

## MUSLIM CONSUMER ATTITUDES TOWARDS ISLAMIC BRANDS: DO AGE, GENDER AND RELIGIOSITY PLAY A ROLE?



There are more than 1.6 billion Muslims in the world and Islam is the world's fastest growing religion. This means that the Muslim and Islamic market is bigger than both India and China. With \$2.1 trillion worth of Halaal goods and services being exported during 2008, marketers are finally starting to take notice.

As a result of this growing religion, a study was conducted by Karim Amade, a [Master's](#) student in the [Department of Marketing Management](#), to examine Muslim consumers' attitudes towards Islamic brands. The study focused on the relationship between social pressures and attitudes towards Islamic brands, age and attitudes towards Islamic brands and gender and attitudes towards Islamic brands. The study was conducted in South Africa and Mozambique amongst a sample of 104 Muslims.

The growing Muslim customer segment has resulted in a rapid increase of the Islamic marketing discipline. In an effort to make products or services more appealing to Muslim consumers, marketers can consider positioning their offerings as Islamic brands. Islamic brands have been shown to be effective in attracting Muslim customers in Muslim-specific niche fields such as Islamic banking and Halaal dietary products. A brand can be considered Islamic in one of three ways: by means of its compliance with Islamic law, as a result of its origin or because it targets Muslim consumers.

The results of the study show that respondents in the age group of 18 to 24 years had the most positive attitudes towards Islamic brands compared to respondents aged 25 and older. The more religious an individual is, the more likely it is that they will have a positive attitude towards Islamic brands. It was also revealed that the greater the social pressure to support Islamic brands, the more positive the individual's attitude towards Islamic brands is likely to be.

The findings of the study suggest that marketers seeking to promote Islamic brands should definitely consider the religiosity of the consumer that they target, as well as the social pressures that the consumers experience. Since these factors play a small role in shaping attitudes towards Islamic brands, marketers should also focus on other factors that could possibly influence attitudes towards Islamic brands.

*This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2011 with the [Department of Marketing Management](#) by Karim Amade, under the supervision of [Prof Yolanda Jordaan](#).*