

APPENDIX A
QUESTIONNAIRE

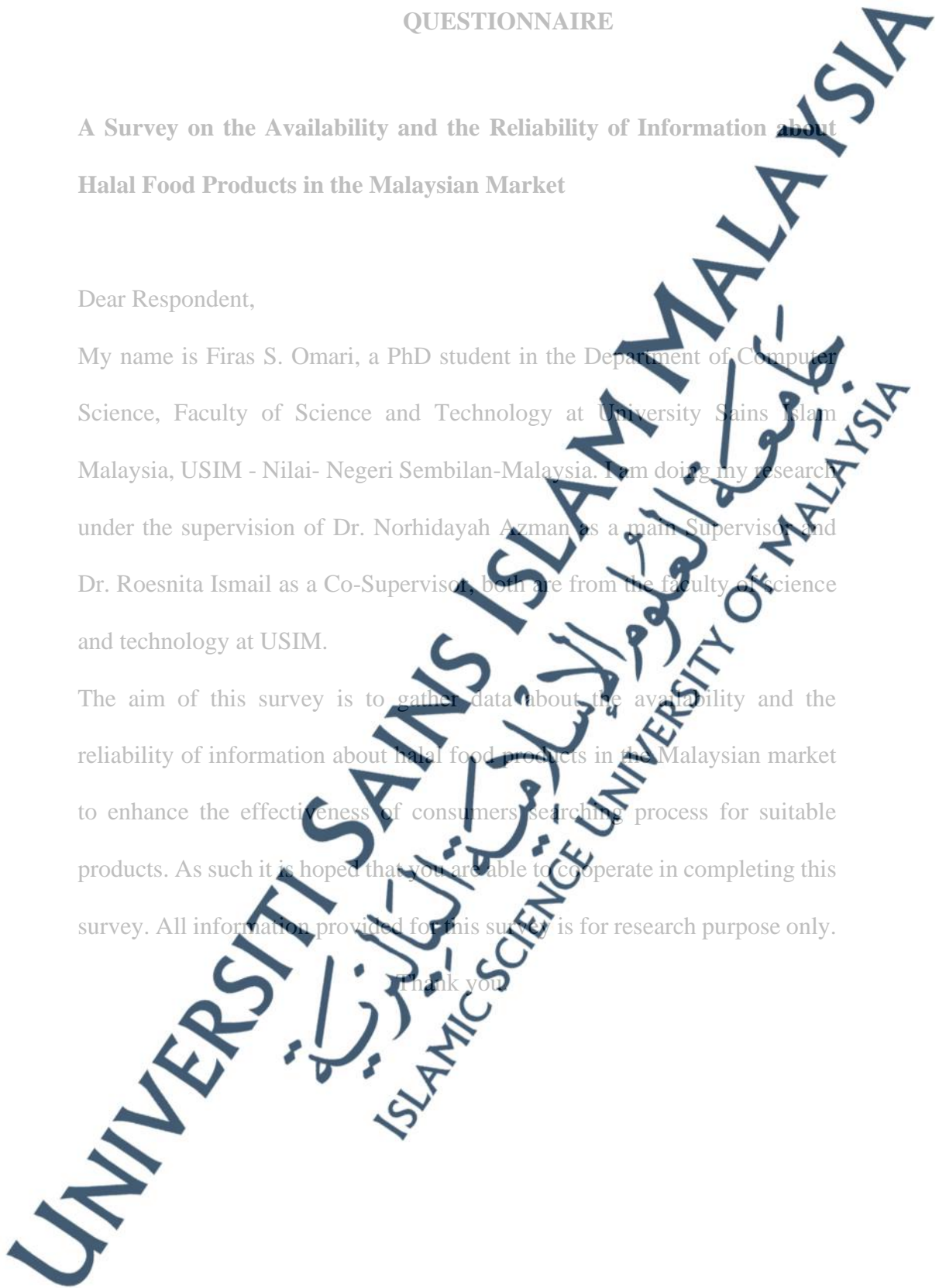
**A Survey on the Availability and the Reliability of Information about
Halal Food Products in the Malaysian Market**

Dear Respondent,

My name is Firas S. Omari, a PhD student in the Department of Computer Science, Faculty of Science and Technology at University Sains Islam Malaysia, USIM - Nilai- Negeri Sembilan-Malaysia. I am doing my research under the supervision of Dr. Norhidayah Azman as a main Supervisor and Dr. Roesnita Ismail as a Co-Supervisor, both are from the faculty of science and technology at USIM.

The aim of this survey is to gather data about the availability and the reliability of information about halal food products in the Malaysian market to enhance the effectiveness of consumers' searching process for suitable products. As such it is hoped that you are able to cooperate in completing this survey. All information provided for this survey is for research purpose only.

Thank you



Dear respondent: Please answer ALL questions.

Section A: Demographic Information

Please circle the correct answer for the following:

A1. Gender

- a. Male b. Female

A2. Age

- a. (21-25) yrs. b. (26-30) yrs. c. (31-35) yrs. d. (36) yrs. and above

A3. Education

- a. No formal level b. School-level c. Pre-university-level
d. University-level e. Higher level

A4. Occupation

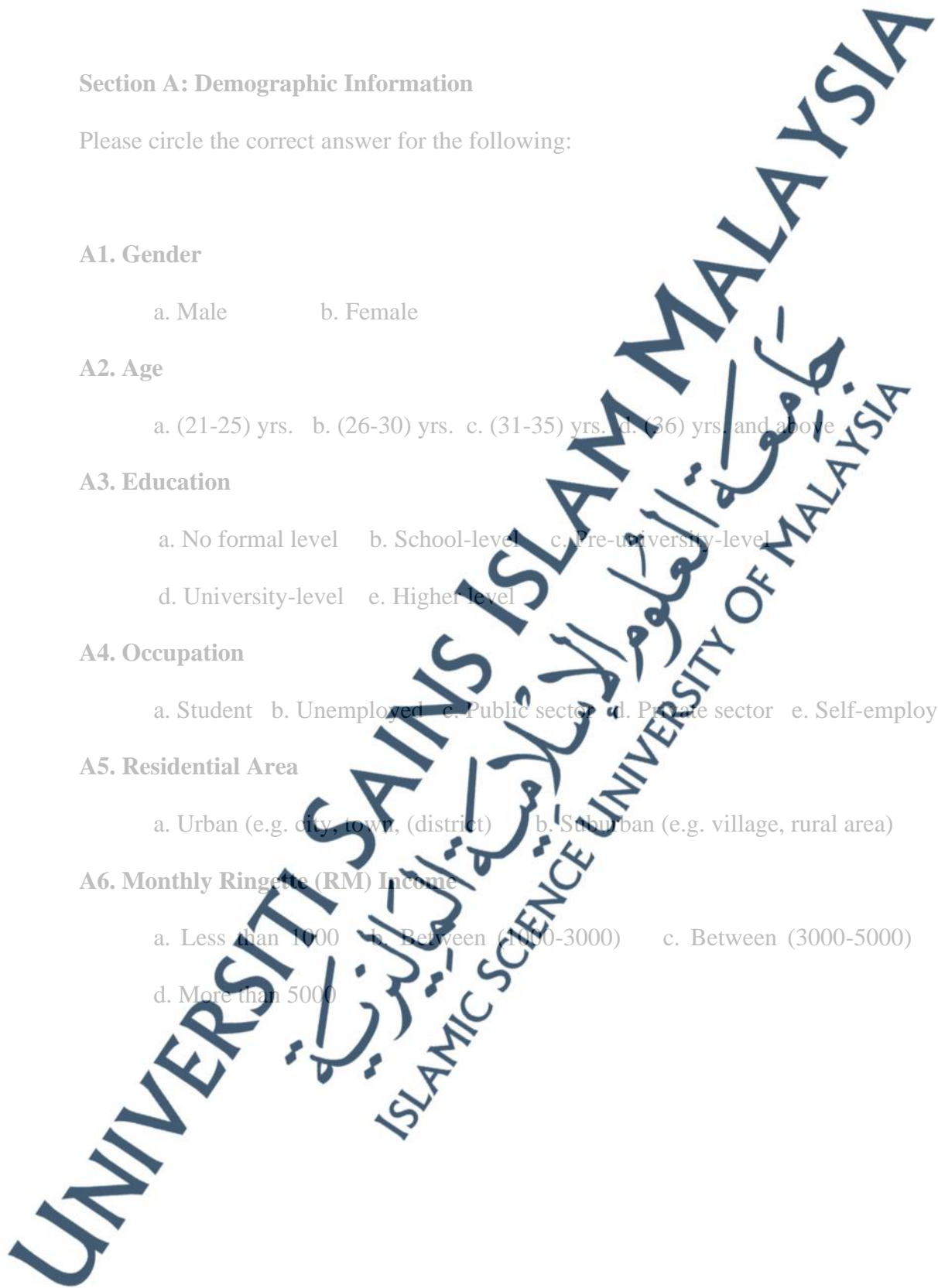
- a. Student b. Unemployed c. Public sector d. Private sector e. Self-employed

A5. Residential Area

- a. Urban (e.g. city, town, (district)) b. Suburban (e.g. village, rural area)

A6. Monthly Ringette (RM) Income

- a. Less than 1000 b. Between (1000-3000) c. Between (3000-5000)
d. More than 5000



Section B: Importance of Halal Food

Please circle the appropriate number that best describes your agreement level with the following statements on a Likert scale (1-5) as follows:

No.	Statement	1. Strongly Disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly Agree
B1	Eating halal food is important for me	1	2	3	4	5
B2	I eat non-halal food	1	2	3	4	5
B3	I prefer to eat halal food over non-halal food	1	2	3	4	5
B4	Halal food and non-halal food are the same	1	2	3	4	5
B5	Halal food is clean	1	2	3	4	5
B6	Halal food is cleaner than non-halal food	1	2	3	4	5
B7	Halal food tastes good	1	2	3	4	5
B8	Halal food tastes better than non-halal food	1	2	3	4	5
B9	Halal food is healthy	1	2	3	4	5
B10	Halal food is healthier than non-halal food	1	2	3	4	5
B11	I eat halal food because I am used to it	1	2	3	4	5
B12	I eat halal food because it is part of my identity as a Muslim	1	2	3	4	5
B13	I will not eat if the food is doubted as not halal	1	2	3	4	5
B14	I will eat only at halal food places	1	2	3	4	5
B15	I will eat only halal food	1	2	3	4	5
B16	I will make sure that the food is halal before I purchase it	1	2	3	4	5

B17	I will make sure that the food is halal before I consume it	1	2	3	4	5
B18	I do not look at the ingredients when I purchase food products	1	2	3	4	5

Section C: Availability and Reliability of Information on Halal Food Products

Please circle the appropriate number that best describes your agreement level with the following statements on a Likert scale (1-5) as follows:

No.	Statement	1. Strongly Disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly Agree
C1	There is enough information about halal food products in the market	1	2	3	4	5
C2	I hear about halal food products from official sources such as TV, radio, newspaper, or the Malaysian Islamic development department publications- JAKIM	1	2	3	4	5
C3	Information available from official sources about halal food product is accurate	1	2	3	4	5
C4	I trust the information provided by the official sources about halal food products	1	2	3	4	5
C5	I search for halal food products using social	1	2	3	4	5

	media, or ask family members and friends					
C6	I prefer to search about halal food products using social media or by asking a family member or a friend rather than checking official sources	1	2	3	4	5
C7	Information available from official sources about halal food products are more accurate than that from non-official sources such as social media or family and friends	1	2	3	4	5
C8	It is easier to find information about halal food products using non-official sources such as social media or family and friends	1	2	3	4	5
C9	Using non-official sources such as social media or family and friends for searching halal food products take less time	1		3	4	5

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Section D: Factors Impacting the Choice of Halal Food Products

State how important the following factors are when deciding which halal food product to choose.

Please circle your appropriate number on a Likert scale (1-5) as follows:

No.	Factor	1. Not at all important	2. Not important	3. Neutral	4. Important	5. Very important
D1	Packaging	1	2	3	4	5
D2	Quality	1	2	3	4	5
D3	Price	1	2	3	4	5
D4	Country of origin	1	2	3	4	5
D5	Ingredients listed	1	2	3	4	5
D6	Halal logo	1	2	3	4	5
D7	Operated by Muslims	1	2	3	4	5

Please circle the appropriate number that best describes you of the following statements when searching for halal food products on a Likert scale (1-5) as follows:

No.	Statement	1. Never	2. Rarely	3. Occasionally	4. Often	5. Always
D8	When I search for information, I prefer to use easily accessible documents.	1	2	3	4	5
D9	When I search for information, I prefer to use quality scientific documents with well-known authors and journals.	1	2	3	4	5

Section E: Halal Food Products Information Sources

Please circle the appropriate number that best describes your frequency in using the following information sources on a Likert scale (1-5)

No.	Information Source	1. Never	2. Rarely	3. Occasionally	4. Often	5. Always
E1	Internet Websites	1	2	3	4	5
E2	Mass media (T.V., radio, newspapers)	1	2	3	4	5
E3	Social media (Facebook, Twitter, WhatsApp)	1	2	3	4	5
E4	family members and friends	1	2	3	4	5
E5	JAKIM	1	2	3	4	5

Please circle the appropriate number that best describes your importance of the following factors on your choice of information sources of halal food product on a Likert scale (1-5) as follows:

No.	Factor	1. Not at all important	2. Not important	3. Neutral	4. Important	5. Very important
E6	Convenience	1	2	3	4	5
E7	Ease of use	1	2	3	4	5
E8	Speed of information retrieval	1	2	3	4	5
E9	User friendliness	1	2	3	4	5
E10	Provision of full text content	1	2	3	4	5
E11	Availability	1	2	3	4	5
E12	Quality of data	1	2	3	4	5
E13	Cost	1	2	3	4	5

Please circle the appropriate number that best describes your importance of the following features on your way in searching for halal food product on a Likert scale (1-5) as follows:

No.	Factor	1. Not at all important	2. Not important	3. Neutral	4. Important	5. Very important
E14	Halal food product traceability	1	2	3	4	5
E15	Certified halal logo	1	2	3	4	5
E16	Validity of halal logo	1	2	3	4	5
E17	Halal assurance system	1	2	3	4	5
E18	Collaboration amongst the world's halal certification authorities	1	2	3	4	5
E19	Halal zeros' concept which means that no haram material used in the production assurance system	1	2	3	4	5

End of the Survey

Thank you for your cooperation

APPENDIX B
EXPERT'S VALIDATION

List of Experts:

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APPENDIX C

LIST OF PUBLICATIONS

1. Firas S. Omari, Norhidayah Azman, Roesnita Ismail. (2019a). "Factors Influencing Information Seeking Behaviour for Halal Food Products Among Malaysian Muslim Consumers: A Conceptual Framework". *IJbSHT 2019*, Volume 4, Special Issue, eISSN: 2601-0003. Pages: 82-85.
2. Firas Saleh Omari, Norhidayah Azman, Roesnita Ismail. (2019b). "Relationships between Human Attributes and Sources of Information for Seeking Halal Food Information: A Pilot Study in Kuala Lumpur, Malaysia". *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*. ISSN: 2278-3075, Volume-8, Issue-7C2, May 2019; Pages 152- 157.
3. Firas S. Omari, Norhidayah Azman, Roesnita Ismail. (2018). "Factors Influencing Information Seeking Behaviour for Halal Food Products Among Malaysian Muslim Consumers: A Conceptual Framework". *Postgraduate Colloquium 2018 (KoSIST2018)*.
4. Firas S. Omari, Norhidayah Azman, Roesnita Ismail. (2019). "Relationships between Human Attributes and Sources of Information for Seeking Halal Food Information: A Pilot Study in Kuala Lumpur, Malaysia". *International Conference on Engineering & Technology (ICET - 19)*.