Index

Titles of publications are in italics.

A Room of One’s Own (Woolf) 78
Aaker, D.A. 278, 285
Abaza, M. 108
Abdeen, A. 21
Abu Dhabi 443
Saadiyat Island 450, 451–5
Abu Dhabi Art 449–50
acceptability 472
accessibility 471
accountability and Islamic ethics 19
acculturation 114–5
French influence in Tunisia 117–26
adaptation 209
Dubai 426–9
multinational enterprises 188
retail MNEs 192
Adas, A.B. 488
adequacy, see quality
advertising 55, 221
attitudes to, and consumer religiosity 253
fashion 60–63
financial products 64–7
and Islamic practices 31, 216–17
affinity as marketing challenge 473
agility as critical success factor 479
ahadith 39
Ahmad, A. 282
Ahmad, A.N. 441
Ahmad, N. 281
Ahmad, S. 172
Ahmad, W.M.W. 253
AICFS (Association for Inspection and Certification of Food and Supplies) 382–3
Ajzen, I. 398, 409, 410
Al-Ajmi, J. 282
Al-Atibah, Mouza 315
Al-Barai, A. 21
Al-Bukhari, M.I. 39, 49
Al-Hassan Golley, N. 309
al-Maki, Abu Talib 24, 25
Al-Mossawi, M. 217, 253, 281, 282
Al Pashehi, S. 21
Al-Qaradawi, Y. 37, 40–41
Al-Suwailem, S.I. 235, 241
Al-Tamimi, H. 282
alcohol availability and store choice 154–5
Ali, 4th Muslim Caliph 19, 21, 22, 25, 27, 28
Allport, G.W. 47, 240
Altman, I. 93
Always On (Vollmer and Precourt) 339
Amler, T. 264
Anderson, B. 434
Anderson, C. 339
Anderson, J.N.D. 41
Anholt, S. 444, 445, 456
Apple, viral video campaign 344
Arab colonization of Tunisia 115–16
Arab consumer boycott of American products 393–413
Arkoun, M. 451
Art Dubai 449
Art Fair Age, The (Barragàn) 449
art world and UAE 446–50
Asaf, M. 29
Askegaard, S. 114, 115, 121
Association for Inspection and Certification of Food and Supplies (AICFS) 382–3
Association of Turkish Industrialists and Businessmen (TÜSİAD) 367
Atilgan, E. 278
attack as marketing challenge 473–4
auction houses and UAE 448–9
Australian Muslims, spiritual tourism 322–30
awareness of brands, see brand awareness
of Islamic banking 240–41, 281–2
of Islamic finance 260–61
Azimi, N. 446, 456
bai‘muajjal 276
bai‘salam 276
Bailey, J.M. 36, 239
Bakker, E.J. 172
Balasescu, A. 101
banking and religiosity, Turkish Muslims 139
see also Islamic banking
Barbarosoğlu, F. 379
Barber, B.R. 487
Barragàn, P. 449
Basar, S. 443
Baudrillard, J. 130

503

Özlem Sandıkcı and Gillian Rice - 9780857936028
Downloaded from Elgar Online at 06/04/2019 09:40:49AM
via free access
Bayraktar, S. 374–5, 377, 380
Bech-Larsen, T. 164
Belk, R.W. 73–4, 493
Berbers, clothing and acculturation 121
Best Buy 346
Biedenbach, G. 283
Billah, M. 276
Bilsky, W. 174
Blackston, M. 280
Bley, J. 281
body visibility and fashion advertising 60–63
Bonne, K. 151
Bouhdiba, A. 101, 111
Bound, K. 445, 446
Bourdieu, P. 121
Bourriaud, N. 439, 446
boycotts, see consumer boycotts
brand awareness 284–5
Islamic and non-Islamic banks 291, 293
as marketing challenge 471
and perceived quality 287–90
brand equity 276–8
Islamic banking products 281–95
outcomes 280–81
sources 278–80, 292–3
brand fundamentalism 264
brand positioning, financial services 254, 268–9
BRAND products 177
brand trust 283, 285, 473
branding 442, 480–81
Islamic 465–82
national branding 444–6
and sharia compliance 220–21, 222–3
Brewer, M.B. 109
Bridson, K. 192
Brown, K. 275
Bucy, E. 139
Burnett, J.J. 253
Burqini 216
capital market, Islamic 252
Caragata, W. 230, 233
Çarkoğlu, A. 131
Carmon, Z. 169
Carrefour Malaysia 195
cooperation with Islamic agencies 199
core values 196
halal and haram products 197
halal certification 198
halal product handling 200–201
Carrier, D. 452
cars, marketing in India 68
Carsky, M. 401
CARTER measure 282
Cayla, J. 424, 433
charitable donations as source of Western fashion 122–3
Chatterjee, P. 426
Chaudhuri, A. 280
children, acculturation, Tunisia 120
China Realty 64–7
Chiou, J. 279–80
Choi, Y. 253
Christensen, C.M. 491
clothing
and acculturation 120–21, 122
and Islamic rules 371–2
women 76, 79, 85–9, 90, 215–16, 492
see also fashion
Cobb-Walgren, C. 282, 293
Cohen, E. 320
Cohn, B.S. 120, 124
collaboration and marketing, Dubai 428–9, 432–3
collectivist culture, Tunisia 110
colonization history, Tunisia 115–17
COMCEC (Standing Committee for Economic and Commercial Cooperation) 369
commitment to brand 338
communication
and Islamic practices 216–18
as success factor 475
see also media; social media
community building and digital marketing 350–51
community orientation and risk tolerance 240
competition
from global brands 473–4
and Islam 21–3
competitive capitalism 443–4
consumer awareness, see awareness
consumer behaviour
influence of Islam on food shopping 147–57
influence of religiosity 252–3
consumer boycotts
Arab boycott of US products 395–410
motives 393–4
and political orientation 402–3
and religious orientation 403–4
and theory of planned behaviour 396–8
consumption
and Islam 36, 377–82
and religiosity, Turkey 129–43
contracts 28–9
conventional plus economic system 219
convergence 191–2
corporate social responsibility (CSR) 300–316
counter-acculturation 124–5
country-of-origin effect 472
covering of women, see veiling
<table>
<thead>
<tr>
<th>Term</th>
<th>Page Numbers</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>critical realism</td>
<td>322</td>
<td></td>
</tr>
<tr>
<td>critical success factors, Islamic brands</td>
<td>478–80</td>
<td></td>
</tr>
<tr>
<td>crossvergence</td>
<td>192, 203–4</td>
<td></td>
</tr>
<tr>
<td>CSR (corporate social responsibility)</td>
<td>300–316</td>
<td></td>
</tr>
<tr>
<td>cultural diplomacy</td>
<td>439–40, 444–6</td>
<td></td>
</tr>
<tr>
<td>and Islamic marketing</td>
<td>455–7</td>
<td></td>
</tr>
<tr>
<td>and United Arab Emirates</td>
<td>446–55</td>
<td></td>
</tr>
<tr>
<td>Cultural Diplomacy, Institute for</td>
<td>445</td>
<td></td>
</tr>
<tr>
<td>cultural identity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and fashion 97–112</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and traditional clothing 90–91</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tunisia 102–12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>cultural values and functional food 172–3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>culture and national identity, UAE 421–2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>of host country, and multinational enterprises 188, 192</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Culture and Imperialism (Saïd)</td>
<td>441</td>
<td></td>
</tr>
<tr>
<td>Cummings, M.</td>
<td>445</td>
<td></td>
</tr>
<tr>
<td>Cunningham, J.B.</td>
<td>235</td>
<td></td>
</tr>
<tr>
<td>customer-based brand equity, Islamic banks</td>
<td>274–95</td>
<td></td>
</tr>
<tr>
<td>Czaja, S.J.</td>
<td>139</td>
<td></td>
</tr>
<tr>
<td>Dairy Farm International 196–7, 198; see also Giant stores</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Darrat, A.F.</td>
<td>231</td>
<td></td>
</tr>
<tr>
<td>Dawson, J.</td>
<td>192</td>
<td></td>
</tr>
<tr>
<td>deception</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Delener, N.</td>
<td>239, 252, 253, 264</td>
<td></td>
</tr>
<tr>
<td>Delgado-Ballester, E.</td>
<td>280</td>
<td></td>
</tr>
<tr>
<td>demographic profiles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>of religiosity clusters, Turkish Muslims</td>
<td>134–5</td>
<td></td>
</tr>
<tr>
<td>Turkey 146</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Denton, E.</td>
<td>320</td>
<td></td>
</tr>
<tr>
<td>Deshpande, R.</td>
<td>190</td>
<td></td>
</tr>
<tr>
<td>Devlin, J.F.</td>
<td>241</td>
<td></td>
</tr>
<tr>
<td>Dibb, S.</td>
<td>48, 157, 239, 253</td>
<td></td>
</tr>
<tr>
<td>Dickinson, R.</td>
<td>401</td>
<td></td>
</tr>
<tr>
<td>Dickson, P.R.</td>
<td>254</td>
<td></td>
</tr>
<tr>
<td>DIFC Gulf Art Fair 449</td>
<td></td>
<td></td>
</tr>
<tr>
<td>digital marketing</td>
<td>338–58</td>
<td></td>
</tr>
<tr>
<td>advantages 347–55</td>
<td></td>
<td></td>
</tr>
<tr>
<td>challenges 355–7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Muslim majority countries 343–4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Muslim minority countries 344–7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>digital media</td>
<td></td>
<td></td>
</tr>
<tr>
<td>market opportunities 469–70</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and marketing, see digital marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and the Muslim identity 355–6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dimitriadis, S.</td>
<td>285</td>
<td></td>
</tr>
<tr>
<td>distribution channels 219–20, 222</td>
<td></td>
<td></td>
</tr>
<tr>
<td>divergence 191–2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>diversity, see transnationalism</td>
<td></td>
<td></td>
</tr>
<tr>
<td>domaining practices 419</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donthu, N.</td>
<td>279, 282</td>
<td></td>
</tr>
<tr>
<td>Douglas, M.</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td>Dream Team campaign, Wilson Basketball</td>
<td>353, 357</td>
<td></td>
</tr>
<tr>
<td>dress, see clothing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>dual economic system 219</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dubai 420–21</td>
<td></td>
<td></td>
</tr>
<tr>
<td>culture and national identity 421–2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and economic crisis 421</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and fashion advertising 63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>transnationalism and marketing 418–19,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>424–36</td>
<td></td>
<td></td>
</tr>
<tr>
<td>transnationals 418, 423–4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dunning, J.</td>
<td>188</td>
<td></td>
</tr>
<tr>
<td>Dusuki, A.J.</td>
<td>281</td>
<td></td>
</tr>
<tr>
<td>Ebady, A.</td>
<td>170</td>
<td></td>
</tr>
<tr>
<td>Eckhardt, G.</td>
<td>424, 433</td>
<td></td>
</tr>
<tr>
<td>economic benefits of Islamic banking</td>
<td>230–31</td>
<td></td>
</tr>
<tr>
<td>Economic and Commercial Cooperation,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standing Committee (COMCEC)</td>
<td>369</td>
<td></td>
</tr>
<tr>
<td>economic rationality group and Islamic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>financial services 249, 257, 267</td>
<td></td>
<td></td>
</tr>
<tr>
<td>economic systems, Islamic 218–19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>market opportunities 468</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and religiosity, Turkish Muslims 134–5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>effort, as pillar of Islamic ethics 21</td>
<td></td>
<td></td>
</tr>
<tr>
<td>El-Bdour, R.</td>
<td>237</td>
<td></td>
</tr>
<tr>
<td>El-Sheikh, S.</td>
<td>250</td>
<td></td>
</tr>
<tr>
<td>Elliott, R.</td>
<td>280</td>
<td></td>
</tr>
<tr>
<td>emotional appeal of Islamic values 474, 479–80</td>
<td></td>
<td></td>
</tr>
<tr>
<td>emotional engagement and digital marketing</td>
<td>350–51</td>
<td></td>
</tr>
<tr>
<td>Engel, J.F.</td>
<td>129</td>
<td></td>
</tr>
<tr>
<td>entertainment market opportunities 469</td>
<td></td>
<td></td>
</tr>
<tr>
<td>entrepreneurs, Muslim 488–9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entwhistle, J.</td>
<td>104</td>
<td></td>
</tr>
<tr>
<td>equity in Islamic ethics 19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Erbakan, Necmeddin 367</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Erol, C.</td>
<td>237</td>
<td></td>
</tr>
<tr>
<td>Errico, L.</td>
<td>234</td>
<td></td>
</tr>
<tr>
<td>Essoo, N.</td>
<td>48, 157, 239, 253</td>
<td></td>
</tr>
<tr>
<td>ethical principles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and contracts 28–9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Islamic 18–34</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and marketing 29–32</td>
<td></td>
<td></td>
</tr>
<tr>
<td>pillars of ethics 20–26</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and religion 17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ethical values group and Islamic financial services 249, 266</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ethnoconsumerism 496</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ettenson, R.</td>
<td>410, 411</td>
<td></td>
</tr>
<tr>
<td>Evans, J.</td>
<td>192</td>
<td></td>
</tr>
</tbody>
</table>
Index

Evans, J.W. 233
everyday activities and fatwa 43–4
experience economy 442
extrinsically religious individuals 47
faith and consumption 377–82
Farahbaksh, M. 234
fashion 98–112
and acculturation 120–23
advertising 60–63
Arab Gulf states 79, 85–9, 90
definition 98–9
halal 214–16
and identity 99–100, 102–12
and Islam 100–101
market opportunities 470
and religiosity 135
fashion industry, Turkey 363–87
Fassin, Y. 315
fatwa rulings 35–52
Malaysia 45–6, 49–50
marketing implications 50–51
mechanism and types 40–42
searching for 49–50
Faulds, D. 339, 357–8
Fayrouz, digital marketing of 343–4
Featherstone, M. 129
feminism 308–9
Ferrell, O.C. 29
Fieldhouse, P. 172
financial services, Islamic 218–19, 221, 249–52
advertising 64–7
consumer awareness 260–61
market opportunities 470
market segmentation and product positioning 253–69
see also Islamic banking
financial transactions and religiosity 139
first mover advantage 475
Fischer, J. 492
Fishbein, M. 398, 409
Fisher, G. 17–18
Fitzpatrick, S. 489
Fleck, J.R. 239
Flyvbjerg, B. 194
food
and acculturation, Tunisia 123–4
consumption, impact of Islam 151–3
halal, see halal food
and health 167–8
Malay culture 165–6
market opportunities 468
see also functional food
food shopping 147–57
marketing implications 155–7
store choice 153–5
supermarket use 150
Foreign Affairs 439
Foucault, M. 493
French colonization of Tunisia 117
French influence on Tunisian culture 117–24
French people, acculturation to Arab Tunisian 125
Frey, B. 451
Fulla doll 216
functional food 162–81
definition 163–4
Malaysia 164–5, 168–81
Gait, A. 256
GCH Retail (Malaysia), see Dairy Farm International
gender and privacy 73–93
in Arab Gulf states 78–92
gender segregation 76–8
in the home 81–4, 90
Gentry, J.W. 253
Ger, G. 100, 110, 130, 488, 489, 492, 495
Gerrard, P. 235
Ghannadian, F.F. 231
Giant stores, Malaysia 195, 197, 199, 202
Gilmore, J. 443, 449
Ginter, J.I. 254
Glaachi, M. 19, 23
Glaser, B.G. 169
glocalization 209
Gobé, M. 339, 350
Göle, N. 90
Goswami, G. 231
Grable, J.E. 239
Guex, S. 444
Guggenheim Abu Dhabi 450, 451–3, 455
Güler, I. 374–5, 377, 381
Gulf Cooperation Council (GCC) 442
Gylling, C. 284
hajj 320–21
halal certification 382–3, 472–3
foreign retail MNEs, Malaysia 198–9
halal food 147–8, 151, 166, 189, 213–14
availability 220
halal meat, slaughter rules 151, 207
halal practices 187, 189, 210, 492
advertising 216–17
and consumers’ store choice 153–4
finance, see Islamic finance
implications for retailers 156
television 217–18
halal products 32–3, 210, 212–16
banking instruments 218
fashion 214–16
handling, Carrefour 200–201
offered by foreign retail MNEs 197–8
toys 216
Halliday, F. 441
Halsall, R. 444–5
Halper, M. 490
Hamid, A. 281
Hansen, K.T. 104
haram foods 166
haram practices 187, 189
haram products, foreign retail MNEs, Malaysia 197–8
Harley, G. 114, 122
Haron, S. 234, 237, 266, 281
Harussani 37
Hassan, A. 242
Hassan, M.K. 231
Hassan, S.H. 164
Hawley, J.M. 279, 283, 292
Hayes, A.F. 287
Haytko, D. 100, 109
headscarves
and advertising 372–3
Turkey 368
see also veiling
health and functional food consumption 175–6
health behaviour and Islam 166–8
Hefner, R.W. 37
Hegazy, I.A. 240
Heineken, digital marketing of Fayrouz 343–4
Hess, J. 338
hierarchy-of-effects model 283
hijab 214–15; see also veiling
Hillyer, C.L. 278
Hirschman, C. 165
Hirschman, E. 493
Hirschman, E.C. 129
hoarding, prohibition of 23
Hofffler, S. 283
Hoffman, K.E. 121
Hofstede, G. 110
Holbrook, M.B. 280
Holt, D.B. 108, 114, 129, 442
Homburg, C. 191
home buying and Islamic banking 228
home décor
and acculturation, Tunisia 121
in Arab Gulf states 91–3
homes and privacy 74, 75–6, 77–8
in Arab Gulf states 79, 80–85
Hong Kong, Guggenheim project 452–3
host country adaptation, see adaptation
HSBC 346–7
Hult, G. 190
hurma 75
Ibn Al Josie, Abu Alfaraj 25
Ibn Khaldun, Abd al-Rahman 25, 27
Ibn Qatada, Sheikh 37
Ibn Taymiyah, A. 31
identity and fashion 99–100
cultural identity, Tunisia 106–9
individual identity, Tunisia 104–5
national identity, Tunisia 101–2
social identity, Tunisia 105–6
ihsan 18, 25
ijara 276
ijma 40
ijtihad 40
ijtima 321
Independent Industrialists and Businessmen Association (MÜSİAD) 367–8
India, English acculturation 120
individual identity and fashion, Tunisia 104–5
innovation as critical success factor 479
Institute for Cultural Diplomacy 445
instrumental rationalization and CSR 302, 306
towards orphans 307–8
towards women 309–10
instrumental values 173–4
insurance 251
and fatwa rulings 45
interest prohibition 228, 231–2
benefits to economy 230–31
international marketing strategy and Islamic marketing 208–23
Internet, see digital media
intrinsic religious individuals 46–7
investment, Islamic 64–7
Iqbal, Z. 233
Iran, middle class 59
Isherwood, B. 99
Islam 210
and consumption 377–82
pillars of 210
Western view of 441, 486–7
and women 308–9
see also Islamic ethics; Islamic values
Islamic banking 218–19, 226–44, 251
awareness of 240–41, 255, 281–2
brand equity 281–95
customer segmentation 256–69
criticisms of 231–2
economic benefits 230–31
halal banking instruments 218
marketing 234–6
principles 228–30, 275–6
Islamic branding 465–82
Islamic business practices 188–9
influence on multinational enterprises 192–204
in retailing 189–90
Islamic Clothing, Fashion, Apparel and Accessories Fair 363–4
Islamic economic systems 218–19
Islamic ethics 18–26
and business 26–9
and marketing 29–34
Islamic finance, see financial services, Islamic
Islamic values
and functional food 170–72
see also halal; Islamic ethics
Islamist social movements 487–8
istyana 276

JAKIM (Malaysian Islamic Development Department) 199
Jamali, D. 300, 314, 315
Jameson, F. 439
Japan, functional food 163
Jasim, A.S. 21, 25
Jaworski, B. 191
John, J. 253
joint venture financing 230
Jordan, CSR towards women 310

Kale, S.H. 319
Karababa, E. 495
Karaduman, Mustafa 370, 373
Kasaba, R. 131
Kearney, A.T. 490
Keller, K.L. 276, 278, 283, 284
Kemper, S. 419
Khan, M.S. 231, 233
Klaus, P. 284
Kohli, A. 191
Kramer, M. 310
Krauss, R. 451
Krens, T. 452, 453, 455
Küçükcan, T. 131
Kudu Arabia, CSR 312–13
Kuehn, K. 281
Kuran, T. 230, 234, 486
Kwolek-Folland, A. 77
Kyot, N. 285

LaBarbera, P.A. 252
Lafferty, B. 190
language
and acculturation, Tunisia 119–20
and identity, Tunisia 102
and marketing, Dubai 427–8, 431
Lassar, W. 278
Lavidge, R.J. 283
Lebanon, Arab boycott of American products 395–410
legitimization of corporate social responsibility 302, 306–7
Legoherel, P. 322
Lehmann, D.R. 294
leisure and religiosity, Turkish Muslims 136–7
Leonard, M. 445
Leone, R.P. 283
Lewis, A. 241
Lewis, R. 491
life satisfaction and religiosity, Turkish Muslims 134
lifestyle 129
Muslim Turkey 130–43
and religiosity 135–41
lifestyle market opportunities 470
Lindberg-Repo, K. 284
Lipovetsky, G. 98
Long Tail phenomenon 339
Louvre Abu Dhabi 450, 451, 453–5
Loyrette, H. 453
Luedicke, M.K. 494
Lytotard, J.-F. 452

Lynton, R.H. 239
Mackenzie, C. 241
Madigan, R. 78
Mahmud, H. 22
maajid 82
Maklan, S. 284
Malaysia 194–5
and /fatawa/ rulings 43–6, 49–50
foreign retail MNEs 194–204
functional food 164–5, 168–81
Malay ethnic group 165–6
Malaysian Islamic Development Department (JAKIM) 199
Mangold, W. 339, 357–8
Marell, A. 283
Marion, G. 100
market access as marketing challenge 471
market opportunities 467–70
market-orientation, foreign retail MNEs, Malaysia 187–204
market segmentation 490–91
financial services industry 253–69
marketing, definition 29
marketing mix and Islam 212–20
marketing opportunities 220–22, 467–70, 484–5
digital 341–3
Maruf Al Karkhi 25
Maurer, B. 64, 66
Maycroft, N. 139
McDaniel, S.W. 253
measuring digital marketing campaigns 348–9
Mecca Cola 214, 221
media
halal television 217–18
market opportunities 469–70
role in spiritual tourists’ decision-making 328
usage and acculturation, Tunisia 124
medical market opportunities 469
merchants 26–7
mergers, acquisitions and partnerships 475
Metawa, S. 281, 282
Metwally, M.M. 236
Mexico, Western acculturation 120–21
microfinancing 243
middle classes 58–9, 489
Mirakhor, A. 233
Mirshak, R. 314, 315
Mitchell, P. 253
Mitroff, I. 320
Mittelstaedt, J.D. 226, 237
Mizerski, D. 43
mobile phone ring tones, fatwa ruling 45
modest dressing 488, 492; see also veiling
modesty 76
moments of arrival 419
Dubai 429–33, 435
moments of departure 418–19
Dubai 426–9, 435–6
MoneyGram International 345, 349
Moore, E. 17
Moors, A. 101
morality and markets 493–5
morally responsible conduct as pillar of Islamic ethics 24–6
Morocco, clothing and acculturation 121
motivation and religion 48–9
Moutinho, L. 231, 250, 322
mu'aamalat 43
mudaraba 230, 233, 275
Muhamad, N. 43
Muhamad, R. 248, 249, 256
multinational enterprises, influence of host country culture 187–204
Munro, M. 78
Munuera-Alemán, J.L. 280
murabaha 275–6
museums of art, UAE 450–55
muslimarketing 230, 233, 275
MUSIAD (Independent Industrialists and Businessmen Association) 367–8
Muslim entrepreneurs 488–9
Muslim-friendly brands, index of 211
Muslim identity and digital media 355–7
Muslim majority countries, digital marketing 343–4
Muslim markets
and digital marketing 338–58
discovery 487–92
and international marketing strategy 211–12
opportunities 220–22, 484–5, 467–70
Muslim middle class 58–9, 489
Muslim minority countries, digital marketing 344–7
Muxlim.com 469–70
Muxlim Inc. 340
Na, W.B. 278
Narver, J. 190–91
Naser, K. 231, 250
Nasr, S. 24, 26
Nasr, V. 58, 489
Nasu, Y. 253
Nation Brand Effect (NBE) 477
nation branding 440, 442–6, 476–7
UAE 442–4
National Commercial Bank, Saudi Arabia, CSR 303, 307
national identity
Tunisia 101–2
UAE 421–2
Navarro-Yashin, Y. 130, 131
Nestlé, halal products 213–14, 221
Netemeyer, R.G. 278, 283, 285, 292
niche marketing 476
non-discrimination 19
Nordin, N.A. 281
Nordstrom, hijab fashion show 215
O’Guinn, T.C. 493
O’Shaughnessy, J. 444
O’Shaughnessy, N. 444
offices, gender segregation 77
Ogilvy and Mather index of Muslim-friendly brands 211, 215
Okumus, H. 281, 282
Olson, E.A. 107
Olson, J.C. 258
Omar, 2nd Muslim Caliph 22
Organization of the Islamic Conference 369
Orientalism (Said) 440–41, 486
Orientalism, Postmodernism and Globalism (Turner) 487
orphans and corporate social responsibility 307–8
Osella, C. 489
Osella, F. 489
Index

Othman, A.Q. 282
Owen, L. 282

Pachter, L.M. 172
Pakistani Muslims, spiritual tourism 322–30
Patterson, P.G. 287
Pavitt, J. 442
perceived quality
and brand equity 287–90, 294
measurement 285
Peter, J.P. 258
Petty, R.E. 294
Pew Research Center 339
Pflelsser, C. 191
pharmaceutical market opportunities 469
photography and fashion advertising 60–63
pilgrimage, see spiritual tourism 320
pillars of Islam 210
pillars of Islamic ethics 20–26
Pine, J. 443, 449
Pioch, E. 190
Pious Property (Maurer) 64
place 219–20, 222
Placebrands 445
Plank, R.E. 279
planned behaviour theory, and boycott
behaviour 396–8
PLS, see profit and loss sharing
Plummer, J.T. 129
Polhemus, J.T. 110
policy and infrastructure, Dubai
adapting 428
retention 431–2
political orientation and consumer boycott
participation 402–3
Porter, M. 310
possessions and religiosity 140
Power, C. 203
Prahalad, C.K. 486
Prakash, G. 441
Preacher, K.J. 287
Precourt, G. 339
price 22, 24–5, 31, 218, 221
privacy 73–6
and clothing 85–9
and gender 73–93
in the home 80–85
product market brand equity 277
product positioning, Islamic financial services
253–8
profit and Islamic ethics 25
profit-and-loss sharing (PLS) 229–30
benefits 230–31
determinants of PLS adoption 237–42
promotion 31, 216–18, 221
Prophet Muhammad
and charity 312
and food 168
and Islamic ethics 18–19, 21, 22, 23, 24, 28
and the sunnah 39
and trade 26, 27
Protestant Ethic and the Spirit of Calvinism,
The (Weber) 488
Punj, G.N. 278
qard hasan 276
Qatar, gender and privacy 78–92
Qibla Cola 214
quality
and brand affinity 473
as marketing challenge 472–3
perceived, see perceived quality
Qur’an 210
and clothing 371
and competition 21–3
and contracts 28
and ethics 18–19, 21, 24–5, 28, 31
and food 162–3, 166, 167–8
interpretation ambiguity 371–2
and pricing 24–5
and Ramadan 305–6
and sharia law 38–9
and zakat (charitable giving) 304, 311–12
Rabolt, N.J. 97
Raghib, H. 19, 22
Ralston, D. 192
Ramadan and corporate social responsibility
305–6, 313–14
Ramadan Kindness campaign, MoneyGram
345, 349
Rammal, H.G 236, 281
Redfield, R. 115
Reekie, G. 77
Rehman, A. 140
relevance to market, as success factor 475
religion
and Arab CSR reporting 303–4
and fashion, Tunisia 106–7
influence on consumer behaviour 130, 147,
493–5
Religion, Secularism and the Veil in Daily Life
Survey 368
religiosity
and consumer behaviour 130, 147, 252–3
and lifestyle 135–41
and risk tolerance 239
Turkish Muslims 133–4
religious conviction and economic rationality
group, Islamic financial services 265–6
religious conviction group, Islamic financial services 249, 257, 264–5
religious orientation 46–9
and consumer boycott participation 403–4
see also religiosity
resistance theology 381
resistance to Islamic fashion industry 363–4
challenge to Tekbir company 374–8
responsibility and Islamic ethics 19
retailers
adaptation to host culture 193
implications of Islamic food rules 156–7
and Islamic business practices 189–90
riba, see interest prohibition
Rice, G. 25, 217
rihla 321
ring tones, fatwa ruling 45
risk aversion 239
risk perception and religiosity 252–3
risk sharing, Islamic banking 229–30
risk tolerance and adoption of Islamic banking 239–42
ritual slaughter 151
Rocha, M.A. 99
Rokeach, M. 129, 173
Rosler, M. 447, 448
Ross, J.M. 240
Ross, M. 47
Rugh, A.B. 93
Run, E.C.D. 253
Ryner, D. 454
Saad Group 309
Saadiyat Island 450, 451–5
sadaqa 312
Said, E. 440–41, 486
Samuelson, R. 24
Sandikci, O. 100, 110, 130, 426, 489, 492
Sandstrom, A.R. 120–21
Sarker, M.A.A. 233
Saudi Arabia and CSR towards women 309–10
Saudi Oger 311
Savola Group 308
Schwartz, S.H. 174
sects, Islamic 157–8
segmentation, see market segmentation
Shabbir, M.S. 140
sharia compliance, importance for consumers 211
sharia law 37–40, 210
and finance 66, 227–8
Sharjah Biennial art show 446–7
Sharma, N. 287
Sheller, M. 75
shopping areas and gender segregation 77
shopping behaviour
impact of Islam 153–5
influence of consumer religiosity 253
and religiosity, Turkish Muslims 139, 140
Siguaw, J.A. 253
silent corporate social responsibility 315–16
Singapore 444
Skoda Octavia, marketing in India 68
Slater, S. 190–91
slaughter rules, halal meat 151, 207
Soanes, C. 187
Sobal, J. 172
social capital and risk tolerance 240
social identity and fashion, Tunisia 105–6
social media 351
market opportunities 469–70
Ramadan Kindness campaign 345, 349
socioeconomic status and supermarket shopping 150
Soja, E. 439
Solomon, M.R. 97
Sood, J. 36, 239, 253
Spain, D. 78
Sparke, P. 77–8
speed as critical success factor 479
spiritual tourism 319–32
standardization 209
halal certification 382–3, 472–3
sharia compliance as standard 211
Standing Committee for Economic and Commercial Cooperation (COMCEC) 369
Steering Wheel (Tesco balanced scorecard) 196
Steiner, G. 283
Stiansen, E. 230
store choice 153–5
Story, J. 338
strategic CSR 310–11
Strauss, A.L. 169
sunnah 39–40, 210
supermarket shopping 149–51
superstar museums, UAE 451–2
Swimberghe, K. 253
tabligh 321
takaful (Islamic insurance) 251, 276
Taleqani, M. 228
Tantash, Ahmad 306
targeting and digital marketing 347–8
Taylor, S.A. 283
Taylor, T.W. 233
technology adoption and religiosity, Turkish Muslims 139
Index

consumer reactions 376–82, 384–7
court case 374–7
Islamic principles 370–71
television
and acculturation, Tunisia 124
halal 217–18
terminal values 173–4
Tesco Stores (Malaysia) 195
cooperation with Islamic agencies 199
core values 196
halal certification 198
halal and haram products 197–8
market-orientation 201–2
tesettür (modest dressing) 488, 492
fashion industry 363–87
Thaler, R.H. 235
theory of planned behaviour, and boycott
behaviour 396–8
Thompson, C. 100, 109
Tian, K. 73–4
Tigert, D. 129
Tok Guru products 170–71
Tong, X. 279, 283, 292
Toprak, B. 131
tourism
Dubai 443
market opportunities 469
spiritual 319–32
trade and Islam 26–7
trade financing and Islamic banking 228–9
transnationalism 418–20
Dubai 422–4
and marketing, Dubai 424–36
transparency 23–4
Trimble, J.E. 114
trust 23–4
in banks, and risk tolerance 242
and brand equity, banks 279–80, 283, 290
as marketing challenge 473
truthfulness 23
Tuan, Y.-F. 74
Tunisia 98, 101–2
colonization history 115–17
fashion and identity 102–12
French acculturation 117–26
türbanists 379
Turkey 129–30
consumption patterns and culture 100
demographics 146
fashion industry 363–87
fashion photography 63
lifestyles and religiosity 130–43
middle class 58
Turner, P. 487
TÜSİAD (Association of Turkish Industrialists and Businessmen) 367
UAE, transnationals 422–4
ulama 36–7
United Arab Emirates
consumer culture 442–4
culture and national identity 421–2
gender and privacy 78–92
Guggenheim and Louvre projects 451–5
and international art world 446–50
see also Dubai
United States products, consumer boycott 395–410
Urry, J. 75, 456
use-adoption gaps, food shopping 149
Üstüner, T. 108, 114
Valencia, H. 117
value negotiation process, and functional food 177–8
values
cultural, and functional food 172–3
Islamic, and functional food 170–72
and lifestyle 129
personal, and functional food 173–5
van de Ven, B. 311
van Ham, P. 439, 444
Van Leeuwen, T. 302
veiling 76, 79, 492
and fashion industry 215
Turkey 130–31
Venkatesh, A. 496
Verbeke, W. 151
Verschuren, P. 194
viral video campaign, Apple 344
visual aesthetic of Dubai
adapting to 426–7
retention 430
Vollmer, C. 339
wadia 229
Washburn, J.H. 279
Webster, F. 190
Weibe, K.F. 239
Wells, W. 129
Wertenbroch, K. 169
West-East identity dilemma, Tunisia 107–9
Western fashion preference 86–7, 108, 122
Wilkes, R.E. 134, 226–7, 252
Wilkie, W. 17
Williams, G. 300
Wilson Basketball 346, 353, 357
Index

Wilson, R. 235
Wilson, W.C. 47
Wilson-Goldie, K. 456
Wind, Y. 257–8, 265–6
Wodak, R. 302
women
clothing 85–9
see also fashion
and corporate social responsibility programs 309
and digital marketing 352–3
and the home 80–85
and Islam 308–10
modesty and privacy 76
veiling, see veiling
Woolf, V. 78
workplaces, gender segregation 77
Worthington, A.C. 256
Wrigley, N. 203
Yannopolou, N. 280
Yau, O.H.M. 175
Yavuz, H. 488
Yin, R. 194
yoga and fatwa rulings 44
Yoo, B. 278–9, 282, 285, 292
Zaher, T.S. 231
Zain 310, 313–14
zakat 304, 311–12, 315
Zinkin, J. 300
ziyara 321
Zorropulos, S. 312
Zurbruegg, R. 236, 281

Yin, R. 194
zoology 265–6
Zionism 270–71