

Chapter 5

Recommendation and Conclusion

This chapter is the last part of this research and will be summarized as the major finding found in chapter four. The major finding will then be translated into recommendation and guideline which can be explored further by the marketers. Besides the positive finding, all the problems and limitation encountered while conducting this research will be outlined for the betterment of future research.

5.1 *Major Finding*

As mentioned in chapter one, this research is exploratory in nature and seeks to achieve the objective set in chapter one. The main gist of this research is to test five hypothesis related to religiosity perception towards halal and non halal in products and services. Four hypothesis are testing the religiosity perception level as an independent variable whereas the other one is testing demographic profile as an independent variable.

Results of the analysis in fourth chapter in regards to religiosity and hypothesis testing are summarized as follows :-

- 1) A survey on Muslim community found that there were no significance differences in perception between group in demographic characteristics toward religion. In other words, all respondents interviewed irrespective of their demographic profiles have a same level of perception towards religiosity, however

- 2) There were significant differences between certain group of demographic characteristics against their perception towards halal and non halal in products and services. The demographic characteristics involved are summarized in the following table 23. Other groups of demographic characteristic show no significance differences in perception.

Table 23 : Demographic groups perception toward halal and non halal in products and services

Demographic Characteristics	Halal and Non Halal in products and services	Significance
<i>Socio-economic status</i> Low income Medium income High income	State owned organisation activities	0.0203 *
<i>Living abroad more than 3 years</i> Yes No	State owned organization	0.030
<i>Education</i> Basic Education First degree Post graduate	State owned organization	0.0007 *
<i>Education</i> Basic Education First degree	Prohibited products	0.0443 *
<i>Religiosity</i> Low Medium Large	Halal Restaurant	0.0123
<i>Profession</i> Clerical Supervisory Management Professional	Halal Restaurant	0.0214

Significance $p < 0.05$

- 3) The perception of Muslim community in Klang Valley towards religiosity, statistically can be divided into three different levels which is low, medium and high religiosity perception. The research found only one significant difference between groups towards halal and non halal in products and services which is halal restaurants. Sensitivity of urban Muslim's towards foods and drinks was eroded due to some elements of tolerance on outlets selling alcoholic drinks. Urbanization and industrialization could be blamed for this new trend however, please bear in mind that principles and believes should not be dictated by the environment!. Hotel and western style restaurants are almost unavoidable for young Muslim managers and businessman as a place for meeting and greeting business associates.

This phenomena was supported by another finding of this research, there was a significant difference between different groups of profession towards halal restaurant. Muslim from different profession tend to have a difference perception toward halal restaurants.

- 4) Suprisingly, brandname with Islamic connotation was not appealing to the high religiosity Muslims. There were no significant difference between groups perception level towards brandname with Islamic connotation. Universal brandname was acceptable especially products manufactured by the international manufacturers. Generic brandname have been synonym with Malaysian consumer behavior in general.
- 5) Perception towards state owned organization activities were the most popular among different group of demographic characteristics. The research revealed that there are a significant differences in perception between socio economic status groups, living abroad more than three years group and education group towards activities of state owned

organizations. All these three demographic groups are interrelated and share some a common characteristics.

The major differences between all the groups are access to information's and financial background. Those that fall in low income groups are less educated and probably never live abroad therefore, state owned organization activities are beyond their control. As opposed to the highly educated and high income group, they perceive the state owned organization as part of the masses and the activities should fulfille the needs of the majority.

- 6) All five hypothesis set earlier have been tested in this research. Finding of this research has rejected three of these hypothesis and supported two of them.

Refer to table 24 .

Table 24 : Hypothesis Testing Result

HYPOTHESES	MEASUREMENT (Part B of the Questionnaire)	Analysis Result
<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	Supported
<i>H2</i> Brand name with Islamic connotation will influence the purchase decision of high religiosity individual	Question 7 – 10	Rejected
<i>H3</i> High religiosity of Muslim community prefer the state owned organization not to involve themselves in prohibited activities.	Question 11 – 14	Rejected
<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	Rejected
<i>H5</i> Influence of religiosity in sensitive products varies according to demographic factors		Supported

5.2 Recommendation

Recommendation outlined in this section was derived from the findings of the research and can be explored by marketers. Muslim consumers in this country are very significant based on total muslim population and it is important for the marketers to consider their behaviour and characters in any of their marketing strategies.

- 1) Muslim in general are very particular with regards to foods and drinks. The highly religious Muslim will only consume halal food and seen to be halal in its preparation. Therefore, an approved halal mark obtained from respective religious authority is deem necessary and must be displayed clearly near at the entrance. Furthermore, the highly religious Muslim pays particular attention to the overall operation of the outlets. One of the indicator is the employees of the outlets, Muslim employees will offer an additional confidence to Muslim patron..
- 2) Certain products that are prohibited to a certain group of Muslims examples, a pure silk or gold-plated accessory. Therefore, these items must be labeled clearly. Marketers should find a substitute to this products to cater the needs of high class Muslim consumer. Bone China Table Ware is a prestigious dinner ware but prohibited to Muslims due to its unidentified calcium (bond) contents so, an alternative products but with a similar quality are a challenge to the Research and Development teams of the manufacturer.

- 3) Brandname is another load factor that needs to be considered seriously by marketers. Universal brandname but sounds local can be used as a label. Avoid the usage of very strange brandname even to the extend of changing the original brandname. Remember, a popular toothpaste brandname Darkie was finally changed to Darlie simply because Darkie is similar to body dirt in national language.

5.3 Limitation and Consideration for Further Research

- 1) As mentioned right from beginning of this research, measurement of religiosity is a persistent problem and continue to be a challenge in a field of religiosity research. To minimize the degree of the problem, a perception approach has been adopted in this research. However, response desirability bias is the problem which was recognized in the field of consumer behavior.
- 2) Differentiation of consumer perception level is another difficulty in this research. Statistically, there are two ways of dealing with this problem, either using the median or the cumulative score. For the purpose dividing them into three groups of perception, a cumulative score has been selected.
- 3) Socio economic status is very subjective and determined by various indicator. To ensure all socio-economic groups were covered in this research, type of residentials has been used but access to information is a problem especially in the high class group.
- 4) Limited literature materials in islamic consumer behavior research is very obvious therefore, a comprehensive review which would lead to formation of hypothesis is restricted.