

Chapter 3

Research Methodology

This chapter outlines the methodology used in the study to arrive at the results shown in chapter 4. The data used in this study was primary in nature and obtained through questionnaire survey. Self administered questionnaire was employed in this study to obtain the required information from respondent of the Muslim community.

3.1 Questionnaire Design

The questionnaire was constructed after a series of discussion with the project supervisor. The basis of the questionnaire is to measure the perception of the Muslim respondents with regards to their consumption behaviour and religious influence with specific reference to halal and non halal on products and services. Certain questions used in the study were derived from the previous study done on " Measuring Self – esteem and religious Orientation " www.minister.freemove.co.uk and from on the " Meaning and Measurement of Religiosity in Consumer Research " by Wilkes and Howell. The questionnaire was divided into three parts which are religiosity, consumer's religious perception towards consumption behavior and demographic aspects. Section A of religiosity aspect which contains six questions are trying to measure the perception of the respondent towards religion. Section B is trying to measure the respondent religious perception towards consumption behavior. This section was divided into four groups and seventeen questions. Each group is trying to measure consumer's perception aspects under investigations. The section C of demography aspect contains a basic demographic

questions and religious background of the respondent. Part A and B of the questionnaire are in a form of likert scale and were divided into five category from strongly agree to strongly disagree. Part C requires a straightforward answer of demographic aspect.

3.2 Sampling

Samples of 300 respondents have been chosen for the purpose of this study and they are confined to a Muslim community only. The area under study is the Muslim community residents in Klang Valley. The samples was derived from non-probability sampling method and a total of 300 respondents were chosen on the assumption that Muslim community are homogeneous in nature. Time and limited resources was taken into consideration in choosing the sampling method. The survey will be conducted in all type of residential area to cover the whole spectrum of Muslim community from low-income group to upper class populations.

Out of the total 300 samples, 150 samples will be conducted in flatted house to represent the low-income group, 100 samples in terrace or link house to represent the middle income type of housing area and the remaining samples will represent the higher income group. The purpose of this segregation is to find whether there is a difference between various level of socio-economic status and religiosity influence in regards to perception towards the halal and non halal in products and services.

The attitude of the respondents will be measured using five different scale ranging from strongly disagree to strongly agree. Each of the alternative responses is assign scores or weight from 1 to 5

3.3 *Rational and Hypothesis*

Islam is a way of life therefore Allah as a creator of the mankind had provided the comprehensive guideline to govern the mankind activities. The concept of 'Halal' and 'Haram' is a guideline for Muslim in all aspects of consumerism and consumption of products and services. Muslim community with high degree of religiosity will prevent themselves from consuming forbidden and doubtful products.

As mentioned in the Qur'an, Al-baqarah : 173 , " He hath forbidden you only carrion (dead meat), and blood, and swine flesh, and what which hath been immolated to

(the name of) any other than Allah. But he who is driven by necessity, neither craving nor transgressing. For Allah is Forgiving, Most Merciful" . All Muslim individually irrespective of their socio economic status nor their area of resident were supposed to adhere to the guidelines set by Islamic law. As opposed to non-Muslim they are not bound to those guidelines and therefore, the consumption behavior of the non-Muslim community will be significantly distinctive as compared to a Muslim community.

As mentioned in the research objective, this study is trying to measure the perception of the Muslim community towards halal and non halal in products and services. The consumer's perception will be divided into four categories which represents the sensitive products in Islam. Perception towards these four variable will be measured and they will represent the dependent variables under this research. They are halal and non halal restaurant, brand name with islamic connotation, state owned institution and personal accessories. The independent variables under this study will be religiosity aspect of the consumers'. Normative

and empirical evidence supported by literature review have been used as a basis of formulation of the following hypotheses

HYPOTHESES	MEASUREMENT (Part B of the Questionnaire)
<i>H1</i> High religiosity of Muslim community would lead to high tendency of choosing not only halal restaurant but also seen to be halal.	Question 1 – 6
<i>H2</i> Brand name with Islamic connotation will influence the purchase decision of high religiosity individual	Question 7 – 10
<i>H3</i> High religiosity of Muslim community prefer the state owned organization not to involve themselves in prohibited activities.	Question 11 – 14
<i>H4</i> High religiosity Muslim would not wear or purchase the prohibited products such as silk tie and gold plated watches as a personal accessories.	Question 15 – 17

Religious degree of individuals and community is also dependent of many facets of human life. The demographic factors such as their education background, their social status and their life exposure will influence their consumption behavior. The degree of religiosity as dependent variable varies again demographic factors as independent variable. Hence, the following hypothesis has been formulated.

H5 Influence of religiosity in consumption of sensitive products varies according to demographic factors.

3.4 *Limitation*

Two main factors have been identified as the main difficulty in this research project. This limitation exist way back from formulating of research objective, questionnaire design process and up to formulation of hypothesis. The limitation are firstly, how to measure people perception and secondly, how to avoid social desirability bias. People's perception is something ambiguous and subject to some degree of variation whereas social desirability bias is referring to people's tendency to reveal only a positive or agreeable feedback.