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An alternative source of collagen for Muslim consumers: halal and environmental concerns

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Abstract

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Abstract

Purpose: The sources of collagens and gelatins are recently being questioned because it sourced from porcine or non-halal slaughtered animals. There are also concerns regarding the transfer of diseases from animal sources of collagen to human users. This study aims to propose an alternative source of collagen using recombinant collagen-like protein (halal-based) and to analyze factors contribute to the probability of using this alternative source of collagen among consumers in Malaysia. Design/methodology/approach: Survey data collected are tested empirically using statistical tools and logistic regression. Findings: This study finds two important inferences. First, the probability consumers opt for the alternative source of collagen is significantly determined by age of consumers and the level of their incomes. The likelihood of the consumers to opt for this alternative source of collagen is higher among elderly and lower income consumers. Second, the probability of using this alternative source of collagen with the purpose to protect the marine life is higher among young and lower income consumers. Thus, marketing variations of a product using this alternative source of collagen that is targeted to high age bracket and low income group of consumers often sees as a good strategy as compared with a more generalized marketing strategy. The younger consumers are also among potential consumers whose concern is more on health without endangering marine species or biodiversity. Research limitations/implications: The scope of areas in this study is limited to Klang Valley (Selangor and Kuala Lumpur, Malaysia). The respondents are those staying and working in these areas regardless of citizenship and ethnicity. Originality/value: This study is proposing a new and promising way for mass production of collagen using recombinant collagen-like protein. Collagen-like protein was found in bacteria, and it may represent an alternative biosynthetic collagen material which is expected to be an alternative of the existing sources which are non-halal and endanger biodiversity and ecosystem. © 2021, Emerald Publishing Limited.

Author keywords

Collagen ; Consumers ; Logistic regression; Malaysia

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