

1. Record Nr.	UNINA9910812966803321
Autore	Alihodzic Vedad
Titolo	Brand identity factors : developing a successful Islamic brand // Vedad Alihodzic
Pubbl/distr/stampa	Hamburg, : Anchor Academic Pub., 2013
ISBN	3-95489-523-4
Edizione	[1st ed.]
Descrizione fisica	1 online resource (103 p.)
Disciplina	658.8 658.80091767
Soggetti	Brand name products - Islamic countries Branding (Marketing) - Islamic countries Product management - Islamic countries
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Disseminate knowledge"--Cover.
Nota di bibliografia	Includes bibliographical references.
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; 5.3.1 Brand origin; 5.3.2 Brand values; 5.3.3 Brand personality; 5.3.4 Brand relationship; 5.3.5 Brand logo; 5.3.6 Brand name; 5.3.7 Brand

slogan; 5.3.8 Testimonial; 5.4 Conclusion; Chapter 6 - Conclusion and recommendations; 6.1 Conclusion; 6.2 Contribution to theory; 6.3 Contribution to method; 6.4 Contribution to practice; References; Appendices

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
