

Table of Contents

Abstract	i
Acknowledgement	ii
List of Tables	iii
List of Diagram	iv

Chapter 1

Page No.

1.1	Introduction	1
1.2	Significance of the study	1
1.3	Scope of The Study	2
1.4	Organization of the study	3
1.5	Objective of the study	3

Chapter 2

Literature Review

2.1	Theoretical basis of religiosity	4
2.1.1	Islamic Ethics of Trade	4
2.1.2	Muslim Society	6
2.2	Previous research in religiosity measurement	7
2.2.1	Measures of Religiosity in Consumer Behavior Research	8
2.2.2	Study of Religiosity in Malaysian Context	11
2.3	Conclusion	13

Chapter 3

Research Methodology

3.1	Questionnaire design	14
3.2	Sampling	15
3.3	Rational and Hypothesis	16
3.4	Limitation	18

Chapter 4

Research Finding – Description Analysis

4.1	Demographic Profile of the respondents	19
4.1.1	Type of residence	20
4.1.2	Sex	21
4.1.3	Age of the respondents	22
4.1.4	Education background	23
4.1.5	Occupation	24
4.1.6	Income level	25
4.1.7	Marital Status	27
4.1.8	Household Occupancy	28
4.1.9	Religious Education Background	29
4.1.10	Live Abroad	31
4.2	Religiosity Profile	32
4.2.1	Reliability of the Religiosity Construct	33
4.2.2	Religiosity Level	33
4.2.3	Demographic Profile and Perception Toward Halal and non halal in products and services	39
4.3	Religiosity Perception Level	46
4.3.1	Muslim Consumer's Perception Towards Halal and non Halal Restaurant	47
4.3.2	Muslim Consumer's Perception towards Brandname with Islamic Connotation	50
4.3.3	Muslim Consumers Perception Towards Activities of State Owned Organization	53
4.3.4	Muslim's Consumer Perception Towards Prohibited Goods	55
4.4	Factor Analysis	57

Chapter 5

Recommendation and Conclusion

5.1	Major Finding	61
5.2	Recommendation	68
5.3	Limitation and Consideration for Further Research	68

References

- Books
- Journals

Appendix

- Questionnaire