



The Modern Muslim Consumer

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)

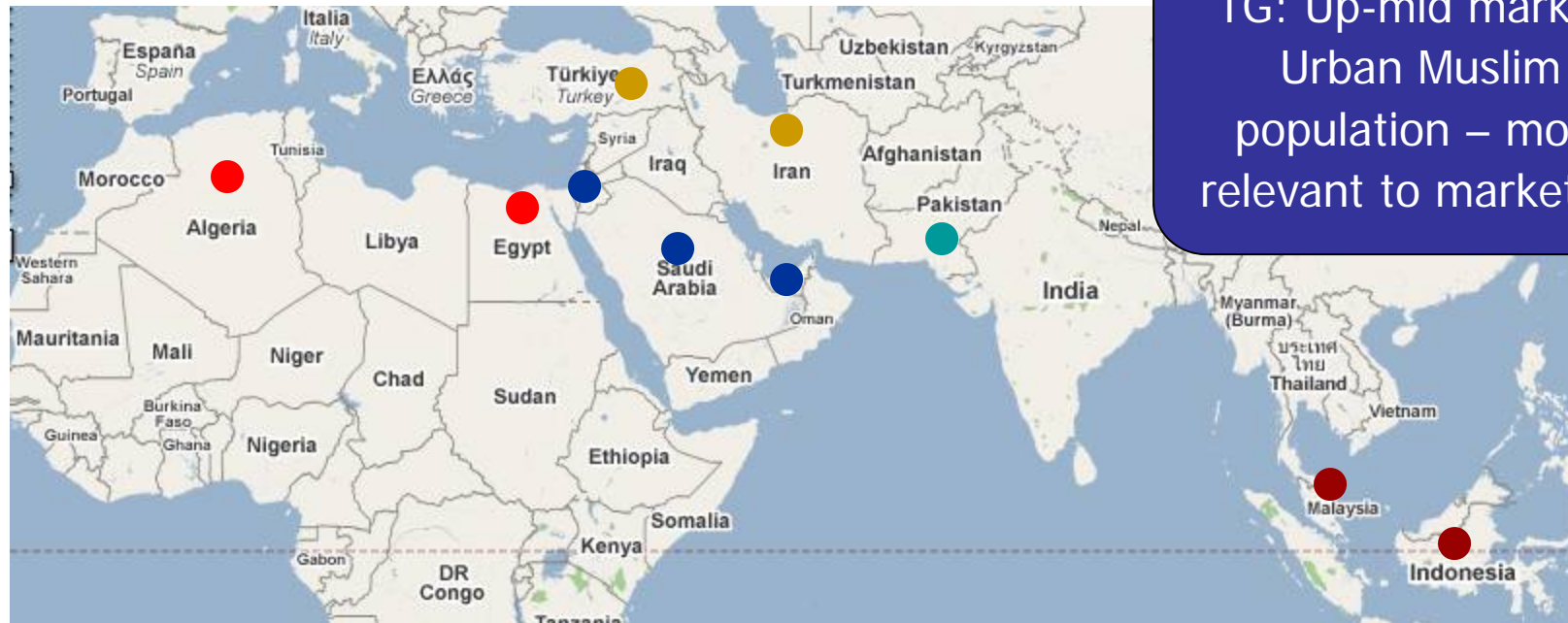
Economic power shifting from the Western world to the 'Orient'

**A large consumer base with high relevance
for marketers**

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

North Africa
Algeria, Egypt

Central Asia
Turkey, Iran



TG: Up-mid market, Urban Muslim population – most relevant to marketers

Jordan, Saudi Arabia, UAE
Middle East

Pakistan, Malaysia, Indonesia
South East Asia

Desk research,



Opinion leader interviews,



Focus group discussions,



Ethnographic diaries and



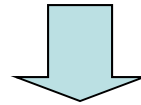
Survey research (quantitative)



A total of 60 focus groups, 40 interviews with opinion leaders and around 7000 face to face interviews...

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

- **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).

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

Family is paramount



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



High emphasis on education.

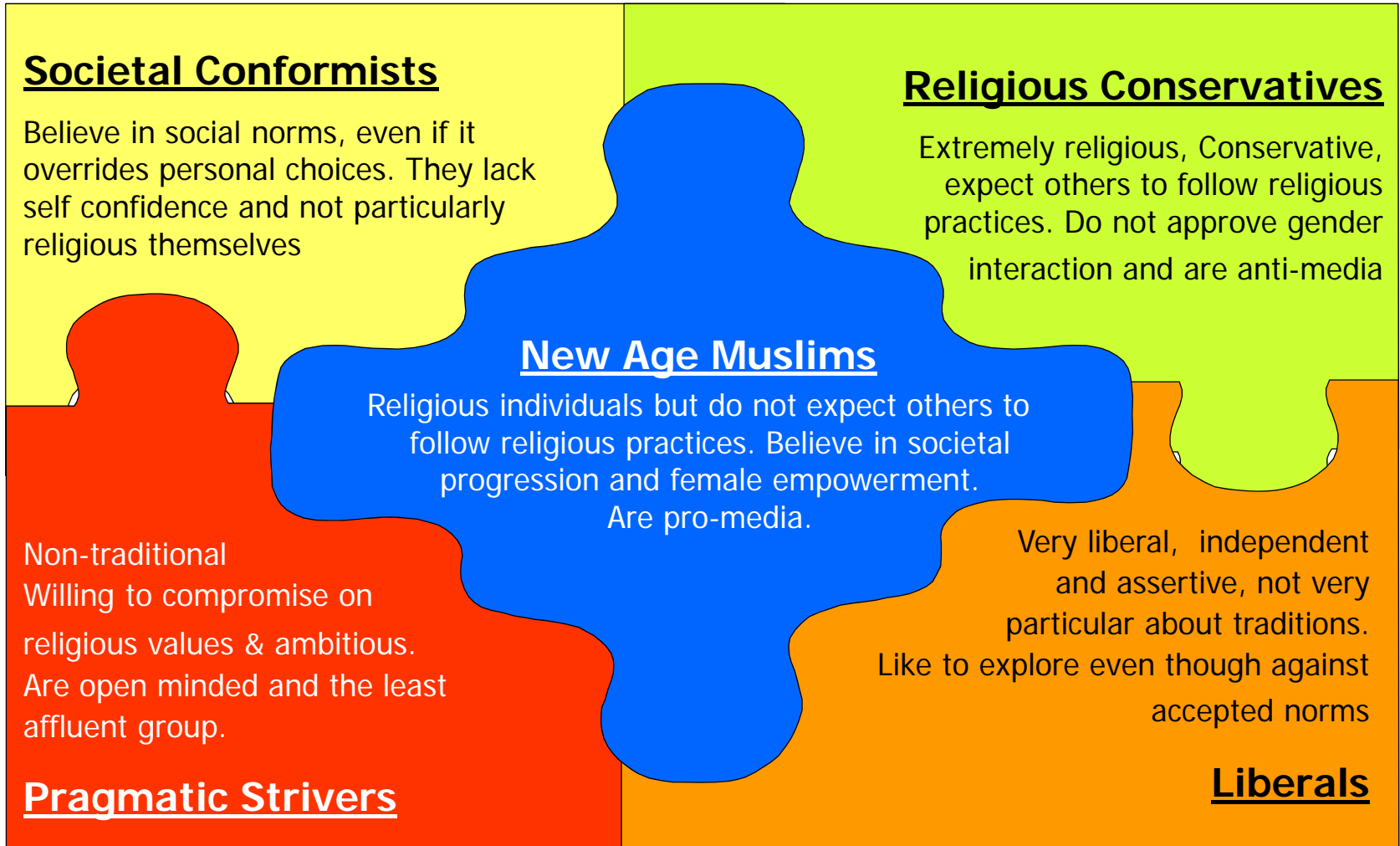


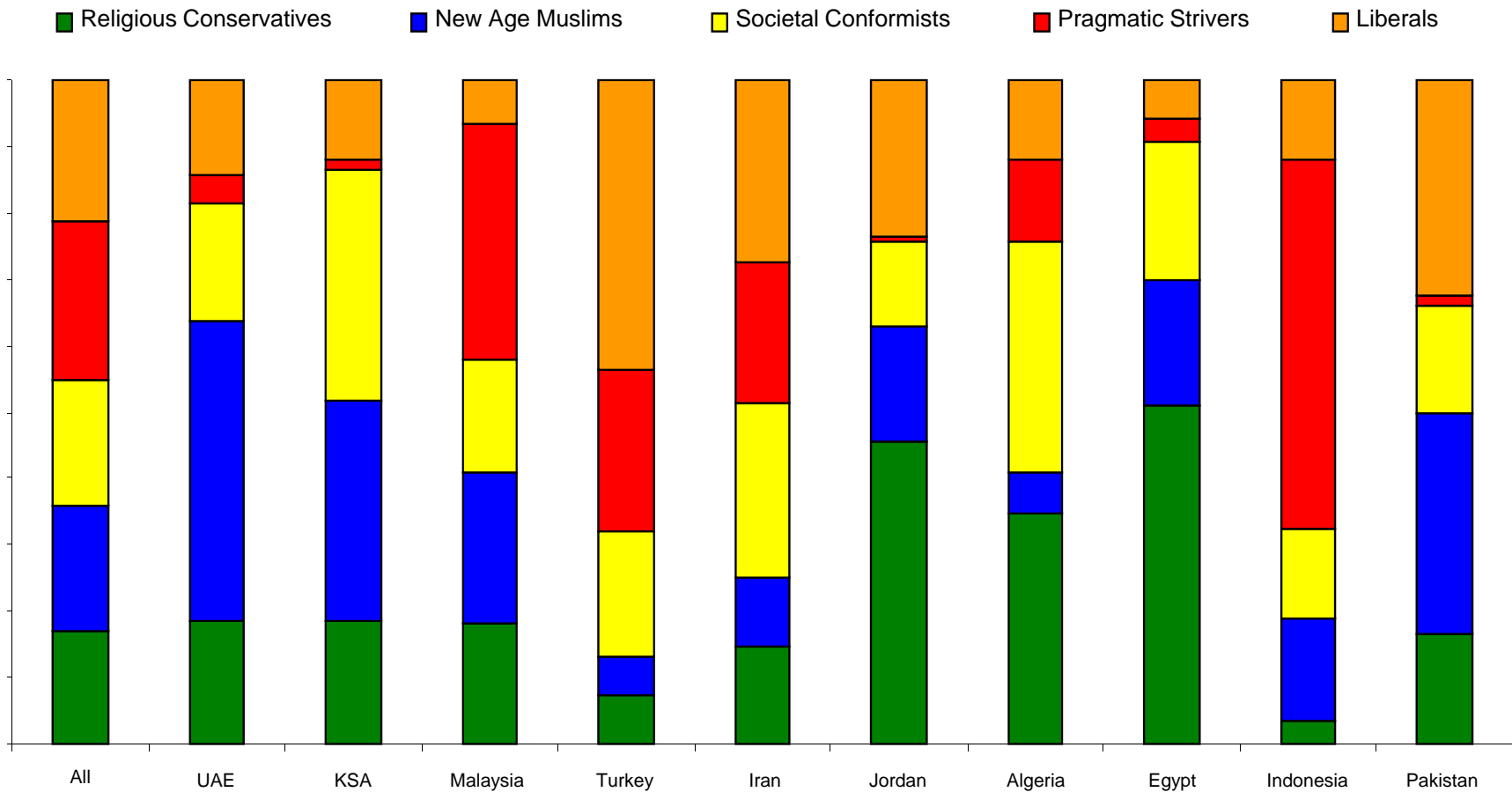
A need for self expression, especially among the youth



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.

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





- **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