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PREFACE

This Special Issue of MAJCAFE presents selected papers based on oral presentations at The 23rd MACFEA National Seminar 2019, hosted by the Department of Resource Management and Consumer Studies, Faculty of Human Ecology, Universiti Putra Malaysia and jointly organised by the Malaysian Consumer and Family Economics Association (MACFEA). The 23rd MACFEA National Seminar 2019 was held on 17th December 2019 at the Faculty of Human Ecology. The seminar brings the theme “Cost of Living: Issues and Implications” addressing the issues of cost of living among households especially in Malaysia. Cost of living is due to the rise in prices of consumer goods and services. Higher cost of living reflects that so much money is needed for basic expenses such as housing, transportation, food, taxes, and healthcare. There is a major impact on the safety, stability and survivability of consumers and households due to the rapid changes in the demographic, economic, social, political and environmental systems. Some of the many cost of living issues that surfaced throughout the world are poverty, safety and environmental.

The organization of The 23rd MACFEA National Seminar 2019 provided an important platform for researchers and academicians to discuss, exchange ideas and strategize solutions to address these cost of living issues. The seminar accepted papers on twelve relevant themes which are on consumer product or service, consumer protection or advocacy, halal issues and consumers, consumer education, consumer empowerment, quality of life or wellbeing, family or consumer economics, consumer or personal finance, consumption, vulnerable groups, social issues, and business and marketing. A total of 11 papers that discussed relevant and current research outcomes were included in this Special Issue. The papers were on self-protection practices in online shopping, financial problem, protection of false halal logo, consumer legal literacy, moneylending decision process, solid waste segregation at source, organic food consumption, safe pesticide use, purchase behaviour of halal bakery, eating habits and the point of interest in fashion advertisement.

We extend our special thanks to the MACFEA President, Professor Dr. Laily Haji Paim, Dean of the Faculty of Human Ecology, Professor Dr. Ahmad Hariza Hashim and the support of faculty members especially from the Department of Resource Management and Consumer Studies, as well as the team of reviewers who have efficiently completed their tasks. Thanks also to the contributing authors, who diligently follow the publishing guidelines and withstand the editorial process. Finally, we would like to express our special appreciation to Professor Dr. Faridah Hassan, the Chief Editor of MAJCAFE and her dedicated team for their generous guidance and commitment in publishing this Special Issue.

Guest Editors

Husniyah Abd. Rahim (Assoc. Prof. Dr.)

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The main objective of MACFEA is to promote the advancement of professional working in the area of consumer and family economics. MACFEA endeavors to provide a forum for the exchange of ideas and knowledge for those interested in promoting the economic well-being of consumers, families and business community. In addition, MACFEA hopes to disseminate information arising from research in the area of consumer and family economics.

Ordinary membership of MACFEA is open to any Malaysian with a bachelor's degree and having a genuine interest in promoting the well-being of consumers, families and business communities. Associate membership is open to any individuals who enrolled in a program leading to diploma or degree in any field. Membership of any category will entitle a member to receive a free copy of the Malaysian Journal of Consumer and Family Economics (MAJCAFE) as long as he is a paid member.

Application for membership and enquiries for further information should directed to the Honorary Secretary, Malaysian Consumer and Family Economics Association, c/o Faculty of Human Ecology, University Putra Malaysia, 43400 UPM Serdang, Selangor Darul Ehsan or visit MACFEA website at www.macfea.com.my

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