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Journal of Islamic Marketing

Volume 13, Issue 11, 30 November 2022, Pages 2232-2253

[Journal of Islamic Marketing](#) • [Open Access](#) • Volume 13, Issue 11, Pages 2232 - 2253 • 30 November 2022
Document typeArticle • [Green Open Access](#)**Source type**

Journal

ISSN

17590833

DOI

10.1108/JIMA-09-2020-0268

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

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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

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