



RELIGIOSITY INFLUENCE ON THE
BUYING BEHAVIOR OF MUSLIM CONSUMERS

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ABSTRACT

Conventional studies have proven that religion has played some role in the purchase decision. In Islam, however, religion plays a very important role in the purchase decision. There are many theoretical models of Islamic consumption developed by Islamic Economists, but very few are based on empirical research. This prompted the realization of this study. This study is a replication of Adila's (1999) works, but by focusing solely on Muslim consumers. Majority of the respondents were the staff of the Universiti Teknologi MARA (UiTM) and the Malaysian Resources Corporation Berhad (MRCB), both in Shah Alam. The data collected was analyzed using the linear regression analysis. The findings indicated that religious Muslims in Shah Alam generally take Islam as their source of reference and they spend moderately as commanded by Allah in the Holy Qur'an. Finally, the researchers concluded that the religion Islam has greater influence compared to the other factors, such as, age; gender; occupation; salary; and education. This interesting finding reveals a significant reminder to entrepreneurs that they cannot neglect the element of religion in their marketing activities, particularly in the development of products.

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CHAPTER 1

INTRODUCTION AND THE STATEMENT OF THE PROBLEM

1.0 INTRODUCTION

Religion is a set of beliefs that could influence one's life or behavior. To the Christians and Jews, religion means a private relationship between man and his Creator. To them religion is one hundred percent spiritual, completely divorced from the material existence of man (Hashim, 1980). On the other hand, Islam is a way of life. It can influence Muslim consumers different from other religions could. This is because a Muslim is guided in every aspect of his life, not just in specific acts of worship. In the area of economy, for example, some general guidelines have been laid down for individuals to follow. For instance, in the Quranic verse; Al Isra': 26-27, Allah commands Muslims not to consume or spend extravagantly, but to spend in a way of