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    Autore   Jamieson, Dale

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2. Record Nr.	UNINA9910463290003321
Autore	Alihodzic Vedad
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ISBN	3-95489-523-4
Descrizione fisica	1 online resource (103 p.)
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Nota di contenuto	Brand Identity Factors: Developing a Successful Islamic Brand; Abstract; Contents Page; List of figures; Glossary; Chapter 1 Introduction; 1.1 Importance of the topic; 1.2 Aims and Objectives for the study; 1.3 Topic Overview; 1.4 Hypothesis; 1.5 Summary; Chapter 2 Contextual Background; 2.1 Introduction; 2.2 The influence of Islam on consumer behaviour; 2.3 The concept of Halal; 2.4 The consumer perspective; 2.4.1 The "new" Muslim consumer perspective; 2.4.2 The non-Muslim consumer perspective; 2.5 Principles in Islamic branding and marketing; 2.6 Conclusion; Chapter 3 Literature Review 3.1 Introduction3.2 Conceptual framework; 3.3 Consumer Behaviour; 3.3.1 Motivation; 3.3.2 Perception; 3.3.3 Attitudes; 3.4 Brand Identity; 3.4.1 Intangible brand identity factors; 3.4.2 Tangible brand identity factors; 3.5 Marketing communication; 3.6 Conclusion; Chapter 4 Methodology; 4.1 Introduction; 4.2 Research Philosophy and Design; 4.3 Research Methods; 4.4 Sampling; 4.5 Questionnaire design; 4.6 Piloting; 4.7 Data Analysis; 4.8 Reliability and Validity; 4.9 Ethical Considerations; 4.10 Research Limitations; 4.11 Conclusion; Chapter 5 - Findings and Discussion; 5.1 Introduction 5.2 Findings in Consumer Behaviour5.3 Findings on Brand Identity;

Sommario/riassunto

Hauptbeschreibung 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 foll