QUESTIONNAIRE

To dear valued respondents;

The main purpose of this survey is to gauge individuals perception in consumer behaviour and not in whatsoever to measure the degree of religious believe of individuals. There are no right or wrong answer to the questions and all responses will be kept confidencials.

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A. RELIGIOSITY

1. Person who are frequently seen going to the mosque tend to be more religious in their belief

   Strongly Disagree  Uncertain  Agree  Strongly agree

2. Muslim individuals should allocate some of their precious time to attend or watch religious programme

   Strongly Disagree  Uncertain  Agree  Strongly agree

3. The authority should balance more religious programme with other existing programmes in radio and television

   Strongly Disagree  Uncertain  Agree  Strongly agree

4. Persons who follow the islamic dress code are not necessarily highly religious

   Strongly Disagree  Uncertain  Agree  Strongly agree
5. The Islamic dress code is not appropriate for today's life style

Strongly Disagree □ Uncertain □ Agree □ Strongly agree □

6. In the context of borrowing from bank or financial institution, the people have no choice other than involving themselves in the current conventional (interest) system

Strongly Disagree □ Uncertain □ Agree □ Strongly agree □

B. CONSUMER PERCEPTION

1. In general it is not wrong for Muslim individual to dine in non-halal restaurants

Strongly Disagree □ Uncertain □ Agree □ Strongly agree □

2. It is necessary to implement law that ban Muslims from entering restaurants serving alcoholic products

Strongly Disagree □ Uncertain □ Agree □ Strongly agree □

3. Monitoring halal or non halal labelling will ensure that a person consumes the proper products

Strongly Disagree □ Uncertain □ Agree □ Strongly agree □

4. It is imperative to every person to ensure that the restaurant he/she visits is serving a halal food only

Strongly Disagree □ Uncertain □ Agree □ Strongly agree □
5. Restaurant with western environment and style (serve alcoholic drinks upon request) is acceptable in current urban lifestyle

- [ ] Disagree
- [ ] Uncertain
- [ ] Agree
- [ ] Strongly agree

6. Shops or outlets selling sensitive products must be operated by person whom understand the halal concept.

- [ ] Disagree
- [ ] Uncertain
- [ ] Agree
- [ ] Strongly agree

7. Brand name with islamic connotation (i.e. Zaitun, Najwa) provide additional confidence for consumption

- [ ] Disagree
- [ ] Uncertain
- [ ] Agree
- [ ] Strongly agree

8. Brand name which is not universal in nature (i.e. difficult to pronounce or with strange brand name) are doubtful products and not suitable for consumption

- [ ] Disagree
- [ ] Uncertain
- [ ] Agree
- [ ] Strongly agree

9. Imported products with local sound brand name are relatively acceptable among muslim consumer

- [ ] Disagree
- [ ] Uncertain
- [ ] Agree
- [ ] Strongly agree

10. Popular brand name (i.e. Colgate for toothpaste and Maggie for instant noodles) can be used confidently by all muslims

- [ ] Disagree
- [ ] Uncertain
- [ ] Agree
- [ ] Strongly agree

11. National institution, like MAS, should not serve alcoholic drinks to their patrons irrespective of their religious background

- [ ] Disagree
- [ ] Uncertain
- [ ] Agree
- [ ] Strongly agree
12. State own bank, Bank Simpanan Nasional, should convert all their business operations to Islamic Banking

Strongly Disagree □ Disagree □ Uncertain □ Agree □ Strongly agree □

13. Employee Provident Fund (EPF), should limit their investment into companies approved by Syariah Committee only

Strongly Disagree □ Disagree □ Uncertain □ Agree □ Strongly agree □

14. Tabung Haji is a better choice for saving and investment compare to Amanah Saham Nasional

Strongly Disagree □ Disagree □ Uncertain □ Agree □ Strongly agree □

15. Personal accessories like silk tie and gold plated watches are not suitable for man because it is created for woman used only

Strongly Disagree □ Disagree □ Uncertain □ Agree □ Strongly agree □

16. Tableware sets with gold plated design should not be used as a daily dinner set (including the VIP) because it is symbol of luxuries

Strongly Disagree □ Disagree □ Uncertain □ Agree □ Strongly agree □

17. Gold plate artificial tooth was not longer in the market due to demand factor instead of religious factor

Strongly Disagree □ Disagree □ Uncertain □ Agree □ Strongly agree □
C. DEMOGRAPHIC

1. Gender

Male ☐ Female ☐

2. Age group

18 - 29 ☐ 30 - 39 ☐ 40 - 49 ☐ 50 - 59 ☐ 60 above ☐

3. Highest educational background

Basic education (SPM, STPM) ☐
First degree ☐
Higher degree (Master, PhD) ☐

4. Profession

Clerical ☐ Supervisory ☐ Management ☐ professional ☐ Top Management ☐

5. Income level

Below RM 1000 ☐ 1000 - 3000 ☐ 3001 - 5000 ☐ 5001 - 7000 ☐ 7001 - 9000 ☐ 9001 - 11,000 ☐ 11,001 - 13,000 ☐ 13,001 and above ☐
6. Marital status    Married    □    Single    □

7. No of household    □

8. Residential address

9. Attendance to religious oriented school / institution
   Less than one year    □
   2 - 4 years    □
   4 - 6 years    □
   7 - 10 years    □

10. Have you live abroad for a long period of time ( more than 3 years )
    YES    □
    NO    □
    Please specify the country you resided in ____________

10a. Please state the reason you were leaving abroad
    □ Studies
    □ Working
    □ Others