

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 confidentials.

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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 Disagree Uncertain Agree Strongly agree

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

Strongly Disagree Disagree Uncertain Agree Strongly agree

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

Strongly Disagree Disagree Uncertain Agree Strongly agree

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

Strongly Disagree Disagree Uncertain Agree Strongly agree

5. The islamic dress code is not appropriate for today's life style

Strongly Disagree 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 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 Disagree Uncertain Agree Strongly agree

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

Strongly Disagree Disagree Uncertain Agree Strongly agree

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

Strongly Disagree 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 Disagree Uncertain Agree Strongly agree

5. Restaurant with western environment and style (serve alcoholic drinks upon request)
is acceptable in current urban life style

Strongly Disagree Disagree Uncertain Agree Strongly agree

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

Strongly Disagree Disagree Uncertain Agree Strongly agree

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

Strongly Disagree Disagree Uncertain Agree Strongly agree

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

Strongly Disagree Disagree Uncertain Agree Strongly agree

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

Strongly Disagree Disagree Uncertain Agree Strongly agree

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

Strongly Disagree Disagree Uncertain Agree Strongly agree

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

Strongly Disagree 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 paletd 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	<input type="checkbox"/>
2 - 4 years	<input type="checkbox"/>
4 - 6 years	<input type="checkbox"/>
7 - 10 years	<input type="checkbox"/>

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

<input type="checkbox"/>	Studies
<input type="checkbox"/>	Working
<input type="checkbox"/>	Others