ISLAMIC MARKETING AND BRANDNG
THEORY AND PRACTICE

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In Chapter 6, Ali Al-Makrami and Dorothy Yen extend the concept of brand values within the Muslim market. This chapter discusses the capabilities and strengths of the Islamic branding framework in creating and sustaining strong brands. This is done through a deliberate process of designing and delivering superior value to target Muslim customers. The authors emphasise that brand manufacturers should carefully examine the depth of their cultural understanding in order to avoid an over-hasty entry into Islamic markets. This is necessary because the lack of a thorough appreciation of the religious and cultural motivations and reasons behind Muslim consumer behaviour could hinder or even block completely the existence of a brand in desirable markets.

They argue that despite the trends that indicate a growing market for brands globally, there is no clear consensus on how best to advocate enduring value for Muslim consumers, which would be achievable only by means of a sound understanding of Islamic value systems. Therefore, the authors offer a framework with the objective of assisting global brands in overcoming the barriers that can prevail in Islamic markets all the way from the introductory stage through to the operational stage to that later stage of building a relationship with Muslim consumers, this by means of a concept known as value maximisation.

Part II concludes with Chapter 7 by Rusnah Muhammad on consumption and cultures. This chapter concerns itself with the topic of Islamic tourism, a subject which is emerging as an increasingly popular new sub-sector within the travel and holiday industry. Over recent years Muslims worldwide have become increasingly affluent and are travelling with their families and friends, presenting huge opportunities for the tourism industry players to develop innovative ways of using Islamic tourism products and services to cater for the needs of this largely untapped but lucrative niche market. Hence, the chapter stresses the need for the market (Muslim travellers) and their religious requirements to be understood in order to help Islamic tourism products and services successfully compete within this target market. In particular, marketers could address two core consumer factors when designing products and services and when communicating the Islamic tourism message i.e. the availability of halal products and facilities for Muslim travellers performing daily prayers.

Part III of the book

In Part III, readers will be introduced to strategic global orientation and to marketing mix in the context of the Muslim market across the different geographic regions of the world. Cedomir Nestorovic provides the opening for this part (Chapter 8) by investigating the similarities and differences between the economic dimensions of the Islamic world and by examining how the differences between countries might influence a differentiated marketing approach. Since the Islamic religion influences all aspects of Muslim consumer behaviour, public life, private life and family life, Islam will, from a marketing standpoint, define what is prescribed, what is forbidden or what is permissible, with the result that the marketing offer has to be in tune with the tenets of Islam. The chapter suggests that despite the general misconception among non-Muslims that Muslim behaviour is the same the world over, the Muslim world is in fact diverse, with differences based on interpretations of Islam on one side and economic realities on the other. The author concludes that, for this reason, it is difficult to have one unique homogenized Islamic market.
7 Islamic tourism products
Innovation in the tourism industry
Rusnah Muhamad

Learning outcomes

At the end of this chapter, readers should be able to:

1. Recognise that Muslims are now becoming an important consumer market for the entire world and forming an increasingly important segment for businesses across all sectors.
2. Acknowledge the emergence of Islamic tourism as an increasingly popular sub-sector within the travel and holiday industry.
3. Understand the product benefits at various stages for Islamic tourism products and services.
4. Develop potential Islamic tourism products and services.

Key points

1. The increasing Muslim populations in several emerging markets offer great opportunities for businesses; including for the tourism industry.
2. The growth of the new Islamic middle classes (young, educated and with a larger disposable income) has precipitated an increased propensity to travel, thereby indicating that travel and hospitality, and their various sub-sectors, now constitute one of the biggest markets within the Muslim consumer segment.
3. It is important to understand how Islamic values and norms affect Muslim travellers' needs and requirements while travelling in the offering of Islamic tourism products and services.
4. In order to be able to develop the potential Islamic tourism products and services that meet the requirements and needs of Muslim