CONSUMER BEHAVIOR AND RELIGIOSITY OF MUSLIM COMMUNITY IN KLANG VALLEY

CONSUMER PERCEPTION ON HALAL AND NON HALAL IN PRODUCTS AND SERVICES

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Consumer Behavior and Religiosity of Muslim Community in Klang Valley :

Consumer Perception on Halal and Non-halal in Products and Services

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ABSTRACT

Consumption of products and services are one of the most important activities in human life. Therefore, being consumers they cannot run away from making decisions in all aspects of consumption process. It was identified that religious factor does playing an important role in the decision making process by the rules and taboos its inspired. This research project is trying to explore the religiosity aspect of Muslim consumers in Klang Valley and its relationship with the consumption of halal and non halal on products and services. The halal and non halal products and services have been further refined to halal restaurant, products brand name, prohibited goods and state owned organization activities. To be specific, this research project will conduct a series of hypotheses testing by using the statistical package against all the hypotheses which were outlined at the earlier stage of this research. No doubt that measuring somebody's religiosity level was almost impossible and subject to respond desirability bias but we can gauge their religiosity indirectly through their perception. Therefore, this research project will focus only on perception of Muslim's consumers towards halal and non halal on products and services. In other words high religiosity level towards religion can be translated into high and low religiosity level of the respondents. The study found that no significant differences in perception between all demographic characteristics towards religion. However, the research revealed that there were significant differences in perception between group of Muslim's consumers towards halal and non halal on products and services such as perception towards state owned organization activities, halal restaurant and prohibited products. Surprisingly, brand name with islamic connotation carries no impact to Muslim's consumer irrespective of their group and religiosity perception level.

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