

Muslim Consumer Religiosity Scale, MCRS

Copyright registered MyIPO: LY2021Q04803

**PRODUCT
ID**
108

Group member

Johari Bin Abdullah

Faculty of Business and Management, FBM UiTM Sarawak

Firdaus Abdullah

Faculty of Business and Management, FBM UiTM Sarawak

Saimi Bin Bujang

Academy of Contemporary Islamic Studies, ACIS UiTM Sarawak

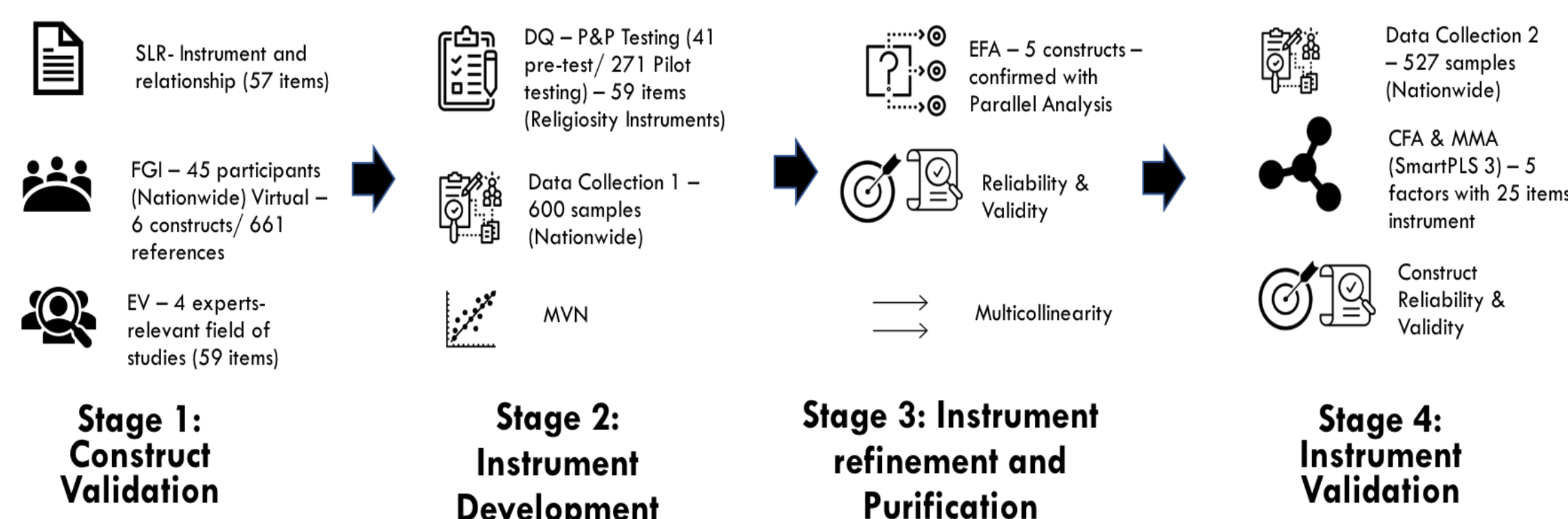
ABSTRACT

Religiosity has been part of the cultural subsystem that is crucial in understanding individual preferences and intentions. The conventional religiosity scale predominantly developed based on a specific ideology and cultural lenses prevail. Its universality across different religions and fields of study is often assumed. Thus, it has ignored the need for a compatible instrument. Since the operationalization of these instruments in the previous framework fell shorts to suit the context of consumer research. As such outcome may not adequately reflect nor explain the religiosity factors concerning Muslim consumers. While a substantial number of Islamic and Muslim religiosity instruments were proposed, its shortfall has been on its conceptualization and operationalization in a specific field of study that limits our understanding of the role of religiosity. An exploratory-sequential mixed method research was employed to develop Muslim Consumer Religiosity Scale to fill in the gaps. This newly developed scale has undergone, a qualitative and quantitative procedure in deriving five Muslim Consumer Religiosity, MCR factors. It offers new insight into religiosity beyond the current perspective in consumer research. This scale provides a deeper understanding of Muslim consumer behavior in their consumption of food products. Since MCRS highlight the socio-environmental aspects of religiosity beyond the current conceptualization. Its theoretical and practical significance will be on extending the current theoretical framework on Muslim consumer behavior. While developing more effective strategies in line with the Halal sustainable ecosystem as a way forward for the global Halal industry.

INTRODUCTION

This new instrument offers a robust set of dimensions derived from exploratory sequential mixed method research. This improved scale highlights new factors of religiosity that include socio-environmental aspects. It is a vital instrument that gives insight into religiosity that shape Muslim consumer behavior. Thus, a key variable to study for researchers and input to develop marketing strategies and tactics by Halal industry practitioners

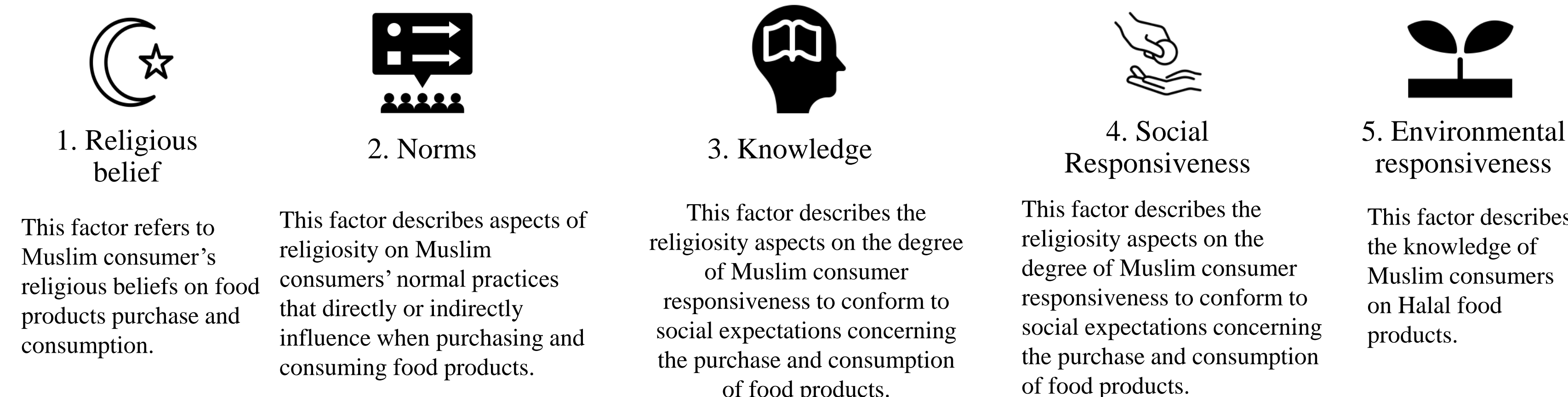
METHODOLOGY



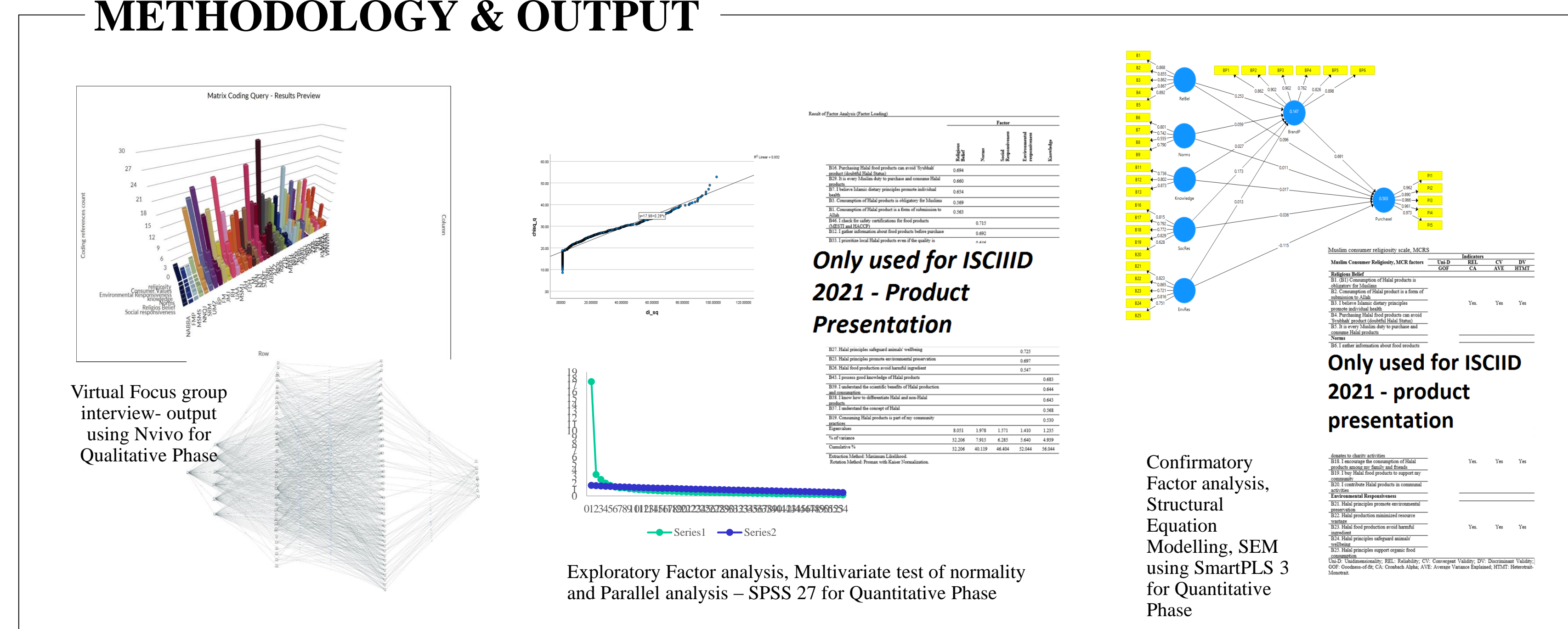
The methodology had employed both qualitative and quantitative procedures. The qualitative phase includes extensive systematic literature review, virtual focus group interview, expert validation. While the pre and pilot testing, actual surveys, Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were performed in the quantitative phase. The Muslim Consumers Religiosity Scale, MCRS was also checked for unidimensionality, reliability and validity. Results suggest five factors of Muslim consumer religiosity, namely religious belief, norms, knowledge, social responsiveness and environmental responsiveness.

PRODUCT DESCRIPTION/ INNOVATION IN BRIEF


Muslim Consumer Religiosity Scale, MCRS is a newly developed instrument that aims to provide a more comprehensive religiosity scale focusing on Muslim consumer behaviour. It is a 22-item instrument that captures multidimensional religiosity with five factors in determining Muslim consumer behaviour. MCRS offers new insight into an integral part of Muslim behaviour based on five factors: (1) religious belief, (2) norms, (3) knowledge, (4) social responsiveness, (5) environmental responsiveness. To fill in the gap for an instrument measuring religiosity and its effect in both theory and practical.




METHODOLOGY & OUTPUT




SHARIAH COMPLIANCES



MCRS is developed based on the Islamic principles in upholding religious values of three overarching concept of HabluminnAllah, Habluminnas and Hablumminnal 'alam (makluqat)

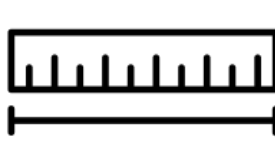
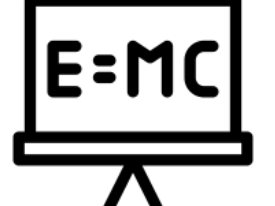





MCRS is developed based on empirically derived output guided by relevant literature on Islamic/Muslim religiosity. It provides knowledge/research-based product/strategy development for the Halal related industries.

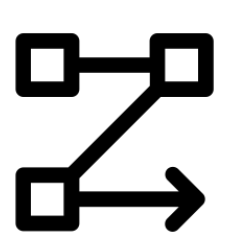

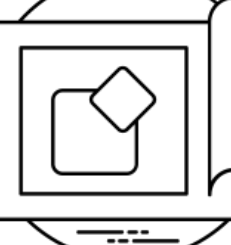


MCRS broadened current Consumer perceived Halal standard (i.e. free from non-Halal element/ingredient) to include the socio-environmental aspects as emphasized in Islam

SIGNIFICANCES

-  New Instrument to measure religiosity of Muslim consumers catering to consumer research, specifically on Halal food products.
-  Compatible to be incorporated into new theory (i.e. Theory of Islamic Consumer Behaviour) and challenge current theories (i.e. Theory of Planned Behavior and Theory Of Reason Action).
-  Enable the measurement of multidimensional religiosity in understanding Muslim consumer behaviour. It is a critical variable in understanding Muslim consumer behaviour.
-  The improvement of the Halal industry practices a customer-driven standard that aimed for more sustainable products embracing Halal sustainable ecosystem.
-  It offers insight on the socio-environmental aspects of religiosity that will transform the market offering of products embracing Halal sustainable oriented strategy/approach.

NOVELTY/ ORIGINALITY

-  Robust methodology → employed both EFA and CFA for instrument development, previously focusing mainly on EFA.
-  Multidimensional instrument of religiosity highlighting socio-environmental factors that were overlooked by previous research. It can be further researched and to test in different social contexts and industries concerning Muslim consumers.
-  An instrument measures the key Muslim Consumer Religiosity (MCR) factors complementing the new theory on Muslim consumer behaviour. The MCRS extent current theoretical stance incorporating brand preferences and purchase intention into a new working framework on Muslim consumer behaviour.

AWARDS :: PUBLICATION :: PATTERNS

- Abdullah, J.B, Abdullah, F., & Bujang, S. B. (2021).The year that the world stops: Pandemic, religiosity and sustainability affecting Muslim consumers. (Paper presented at the 3rd International Conference on Business, Economics and Finance, ICBEF 2021, Brunei Darussalam, 1-3 November 2021. ICBEF 2021
 - Abdullah, J.B, Abdullah, F., & Bujang, S. B. (2021). Is Halal the new green? Religiosity as fundamental aspect of sustainable economic recovery amid COVID-19 Pandemic. (Paper presented at 1st International Conference on Design for Sustainable Living, ICDeSL 2021, Malaysia 14-15 December 2021)
 - Abdullah, J.B, Abdullah, F., & Bujang, S. B. (2021). Is there a need for an improved religiosity measurement tailored to consumer research?, 2021 (Paper presented at the 3rd Advances in Business Research International Conference, ABRIC 2021, Malaysia, 26-27 January 2021).
 - Abdullah, J.B, Abdullah, F., & Bujang, S.B. (2021). Muslim religiosity and its impact on purchase intention, (Paper presented at the International Conference on Economics, Business and Marketing Management, CEBMM 2021 Singapore, 24-26 February 2021).
 - Abdullah, J.B, Abdullah, F., & Bujang, S. B. (2021). Is there a need for an improved religiosity measurement tailored to consumer research? *International Journal of Academic Research in Economics and Management Sciences*. 10(1) 97-107.
 - Abdullah, J.B, Abdullah, F., & Bujang, S.B. (2021). Muslim religiosity and its impact on purchase intention, *Journal of Advanced Management Science*, 9(1) 5-10
- Conferences:
- Journals publication

"LEADING INNOVATION"