ACCEPTANCE OF NANOTECHNOLOGY AMONG HALAL FOOD MANUFACTURER

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ACCEPTANCE OF NANOTECHNOLOGY AMONG HALAL FOOD MANUFACTURER

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ABSTRACT

In today's competitive market technology, it is essential to keep leadership in the food and food processing industry. Consumers demand fresh authentic, convenient and flavourful food products. The future belongs to new products and new processes, with the goal of enhancing the performance of the product, prolonging the product shelf life and freshness, and improving the safety and quality of food. Nanotechnology is an enabling technology that has the potential to revolutionise the food industry. The objective of this research is to identify the identify the factors that contribute to the readiness of the halal food company to participate in nanotechnology. Base on the theoretical framework, the independents variable are benefits, complexity, compatibility and environment and the dependent variable is the Nanotechnology in Halal Food Readiness. The data was gather from the questionnaire session and also from journals, books, newspaper, articles and also through internet. The data collected were analyzed using SPSS. As a result, the independence variable Complexity and Environment influences the Nanotechnology in Halal Food Readiness and the benefit and compatibility are not supported the nanotechnology in halal food readiness. For the conclusion, the halal food company should gain more knowledge about new technologies called nanotechnologies for the better result on producing the halal food.

ABSTRAK

Dalam teknologi pasaran yang kompetitif hari ini, ia adalah penting untuk mengekalkan kepimpinan dalam industri pemprosesan makanan dan makanan. Pengguna menuntut produk makanan segar yang sahih, mudah dan berperisa. Masa depan kepunyaan produk baru dan proses baru, dengan matlamat meningkatkan prestasi produk, memanjangkan hayat produk dan kesegaran dan meningkatkan keselamatan dan kualiti makanan. Nanoteknologi merupakan teknologi yang membolehkan yang mempunyai potensi untuk merevolusikan industri makanan. Objektif kajian ini adalah untuk mengenalpasti mengenalpasti faktor-faktor yang menyumbang kepada kesediaan syarikat makanan halal untuk mengambil bahagian dalam nanoteknologi. Berdasarkan rangka kerja teori, pembolehubah bebas adalah faedah, kerumitan, keserasian dan alam sekitar dan pembolehubah bersandar ialah kesediaan Nanoteknologi dalam penyediaan Makanan Halal. Data yang telah berkumpul dari sesi soal selidik dan juga daripada jurnal, buku, akhbar, artikel dan juga melalui internet. Data yang dikumpul dianalisis dengan menggunakan SPSS. Hasilnya, pembolehubah Kerumitan dan Alam Sekitar mempengaruhi kesediaan Nanoteknologi dalam penyediaan Makanan Halal dan manfaat dan keserasian tidak menyokong kesediaan Nanoteknologi dalam penyediaan Makanan Halal. Kesimpulan, syarikat makanan halal perlu mendapatkan pengetahuan yang lebih lanjut mengenai teknologi baru yang dipanggil Nanoteknologi untuk melibatkan diri dalam menghasilkan makanan halal menggunakan Nanoteknologi.

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1.0 Chapter Introduction

This chapter introduces the topic of the research. Among others, it discusses the background of the study and the purpose of carrying out the research. Besides that, the chapter also clarifies its limitation.

1.1 Background of the study.

In today's competitive market technology, it is essential to keep leadership in the food and food processing industry. Consumers demand fresh authentic, convenient and flavourful food products. The future belongs to new products and new processes, with the goal of enhancing the performance of the product, prolonging the product shelf life and freshness, and improving the safety and quality of food. "Is it halal?" This question is being asked by a steadily growing group of conscious Muslim consumers, and they require a clear answer. Recognised as a modem Muslim nation, Malaysia is well positioned to be an international halal food hub in the branding, processing and marketing of halal foods to Muslim populations. This growing global market is estimated at RM 560 billion (USD 150 billion) per year. The Department of Islamic Development Malaysia (JAKIM) certifies all "halal" food products (Malaysian Industrial Development Authority, 2005). This scenario shows that Malaysia has a potential to market the halal product worldwide. Nowadays, many of Food Company have a halal certification, in order for people to make sure that their food are halal and safe to eat without any doubt. Much effort has been done by

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