

The Modern Muslim Consumer





Islam - A Growing Ideology

Fastest growing mainstream religious denomination (majority in over 50 nations)

Young population – Tomorrow's consumers

A highly prescriptive faith, that drives a way of life - leading to similar habits and practices

(e.g. over a billion people open their fasts during Ramadan in a similar fashion)

Economic power shifting from the Western world to the 'Orient'

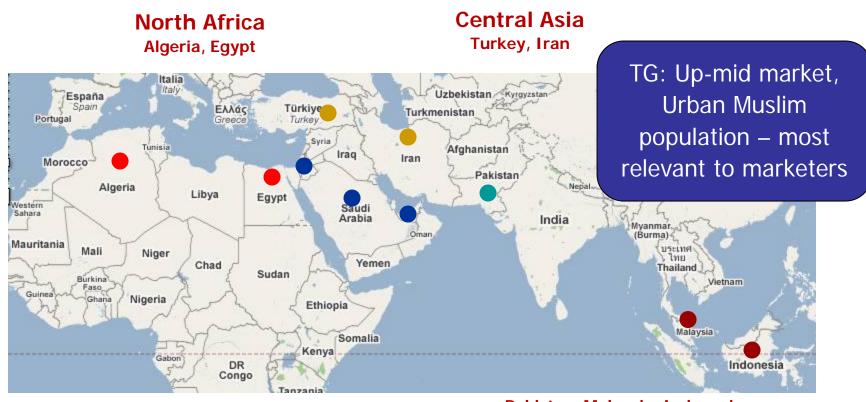
A large consumer base with high relevance for marketers





Marketing to Muslims

Syndicated research, jointly conducted by JWT and AMRB across 10 Muslim countries:



Jordan, Saudi Arabia, UAE Middle East

Pakistan, Malaysia, Indonesia

South East Asia





Using varied research techniques

Desk research,



Opinion leader interviews,



Focus group discussions,



Ethnographic diaries and



Survey research (quantitative)







Two-dimensional agenda:

Commonalities and differences in value systems that could impact choices made by consumers



Help marketers to...

Design propositions and communication platforms in tune with the culture and values of the Muslim world





Understanding values - how?

 Exhaustive list of Attitude/ Value statements through Qualitative exercise::

Attitude towards

Media and
advertising

Products and
services

Attitude towards
Self
Men/ women
Friends/
families

Attitude towards
Personal choices
Dreams and aspirations
Traditions and culture
Generational
differences



Reduced to a smaller number of 'themes' in the quantitative exercise (using factor analysis).





Understanding values - how?

These themes used for:

Identifying values that resonate across the Islamic world



By identifying themes that have the least variability across markets

Identifying different attitude segments within the Islamic world



Cluster analysis to arrive at differentiated value segments within the Islamic world





Similarities across the Muslim world

Family is paramount





At the same time, strong desire for traditions to adapt with changing times.



High emphasis on education.



A need for self expression, especially among the youth



Contrary to popular belief, Western companies and brands well liked and respected. At the same time, Halal aspects considered important across most countries – leading to impact on choices in food, finance and travel.





Differences across the Muslim world

Perhaps the first time ever, 5 segments identified based on values/attitudes of Muslim consumers....

Societal Conformists

Believe in social norms, even if it overrides personal choices. They lack self confidence and not particularly religious themselves

Religious Conservatives

Extremely religious, Conservative, expect others to follow religious practices. Do not approve gender interaction and are anti-media

New Age Muslims

Religious individuals but do not expect others to follow religious practices. Believe in societal progression and female empowerment.

Are pro-media.

Non-traditional
Willing to compromise on
religious values & ambitious.
Are open minded and the least
affluent group.

Pragmatic Strivers

Very liberal, independent and assertive, not very particular about traditions.

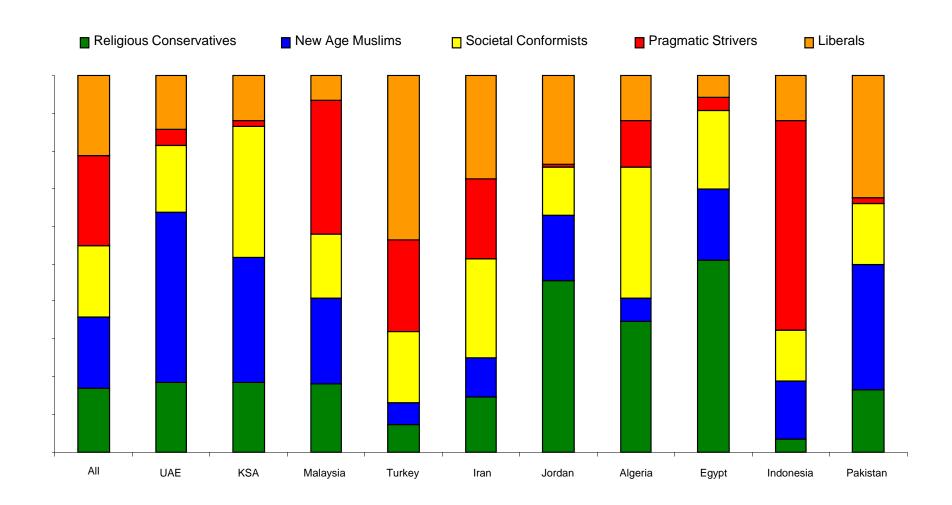
Like to explore even though against accepted norms

Liberals





Segment Size by Market







Insights can be used ...

By marketers looking for learnings on Muslim consumers:

- To develop hypotheses for new product ideas e.g. Hair care range for veiled women, fabric care range for thobes and abayas.
- For better targeting.. identifying the right segment for the right products, developing specific products for specific segments etc.
- To understand how propositions may need to be tweaked in order to appeal to Muslim consumers
- To provide direction on developing more original communication content for Islamic markets

