

Title of Thesis	Consumer Behaviour about Halal Food in Miri City
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ABSTRACT

The study provides a framework for the discussion on the subject of halal food purchasing intention awareness among customers. Previously, people are lack of awareness regarding of halal food purchasing intention awareness among customers. With this research we can make them aware about how important is halal food for the consumers. It provides an issue based model which can be used for developing an integrated approach of halal food purchasing intention awareness among customers. This study focuses of the halal food purchasing intention awareness. The future researcher can extract a new model based on this study towards the lower education students or maybe towards the performance of the employees. This study also provides a useful basis for the higher educational institutes to develop a better solutions or improvement towards their respective institute in order to improve their consumer's performance. For example, they become more aware about the food packaging, hygiene and the details of the ingredients inside food.