Preface

The scarcity of marketing literature in context to Islam is the basic motivation to bring this title to print. Islam, as the prominent religion in the world, has a major influence on the buying and consumption decisions of the Muslim consumers. Around 23% of the world population follows Islam with different extent of attachment and implementations of the religion, and these people live in countries that are usually known as Muslim majority countries and Muslim minority countries (Pew Forum, 2012). The rising prosperity of the Muslim consumers and increasing population of Islam is not only attracting the global brands to serve the Muslim consumers but at the same time giving an opportunity to the local brands to go global. Many global brands have already entered or planning to enter in the Muslim majority countries and Muslim Minority countries to attract the Muslim consumers. These brands are trying to understand, design, and implement marketing strategies by understanding the Islamic laws and norms.

It is only recently that the potential of marketing in the Islamic perspective has been understood. Fundamentally, the following issues have increased attention of marketers towards Muslim consumers:

- Entry and expansion of global brands in the Islamic countries to gain a global presence.
- Rise of the industries that conform to the laws and practices of Islam. For example, financial services.
- The change of the focus of the Islamic countries from the petroleum-based product categories to other product categories.

The consumption of global brands in the local markets may mean different to different consumer segments, which is also true for the Muslim consumers. Islam is a vast and most growing religion in the world, and religious sentiments impact consumer choices. In addition to this, religious sentiments also have an impact on
marketing communication. Marketers always try to communicate the messages that are based on the cultural and religious insights so that consumers can make a connect with the brands.

The understanding about Islamic marketing has attracted the attention of many global and regional scholars in Islam while the issue of understanding the consumer behaviour and using the same in the marketing strategy has not been studied by many scholars. Majority of the scholars have understood the Islamic marketing from the discussion point of view particularly in relation with consumption and focus on veiling and usage of modern handscraf fashions. Many studies focused on the ideological and political usage and consumption of the handscrafs. But this volume makes an attempt to understand the deeper aspects related with Islamic religion and its impact on the consumer behaviour and the marketing strategy of the organisations. The book studies the impact of Islamic perspectives through broad contributions from the academicians of the different countries by understanding the Islamic perspectives and its impact on the different facets of marketing. It presents interesting and thought provoking ideas to the readers about the Islamic perspectives from the different countries of the world. It tries to deepen the thought process of the readers by understanding the changing Islamic consumer’s landscape so that the organisations can get the benefit from these insights and use the same in their marketing strategy.

The issues raised in the book could be analysed from the multidisciplinary approach. The major disciplines that can help in understanding the perspectives and could enrich the literature further include political science, anthropology, communication sciences, economics, sociology, geography, and religious studies. This book tries to understand the impact of Islamic marketing on Muslims’ consumer behaviour, consumption, and marketing actions of the organisations. The book presents real case studies from different Islamic markets and helps in deepening the understanding about Islamic marketing, consumer behaviour, and consumerism.

This book aims at provide the relevant theoretical, practical, and empirical frameworks and findings in the area of Islamic marketing. The book is written for professionals, researchers, and academicians who are interested in improving their knowledge and understanding about this emerging area of marketing. The book covers the major aspects related with marketing, that is, marketing planning, implementation and control in the Islamic perspective, consumer behavior of Muslim consumers, branding in the Islamic context, marketing communications in the Islamic context, retailing in the Islamic perspective, customer relationships in the Islamic perspective.

The book is targeted at professionals, researchers, and academicians in the field of marketing and its specializations of consumer behavior, marketing communications,
CONSUMERISM AND CONSUMPTION IN ISLAMIC CONTEXT

As the brands are becoming more affordable and easily available to the consumers in the Islamic markets, the phenomena of consumerism and consumption are becoming more evident and noted by scholars and researchers. Muslim consumers can buy the products and services on the basis of Islamic principles. But in many Islamic markets these decisions also reflect the identity and lifestyle of the Muslim consumers. This section of the book deals with the issues of consumerism and consumption and provides the relevant insights which could be used by the marketers for decision making.

Consumer decision making is one of the very important issues in buying any product or service. All marketers try to influence the decisions of the consumers so that their brand could be bought by the consumer. Burhanudin looks into the decision making aspects of the Muslim consumers and provides a framework to understand the judgement and decision making of the Muslim consumers. The author reviews the general human judgement and decision making and suggests a simplified framework to understand the reasons for decision making. This framework is quite relevant for those marketers who want to enter into the Islamic markets and have very little knowledge about these markets. This framework could be very helpful to the marketers while designing their marketing strategy. The author also proposes the some intervention strategies to attract the Muslim consumers so that product diffusion in the market could be easy.

Abdul Hadi M. Alkhasawneh gives a contextual view of the consumer behavior in Islam. Author provides the understanding about consumer behavior in Islam by giving perspectives of the teaching and values of Islam. By providing the characteristics and nature of the utility function in Islam the chapter focuses on the role of the consumer in the community. By explaining the verses of Holy Quran, the author tries to establish that consumers have to be protected as per the provisions of Islamic Shariah. At the end, it is pointed out that the Muslim consumers have to control their spending through the consumption of lawful products and services as prescribed by Holy Quran and Islamic Shariah.

Moving towards the analysis of a Muslim society, Begüm Yetişer and Burcu Genç analyzed the marketing practices in Turkey. The chapter focuses on the fundamentals of Islamic marketing and gives an understanding of it on the basis of
theory, practice, and research. The issue of religious perspectives of Islam and its influence on the consumption of certain products and services have been explained by the authors. The chapter tries to understand the dynamic and emerging Muslim consumer in relation to the Islamic rules and regulations. The authors explain this context in relation to general consumption. In addition to this, the authors have also explained the consumption for fashion, travel, finance, food, anti-consumption activities, and other personal occasions. This analysis is really helpful to the marketers who want to sell to the Turkish consumers. These consumer insights are also quite relevant for the foreign multinationals who want to enter into the Turkish market.

Norshamliza Chamhuri, Yeni Kusumawaty, and Peter J. Batt in their chapter studied the purchasing patterns of fresh meat in Malaysia and Indonesia. The authors provide very interesting perspective on the purchasing pattern of fresh meat from traditional markets and modern retail outlets. Through the qualitative research, researchers have found that Halal is the most important criteria in buying fresh meat from the traditional and modern retail stores in Malaysia and Indonesia. In addition to this, the other important criteria include quality, freshness, convenience, existing relationship with the retailer, variety available, and the pleasant shopping environment. Even though modern retail outlets are expanding, purchasing fresh food from traditional markets is still the preferred place of purchase in Malaysia and Indonesia. Even though traditional markets provide a less pleasant environment, interpersonal relationships thrive and the community is brought closer together. Shoppers visited traditional markets not only to buy goods but also to meet friends and acquaintances.

Farhan Shaikh and Dinesh Sharma explore the different dimensions of Islamic perspectives and try to highlight how the religious perspectives of Islam provide the scope for marketing of products and services. The authors bring the idea that there are different schools of thought to understand Islam, but it is very important to understand the interpretations of Islam to understand the consumption behaviour of the Muslim consumers. The authors point out that managers should not assume Muslims to be a homogeneous and preexisting segment. They should focus on the daily practices for which the product may be relevant and generate solutions that will help Muslims live proper Islamic lives. There is need to research sub-segments in detail.

**MARKETING STRATEGY AND MARKETING COMMUNICATIONS IN ISLAMIC CONTEXT**

The succeeding section of the book focuses on the marketing strategy and marketing communications issues particularly influenced by the Islamic perspectives. Islamic principles have influence on the communication among the Muslim consumers, so
the marketers have to be more conscious about their communication in the Islamic markets. This section of the book explains the marketing strategy issues and the communication issues by citing relevant examples and cases that put forth the point that marketing communication has to be understood from the cultural, religious, and political principles of Islam.

Samer Sarofim and Ahmed Tolba explained the Islamic marketing from the political, religious, and cultural perspective by highlighting a multidimensional viewpoint on the Islamic marketing. The chapter illustrates that Islamic marketing should be understood as an interrelationship among the different factors which include cultural factors, political factors, and religious factors. The interrelationship among these factors influence the Muslim consumer behaviour and the decision-making process of the consumers, so a better understanding about these factors can help marketers to design an effective marketing strategy to be successful in the Islamic markets.

Omar Ramzy and Omar H. Eldahan point out that many marketers are successful in the huge and lucrative Islamic markets by using Halal branding across the world, but still there is a scope to improve the marketing communications. The chapter lists the problems and obstacles faced by the marketers to understand the Muslim consumers. The chapter provides guidelines to be followed while understanding the Muslim consumers so that the message can be properly coded and create trust in the Halal brand. The overuse of Halal branding is also a problem in building trust among Muslim consumers. Sensitizing the employees by explaining Muslim culture to them can help in tackling the negative issues about Halal branding.

Gulnara Z. Karimova takes us to understand the fundamentals related with Islamic marketing and tries to establish the framework of Islamic marketing by using existing literature in conjunction with the practises of Islamic marketing. The author provides the framework of the marketing mix in Islamic marketing. Readers can also understand the insights about the marketing mix in Islamic countries with the help of case examples cited by the author. As explained in the cases, this chapter establishes that political rules and regulations, culture, religious traditions are different in different Islamic countries, so the marketers have to be sensitive enough to understand the same and bring these perspectives to the marketing strategy. The chapter concludes that the analysis of the basic elements of the marketing mix provide us with a few useful guidelines that can orient us within the business world in the countries that call themselves Islamic.

Khurram Sharif and Norizan Kassim explore the consumption behaviour of rich Muslims and how consumerism is embedded in the socio political system of a very rich Islamic market (i.e. Qatar). The authors have used the Hofstede cultural dimensions to understand the relational and materialistic approaches to understand the consumption behaviour. The impact of gender, education, and income on luxury consumption behavior were analyzed to afford a view associated with thinking and
actions of affluent Muslim consumers. Furthermore, a tension between Islamic values and consumerism is being detected in this rapidly developing super-rich market. In particular, Qatar presents an interesting population demographic. These age-based segments tend to exhibit different luxury consumption patterns and behaviors.

Bikramjit Rishi and Subhankar Halder propose that Muslim consumers as a market are not a homogeneous market. The authors exhibit that there is a need to understand the different type of segments existing among the Muslim consumers. By using the existing literature, authors explain that there are basically four pillars to understand the variance among the behaviour of Muslim consumers. There pillars are Spiritualistic, Ethical, Realistic, and Humanistic, which must be focused on while transacting with the Muslim consumers. The chapter also lists the probable segments existing among the Muslim consumers and brings out further ideas for research to linkage with the various variables like age distribution, geographical location, and so on. The chapter concludes that it would be a massive overgeneralization if Muslims were assumed to be one uniform group. What’s of importance is that companies acknowledge these differences, understand the possibility of numerous segments within the Muslim community.

**MANAGING WITH ISLAMIC MARKETING**

In a specific Islamic market, there could be different types of issues (social, political, economic, and cultural), which could be managed and leveraged with proper marketing. This section elaborates the different dimensions of dealing with different issues in Islamic marketing to manage the same in an effective manner.

Charilaos Mertzanis points out that the marketing of financial services and products is a unique and highly specialized branch of marketing and presents a particularly interesting challenge. Financial services and products are quite different from standard financial consumer goods and services and have been evolving into more and more sophisticated and diversified forms over the course of development of modern competitive capitalism. Given the globalization of finance and the ongoing local penetration of global financial service providers, marketing strategies of diversified financial services and products to financial consumers with different values and ethics can only be successful if they properly take into consideration the local way of doing business in the marketplace. In the Islamic world, this might mean a proper emphasis on the view that financial services and products can contribute to the greater good of society (i.e. enhance employment and prosperity), rather than the selfish pursuit of profit and want maximization alone.

Azad Omrani and Christine Vallaster analyse the use of nano-technology in the food production in the Islamic countries. The study is primarily B2B-focused and
provides some interesting insights for marketing planning to promote the use of nano-technology. Both quality dimensions and psychological dimensions influence the use of nano-technology. The major quality dimensions that influence this use include performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. The major psychological dimensions that influence this use include trust and perceived risk. The research also reveals individual differences in accepting nano-technology, depending on the function held by the employee. The research provides hints that the key to quality management is maintaining a close relationship with the customer, in order to fully determine the customer’s needs, as well as to receive feedback on the extent to which those needs are being met. However, there might be a big impact of culture or other factors that relate more to the market structure that has an effect on customer integration efforts.

Mohammed Abdul Karim Al-Banna and Ian Michael suggest the use of Zakat to eradicate poverty in the Islamic countries. The study looks into consumer psychological behaviour towards Zakat as institution and tries to provide a framework that could be helpful to provide a better understanding about Zakat. The study points out that using the market segmentation approach, zakat campaigns can target various groups and create appealing messages to them. Furthermore, zakat institutions should use the latest marketing tactics to broadcast their campaigns accordingly, with the use of Integrated Marketing Communication (IMC). The study recommends a revolutionary change in the zakat investment starting with rehabilitation of those poor people, offering them healthcare and training them on self-fulfillment jobs.

Mohammad Ziaul Hoq and Abdulwahab Shmailan provides insights to demonstrate the need for an action plan to create an enabling environment for e-commerce in Gulf countries, addressing the main problems and key factors that contribute to e-commerce growth in the region, taking into account key policies to stimulate and maximize the effect of e-commerce on the economy. It is due to the customers' admiration in the direction of e-commerce and their acquaintance in utilizing computers and right to use Internet and websites to explore for product and services. On the other hand, Arab customers are still doubtful and have reservation in regards to security and privacy matters while carrying out e-commerce.

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REFERENCES