

Youth Awareness on Halal Food and Products: Do Education Exposure and Food Safety Help To Increase Awareness?

Ida Rizyani Tahir

rizyani@ump.edu.my

Wan Khairul Anuar Wan Abd Manan, Noraini Md Zanan
Faculty of Industrial Management
Universiti Malaysia PAHANG

Abstract

The idea of halal may not completely understand, particularly by youth in Malaysia. It is because, there is a difference in belief and approach of religion. Not only cultivating the non-muslims on halal can be challenging, but the uncertain mentality of the muslims on the arguments of halal products is a contrasting story generally. All parties need to hit dissimilar act with the universal purpose of accomplishing the consumer knowledge of the meaning of halal food utilization. Therefore this study intends to investigate the challenges in awareness among youth towards halal food industry and to categorise the awareness challenges so that we could design and organise appropriate strategies to overcome the challenges. The outcome may help Halal Food entrepreneurs to produce halal food that is demanded by the consumers.

Keywords: *Youth awareness, halal food and products, halal food utilisation*