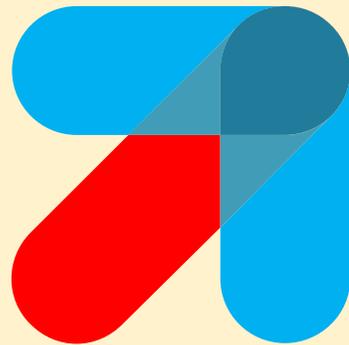
- many cases of misleading halal logos reported, (see Table 1 in the paper)



varieties of the international halal logos, it might confuse the consumers, and this could easily lead them to be misled with unauthorised halal logos

PROBLEM STATEMENT

There is lacking in the study of measuring awareness among young Muslim consumers towards foreign halal food products with halal logos certified by JAKIM or by recognised foreign halal certification bodies



The demand for halal foods creates an ambitious attitude among food traders and manufacturers to supply food with halal logos, and this causes traders and food manufacturers to take advantage by abusing and misusing the halal logo (Halim, 2019).

OBJECTIVE:

- To determine the level of awareness among consumers, especially the young generation towards foreign halal logos displayed on food packaging marketed in Malaysia



Paragraph 3 of the Trade Description (Definition of Halal) Order 2011 (TDA),



Paragraph 4, 5 and 8 of the Trade Descriptions Act 2011 (the certification and marking of halal) Order 2011



Section 13 of the Trade of Description Act 2011



Section 16 of the Food Act 1983



Food Regulations 1985.

RESULTS

The list of sections in the questionnaires

Section	Item
Section A	Demographic
Section B	Awareness of Halal Product
Section C	Awareness of Malaysian Halal Logo
Section D	Awareness of Foreign / International Halal Logo

Awareness of halal food products

A	Item	Mean
1	I understand what halal food is.	4.50
2	When buying food products, what crosses my mind is that the food must be halal.	4.48
3	I always consume the halal products.	4.46
4	Buying the halal product has become part of my life.	4.51
5	I know products that are halal and non-halal.	4.34



There is high awareness among youth on halal food products and it indicates that the demography of respondents as Muslims has influenced the respondent's purchase intention to purchase only halal food products

Awareness of Malaysian halal logo

B:	Item	Mean
1	I am aware of the halal logo on Malaysian food products.	4.31
2	When I buy Malaysian food products, my utmost priority is to observe the halal logo on their packaging/labelling.	4.51
3	All Malaysian food products that I bought must have halal logo.	4.34
4	I know that Halal certification and logo are essential to ensure that the food is halal.	4.32
5	I know that JAKIM is an institution that issues halal certification in Malaysia.	4.48
6	I acknowledge that the following displayed logo is a Malaysian Halal logo.	4.44



There is high confidence among youth towards the Malaysian halal logo, and this is in line with the contention made by Halim (2019) that consumers depend more on the halal logos rather than the ingredients themselves

Awareness of foreign / international halal logos

C	Item	Mean
1	I know that apart from the Malaysian halal logo, there are international/foreign halal logos.	4.11
2	I know there are some countries that issue halal logos for food products.	4.08
3	I know that foreign/international halal logos must firstly be recognized by JAKIM before they can be sold in Malaysia.	3.96
4	I am concerned with fake foreign/international halal logos.	3.98
5	Before purchasing imported food products, I look for their halal logo on their packaging/labelling.	4.21
6	I will not buy imported food products that do not have a halal logo on the packaging.	4.22
7	If I do not find a halal logo, I will check the ingredients.	3.98



There is low awareness among youth pertaining to the procedures taken by JAKIM in recognising foreign halal food products to be marketed as halal food in Malaysia

Awareness of the international halal logo based on countries

Country	Yes	No
Thailand	212	37
Indonesia	200	46
USA	137	111
Turkey	168	84
India	156	92
South Korea	201	41



Majority of the respondents are aware and possess good knowledge of foreign halal logos especially the halal logo from Thailand followed by South Korea and Indonesia

CONCLUSION

- The result of this study discovered that there are low levels of awareness among youth on the validity of foreign halal logos, which could be misleading.
- This should not be left unattended by the respective authorities in Malaysia because the young generation today has different and variety of ways to have access to everything online, including products they wish to acquire.
- There should be an extra effort from JAKIM, state authorities and halal agencies to bring more awareness among youths with regards to foreign halal logos to food products.
- Besides, probably, a mechanism can be developed to ensure the so-called halal logos attached to foreign products to be a hundred per cent legitimate.
- Perhaps, JAKIM could follow the Indonesian steps by making a compulsory requirement for each foreign product to be marketed in Indonesia to display both the Indonesian Halal logo and Foreign halal logo on food packaging.

LIMITATION

limited to study the level of awareness among youths to foreign halal logos and used SPSS to look only at the frequency of awareness among youths in Melaka. It also does not measure the relationship of independent variables to dependent variables to ascertain the awareness level. In addition to that, this study did not compare the level of awareness between different genders. This research is also constrained to only six foreign halal logos, namely, Thailand, Indonesia, the USA, Turkey, India and South Korea

FUTURE RESEARCH

- to investigate empirically and measure the relationship between halal awareness and factors of purchasing foreign halal products as well as the differences of awareness levels based on gender.
- future study may look at awareness of consumers towards other foreign halal logos, including determining the level of enforcement by relevant authorities to cope with cases of misleading halal logos.