

**CHAPTER 8**  
**FACTORS OF CONSUMING HALAL PRODUCTS:**  
**CASE STUDY ON ISLAMIC BANKING AND**  
**FINANCE STUDENTS OF UNIVERSITY**  
**MALAYSIA KELANTAN**

*Nor Fahira Abdullah, Nor Farahlina Shodikhin, Nor Hidayah Raman  
and Nor Laila Fitrah Abd Wahab and Nurhaiza Nordin*

**INTRODUCTION**

The Arabic Halal word means “permissible”, or it could be “lawful”, while opposite, Haram means prohibited or unlawful, according to Alam and Sayuti (2011). Based on the literature, the ‘Halal’ concept has been spreading in different sectors such as tourism, food, entertainment, etc. In this era, Halal products are not only confined to the Muslim community, but it becomes a big concern of non-Muslim communities who are particularly on the issue of hygiene and healthy such as in food and beverage production. Halal products also do not emphasize only in terms of hygiene in food preparation but also in terms of slaughtering procedures and food processing. Consumers will look for the halal logo, which is certified by the religious authority in Malaysia. The halal industry refers to products and services that comply with Islamic dietary laws and regulations. In Malaysia and the global market, the halal industry encompasses a wide range of sectors, including food and beverages, pharmaceuticals, cosmetics, finance, tourism, and logistics. Halal products and services are sought after by Muslim consumers who adhere to Islamic principles, but they also attract non-Muslim consumers looking for quality assurance and ethical standards (Mohamed et al., 2020).