

## **IMPACT OF ISLAMIC FASHION MARKETING ON ISLAMIC MARKETING: A CASE STUDY OF PAKISTANI WOMEN**

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### **Abstract**

*This research attempts to explain main aspects of Islamic fashion marketing in the consideration of the Muslim women. In this study author focuses the relationship of Islamic Fashion Marketing on the Islamic Marketing. The statistical population covers 65 women's in this research which are selected randomly as a sample group. Data is collected by standard questionnaire. For data analysis, correlation coefficient is use through "ANOVA and SPSS". There are the two determinants of Islamic fashion marketing which are Religion and Design. Results showed Positive relationship between Religions and Islamic marketing and also there is the Positive relationship between Design and Islamic marketing.*

**Keywords:** Islamic Fashion Marketing, Islamic Marketing, Religion, Design.

### **1. INTRODUCTION:**

At the present time, globalization is predictable problem for all corporations, irrespective of their fields of production, to reflect the need to still participate in the marketplace. Between diverse business activities, Mark Easey stated fashion such as one of "huge universal trade segment working over a period of excessive change" which wants marketing for handling its progress and variations. (Easey.M, 2009) Moreover, the need of giving responsiveness to fashion is further observable as someone determines the element that clothing takes very prominent impact on self-respect. As a result, on the one side, fashion marketing absolutely, is a productive field to effort on it. On the further side, Muslims demands for Islamic goods and services disclose an original prospect in currently worldwide marketplace. Relating methods that are appropriate for irreligious marketplace to Islamic marketplace carry out various threats if they are not align by Islamic philosophies (Morphitou.R, and Gibbs.P). "The Islamic marketing philosophies combine the value-maximization theory through the belief of integrity for the broader well-being of the humanity" (Hassan.A, *et al.*, 2008).

Furthermore, outlining the fundamentals of the Islamic fashion interprets the situation, Gooch (2011) reports that "while judgment differs significantly between Muslim women, Islamic costume is generally well-defined such as long-sleeved dress that hides the woman's physique, reaches the ankle joint and comprises head covering" (para. 6). Jaques (2010) marks that on one show of Islamic fashion, "models in the head stoles parade in floor-length trench coats which Islamic women's clothes out of doors" (para. 2). A Muslim scholar who takes concern by an

Islamic fashion journal states Islam “inspires us to act also living in the modesty, not similar the world represented by” the journal (Bilefsky, 2012, para. 14). He states Islamic fashion journals encourage extreme consumerism (para. 14).

### **1.1: Objectives:**

There are two objectives of this paper which are given below:

- 1) To determine the impact of Religion on Islamic marketing.
- 2) To determine the impact of Design on Islamic marketing.

### **1.2: Research Questions:**

There are two research questions which are included:

Q1. What is the relationship between Religions on Islamic marketing?

Q2. What is the relationship between Designs on Islamic marketing?

The scholars determine the significant variables which are supportive to build the active Marketing policies with executing the exact integrated marketing communication IMC and empower us to construct distinctive marketing proportion memorandum to Islamic. In that paper, scholars strained to prominence on earlier works proceeding “fashion marketing” as well as “Islamic marketing”. At that time, Muslims customers’ assertiveness to Islamic fashion is considered. Before, the outcomes examined and debated.

## **2. Literature Review:**

### **2.1 Islamic Fashion Marketing:**

Gökarıksel and Secor state that the Islamic fashion intrinsic collaboration in relations of Islamic morals and capitalistic philosophies (p. 11). Moreover, they debate that the Islamic fashion is for the formation of innovative ideas of whatever it means in term of female and Muslim (p. 13). Lewis (2010) argues Islamic fashion exposure in the English-language lifestyles media of Muslim, Lewis summaries difficulty of introducing fashion in the Muslim lifestyles magazines due to problem of “what Muslim wants to look like, and what looks Muslim” (pp. 59, 84). Gökarıksel and Secor (2009) debate the societal and political situation of the Islamic fashion in Turkey and all over the world. The writers mark that the Islamic fashion places women also their bodies in the focus of international discussions and arguments about Islam as well as modernity (p. 7).

Mike Easey clear fashion marketing such as the method for application of trade in business of cloth which emphasizes on target customers of clothing as well as associated product or services (Easey, M, 2009). “Fashion marketing associates the basics of promotion, design and management of industry, along with a compact understanding of fashion world, so that takings innovative clothing line also acquires its consideration which needs to be effective.” (Retrieved from: <http://www.fashion-school-finder.com/What-is-Fashion-Marketing.htm>) Increasing demand on behalf of product variability in arrangement through market-oriented scene, forces corporations face diverse marketplace demands at same period. (Heikkila, 2002; Holmstrom *et al.*, 2000; Lee, 2002).

### **Determinants of Islamic Fashion Marketing Based on Literature:**

1) Religion

2) Design

The explanation of these determinants is given below:

#### **1) Religion**

Religion shows vital role in buying decision of an individual; the Islamic viewpoints would be added to the marketing problems in direction to fascinate the Muslims. In the further discussion, Religion would be observed such as a marketing instrument (Arham, M. 2010). Religiosity is observed as the one’s faith in a God as well as a promise to act approving the philosophies supposed to be fixed by the God (McDaniel and Burnett, 1990, Weaver and Agle, 2002). Individual desire as of religion replicates “an orientation to peace reporting,” which “can reduce

negative structures of the mostly quiet religion of the Islam,” Mahony composes (p. 755). The discourse of strength Creutz-Kämpfi recognizes includes religionization, or fundamental involving of desire to religious and social basics of the Islam and alignment of Muslims together as being a combined threat or as per having expected dispositions to violence. (p. 299).

## **2) Design**

The era of 19<sup>th</sup> century can be said as per the start of the fashion design section. At this period, “designs are the invention of the clothes worn out in the majestic law court.” (Bailey, J, 2007) That is the period of developing the design companies in Paris which relate artistes to dye and design for the stuffs. (Retrieved from: [www.Wikipedia.com](http://www.Wikipedia.com)) “For periods, persons or civilizations must use dresses and further physique beautification such as a practice of nonverbal communication.” (Retrieved from: [http://www.fashion-era.com/sociology\\_semiotics.htm#What Is Fashion?](http://www.fashion-era.com/sociology_semiotics.htm#What%20Is%20Fashion?))

## **2.2 Islamic Marketing:**

The American Marketing Association (AMA) clear the thought of marketing such as “an managerial role and a set of procedures for generating, collaborating, and providing worth to consumers and for handling consumer relations in the ways that profits the organization as well as its stakeholders” (AMA, 2008). Islamic marketing may be resolute such as relating all marketing guidelines which are not against the Islamic rules as well as holly Quran. For example, Islam give information to its supporters to get capital on the other hand it stresses that this attainment would not to be present by attain laid-back money through Riba. (Arham, M. 2010) In fact, “Islamic marketing is the belief of value maximization built on fairness and integrity for the extensive well-being of humanity.”(Saeed, M, *et al*, 2001) In the summary, there are four features for the Islamic marketing such as: spiritualistic, ethical, realistic then humanistic. (Sula and Kartajaya, 2006).

## **2.3 Hypotheses:**

There are two hypotheses in this research paper which are included:

**H<sub>1</sub>:** There is the Positive relationship between Religions and Islamic marketing.

**H<sub>2</sub>:** There is the Positive relationship between Designs on Islamic marketing.

## **3. Methodology:**

In this paper simple random sampling procedure is used and sample is designated through probability and non-probability sampling in diverse regions of Pakistan. Through the choice of diverse regions, we are irritating to show the impact of Islamic fashion marketing on the entire country it is as well supportive for the further countries to examine the impact of Islamic fashion marketing in these regions. In the certain population there are 65 women’s are chosen randomly. Response is very essential instrument so; data is collected through standard questionnaires that contain organized questions (gender, age and level of education). Likert scale fifth range from 1= strongly agree to 5= strongly disagree is used in this research. To determine the validity of the evaluation we assess the hypotheses, by regression and correlation in data analysis. To study the numerical suggestions SPSS software is used for evaluation. The arrangements of validity of study are recognized beyond philosophies. The reliability of study is capable over the sample persuasive 65 women’s in diverse regions of Pakistan.

## **4. Findings of Research:**

From the analysis of data author is being originate the result from SPSS and evidencing hypothesis positive permitting to the defined literature; such as

**H<sub>1</sub>:** Correlation consequences presented show that there is significant positive relationship between religion and Islamic marketing (sig=.000 r=.927<sup>\*\*</sup>). R is the multiple correlation coefficients, in between pragmatic and expected values of religion the dependent variable Islamic marketing. In range of 0 to 1 r value is significant.

**H<sub>2</sub>:** Correlation consequences presented show that there is significant positive relationship between design and Islamic marketing ( $\text{sig}=.000$   $r=.920^{**}$ ). R is the multiple correlation coefficients, in between pragmatic and expected values design of the dependent variable Islamic marketing. In range of 0 to 1 r value is significant.

## **5. Conclusion:**

To change Muslim customer from provisional to partiality, Islamic fashion marketing wants to provide on their significance intention. Based on the outcome of this research and practical different numerical procedures, Religion, Design are the main aspects to be measured in producing Islamic Fashion marketing policies for businesses. Furthermore, Islamic Fashion Marketers must pay devotion to these two main aspects in all of generating phases if they need to fascinate and apprehension women Muslim sector. Religion is the dynamic features in the Islamic marketing thus it is compulsory to point it as per the one of the furthestmost main aspects in attention of Muslims customers. Design is the subsequent great aspect stated through defendants and it openly connected to the conception of HEJAB which constantly highlighted in Al-Quran as well as in Hadith. There are a lot of debates round the conception of HALAL in the Islamic papers and it protracted to all characteristic of a Muslim existence for instance food, beverages, and wears.

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**Appendix I:**

**Table 1: Frequency:**

Statistics				
		GENDER	AGE	LOE
N	Valid	65	65	65
	Missing	1	1	1
Mean		2.0000	1.2923	2.6154

**Table 2:**

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	65	98.5	100.0	100.0
Missing	System	1	1.5		
Total		66	100.0		

**Table 3:**

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	49	74.2	75.4	75.4
	2.00	13	19.7	20.0	95.4
	3.00	3	4.5	4.6	100.0
	Total	65	98.5	100.0	
Missing	System	1	1.5		
Total		66	100.0		

**Table 4:**

LOE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	25	37.9	38.5	38.5
	3.00	40	60.6	61.5	100.0
	Total	65	98.5	100.0	
Missing	System	1	1.5		
Total		66	100.0		

**Table 5: Descriptive Statistics:**

Descriptive Statistics			
	Mean	Std. Deviation	N
Religion	1.0385	.17621	65
Design	1.0410	.17685	65
Marketing	1.0513	.17903	65

**Table 6:**

		Correlations		
		Religion	Design	Marketing
Religion	Pearson Correlation	1	.979**	.927**
	Sig. (2-tailed)		.000	.000
Design	N	65	65	65
	Pearson Correlation	.979**	1	.920**
	Sig. (2-tailed)	.000		.000
Marketing	N	65	65	65
	Pearson Correlation	.927**	.920**	1
	Sig. (2-tailed)	.000	.000	
	N	65	65	65

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 7: Regression:**

**Hypotheses1:** There is the Positive relationship between Religion and Islamic Marketing.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927 <sup>a</sup>	.860	.857	.06763

a. Predictors: (Constant), Religion

**Table 8:**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.763	1	1.763	385.450	.000 <sup>b</sup>
	Residual	.288	63	.005		
	Total	2.051	64			
a. Dependent Variable: Marketing						
b. Predictors: (Constant), Religion						

**Table 9:**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.073	.051		1.447	.153
	Religion	.942	.048	.927	19.633	.000
a. Dependent Variable: Marketing						

**Table 10: Regression:**

**Hypotheses2:** There is the Positive relationship between Design and Islamic Marketing.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920 <sup>a</sup>	.846	.843	.07093

a. Predictors: (Constant), Design

**Table 11:**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.734	1	1.734	344.773	.000 <sup>b</sup>
	Residual	.317	63	.005		
	Total	2.051	64			

a. Dependent Variable: Marketing  
b. Predictors: (Constant), Design

**Table 12:**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.082	.053		1.554	.125
	Design	.931	.050	.920	18.568	.000
a. Dependent Variable: Marketing						