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685

UNIVERSITY OF SURREY

SCHOOL OF MANAGEMENT STUDIES
FOR THE SERVICE SECTOR

FOOD SHOPPING BEHAVIOUR AMONG MUSLIM MALAYSIAN
STUDENTS

by

SITI NURAFIFAH JAAFAR

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ABSTRACT

The primary purpose of this study was to study the food shopping behaviour of Muslim students from Malaysia in University of Surrey. The area of shopping behaviour is wide in scope. Thus, this study emphasises only four areas which are, (1) The difficulties encountered during shopping trips, (2) The difficulties experienced in adhering to Muslim diet, (3) The effect of acculturation to shopping behaviour and (4) The effect of acculturation on diet.

Mixing qualitative methods namely observation and interview have been applied in this study. This method is also called Shopping with Consumer (SWC). Observation has been performed on ten female samples and this was established in TESCO and grocers in Woking. Few days after that, face to face, audio tape recording interviews were carried out at the student's accommodation. Transcriptions for observation and interview have been prepared immediately after the data collection for each subject completed. Transcriptions were then analysed by the qualitative content analysis.

The result of the qualitative content analysis explored four themes which are; (1) The difficulties encountered during shopping trips; (2) The difficulties experienced in adhering to Muslim diet; (3) The effect of acculturation on shopping behaviour and (4) The effect of acculturation on diet. There are sub-themes derived from all the above four which amounted to 27 that are grouped into six, ten, four and four respectively.