



# WHAT'S ISLAMIC MARKETING?

With a global population of 1.7 billion Muslims, the Muslim consumer market is valued at \$2.6 trillion annually. The halal food market alone is worth \$661 billion a year. With this in mind, many companies are interested in expanding their product market to include more Muslims.

But what is Islamic marketing? We define it as creating connections with Muslim audiences in an appropriate and respectful way, after establishing a strong understanding of their values. This allows organizations to build their brand in an inclusive way. If you're selling products to the global market at large, remember that Muslims are as diverse as any other group, and may have different languages, cultures, lifestyles, and ways of practicing their religion in different countries. For this reason, there may be difficulties in reusing the same marketing communications targeting Muslim consumers across different markets.

# 1 Islamic Marketing An Introduction And Overview

**Pinto, Filipe Mota, Guarda, Teresa**



## **1 Islamic Marketing An Introduction And Overview:**

Handbook of Islamic Marketing Özlem Sandıkçı, Gillian Rice, 2011-01-01 This is an especially timely publication given the current metamorphosis of politics in the Middle East and North Africa. Özlem Sandıkçı and Gillian Rice are to be congratulated for having sensed the need for a Handbook that will alert marketers to the vast market opportunities offered by Muslim consumers. It is essential to become attuned to the values and principles of Islamic cultures that will drive consumption product and service choices, brand preference and brand loyalty in coming years. The scholars who have contributed to this Handbook come from many different backgrounds to offer a kaleidoscope of research and recommendations on how best to serve this previously overlooked segment of consumers who make up a quarter of world markets. Lyn S. Amine, Saint Louis University, US. This ambitious and timely collection will be enormously valuable to readers in the practice and study of the growing field of Muslim marketing and branding. Essays range expertly across key sectors, notably finance, food and fashion, and territories of Muslim majority and minority population. Contributors elaborate the diversity of Muslim experiences, beliefs and practices that must be taken into account by marketing professionals seeking to exploit this newly recognized market. Academic authors provide helpful postscripts for marketers making clear the links between their nuanced historicized understanding of contemporary transnational, global and local forms of Muslim identity and practice. This book provides an essential guide to those who study and those who participate in Muslim branding and marketing. Reina Lewis, London College of Fashion, UK. The Handbook of Islamic Marketing provides state of the art scholarship on the intersection of Islam, consumption and marketing and lays out an agenda for future research. The topics covered by eminent contributors from around the world range from fashion and food consumption practices of Muslims to retailing, digital marketing, advertising, corporate social responsibility and nation branding in the context of Muslim marketplaces. The essays offer new insights into the relationship between morality, consumption and marketing practices and discuss the implications of politics and globalization for Islamic markets. This comprehensive Handbook provides an essential introduction to the newly emerging field of Islamic marketing. It is invaluable for researchers and students in international marketing who are interested in the intersection of Islam and marketing as well as those from anthropology and sociology studying Muslim consumers and businesses. The book also supplies vital knowledge for Muslim and non-Muslim business leaders generating commerce in Islamic communities.

**Islam, Marketing and Consumption** Aliakbar Jafari, Özlem Sandıkçı, 2016-01-13 In recent years a critically oriented sub-stream of research on Muslim consumers and businesses has begun to emerge. This scholarship located both within and outside the marketing field adopts a socio-culturally situated approach to Islam and investigates the complex and multifaceted intersections between Islam and markets. This book seeks to reflect various unheard and emerging critical voices from within the Muslim world and provide a series of critical insights on how, if and why Islam matters to marketing theory and practice. It questions the existing assumptions and polarising discussions which underpin the portrayal

of Islam as the other of Modernity while acknowledging that Muslims themselves are partially responsible for creating stereotyped representations of Islam and the Muslim. This wide ranging and insightful collection will advance emerging critical perspectives and provide new insights that will influence the generation and application of knowledge in the context of Muslim societies. It will open up fresh conversations for scholars in marketing as well as the broader humanities and social sciences.

**Anti-Consumption** Hélène Cherrier, Michael S W Lee, 2022-09-01 In this edited volume the leading scholars in the field engage with consumers marketers corporations and policymakers as well as space dynamics and network formation to provide an in depth examination of anti consumption a voluntary behavioural inclination to minimise rather than grow to decelerate and simplify and to reduce the unnecessary exploitation of resources fuelled by consumer culture. This book does not place anti consumption on the high moral ground but rather demonstrates its complexity to spur innovative and critical thinking on how people organisations businesses and governments can treat consumption more as a necessity for survival than as a tool for self expression pleasure and economic growth. The first part of this book looks at anti consumption from a diversity of perspectives. It analyses voluntary simplicity a self motivated engagement in consumption reduction and boycotting a politically motivated reaction against unacceptable corporate practices as distinct manifestations of anti consumption that nonetheless remain rooted in the logic of the market. Paving the way to critical perspectives on the interface between anti consumption people and the environment the second part of the book projects anti consumption to issues of waste production and provides possible answers to global challenges of resources depletion social inequalities and global warming. In this section anti consumption is critically assessed as an actor of change both in terms of social change and paradigm change. To move the field forward the third part of this book presents several theoretical frameworks that help set a roadmap for future research. Anti Consumption will be of direct interest to scholars and researchers within the fields of marketing consumer research business studies environmental studies and sustainability. It will also be of value to those researching the economics and or sociology of markets.

**Islamic Branding and Marketing** Paul Temporal, 2011-06-24 Islamic Branding and Marketing Creating A Global Islamic Business provides a complete guide to building brands in the largest consumer market in the world. The global Muslim market is now approximately 23 percent of the world's population and is projected to grow by about 35 percent in the next 20 years. If current trends continue there are expected to be 2.2 billion Muslims in 2030 that will make up 26.4 percent of the world's total projected population of 8.3 billion. As companies currently compete for the markets of China and India few have realized the global Muslim market represents potentially larger opportunities. Author Paul Temporal explains how to develop and manage brands and businesses for the fast growing Muslim market through sophisticated strategies that will ensure sustainable value and addresses issues such as How is the global Muslim market structured? What opportunities are there in Islamic brand categories including the digital world? What strategies should non Muslim companies adopt in Muslim countries? More than 30 case studies illustrate practical

applications of the topics covered including Brunei Halal Brand Godiva Chocolatier Johor Corporations Nestle Unilever Fulla Muxlim Inc and more Whether you are in control of an established company starting up a new one or have responsibility for a brand within an Islamic country looking for growth Islamic Branding and Marketing is an indispensable resource that will help build improve and secure brand equity and value for your company      **Islamic Marketing and Branding** T. C. Melewar, S. F. Syed Alwi, 2017-12-06 Islamic Marketing and Branding Theory and Practice provides a concise mix of theory primary research findings and practice that will engender confidence in both students and practitioners alike by means of the case study included in each chapter Through three main parts Branding and Corporate Marketing Religion Consumption and Culture and Strategic Global Orientation this book provides readers from areas across the spectrum covering marketing organisational studies psychology sociology and communication and strategy with theoretical and managerial perspectives on Islamic marketing and branding In particular it addresses Insights into branding and corporate marketing in the Islamic context An introduction to Islamic consumption and culture rules and regulations in brands and consumption in Islamic markets An identification of how the strategic global orientation of the Islamic approach is practised and how it works in different Islamic countries such as emerging countries Readers are introduced to a variety of business and management approaches which once applied to their business strategies will increase their chances of successful implementation Addressing both theoretical and practical insights this book is essential reading for marketing and branding scholars and students as well as CEOs brand managers and consultants with an interest in this area      *Brand Identity Factors: Developing a Successful Islamic Brand* Vedad Alihodzic, 2013-06-01 The market for Islam compliant products is getting more and more important due to the high impact of religious obligation on Muslim consumer behaviour According to studies the market for Muslim compliant brands has increased dramatically with a global worth of 1.5 trillion a year However the market for Islam compliant brands seems to be underdeveloped in Europe when compared to the rest of the world Surprisingly little research is conducted in this highly attractive segment although Islam is assumed to be the fastest growing religion with a total of 1.6 billion followers Furthermore especially young Muslim consumers constantly demand brands which enable an Islamic lifestyle When creating brands the concept of brand identity is highly important as it provides brand uniqueness and the main idea of what a brand stands for Furthermore this concept is a fundament for making target group specific decisions in brand management The central question within this study concerns the fact that within the global environment Muslims especially in non Muslim countries do not know whether a brand is compliant with Islamic standards and can thus be consumed This study contributes to close the gap in this segment by identifying several brand identity factors which can help to create an Islam compliant brand identity A model is created which helps to manage brand identity in order to attract Muslim consumers Furthermore it allows balancing each brand identity according to the needs of a target group and consequently enables Muslim consumers to identify a brand as Islam compliant      The Routledge Handbook of Halal

Hospitality and Islamic Tourism C. Michael Hall, Girish Prayag, 2019-05-20 The Routledge Handbook of Halal Hospitality and Islamic Tourism provides a greater understanding of the current debates associated with Islamic tourism and halal hospitality in the context of businesses communities destinations and the wider socio political context It therefore sheds substantial light on one of the most significant travel and consumer markets in the world today and the important role of religion in contemporary hospitality and tourism The book examines halal hospitality and lodging Islamic markets product developments heritage certification and emerging and future trends and issues It integrates case studies from a range of countries and destinations and in doing so emphasises the significant differences that exist with respect to regulating and commodifying halal as well as stressing that the Islamic market is not monolithic Written by highly regarded international academics it offers a range of perspectives and enables a comprehensive discussion of this integral part of Islam and contemporary society This handbook will be of significant interest to upper level students researchers and academics in the various disciplines of Tourism Hospitality Food Studies Marketing Religious Studies Geography Sociology and Islamic Studies

**Sustainable Economic Development** Walter Leal Filho, Diana-Mihaela Pociovalisteanu, Abul Quasem Al-Amin, 2016-09-27 This book introduces the influence and impacts of green economy and green growth on sustainable economic development Combining empirical and theoretical information it provides detailed descriptions of state of the art approaches methods and initiatives from around the globe that illustrate green policies and demonstrate how green growth can be implemented on an international scale It also includes analyses of specific issues such as public policies and sustainable development plans that influence industry and increase trade in environmental goods and services the way to a greener economy green tourism green agriculture green learning and green equilibrium in modern society Matters such as green procurement environmentally oriented implementation strategies and the importance of employee skills in the development of a sustainable future workforce are described as well as a selection of tools that can be used to foster sustainable growth green economies and green growth The book also offers a timely contribution to the dissemination of approaches and methods that improve the way we perceive and utilize natural resources and the technologies designed to protect them Puts forward new ideas for creating a more sustainable future

**Marketing across cultures with a focus on Islamic Marketing** Sanja Hajdarpasic, 2015-06-08 Bachelor Thesis from the year 2014 in the subject Communications Public Relations Advertising Marketing Social Media grade A Oxford Brookes University course Islamic Marketing language English abstract Due to the acceleration of globalization and enormous growth of Muslim population interest in Islamic marketing increased significantly in the past years The study of this dissertation aims to investigate to what extent Islam as a religion affects marketing and its components It was hypothesized that Islam affects marketing in Islamic markets significantly depending on the country and on the specific industry The author intends to fill in a research gap in this area by narrowing its focus on the promotional strategy of products and services in Islamic markets The conclusion of the study is

based on evaluation of primary and secondary research data The outcome of the study showed that Islam indeed has meaningful impact on the business issues generally particularly on the marketing Marketers and companies should bear in mind the existing distinction between certain industries and countries as Islam does not affect all of them equally *Islamic Business Administration* Minwir Al-Shammari, Mohammad Omar Farooq, Hatem Masri, 2020-03-13 This essential textbook provides a comprehensive introduction to the Islamic business environment exploring core concepts and practices in business administration from an Islamic perspective Thorough and accessible it covers the full range of Islamic business including entrepreneurship ethics organizational culture marketing finance and decision making Taking an integrated approach that aligns contemporary business practice with traditional Islamic literature the book offers an engaging exploration of the key ways in which business activities can be organised to align with Islamic norms rules and regulation Developed from the teaching practice of an international range of leading scholars in the field *Islamic Business Administration* includes topical case studies practical business scenarios and comparative features encouraging students to place their understanding of Islamic business within the wider global business context and to understand its practical implementation This is an invaluable companion for students studying a module in Islamic business or management at undergraduate postgraduate and MBA level It is also suitable for students of Islamic finance or banking looking to place their learning in the wider context of Islamic business

**The Principles of Islamic Marketing** Baker Ahmad Alserhan, 2016-03-03 The *Principles of Islamic Marketing* fills a gap in international business literature covering the aspects and values of Islamic business thought It provides a framework and practical perspectives for understanding and implementing the Islamic marketing code of conduct It is not a religious book The Islamic Economic System is a business model adopted by nearly one quarter of the world's population Baker Alserhan identifies the features of the Islamic structure of International Marketing practices and ethics Adherence to such ethical practices elevates the standards of behaviour of traders and consumers alike and creates a value loaded framework for meaningful cooperation between international marketers and their Muslim markets His book provides a complete guide for an organization when managing its entire marketing function or when customising part of its offering to suit Muslim customers It addresses the challenges facing marketers involved in business activities with and within Islamic communities the knowledge needs of academic institutions and the interest of multinationals keen on tapping the huge Islamic markets Along the way Baker Alserhan provides insights into key elements such as distribution channels retailing practices branding positioning and pricing all within the Muslim legal and cultural norms This second edition brings the book up to date and features a number of new case studies and two additional chapters on Maqasid Al Shariah and the Islamic economy and a strategic perspective on Islamic marketing and branding

*Digital Marketing Strategies and Models for Competitive Business* Pinto, Filipe Mota, Guarda, Teresa, 2020-03-27 Modern marketing practices have evolved to become a dynamic meeting point for technology

practitioners and business professionals Digital technologies have added a new paradigm to the way businesses are projected communicated and developed through their marketing activities from message delivery to content production Digital Marketing Strategies and Models for Competitive Business is a collection of innovative research that seeks to connect theory with application identifying best practices over digital marketing to business purposes While highlighting topics including consumer analysis search engine marketing and marketing communications this book is ideally designed for marketers managers executives advertisers graphic designers researchers practitioners entrepreneurs policymakers and educators

*What Makes a Balanced Leader?* Noha El-Bassiouny,Ahmed Amin,Jonathan A. J. Wilson,2023-01-30 Despite continuous public interest in leadership studies as well as the abundance of extant literature the world continues to face leadership predicaments Given the global crises mankind has been recently exposed to which include the financial crisis of 2008 as well as the COVID 19 pandemic further exploration of leadership concepts seems warranted This edited book aims at introducing the concept of Balanced Leadership from an Islamic perspective Drawing on both leadership and Islamic studies the book synchronizes between secular and religious knowledge domains whilst introducing the notion of balance to mainstream leadership literature The conceptualizations presented in the book serve to dissect the leadership literature present historical and philosophical accounts of the balanced leadership concept and infuse that with Islamic theology The book is useful for practitioners interested in leadership studies as well as scholars and researchers aiming at extending the leadership literature

**Islamic Marketing** Djavlonbek Kadirov,2020-06-21 This book focuses on Islam congruent marketing conduct market processes mechanisms and structure both individual and collective marketing practices and activities marketing institutions and market systems Islamic marketing is the discipline concerned with excellence in consumption behavior and marketing practices within different markets The purpose of Islamic marketing is not profit maximisation or revenue generation Rather its main purpose is to benefit others while minimising harm

*Financial Services Marketing* Christine Ennew,Nigel Waite,Róisín Waite,2017-11-07 Now in its 3rd edition Financial Services Marketing offers a balanced and useful guide to the topic that is both conceptual and practical The authors have drawn from extensive international experience to ensure that this text will resonate with users across the globe This edition is complemented by numerous international references examples and case studies featuring companies such as American Express Direct Line Barclays NatWest RBS Aviva and HSBC This fully updated and revised edition features An expanded section on regulation which has international reach and addresses the post Brexit world Greatly expanded coverage of digital marketing at both the strategic and tactical levels New material on how to improve a company s trustworthiness and safeguard a culture that is customer focussed New examples vignettes and case studies that showcase best practice from around the world B2B and B2C marketing Upgraded PowerPoint support on the companion website Financial Services Marketing 3e will be hugely beneficial to academic students of marketing and finance as well as essential reading to those industry based and studying for professional



qualifications      **Islamic Marketing** Čedomir Nestorović, 2016-05-28 This book analyzes the current Islamic marketing environment Since the Muslim world is extremely diverse in terms of economic development customs and traditions and political and legal systems it is vital for companies and marketers to analyze the environment before attempting to address these markets The author emphasizes that it is ineffectual to elaborate the distribution and promotion strategies if the market does not exist in terms of purchasing power or demographics if potential consumers do not believe that products and services answer their needs and demands or if there are political and legal barriers to companies wanting to enter these markets The book offers detailed insights into the economic socio cultural and politico legal environment in the Muslim world which are essential for marketers to understand and form the foundations of effective marketing strategies      *Advances in Islamic Finance, Marketing, and Management* Dilip Mutum, Mohammad Mohsin Butt, Mamunur Rashid, 2016-12-22 Of interest to both academics and practitioners who assist in making Shariah centric strategies this work is particularly important as Asia holds a major percentage of Islamic assets in South Asia Southeast Asia and the Middle East with new opportunities opening in Central Asia      **Contemporary Discourse of Halal and Islamic Entrepreneurship** Lukman Raimi, Salisu Monsuru Adekunle, Muhammad Salman Shabbir, 2023-11-09 This book serves as a valuable resource for Islamic entrepreneurship researchers Halal scholars Islamic finance professionals Halal advocates and Halal business model consultants in the fast changing global economy The thematic focus is not only on Islamic and halal entrepreneurship but also on halal production and consumption ethics and impact investing in Islamic entrepreneurship Shariah principles guiding business model innovation and utilisation of disruptive technologies such as crowdfunding for startups bitcoin digital ventures cryptocurrency blockchain among others Islamic entrepreneurship and SDGs halalisation and sustainability issues and emergence of Islamic Fintech in Muslim majority nations and nations with plural economic systems including the interface of Islamic and halal entrepreneurship with science technology engineering and mathematics STEM At the moment the working knowledge about Islamic and halal entrepreneurship is at its infancy among Islamic finance professionals halal consultants academic researchers and students nursing the ambition of going into these two fields Universities Islamic training academies and centres are also ill equipped to enrich Islamic and halal curricula with principles and conventional models One of the proactive ways of breaking financial exclusion social inequality and social exclusion caused by apathy and avoidance of Riba Maysir and Gharar is by recognising embracing and promoting Islamic and halal entrepreneurship among the excluded Muslims and lovers of ethical business models Overall this book aims to promote better understanding of Islamic and Halal entrepreneurship in order to assist academics researchers practitioners consultants and policymakers to improve the growth of Islamic startups and small and medium enterprises SMEs by improving social inclusion and financial inclusion and accelerating the attainment of SDG 8 and SDG12      *The Routledge Companion to Ethnic Marketing* Ahmad Jamal, Lisa Peñaloza, Michel Laroche, 2015-06-19 The globalization of marketing has brought about an interesting paradox as

the discipline becomes more global the need to understand cultural differences becomes all the more crucial This is the challenge in an increasingly international marketplace and a problem that the world s most powerful businesses must solve From this challenge has grown the exciting discipline of ethnic marketing which seeks to understand the considerable opportunities and challenges presented by cultural and ethnic diversity in the marketplace To date scholarship in the area has been lively but disparate This volume brings together cutting edge research on ethnic marketing from thought leaders across the world Each chapter covers a key theme reflecting the increasing diversity of the latest research including models of culture change parenting and socialization responses to web and advertising role of space and social innovation in ethnic marketing ethnic consumer decision making religiosity differing attitudes to materialism acculturation targeting and ethical and public policy issues The result is a solid framework and a comprehensive reference point for consumer researchers students and practitioners

*Proceedings of the 7th Global Conference on Business, Management, and Entrepreneurship (GCBME 2022)* Ratih Hurriyati, Lili Adi Wibowo, Ade Gafar Abdullah, Sulastri, Lisnawati, Yusuf Murtadlo, 2023-09-29 This is an open access book WELCOME THE 7TH GCBME We would like to invite you to join our The 7th Global Conference on Business Management and Entrepreneurship The conference will be held online on digital platform live from Universitas Pendidikan Indonesia in Bandung West Java Indonesia on August 8th 2022 with topic The Utilization of Sustainable Digital Business Entrepreneurship and management as A Strategic Approach in the New Normal Era

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