



# A Preliminary Study on Promoting E-Book About Halal Industry Framework in Malaysia for Public Awareness in Malaysia

Asmaa Awang<sup>(✉)</sup>, Noor Yuslida Hazahari, and Nurhidayu Al-Saari

International Institute for Halal Research and Training, International Islamic University  
Malaysia, Jalan Gombak, 53100 Kuala Lumpur, Selangor, Malaysia  
asmaa.awang96@gmail.com, {noory, hidayusaari}@iiium.edu.my

**Abstract.** Malaysia's halal industry is one of the most well-known in the world. However, some Malaysians still believe that halal scopes in Malaysia only apply to the food and beverage industries. Hence, the main objective of this study is to assess public awareness and knowledge of the halal industry framework in Malaysia. This study uses a quantitative approach with 154 respondents from all over Malaysia. Findings show that most people are aware of the halal industry framework, but only those who have experience in the halal industry have the knowledge about halal industry framework and how to contact the appropriate authority to deal with it. In conclusion, this result adds to the evidence of the importance of this project to educate Malaysians about the halal industry framework in Malaysia.

**Keywords:** Awareness · E-book · Halal Industry Framework · Knowledge · Malaysia

## 1 Introduction

The halal industry framework in Malaysia is one of the most prominent and recognizable in the world, being one of the leading countries in halal matters. Over the past few years, the halal industry, as well as the overt labelling and certification of halal products, have expanded rapidly beyond the traditional industries of food and finance into other sectors like halal utilities (energy and water), transportation, clothing, home purification, professional services, experiential halal, and halal communication channels [1].

However, despite the growth of this industry, there are still some Malaysians who think that halal scopes in Malaysia are just about the food and beverages industry. They are also oblivious to the fact that other agencies are involved in the industry because the most prominent agency in their mind is the Department of Islamic Development Malaysia (JAKIM) and from that perspective, it also indirectly leads them to think that all of the halal matters authority is under JAKIM whilst in reality numerous agencies are involved in this industry for instances, Halal Development Corporation (HDC), State Islamic Religious Departments (JAIN) and other agencies involved [2].

**Table 1.** Level in Malaysia Education System Framework.

No.	Level	Age Group
1.	Primary	7–12 years old
2.	Secondary	13–17 years old
3.	Post-secondary	Form 6 and Matriculation
4.	Tertiary	18 years old

### 1.1 Education Level and the Significant Gaps in Halal Education in Malaysia

Based on the report from [3], the level of education in Malaysia is segregated into a few levels, mostly according to the age group ranges. Table 1 shows the level of Malaysia’s education system framework.

The reason for Malaysians’ lack of input regarding halal matters in Malaysia is because of the significant gaps between secondary and tertiary halal education in the Malaysia curriculum. The gaps between students continuing their education at a tertiary level are also quite significant, with gaps of their last known formal education in halal extending up to four years. For the individuals who do not pursue academic careers in halal, this is the only formal education they will receive in formal halal education. Also, for primary and secondary halal education, the Malaysian educational system’s Islamic curriculum only places a sole emphasis on fostering and enhancing religious piety and Qur’anic knowledge. Halal topics are not explicitly taught and are only briefly discussed in relation to Akhlaq (manners) [4].

### 1.2 The Need for Halal Industry Framework Knowledge Among Halal Players

Additionally, in the scope of halal itself, there are still areas of conflict and misunderstanding. As a result, all of the players in the halal field must practice and possess knowledge about the halal activity in their supply network to ensure the integrity of their halal product [5]. Their knowledge and grasp of the law and the fundamentals of the halal food control system will influence their level of performance in meeting the demands of their company for halal-compliant products [6].

However, according to the report from [7], the lack of halal awareness among the players and their understanding of halal components, sourcing, processing, and storage is one of the issues that prevent Malaysia from being a global powerhouse for halal. As a result, some entrepreneurs see halal as merely an added value and a tool for marketing their products. They use the halal logo as part of their marketing strategy and believe there is no need to maintain halal’s credibility [8].

### 1.3 Promoting e-book

Therefore, promoting e-books about the halal industry framework in Malaysia is one of the efforts to raise public awareness and knowledge. According to [4] a dynamic

environment for halal education must be established. In this case, the e-book is recommended because it is one of the technological advances that allow multiple digital channels, such as image, audio, video, and text, to be combined in a single offline support (multimedia). It is an advanced digital book that can be read on laptops, tablets, smartphones, and e-readers [9]. Using e-books as an alternative to giving out information is also very productive for our environment because it will lessen the cost of materials and paper waste [10]. Also, the e-book is a good example of optimizing the technology for betterment because of its user-friendly interface and easily accessible even without the internet [11].

#### 1.4 Objectives, Hypotheses and Conceptual Framework of the Study

As a preliminary study on promoting e-books about the halal industry framework in Malaysia for public awareness in Malaysia, the main objective of this study is to assess the public awareness and knowledge of the halal industry framework in Malaysia. There are two specific objectives for this study; (1) To assess Malaysians' age group influence on the awareness and knowledge regarding information about the halal industry framework in Malaysia, and (2) To assess Malaysians' experience in halal industry influence on the awareness and knowledge regarding information about halal industry framework in Malaysia.

This study implemented a quantitative study by surveying to know the extent of Malaysia's society awareness and knowledge regarding the halal industry framework in Malaysia.

Based on the discussions above, Table 2 shows the four hypotheses that were developed for this research:

Figure 1 below shows the conceptual framework of this study.

**Table 2.** Hypotheses of the study.

No.	Hypotheses	
1.	H <sub>1</sub>	Age groups have a significant influence on awareness regarding information about the halal industry framework in Malaysia.
2.	H <sub>2</sub>	Age groups have a significant influence on the knowledge regarding information about the halal industry framework in Malaysia.
3.	H <sub>3</sub>	Experience in the halal industry has a significant influence on the awareness regarding information about the halal industry framework in Malaysia.
4.	H <sub>4</sub>	Experience in the halal industry has a significant influence on the knowledge regarding information about the halal industry framework in Malaysia.

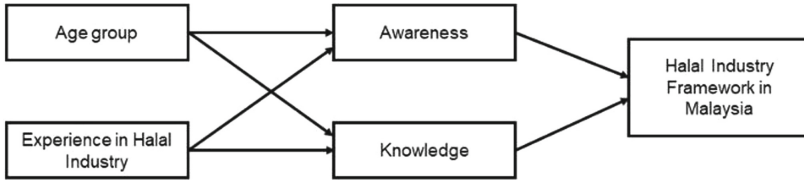


Fig. 1. Conceptual framework of the study.

## 2 Methodology

This study implements a quantitative approach with 154 respondents from all over Malaysia. The survey was performed online utilizing snowball sampling. The research instrument is a questionnaire using Google Forms. Subsequently, the majority of those who responded to the survey are between the ages of 20 and 29. Most of the respondents are women. In terms of experience, most of the respondents have no prior halal industry experience.

## 3 Results and Discussions

This survey was conducted online using snowball sampling with  $N = 154$  samples (respondents) from all over Malaysia. Based on the survey, the socio-demography is described in (Table 3). People around 20–29 have the highest percentage 49.4% among the respondents. Subsequently, most of the respondents are females with a percentage of 81.2%. As for the experienced demographic, most of the respondents have no experience in the halal industry 79.9%.

Table 4 contains the questions that were used to gauge the respondents’ level of awareness and knowledge. To elicit information from the respondents, a 4-point Likert scale was used. For the awareness factor, the scale is prepared as below:

(Strongly agree – Agree – Disagree – Strongly disagree).

For the knowledge factor, the scale is prepared as below:

(I really know – I know – I do not know – I really do not know).

In addition, to test the quality of the questions, a reliability test was conducted using the SPSS reliability test with Cronbach’s Alpha result (Table 5). Based on the results, these questions exceeded more than  $> 0.5$  Cronbach’s Alpha, meaning that the respondents could comprehend the questions in the survey.

Based on Fig. 2, the respondents with the highest percentage of awareness about the halal industry framework are among the age of 30–39 ((94.59%); strongly agree). A chi-square test was performed and showed a p-value ( $>0.05$ ), which is insignificant. So, hypothesis H1 = Age group have a significant influence on the awareness regarding information about the halal industry framework in Malaysia is rejected.

In Fig. 3, the respondents with the highest percentage of knowledge about the halal industry framework are among the age of 30–39 as well with a percentage of ((48.64%); I know). A chi-square test was performed and showed a p-value ( $>0.05$ ), which is insignificant. From this, it can be said that the hypothesis H2 = Age group have a significant

**Table 3.** Socio-demographic factor among respondents N = 154

Socio-demographic factor	Percentage (%)
<b>Age</b>	
< 19	7.1
20–29	49.4
30–39	24
40–49	9.7
> 50	9.7
<b>Gender</b>	
Male	18.8
Female	81.2
<b>Experience in Halal industry</b>	
No	79.9
Yes	20.1

influence on the knowledge regarding information about halal industry framework in Malaysia is rejected as well.

From Fig. 4, the respondents with the highest awareness regarding the halal industry framework are among the people who have experience in the halal industry ((90.32%); Strongly agree). However, a chi-square test was conducted and showed a p-value ( $>0.05$ ), which is insignificant. Because of this, it can be said that hypothesis  $H_3 =$  Experience in the halal industry has a significant influence on the awareness regarding information about the halal industry framework in Malaysia is rejected.

Nevertheless, according to Fig. 5, the respondents who have more knowledge of the halal industry framework are those who have experience in it (54.84%; I really know). A chi-square test was performed, and the p-value ( $<0.05$ ) was found to be significant. As a result, the hypothesis  $H_4 =$  Experience in the halal industry has a significant influence on the knowledge regarding information about halal industry framework in Malaysia is accepted.

The Chi-square test revealed a significant difference in knowledge between individuals with and without experience, with a p-value of 0.012. As a result, producing an e-book to educate the community is significant, particularly among those who are not involved in the halal business. Table 6 below shows the initial hypotheses and the results from the survey.

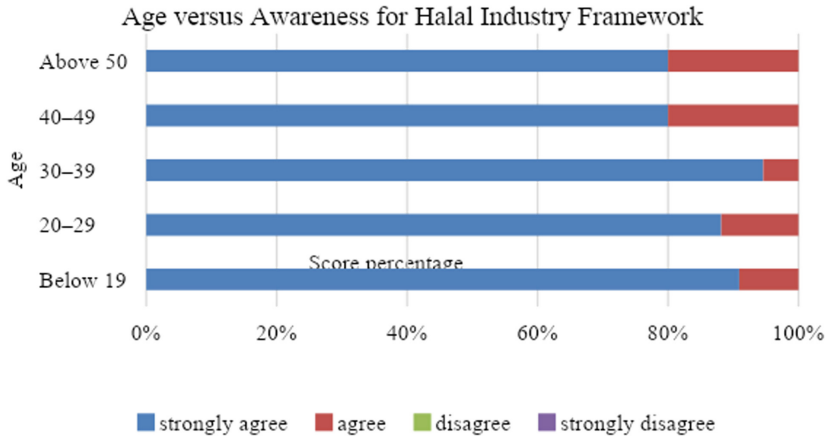
**Table 4.** Questions

No.	Factors
<b>Awareness</b>	
1.	Your opinion regarding collecting and assembling information related to the halal industry framework in Malaysia.
2.	Collecting and assembling halal industry framework information as a comprehension aid to give the general picture.
3.	Knowing the general picture of the halal industry framework will raise my interest in the halal industry.
4.	My main perception of the halal industry framework is only about food.
<b>Knowledge</b>	
1.	Your knowledge about the function of JAKIM (Department of Islamic Development Malaysia) in the halal industry.
2.	Your knowledge about the function of JAIN (States Department of Religious Affairs) in the halal industry.
3.	Your knowledge about the function of HDC (Halal Development Corporation) in the halal industry.
4.	Knowledge about HALMAS.
5.	Knowledge about the legal rule of halal logo usage.
6.	Malaysia's halal industry global achievement.
7.	Malaysia's future plan for halal industry.

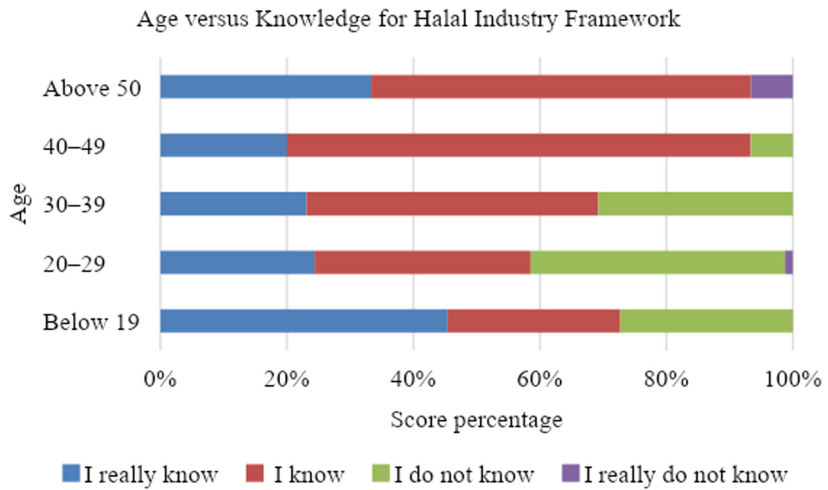
**Table 5.** Reliability test

Reliability statistics	
Cronbach's Alpha	N of items
0.804	11

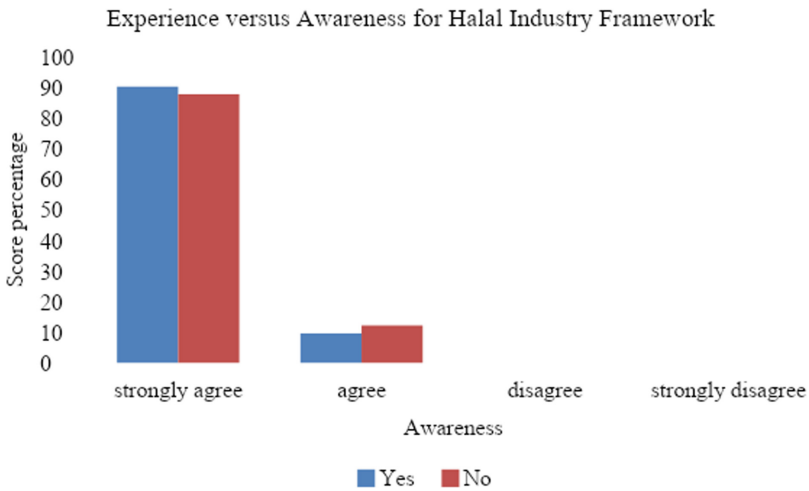
The study showed that most people have an awareness of the halal industry framework, but only those in the industry have knowledge about the halal industry framework and how to reach the suitable authority to deal with it. Moreover, due to the growth of the halal industry, halal studies are becoming a significant topic in the business world [6]. Hence, promoting e-books about the halal industry framework in Malaysia for public awareness in Malaysia is significant and relevant as a part of the initiative to contribute to halal education.



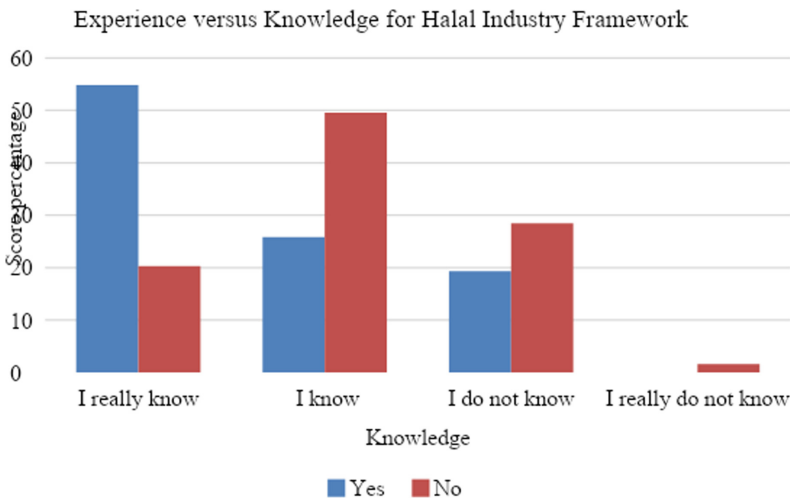
**Fig. 2.** Age versus Awareness for Halal Industry Framework among respondents N = 154



**Fig. 3.** Age versus Knowledge for Halal Industry Framework among respondents N = 154



**Fig. 4.** Experience versus Awareness for Halal Industry Framework among respondents N = 154



**Fig. 5.** Experience versus Knowledge for Halal Industry Framework among respondents N = 154



**Table 6.** Hypotheses and Results from the Study

No.		Hypotheses	Results
1.	H1	Age groups have a significant influence on awareness regarding information about the halal industry framework in Malaysia.	Rejected
2.	H2	Age groups have a significant influence on the knowledge regarding information about the halal industry framework in Malaysia.	Rejected
3.	H3	Experience in the halal industry has a significant influence on the awareness regarding information about the halal industry framework in Malaysia.	Rejected

## 4 Conclusion

From this survey, it can be inferred that Malaysians have adequate awareness regarding the halal industry framework despite the differences in group ages and experience. However, there exists a jarring difference in the extent of knowledge about the halal industry framework among the people who have experience and none. According to the results, only a minority of the respondents have experience, meaning that most of the respondents who do not have the experience are lacking in the necessary knowledge about the halal industry framework in Malaysia. Therefore, this outcome is further evidence of the significance of this project to educate Malaysians about the halal industry framework. So, publishing an e-book about the halal industry framework is significant to educate the public, especially those who have no experience in the halal industry.

## References

1. Rizkitysha, T. L., & Hananto, A.: Do knowledge, perceived usefulness of halal label and religiosity affect attitude and intention to buy halal-labeled detergent?. *Journal of Islamic Marketing* 13(3), 649–670 (2022).
2. Nor 'Adha, A. H., Farah, M. S., Norziah, O., & Wawarah, S.: Challenges and Ways Improving Malaysia Halal Food Industry. *Special Issue Sci.Int.(Lahore)* 29(2), 149–153 (2017).
3. Ahmad, S. J.: Halal in Mainstream Education: Where are We Now and What the Future Holds for Halal Education. *International Seminar on Global Education II*, April, 1179–1191 (2014).
4. Muhammad, I. I., Mohamad, A. J., Betania, K., Yumi, Z. H. H., & Ainol, M. Z.: Enhancing Collaboration for Future Halal Studies Graduate Employability. *Halalsphere* 2(1), 98–105 (2022).
5. Fadhlur, R. A., Abu, A., Haslinda, M., & Wan Hasrulnizzam, W. M.: Perception of food manufacturers towards adoption of halal food supply chain in Malaysia: Exploratory factor analysis. *Journal of Islamic Marketing* 11(3), 571–589 (2019).
6. Nuratifah, A. S., Sharifudin, M. S., & Mariam, A. L.: Evaluation of Knowledge and Practices of Halal Certification Among Food Processing Companies in Sabah, Malaysia. *International Food Research Journal* 26(1), 295–304 (2019).
7. Hanini, I. C. H., & Sariwati, M. M. S.: Halal Supply Chain Management Training: Issues and Challenges. *Procedia Economics and Finance* 37(16), 33–38 (2016).
8. Nurzahidah, J., Umi, H. A. R., Anis, H. A. H., & Fairuzah, B.: Factors Contributing to Halal Food Fraud in Selangor. *Environment-Behaviour Proceedings Journal* 6(SI6), 39–44 (2021).

9. Franco, D. C., & Bidarra, J.: Instructional Design of Online Courses in Mozambique: The Use of eBooks as a Strategy to Improve Learning. *Open Praxis* 14(2), 122–132 (2022).
10. Kusmuriyanto, Kardiyem, Dwi, P. A., & Rahayu, L.: An Efforts to Improve Digital Literacy Teachers Through the Creation of Electronic Book. *International Journal of Multi Science* 1(6), 71–75 (2020).
11. Tang, K. Y. Paradigm shifts in e-book-supported learning: Evidence from the Web of Science using a co-citation network analysis with an education focus (2010–2019). *Computers and Education* 175(June), 104323 (2021).

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

