

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

**AWARENESS ON THE LEGISLATED *BRUNEI HALAL LOGO* AMONG  
CONSUMERS IN BRUNEI DARUSSALAM**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF  
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**HALALAN THAYYIBAN RESEARCH CENTRE  
UNIVERSITI ISLAM SULTAN SHARIF ALI  
BRUNEI DARUSSALAM**

**Zulkaedah 1441 / July 2020**

# **SUPERVISION**

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## DECLARATION

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In the name of Allah, the Most Gracious and Merciful. Blessings and salutations upon the beloved Messenger Prophet Muhammad ﷺ (peace be upon him) and his families and his loyal companions.

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## ABSTRACT

### AWARENESS ON THE LEGISLATED *BRUNEI HALAL LOGO* AMONG CONSUMERS IN BRUNEI DARUSSALAM

A halal organization plays an important role towards developing and issuing authentic halal certification or logo mainly for the universal benefits of consumers and food manufacturers in the living society of the modern world. However, there were still among Bruneian-Muslim consumers whom having ongoing concern upon the issues of Halal status food products whether to be consumed or not. This was due to “Halal Logo” being considered as a significant element as it could highly influence the consumers whereby unknown halal logos would raise doubts and affect their decisions for not purchasing them. Moreover, the presence of fake halal logos were also hard to be detected by naked eyes. Also, the approval rate percentage for halal certification and label permits obtained by local businesses were still low due to lack awareness among people. Thus, the primary objectives of this research were to examine the level of awareness and acceptance among consumers towards *Brunei Halal logo* which had been legislated under Halal Certificate and Halal Label (Amendment) Order 2017 (Order under Article 83(3)) from Constitution of Brunei Darussalam through Religious Islamic Council of Brunei Darussalam or ‘MUIB’ (*Majlis Ugama Islam Brunei*). A survey of pre-determined questionnaire with the total of 105 samples were collected for this study. Measuring level based on ‘*likert scales*’ ranging from 1 till 5 were also equipped in the questionnaire for the usage of interpretation or data analysis by the researcher. Results have shown that the level of awareness was high and the level of acceptance was on average among consumers towards legislated Brunei Halal logo. Nonetheless, more efforts were still needed in closing the understanding gap difference between Brunei Halal logo from MUIB and “Brunei Halal logo” from Ghanim International Sdn Bhd among consumers of this country.

Keywords: *Halal, Awareness, MUIB, Brunei Halal logo, consumers, Brunei Darussalam*

## ABSTRAK

### KESEDARAN TERHADAP *LOGO HALAL BRUNEI* YANG DIPERUNDANGKAN DI KALANGAN PENGGUNA DI BRUNEI DARUSSALAM

Organisasi halal memainkan peranan penting dalam pembikinan dan pengeluaran persijilan atau logo halal yang sah terutamanya bagi manfaat para pengguna dan juga pengilang makanan di kehidupan masyarakat dunia moden. Walau bagaimanapun, masih terdapat dikalangan pengguna Brunei-Muslim yang mempunyai kebimbangan berterusan terhadap isu-isu status produk makanan halal samaada boleh dimakan atau tidak. Ini disebabkan oleh "logo halal" dianggap sebagai unsur penting kerana ianya boleh mempengaruhi tinggi terhadap pengguna di mana logo halal yang tidak diketahui akan menimbulkan keraguan dan membuatkan mereka berkeputusan untuk supaya tidak membelinya. Lebih-lebih lagi, kehadiran logo halal palsu pula lebih sukar untuk dikesan dengan mata kasar. Tambahan lagi, peratusan kadar kelulusan untuk pensijilan halal dan permit halal yang diperolehi bagi perniagaan tempatan masih di tahap rendah kerana kurangnya kesedaran dikalangan awam. Oleh itu, objektif utama kajian ini adalah untuk mengkaji tahap kesedaran dan penerimaan dikalangan pengguna terhadap logo Halal Brunei yang telah diperundangkan di bawah Perintah Sijil Halal dan Label Halal (Pindaan) 2017 (Akta Perkara 83 (3)) dari Perlembagaan Negara Brunei Darussalam 1959 menerusi kelulusan Majlis Agama Islam Negara Brunei Darussalam atau 'MUIB'. Satu tinjauan soal selidik telah dibuat dengan jumlah sebanyak 105 sampel telah dapat dikumpulkan untuk kajian ini. Tahap mengukur berdasarkan 'skala likert' dari 1 hingga 5 juga dilengkapi dalam borang soal kaji selidik bagi penggunaan tafsiran atau penganalisaan data oleh pengkaji. Keputusan telah menunjukkan bahawa tahap kesedaran adalah tinggi dan tahap penerimaan pula adalah sederhana di kalangan pengguna terhadap logo Halal Brunei yang diperundangkan. Walau bagaimanapun, lebih banyak usaha lagi diperlukan bagi mengurangkan jurang perbezaan kefahaman antara logo Brunei Halal dari MUIB dan logo "Brunei Halal" dari Ghanim International Sdn Bhd di kalangan pengguna negara ini.

Keywords: *Halal, kesedaran, MUIB, Logo Halal Brunei, pengguna, Brunei Darussalam*



## البحث ملخص

### توعية بشعار بروناي حلال للمستهلكين في بروناي دار السلام

تلعب منظمة الحلال دوراً مهماً نحو تطوير وإصدار شهادة حلال أصيلة أو شعار بشكل رئيسي للفوائد العالمية للمستهلكين ومصنعي الأغذية في مجتمع العالم الحديث. ومع ذلك، لا يزال هناك المستهلكون المسلمون لديهم قلق مستمر بشأن قضايا المنتجات الغذائية الوضعية الحلال سواء كانت تستهلك أم لا. ويرجع ذلك إلى اعتبار "شعار الحلال" عنصراً مهماً لأنه يمكن أن يؤثر بشكل كبير على المستهلكين حيث من شأن شعارات الحلال غير المعروفة أن تثير الشكوك وتؤثر على قراراتهم بعدم شرائها. علاوة على ذلك، كان من الصعب أيضاً الكشف عن وجود شعارات حلال مزيفة بالعين المجردة. كما أن النسبة المتوية للموافقة على شهادات الحلال وتصاريح المصنقات التي حصلت عليها الشركات المحلية لا تزال منخفضة بسبب نقص الوعي بين الناس. وهكذا، كانت الأهداف الرئيسية لهذا البحث هو فحص مستوى الوعي والقبول لدى المستهلكين تجاه شعار بروناي الحلال الذي تم سنه بموجب شهادة الحلال وأمر تسمية الحلال (تعديل) ٢٠١٧ (الأمر بموجب المادة ٨٣ (٤)) من دستور بروناي دار السلام من خلال المجلس الإسلامي الديني في بروناي دار السلام أو "م أ إ ب" (مجلس أوجاما إسلام بروناي). جمعت دراسة استقصائية محددة سلفاً بمجموع ١٠٥ عينات لهذه الدراسة. كما تم تجهيز مستوى القياس بناءً على "جداول ليكرت" التي تتراوح من ١ إلى ٥ لتفسير البيانات أو تحليلها. ومع ذلك، لا تزال هناك حاجة لبذل المزيد من الجهود لإغلاق الفرق بين فهم شعار بروناي الحلال من "م أ إ ب" و "شعار بروناي حلال" من شركة غانم الدولية بين المستهلكين لهذه الدولة.

الكلمات الدليلية: الحلال، الوعي، شعار بروناي حلال، مويب، المستهلك، بروناي دار السلام.

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## Arabic Word Transliteration System

### Transliteration Table:

Arabic / العربية وف ر الح	Roman / بالحروف الكتابة الرومانية	Example / الأمثلة	Transliteration / الحرف الكتابة
ء	'	فقهاء	fuqahā'
ب	b	البخاري	al-Bukhārī
ت	t	الترمذي	al-Tirmidhī
ث	th	الحارث	al-Hārith
ج	j	الجرجاني	al-Jurjānī
ح	H	حلال	Hālāl
خ	kh	خلدون	Khaldūn
د	d	الدارقطني	al-Dāruqṭnī
ذ	dh	الذهبي	al-Dhahabī
ر	r	الرافعي	al-Rāfi'ī
ز	z	الزبير	al-Zubayr
س	s	السرخسي	al-Sarakhsī
ش	sh	الشافعي	al-Shāfi'ī
ص	Ṣ	الصابوني	al-Ṣābūnī
ض	Ḍ	ضابط	Ḍabiṭ
ط	Ṭ	الطبري	al-Ṭabarī
ظ	Ẓ	ظاهر	Zāhir
ع	‘	العبادي	al-‘Abbādī
غ	gh	الغزالي	al-Ghazālī
ف	f	الفارسي	al-Fārisī

ق	q	القاسم	al-Qāsim
ك	k	الكرخي	al-Karkhī
ل	l	لقمان	Luqmān
م	m	مالك	Mālik
ن	n	ناصر	Nāṣir
ه / ة	h	هارون / أسامة	Hārūn / Usāmah
و	w	الوليد	al-Walīd
ي	y	يحيى	Yahyā

**Short Vowel:**

Arabic	Roman	Example	Transliteration
َ	a	دَ	dā
ِ	i	دِ	dī
ُ	u	دُ	dū

**Long Vowel:**

Arabic	Latin	Example	Transliteration
ا / آ	ā	باب / كبرى	bāb / kubrā
ي	ī	وكيل	wakīl
و	ū	علوم	'ulūm

### Diphthong:

Arabic	Latin	Example	Transliteration
اَـ	aw	قَوْل	qawl
اِـ	ay	لَيْل	layl
يِّ	iyy	شَافِعِيَّة	Shāfi‘iyyah
وَّ	uww	قُوَّة	quwwah

### Exemptions:

- a. Arabic letter (ء) found at the beginning of a word is transliterated to the letter (a) and not to (‘). Example: أكبر transliterated to: akbar (not ‘kbar).
- b. Arabic letter (ة) found in a word without (ال) which is coupled with another word that contains (ال) at the beginning of it is transliterated to the letter (t) and not (h). Example: مكتبة الإمام transliterated to: Maktabat al-Imām (not Maktabah al-Imām).
- c. If the Arabic letter (ة) found in a word with (ال) in a single word or in the last word in a sentence, it is transliterated to the letter (h) and not (t). Example:
  - المكتبة الأهلية transliterated to: al-Maktabah al-Ahliyyah (not al-Maktabat al-Ahliyyah)
  - قلعة transliterated to: qal‘ah (not qal‘at)
  - دار وهبة transliterated to: DārWahbah (not DārWahbat)
- d. Arabic word which refers to a country or a place is exempted from transliteration. Example: ( بروناي ) transliterated to Brunei (not Barūnay)

## Definitions of Key terms

### Halal

Halal is derived from Arabic word which means permissible or allowed.<sup>1</sup>

### Haram

The opposite of Halal which is unlawful or prohibited.<sup>2</sup>

### Mashbooh

The grey area between Halal and Haram state is called mashbooh which means dubious. It must be avoided as to not fall into the state of Haram.<sup>3</sup>

### Halal logo

An official label or labelling stamped on a product which has been certified by the Islamic Religious Council of the state or region; which has met the requirements of the Halal Certificate and Halal Label (Amendment) Order 2017.<sup>4</sup> For an example, *Brunei Halal Logo*

### Halal certification

An approved certificate issued by Islamic Religious Council of the state or region upon a business owner which has met the requirements of Halal Certificate and Halal Label (Amendment) Order 2017.<sup>5</sup>

### MUIB

An acronym for Majlis Ugama Islam Brunei. It is an Islamic Religious Council of Brunei Darussalam under Ministry of Religious Affairs of Brunei Darussalam.<sup>6</sup>

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<sup>1</sup> Pusat Da'wah Islamiah (2006): *Makanan Halal Sumber Pembentukan Syakhshiah Mulia* Kementerian Hal Ehwal Ugama Brunei Darussalam p.2.

<sup>2</sup> *ibid*

<sup>3</sup> Hadith Sahih *Bukhari no.2051 and Muslim no. 1599*

<sup>4</sup> Kementerian Hal Ehwal Ugama (2019) : *Halal Certificate and Halal Label Order 2005* p.6. Retrieved from <http://www.kheu.gov.bn/SitePages/Warta%20Kerajaan.aspx> [10<sup>th</sup> September 2019]

<sup>5</sup> *Ibid*, p.7.

<sup>6</sup> Kementerian Hal Ehwal Ugama *Homepage theme* (2019). Retrieved at <http://www.kheu.gov.bn/Theme/Home.aspx> [7<sup>th</sup> October 2019]

## BKMH

An acronym for Bahagian Kawalan Makanan Halal or Halal Food Control Division under Ministry of Religious Affairs of Brunei Darussalam.<sup>7</sup>

## ASEAN

Association of South East Asian Nation countries.<sup>8</sup>

## Consumers

Someone who buys goods or services for personal use.<sup>9</sup>

## Awareness

The quality or state of being aware pertaining to knowledge and understanding that something is happening or exists.<sup>10</sup> For an example, a person who is holding a rope, he understands that rope is actually a rope.

## Perception

A belief or opinion, often held by many people and based on how things seem.<sup>11</sup> For an example, a person whose holding a rope but he misunderstands it as a snake according to his own belief or opinion.

## Acceptance

Agreeing with or taking on a belief or beliefs<sup>12</sup> or when people agree that an idea, statement, explanation etc is right or true.<sup>13</sup>

## Halal product

Any food and non-food product which is permissible and lawful based on Islamic law.<sup>14</sup>

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<sup>7</sup> *Ibid*

<sup>8</sup> Amadeo (2019): *ASEAN Its Members, Purpose and History*. Retrieved 7<sup>th</sup> October 2019: <https://www.thebalance.com/what-is-asean-3305810> [7<sup>th</sup> October 2019]

<sup>9</sup> Cambridge Dictionary (2019) : *Consumers* Retrieved from <https://dictionary.cambridge.org/dictionary/english/consumer> [7<sup>th</sup> June 2019]

<sup>10</sup> *Meriam Webster Since 1828* (2019) Retrieved <https://www.merriam-webster.com/dictionary/awareness> [7<sup>th</sup> October 2019]

<sup>11</sup> Cambridge Dictionary (2019). Retrieved from <https://dictionary.cambridge.org/dictionary/english/perception> [7<sup>th</sup> October 2019]

<sup>12</sup> *Your Dictionary* (2019). Retrieved from <https://www.yourdictionary.com/acceptance> [7<sup>th</sup> October 2019]

<sup>13</sup> *Longman Dictionary* (2019). Retrieved from <https://www.ldoceonline.com/dictionary/acceptance> [7<sup>th</sup> October 2019]

<sup>14</sup> Chowdhury (13<sup>th</sup> September 2017): *Halal Product Concept and Application in Marketing*. Bangladesh University of Business & Technology, Dhaka Bangladesh p.3.



Muslim

A follower of the religion of Islam.<sup>15</sup>

Non-muslim

A person who does not follow the religion of Islam.<sup>16</sup>

PBD 24:2007

It refers to Piawaian Brunei Darussalam 24:2007 or Brunei Darussalam Standard 2007<sup>17</sup>

Titah

Royal speech or command or words or sayings made by Sultan or Raja Isteri.<sup>18</sup>

Hukum Syarak

Refers to the Laws of Islam in the Mazhab Syafie or in any other mazhabs which are approved by His Majesty the Sultan and Yang Di-Pertuan to be in force in Brunei Darussalam.<sup>19</sup>

Ahlu Sunnah Wal Jamaah

A Sunni Islamic sect of Islam or adhere to the *Sunnah* and in all circumstances avoiding or disregarding the invented matters and innovations in the religion.<sup>20</sup>

JAKIM

Jabatan Kemajuan Islam Malaysia – Department of Development Islam Malaysia<sup>21</sup>

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<sup>15</sup> Oxford Dictionaries (2019): *Definition Muslim Lexico Powered by Oxford*: Retrieved from <https://www.lexico.com/en/definition/muslim> [7<sup>th</sup> October 2019]

<sup>16</sup> Collins Dictionary (2019): *Definition of Non-muslim*. Retrieved from <https://www.collinsdictionary.com/dictionary/english/non-muslim> [7<sup>th</sup> October 2019]

<sup>17</sup> *Minister of Manpower, Energy and Industry* Retrieved from <http://www.memi.gov.bn/Shared%20Documents/Piawaian%20Brunei%20Darussalam%20%28PBD%29/PBD%2024%20-%202007%20Halal%20Food.pdf> [7<sup>th</sup> October 2019]

<sup>18</sup> Adat Istiadat Diraja Brunei (2019) : *Bahasa Dalam* Retrieved from <http://www.adat-istiadat.gov.bn/SiteCollectionDocuments/Publishing/BAHASA%20DALAM.pdf> [7<sup>th</sup> October 2019]

<sup>19</sup> Kementerian Hal Ehwal Ugama *Homepage theme* 2019. Retrieved at <http://www.kheu.gov.bn/Theme/Home.aspx> [7<sup>th</sup> October 2019]

<sup>20</sup> As-salafee (2018): *Sunnahonline.com Meaning of Ahlu Sunnah Wal Jamaah*. Retrieved from <https://sunnahonline.com/library/beliefs-and-methodology/71-meaning-of-ahl-us-sunnah-wal-jamaat-the> [25<sup>th</sup> October 2019]

<sup>21</sup> Department of Development Islam Malaysia - Jabatan Kemajuan Islam Malaysia: *Portal Rasmi (2019)* Retrieved from <http://www.islam.gov.my/> [7<sup>th</sup> October 2019]

## ABBREVIATIONS

ASEAN	Association of Southeast Asian Nations
BKMH	Bahagian Kawalan Makanan Halal
Chap.	Chapter
Ed.	Editor
ed.	Edition
<i>et, al</i>	<i>et alia</i>
<i>ibid</i>	<i>ion beam induced deposition</i>
IBM	International Business Machines
JAKIM	Jabatan Kemajuan Islam Malaysia
KDYMM	Kebawah Duli Yang MahaMulia
KHEU	Kementerian Hal Ehwal Ugama
Memi	Ministry of Energy, Manpower and Industry
MUI	Majlis Ugama Islam Indonesia
MUIB	Majlis Ugama Islam Brunei
MUIS	Majlis Ugama Islam Singapura
MS	manuscript
n.d.	no date / no year
No.	Number
n.pl.	no publisher
<i>Op. cit.</i>	<i>opuscitatumest</i>
p.	page
pp.	pages
Sapphat	Seminar Produk-produk Halalan Thayyiban
Sdn. Bhd	Sendirian Berhad
Sec.	Section
SPSS	Statistical Package for Social Science
Tvs	Televisions
v.	verse
Vol.	Volume
... etc.	<i>et cetera</i>

## LIST OF STATUTES

### **Laws of Brunei**

Halal Certificate and Halal Label (Amendment) Order 2017

Halal Meat Act (Chapter 183)

# CHAPTER ONE:

## INTRODUCTION

Based on *Shari'ah* Law (Islamic law), the word '*Halal*' means permissible or lawful. The opposite of *Halal* is '*Haram*' which means prohibited or unlawful while the grey area that comes in between them can be referred as '*mashbooh*' or dubious.<sup>22</sup>

As a Muslim we must not let ourselves from falling into the state of '*mashbooh*' or else it will be categorized as *Haram*. It must be avoided in order to protect one's integrity, religion and save from blame. These three main concepts are prominently designed for human well-being principally among Muslims that covers every aspect of their daily lives in acquiring the confidence and comfort relatively onto food and non-food consumption matters.

### 1.1 Background of study

The demand for halal market industry had risen over the decades not particularly among Muslims but also towards non-Muslim consumers. According to the world report statistic<sup>23</sup>, halal foods had a global market value of approximately 1.4 trillion U.S. dollars in 2017 and are expected to reach 2.6 trillion U.S. dollars by the year 2023.

The statistic had also shown that the market share of halal industry worldwide whereby Islamic finance had the largest sector share amounted at 43% and followed by the halal food sector which was the second largest market share sector recorded as 36% of the total global halal market, while halal cosmetics held 2% market share.

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<sup>22</sup> Muhammad, Ibn Isma'il al-Bukhari, Kitab al-Iman, Bab Man Istabra' a li Dinihi, *Shahih al-Bukhari* Hadith no.52

<sup>23</sup> Statista (2018) The Statistic Portal Retrieved from <https://www.statista.com/statistics/562857/market-value-of-halal-products-worldwide/> [25<sup>th</sup> October 2018]

### 1.1.1 ASEAN

According to *Islam in Southeast Asia (2018)*<sup>24</sup>, the total number of population for Southeast Asian countries were more than 240 million of Muslims which was equivalent to 42% total Southeast Asian population and around 25% of the total Muslim world population of 1.6 billion. Based on *Oxford Islamic Studies Online 2018*<sup>25</sup>, majority of the Muslims in Southeast Asia belonged to the Sunni sect, and followed the Shafi'e school of Muslim jurisprudence. Countries such as Indonesia, Malaysia and Brunei were having the most Muslim-majority total populations among all other ASEAN countries, while Muslims in Thailand, Philippines, Singapore, Myanmar, Laos, Cambodia and Vietnam were in the minority. The distribution of Muslims total population among ASEAN countries could be illustrated as below:

**Table 1.1. Muslims population among ASEAN countries**

COUNTRY	TOTAL MUSLIM POPULATION
Brunei Darussalam	78.8%
Malaysia	66%
Indonesia	87%
Singapore	16%
Thailand	6%
Philippines	6%
Vietnam	Less than 0.1%
Cambodia	2%
Laos	Less than 0.1%
Myanmar	4%

<sup>24</sup> Ali Hioussa, *et.al* Islam in Southeast Asia (2019). Retrieved from <http://guides.library.cornell.edu/IslamSoutheastAsia> [ 10<sup>th</sup> October 2018]

<sup>25</sup> Yusuf (2018) Oxford Islamic Studies Retrieved from [http://www.oxfordislamicstudies.com/Public/focus/essay1009\\_southeast\\_asia.html](http://www.oxfordislamicstudies.com/Public/focus/essay1009_southeast_asia.html) [ 25<sup>th</sup> October 2018]

### 1.1.2 Brunei Darussalam

The country Brunei Darussalam was considered as one of the most significant countries yet a well-known member of ASEAN (Association of South East Asian Nation) which currently situated in South-East Asian region of the world.

A nation carrying a meaningful name of “Abode of Peace”, this kingdom of unexpected treasures with the capital city of Bandar Seri Begawan now had a total current population of 434,746 as of Saturday, August 18, 2018, based on the latest United Nations estimates.<sup>26</sup> It had represented 0.01% of the total world population 7.63 Billion.<sup>27</sup> With a population density is 82 per Km<sup>2</sup> (213 people per mi<sup>2</sup>) and the total land area was 5,270 Km<sup>2</sup> (2,035 sq. miles) which made up of 79.9 % of the population was urban (346,732 people in 2018)<sup>28</sup>

The official language of Brunei Darussalam was Malay language and apart from it, other languages and local dialects were also being used such as Tutong, Kedayan, Belait, Chinese, and Indigenous languages; Murut, Dusun and Bisaya. The ethnic groups were made up of 65.7% of Malays, 10.3% of Chinese, 24% others.

The Official religion of this country is Islam based on ahlu Sunnah wal jamaah. 78.8% (2018) of the population were Muslims, Christian 8.7%, Buddhist 7.8% while other (includes indigenous beliefs) 4.7% (2011 est.) Brunei Darussalam was divided into four main districts which were Brunei Muara, Belait, Tutong and Temburong. The total population of Brunei Muara district was 293,300. Belait makes around 69,600 and Tutong was 48,300 while Temburong which had the lowest total number of all population districts as in 10,100 people.<sup>29</sup>

### 1.2 Scope of the study

A halal organization had been playing an important role towards developing and issuing authentic Halal certification or Halal logo mainly for the many benefits of their consumers and manufacturers in the living society of the modern world nowadays.

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<sup>26</sup> Worldometers Info (2018) Retrieved from <http://www.worldometers.info> [18<sup>th</sup> August 2018]

<sup>27</sup> World population review (2018) Retrieved from <http://worldpopulationreview.com/> [18<sup>th</sup> August 2018]

<sup>28</sup> *Ibid.*

<sup>29</sup> CIA Government Library (2018) Retrieved from <https://www.cia.gov/library/publications/the-world-factbook/geos/bx.html> [18<sup>th</sup> August 2018]

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