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Duasa, J.^a, Zainan Nazri, N.J.^b, Fatah Yasin, R.F.^b

Recombinant collagen-like protein: ethical policy and consumers' likelihood to consume
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^a Department of Economics, Faculty of Economics and Management Sciences, International Islamic University Malaysia, Kuala Lumpur, Malaysia

^b Department of Quran and Sunnah Studies, Faculty of Islamic Revealed Knowledge and Human Sciences, International Islamic University Malaysia, Kuala Lumpur, Malaysia

Abstract

Purpose: This study aims to investigate the tendency that Malaysian consumers will choose the recombinant collagen-like protein (RCLP) from bacteria as an alternative source of collagen in their consumption and the determinants of the consumer acceptance. **Design/methodology/approach:** Quantitative approach is adopted in the study. Descriptive analysis and logistic regression are used to analyze primary data collected from a survey. **Findings:** The likelihood of consumers choosing RCLP as an alternative source of collagen is higher among elderly and females. The choice is significantly influenced by the idea that the collagen should support maqasid al-syariah, approved by national Islamic body, should clear on the ingredients used and could boost local economic activities in the future. **Research limitations/implications:** An ethical halal policy should be outlined as the guiding principles to the potential producers of RCLP. **Originality/value:** An alternative source of collagen using bacteria as proposed is not yet being introduced in Malaysian industry, and the analysis on probability that consumers will accept this new sourced collagen product is using primary data from survey. © 2023, Emerald Publishing Limited.

Author Keywords

Consumers; Ethical policy; Logit regression; Recombinant collagen-like protein

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Correspondence Address

Duasa J.; Department of Economics, Malaysia; email: jarita@iium.edu.my

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