Use of Islamic Brand Slogans: Is it Necessary for Attracting Consumers

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ABSTRACT

Purpose: The study examines their responses to questions about confidence in purchasing products, product-slogan suitability and product purity from the perspective of Muslims.

Design/Methodology/Approach: The present quantitative study was conducted based on the data collected from 100 young Muslim consumers recruited from the population of undergraduate students at a university in Malaysia to investigate their perception towards Islamic brand slogans.

Findings: The results show that Islamic slogans can influence Muslim customers’ trust in purchasing goods in the market for a variety of reasons and this includes religious piety, a product’s conformity to religious doctrine, and the slogan’s use of semantically acceptable words. Furthermore, the Islamic brand slogans written in the Jawi letters are also found to be an appealing factor for the Muslims since Jawi resembles Arabic script. The data overall seem to suggest that Islamic brand slogans can influence Muslims in making decisions with regard to product purchases.

Implications/Originality/Value: The study could help people gain a better understanding of how Islamic branding is used and how Islamic slogans can affect consumers’ purchasing decisions and perceptions of product purity.

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Introduction

Because brands are inextricably related to sentiments, especially when religion is included, such a differentiation is crucial for businesses wishing to promote to Muslims using a religious slogan (Alserhan,
Maamoun (2016) claims that slogans or taglines have an impact on a brand’s image and are required to establish brand identity and using a foreign language, like Arabic, or Islamic vocabulary may enrich the Islamic sense of a brand. This idea is also shared by Ahn and Ferle (2008) as according to these scholars, in terms of Islamic brand slogans, the use of Arabic or Islamic terminology can strengthen the sense of Islamic brand. An example of an Islamic brand slogan is presented by Alhodzic (2012) by referring to a brand name, Halalibo whose brand slogan is, “Halal ist better oder?” which means “Halal is better, or not?”

Islamic branding is an emerging type of branding. Today, it has garnered increasing interest from businesses and academics globally (Pasha, Wahab & Daud, 2019). A slogan’s ability to show a company’s commitment to Islamic values makes it an important tool in Islamic marketing (Chairiawaty & Zakiah, 2020). Businesses use halal logos and phrases to communicate to clients that their products are sharia compliant and safe (Zulkipli & Ariffin, 2019). Not only that, in Muslim countries, the demand for such products and facilities can have a considerable impact to the countries’ economic growth. Therefore, it is important for Islamic brand slogans to be investigated if they have any impact on Muslim consumers as the present study intends to do.

Problem Statement
Muslim societies are heavily influenced by the manner of life prescribed by Islam; thus, they would most often select actions that are permissible within their faith (Pasha, Wahab & Daud, 2019). In so doing, advertisers employ content with religious element to meet the Muslim market. Consumer behaviour in terms of their buying decisions must be studied and analysed since it will have a huge impact on a business’ strategic planning (Wilson & Grant, 2013). In addition, using an Islamic message in an advertising boost its religious resonance, commercial appeal and buying intention (Nickerson & Nandialath, 2020). The buying decisions on Islamic products are influenced by culture, values and beliefs found in Islam and the Quran more than other forms of marketing strategies, according to Monoarfa et al. (2021). Customers are emotionally tied to the product in question, even if it is more expensive (Chairiawaty & Zakiah, 2020). The notion of Islamic branding is relatively new, and it uses the rules of “sharia” that stresses on the importance of being honest, taking responsibility, and being understanding (Alam & Maknun, 2021).

Ahmadova (2017) believes that Islamic Marketing is receiving attention as a new area that is attracting scholars, researchers, and marketers from both countries of Muslim minority and Muslim majority. Nevertheless, a little amount of work has gone into developing the theoretical and empirical foundation of Islamic marketing (Ahmadova, 2017). According to Floren, Rasul and Gani (2020), even though there is a recent increase in interest in Islamic marketing and companies based on Islamic products, there is still a lack of research on Islamic marketing that is presented in worldwide mainstream marketing publications Floren, Rasul and Gani (2020) also argue that in order to have a good inventory of publications in Islamic marketing and for the discipline to advance, there is a pressing need to methodically construct and place together Islamic publications for the purpose of inspiring interest among researchers, highlight fields that are the subject of current studies, and identify topics where future research can focus on. Obviously, there should be more studies conducted on Islamic marketing and areas such as brand slogans can be considered to explore.

When marketing to Muslims, the process of marketing must take on an Islamic character (Sandıkcı, 2011). Thus, the use of slogans in marketing products can perhaps include Islamic messages such as the use of Arabic words and Islamic values. Due to the fact that advertisements promote cultural values, and religion is one of the most important aspects of culture, Islamic qualities in advertising may have an impact on the target consumers (Hussin, Yusoff & Yusof, 2015). Rice and Al-Mussowi (2002) believe that Islamic principles in advertising influence the behaviour of consumers and reaction to the messages in advertisements. Therefore, it is important for more studies to be conducted in order to discover how consumers respond to Islamic marketing elements such as Islamic slogans. For this purpose, the present study has the following objectives:
1. To investigate the perception of young Malaysian consumers whether Islamic slogans are effective to make Muslim consumers more confident in buying products.
2. To discover the perception of young Malaysian consumers whether the use of Islamic slogans for products is only suitable for Muslim consumers.
3. To examine the perception of young Malaysian consumers on the purity of products that use Islamic slogans.

The present study intends to seek the answers to the following questions:

1. What is the perception of young Malaysian consumers on Islamic slogans being effective to make Muslim consumers more confident in buying products?
2. What is the perception of young Malaysian consumers on the use of Islamic slogans for products is only suitable for Muslim consumers?
3. What is the perception of young Malaysian consumers on the purity of the products that use Islamic slogans?

**Literature Review**

**Islamic Branding, Slogans and Religious Elements in Marketing**

The term, “Islamic branding and marketing” does not necessarily relate to brands that originate in Muslim nations, even though they would clearly fall within this category (Maamoun, 2016). Instead, it applies to any company that caters to the demands of Muslim consumers, and non-Muslim brands would as well fall under this classification if they aim to expand their products and market share in any Muslim market (Maamoun, 2016). Alserhan (2010) mentions that Islamic branding may be described in three ways which are by: 1) Compliance: The brand adheres to Islamic norms and principles, 2) Origin: The brand is from a mostly Muslim nation, and, 3) Customer: The brand caters to Muslim customers.

In discussion Sharia marketing, Nopriansyah, Maleha and Setiawan (2020) argue that property business players are not only motivated by a desire to make money (profit), but the promotions they conduct out also involve educational aspects that contribute to the spiritual dimension of marketing (Sharia marketing). These scholars also mention that the marketing performed by property businesses that indicates spiritual marketing is through the utilisation of slogans with religious meanings such as “Bring your property to Jannah”, “Riba-free Halal house”, and “Father and mother provide shelter for their beloved family which is cool not only in this world but for good in the hereafter” that are presented on Instagram accounts, @shofamarwahrealty and @propertipalembangsyariah. The slogan, “Borrow 100 million, get 90 million, when you return up to 200 million; that’s cruel usury” is according to Nopriansyah, Maleha and Setiawan (2020) is a type of property piety promoted via social media by business owners who use slogans or words that contain a sense of spirituality in the marketing.

Slogans related to Islamic branding are visible in advertisements of Malaysia products and services. Mommy Hanna, an educational toy company, comes up with the slogan, “teknologi anak patuh syariah bebas gajet” (technology of gadge-free shariah compliant children); ‘shariah’ means Islamic law based on the teachings of the Quran and the traditions of the Prophet (Hadith and Sunna). While Hannan Medispa which focuses on beauty, skincare and slimming products advertises on having “99 Cawangan Salon Muslimah Terbesar” (99 Largest Muslimah Salon Branches), “Muslimah” to mean Muslim women. Nurraysa Kosmetik, another cosmetic company claims its products as “Kosmetik Mesra Wudu” or “wudu” (ablution which refers to cleansing that is performed prior to prayers and worships in Islam) friendly cosmetics. According to Nurraysa Kosmetik (“Nurraysa Ketengah Produk Kecantikan Mesra Wudu”, 2022) the intended meaning of its slogan is that its cosmetics are easily removed prior to “wudu.” Al Kauthar Eduqids uses the slogan, “The Best Islamic Preschool”. A chocolate brand, Chocodap embeds the word, “halal” in its slogan, “Coklat Halal Buatan Malaysia” (Halal Chocolate Made in Malaysia). Normally, Malaysian brand products would append halal certification body logo issued by JAKIM or Department of Islamic Development Malaysia on its advertisements; however, in the case of Chocodap,
the brand also highlights the halalness of its product in its slogan. Thus, it is observed that some Malaysian brands consciously make use of Islamic-Arabic related terms such as shariah, Muslimah, “wuḍū” and halal in their slogans as forms of endorsement to their products and to instil confidence to their Muslim consumers in particular.

**Islamic Marketing: Islamic Slogan Influence on Muslim Consumers’ Decision to Purchase**

Purchasing decisions, according to Alam and Maknun (2021), are problem-solving activities that consumers engage in while selecting products that meet their requirements and aspirations. A brand, in addition to it being an identity, establishes customer trust and loyalty to a product (Chairiawaty & Zakiah, 2020). Brands are frequently used as a decision-making tool by customers to buy and use a particular product (Alam & Maknun, 2021). A slogan helps get the brand’s message across to customers. Thus, it should be succinct, understandable, and showcase the company’s distinct value propositions (Jangga et al., 2019). Then, consumers will remember the value of the slogan and develop a stronger emotional attachment to the company (Rybaczewska et al., 2020). Brand is also tied to consumers’ faith in a product or service that fits their needs and demands (Chairiawaty & Zakiah, 2020).

Social and cultural influences such as religion have long played an important part in consumer buying behaviour (Yarar, 2020). An individual’s religious belief will impact his or her religious standards and, as a result, his or her buying intention (Pasha, Wahab & Daud, 2019). The study by Nickerson and Nandialath (2020) found that one’s religiosity and culture are important variables in one's buying intentions. They concluded that integrating some features of Islam in slogans raises the religious salience of an advertising, which can lead to a higher appreciation for the brand or product and a higher buy intention (Nickerson & Nandialath, 2020). Monoarfa et al. (2021) found that halal labelling, using safe substances and sold by Muslims are more important criteria for Muslim consumers than the quality of the product. Similarly, the words used in a product’s branding and slogans must adhere to Islamic standards (Chairiawaty & Zakiah, 2020).

In order to determine if Muslim customers have purchase intents that are compatible with their religious membership, Nickerson and Nandialath (2020) explored the influence of inserting an appeal that draws on the respondents’ social identity as a Muslim. In the treatment group, respondents were shown a collection of advertising texts that featured an Islamic message in the slogan, labelling, or packaging of the product. Those in the control group, on the other hand, read the identical materials but without the religious overtones. Overall, there was a substantial mediation effect in all situations, indicating that incorporating an Islamic appeal boosts product attractiveness, which leads to increased buying intention.

**Islamic Branding Legitimacy: Product Ethics, Liability, Safety and Purity**

Da’wah is religious communication, and it may be used in marketing communication by utilising a slogan (Chairiawaty & Zakiah, 2020). Slogans used must have elements of “truth, honesty, decisiveness, sincerity, certainty and consistency.” Chairiawaty and Zakiah (2020) suggest that as an Islamic branding identity, a slogan implies to the tenets of communication in Islam, specifically Qawlan Sadidan, Qawlan Balighon, Qawlan Karieman, and Qawlan Layyinan.

The motivation to purchase and use products with Islamic branding is led by the underpinning belief to abide by the Islamic rule of law and in appreciation of the fundamental safety and related hygienic standards imposed from the religious perspective on the product. Products based on Islamic brands or Halal brands have a plus point to be presumed by the consumer to have been created according to the Islamic principles that guide what is permitted. The indication also beyond the endorsement and instilling confidence among the Muslims signifies that the products comply with the Islamic-based safety and ethical elements that are inculcated in the products’ ingredients and processes to be qualified to deserve such branding (Yusof & Jusoh, 2014). Such indication of Muslim products is said to be in the interest of health and cleanliness, and in obedience to Allah’s rules concerning the Islamic rule of law in the Quran (2:173, 5:3, 5:90-91, 6:145, 16:115). Hence, the consumers perceive Islamic branding to promote not just
in compliance with the religious rule of law but also promotes ethical and safety features as part and parcel of their products Islamic consumerism policy.

Methodology
Research Design, Instrument and Respondents
A quantitative and descriptive research design was employed for the study. The instrument used to collect responses from the respondents was a questionnaire. There were 20 self-reporting statements in the questionnaire answered using a 5-point Likert scale. The respondents consisted of Muslim undergraduate students who were completing their bachelor’s degree of mainly various engineering programs at a local university.

Sampling Technique, Data Collection and Data Analysis
The respondents were obtained via convenience sampling which was later changed into snowball sampling as the questionnaire link was shared by the respondents with their fellow course mates. The questionnaire was distributed mainly by WhatsApp application using the link produced by Google Form. The flexibility and inexpensive cost such online survey approach led to its selection. This option allowed the researchers to easily access the responses without being constrained by time or place. The data was analysed numerically using SPSS version 27 with mean, standard deviation and frequency being the main analyses.

Findings
Data Reliability

Table 4.1: Cronbach’s Alpha Reliability Coefficient

<table>
<thead>
<tr>
<th>Cronbach’s Alpha</th>
<th>Cronbach’s Alpha Based on Standardised Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.953</td>
<td>0.954</td>
<td>20</td>
</tr>
</tbody>
</table>

Cronbach’s alpha is an estimate of the internal consistency associated with the scores that can be derived from a scale or a composite score. The questionnaire of the present study was reliable to be used for the study as an acceptable and reliable Cronbach’s alpha value of 0.953 was generated from the reliability test.

The Main Study
The respondents were comprised of 100 students at a public university in Pulau Pinang, Malaysia who were 35 females and 65 males aged 19 to 25 years old.

The Perception of Young Malaysian Consumers on the Confidence of Purchasing the Products with Islamic Brand Slogans

Table 4.2: Result of Research Questions 1

<table>
<thead>
<tr>
<th>No.</th>
<th>Items</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>Response Options (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>SD</td>
<td>D</td>
<td>U</td>
</tr>
<tr>
<td>1</td>
<td>I think Muslim consumers will be confident to buy products with Islamic brand slogans because they would feel more devoted to their religion.</td>
<td>4.30</td>
<td>0.810</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>I think consumers will be confident to buy products with Islamic brand slogans especially if it was issued by renown Halal certified companies.</td>
<td>4.48</td>
<td>0.659</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>I think a slogan like “Take Every Day as Chance to Become a Better Muslim” rather than a slogan like “Powering Your Smile” will make Muslim consumers more confident to buy the product.</td>
<td>3.98</td>
<td>0.932</td>
<td>26</td>
</tr>
</tbody>
</table>
I don’t think products with Islamic brand slogans will misuse the Islamic rules and guidelines and thus Muslims consumers should feel confident to buy the products with Islamic slogans.

I think Muslim consumers feel more confident to buy products with Islamic brand slogans as the slogans are not provocative to them.

Note: SD= strongly disagree, D= disagree, U= unsure, A= agree and SA= strongly agree

For Research Question 1, the data from item 1 until 5 was analysed. More than half of the respondents conceded that Muslim consumers will be confident to buy products with Islamic brand slogans because they would feel more devoted to their religion (item 1). Next, 93% of the respondents agreed that consumers will be confident to buy products with Islamic slogans especially if they were issued by renown Halal certified companies (item 2), and 68% of them agreed that slogans like “Take Every Day as Chance to Become a Better Muslim” rather than a slogan like “Powering Your Smile” will make Muslims more confident to buy the product (item 3). 57% (27%+30% of the respondents who agreed and strongly agreed respectively) believed that Muslims feel confident to buy the products with Islamic slogans because it will not misuse the Islamic rules and guidelines (item 4), while 80% of the respondents agreed that Muslims feel more confident to buy such products as Islamic slogans are not provocative to them (item 5).

The Perception of Young Malaysian Consumers on the Suitability of Products with Islamic Brand Slogans to the Community

Table 4.3: Result of Research Questions 2

<table>
<thead>
<tr>
<th>No.</th>
<th>Items</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>Response Options (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>I think products with Islamic brand slogans are more suitable for Muslim consumers because the slogans will not contain rude words.</td>
<td>4.07</td>
<td>0.924</td>
<td>SD 5 D 18 U 38 A 38</td>
</tr>
<tr>
<td>7</td>
<td>I think products with Islamic brand slogans are more suitable for Muslim consumers because the slogans will not contain any provocative words.</td>
<td>4.01</td>
<td>0.927</td>
<td>SD 6 D 18 U 41 A 34</td>
</tr>
<tr>
<td>8</td>
<td>I think products with Islamic brand slogans are more suitable for Muslim consumers because Islamic slogans will be closer to the way of life of Muslims.</td>
<td>4.13</td>
<td>0.825</td>
<td>SD 2 D 16 U 45 A 36</td>
</tr>
<tr>
<td>9</td>
<td>I think products with Islamic brand slogans are more suitable for Muslim consumers because the slogans will follow the guidelines of Islamic teachings.</td>
<td>4.04</td>
<td>0.840</td>
<td>SD 5 D 18 U 45 A 32</td>
</tr>
<tr>
<td>10</td>
<td>I think products with Islamic brand slogans are more suitable for Muslim consumers because the slogans will not contain any insulting words.</td>
<td>4.11</td>
<td>0.886</td>
<td>SD 6 D 16 U 39 A 39</td>
</tr>
<tr>
<td>11</td>
<td>I think products with Islamic brand slogans are more suitable for Muslim consumers because the slogans will contain decent and pleasant words.</td>
<td>4.07</td>
<td>0.832</td>
<td>SD 4 D 19 U 43 A 34</td>
</tr>
<tr>
<td>12</td>
<td>I think products with Islamic brand slogans are more suitable for Muslim consumers because it is easier for them to relate to the meaning of the slogans.</td>
<td>4.14</td>
<td>0.829</td>
<td>SD 1 D 19 U 41 A 38</td>
</tr>
<tr>
<td>13</td>
<td>I think products with Islamic brand slogans are more suitable for Muslim consumers because they will feel more secure in the spiritual sense of the slogans.</td>
<td>4.00</td>
<td>0.943</td>
<td>SD 5 D 23 U 35 A 36</td>
</tr>
<tr>
<td>14</td>
<td>The Islamic brand slogans in Jawi calligraphy are more suitable for Muslim consumers because Jawi looks like Arabic language which is familiar to Muslim consumers.</td>
<td>3.70</td>
<td>1.040</td>
<td>SD 4 D 6 U 31 A 34</td>
</tr>
</tbody>
</table>
For Research Question 2, the data from item 6 until 14 was analysed. The majority of the respondents, which are 76% (response options: “agree”, 38% combined with “strongly agree”, 38%) believed that products with Islamic brand slogans are more suitable for Muslims because the slogans will not contain rude words (item 6). 75% of the respondents (Mean= 4.01, SD= 0.927) think that products with Islamic brand slogans are more suitable for Muslims because the slogans will not contain any provocative words (item 7), and 81% (45% + 36% of respondents who agreed and strongly agreed respectively) admitted that products with Islamic brand slogans are more suitable for Muslims because Islamic slogans will be closer to the way of life of Muslims (item 8). Most of the respondents (Mean = 4.04, SD= 0.840) believed that products with Islamic brand slogans are more suitable for Muslims because the slogans will follow the guidelines of Islamic teachings (item 9). It was discovered that the respondents (Mean= 4.11, SD= 0.886) agreed that products with Islamic brand slogans are more suitable for Muslims because the slogans will not contain any insulting words (item 10). Other than that, 77% of the respondents who answer the questionnaire thinks that products with Islamic brand slogans are more suitable for Muslims because the slogans will contain decent and pleasant words (item 11). Besides that, the respondents (Mean= 4.14, SD= 0.829) agreed that products with Islamic brand slogans are more suitable for Muslims because it is easier for them to relate to the meaning of the slogans (item 12). Based on the findings, 71% (response option: strongly agree = 36%, agree = 35%) admitted that products with Islamic brand slogans are more suitable for Muslims because they will feel more secure in the spiritual sense of the slogans (item 13). Lastly, 59% (25% + 34% of the respondents who strongly agree and agree respectively) believed that Islamic brand slogans in Jawi calligraphy are more suitable for Muslims because Jawi looks like Arabic language which is familiar to Muslims (item 14).

The Perception of Young Malaysian Consumers on the Purity of the Product with Islamic Brand Slogans

<table>
<thead>
<tr>
<th>No.</th>
<th>Items</th>
<th>Mean</th>
<th>Std. Dev</th>
<th>Response Options (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>The Islamic brand slogan will indicate that the product prioritises and adheres to Islamic law such as in the aspect of purity of the product.</td>
<td>4.03</td>
<td>0.958</td>
<td>SD D U A SA</td>
</tr>
<tr>
<td>16</td>
<td>Products with Islamic brand slogans tend to be purer as the slogan represents the product as not containing anything non-halal in it.</td>
<td>4.00</td>
<td>0.985</td>
<td>2 4 24 32 38</td>
</tr>
<tr>
<td>17</td>
<td>Products with Islamic brand slogans usually will give priority to their purity.</td>
<td>3.91</td>
<td>0.944</td>
<td>2 4 25 39 30</td>
</tr>
<tr>
<td>18</td>
<td>Products with Islamic brand slogans are usually pure because if they had not been pure, the company would not dare to use Islamic slogans.</td>
<td>3.69</td>
<td>1.134</td>
<td>5 10 24 33 28</td>
</tr>
<tr>
<td>19</td>
<td>Islamic brand slogans of products usually show that these products contain only pure things.</td>
<td>3.90</td>
<td>0.980</td>
<td>3 3 26 37 31</td>
</tr>
<tr>
<td>20</td>
<td>Products with Islamic brand slogans will obey the sharia Islamic law such as the need for products to be pure.</td>
<td>3.92</td>
<td>1.012</td>
<td>3 5 22 37 33</td>
</tr>
</tbody>
</table>

As for Research Question 3, the data that have been obtained from the respondents for items starting from 15 until 20 will be analysed. 75% of the respondents, (response options: agree= 39%, strongly agree= 36%) believed that Islamic brand slogan will indicate that the product prioritises and adheres to Islamic law such as in the aspect of purity of the product (item 15). Most of the respondents (Mean= 4.00, SD= 0.985) also believed that products with Islamic brand slogans tend to be purer as the slogan represents the product as not containing anything non-halal in it (item 16). Moreover, 69% (39%+30% who agreed and strongly agreed respectively) of the respondents perceived that products with Islamic brand slogans
usually will give priority to their purity (item 17). The respondents also mainly (Mean= 3.69, SD= 1.134) admitted that products with Islamic brand slogans are usually pure because if they had not been pure, the company would not dare to use Islamic slogans (item 18). A massive number of respondents (68 individuals, mean= 3.90, SD= 0.980) agreed to item 19. In addition, most of the respondents (70%, Mean=3.92, SD= 1.012) also agreed that products with Islamic brand slogans will obey the sharia Islamic law such as the need for products to be pure (item 20).

Discussion
Based on the results of the research, the majority of the respondents perceive Islamic slogan as an influential device to increase Muslim consumers’ confidence in buying products in the market due to many reasons such as religious devotion, product’s adherence to religious teachings and the slogan containing pleasant words. This is proven by the results of the present study as the majority of the respondents admit that Muslims feel more confident to buy products with Islamic slogans as doing this is part of presenting their devotion to their religion. In discussing the emergence of the new practice of Islamic way of life in Europe, Boubekeur (2016) claims that the Islamic market is motivated by a new religious identity that revamps religious activities. In this way, consumers have a personal feeling of religious fulfilment as a result of their use of Islamic products (Boubekeur, 2016).

The use of Islamic slogans for products will also make the products’ target consumers more exclusively targeted and selected. In other words, Muslims will perhaps feel the products are marketed for them and thus, they will probably respond positively to this marketing strategy by buying them. Slogans may be used as “hooks” to assist customers understand a brand’s definition in terms of what it represents and what makes it unique (Keller, 2003). Clearly, a brand slogan can present the identity of a brand. For example, it is concluded in another study that destination advertisers should focus on developing and expanding awareness of Korea as a Muslim-favoured destination with the use of a successful slogan suited to Muslim guests (Im et al, 2012).

GlaxoSmithKline, which received halal approval from the Muslim Law Council for its products, Ribena and Lucozade beverages, is one example of a company that has sought to cater to the increasing European Muslim market (“Financial Times”, August 11, 2005). Furthermore, Heineken, a brewing brand of the Dutch, has opted to offer Fayrouz, a non-alcoholic malt drink, globally (Boubekeur, 2016). These items allow for new modes of activity and the emergence of new representations of young Western Muslim identity (Boubekeur, 2016). However, the consumer is the one who can determine how to utilise these items. For example, Mecca Cola’s French tagline, “Drink consciously!” (“Buvez engage!”) urges the construction of “an alternative, anti-globalist, voluntary ethic”, whereas the Arabic slogan, “Ichrab Multazim!” establishes a clear standard of responsibility, obligation, and affiliation (Boubekeur, 2016). Obviously, Muslims can choose Islamic products either those which use Islamic slogans to embrace their Muslim identity, while products with Islamic elements such as through the use of Islamic/Arabic names and slogans can show their identity as well as their target consumers.

It is believed by most of the respondents of the present study that Muslim customers are more likely to purchase items with Islamic brand slogans since the phrases are not offensive to them as it is very unlikely for an Islamic slogan to contain unpleasant words. On the contrary, linguistically, a large number of the respondents believe that Islamic slogans which have respectful and non-provocative words are more suitable for Muslim consumers whose Islamic doctrines include the promotion of polite word use in daily life. Slogan with such words could perhaps make the religious and conservative Muslims more comfortable to take the products home.

Semantically, the respondents in majority perceive that Islamic brand slogans are more suited for Muslim customers since the meaning of the phrases is easier for them to understand. This is probably true if the Islamic slogans include Arabic terms that are usually familiar to the Muslim community. In fact, the respondents mostly admit that Islamic brand slogans written in Jawi calligraphy are more appealing to
Muslims since Jawi resembles Arabic, which they are familiar with.

Conclusion
Based on the results of the present study, it can be concluded that Islamic slogans could assist Muslim consumers in making decisions while making product purchases. The use of Islamic slogans perhaps could attract Muslims in making purchases due to a number of reasons such as choice of words of the slogans, the meanings of the slogans, emotional and psychological attachment of consumers to the slogans as well as their initial ideas of the products being pure.

In discussing the issue of European Muslims operating as independent customers, Boubekeur (2016) mentions that the attractiveness of the new Islamic goods, as well as the employment of new marketing slogans to promote the products, will assist to foster this current “Islamic way of life,” which is contemporary and Western. Perhaps, with the use of products that possess Islamic identity such as their Islamic slogans, Muslims could feel closer to practising their religious teachings that encourage using pure and “halal” (lawful) products as the products with Islamic identity selected is probably one of the consumers’ ways of ensuring a product has followed the Islamic doctrine.

Implication of the Study
This study is hoped to contribute insights regarding people’s perception on the use of Islamic branding slogans in order to attract consumers. It is also hoped that people can have a better understanding of the use of Islamic branding and the ability of Islamic slogans in influencing consumers to buy products and their ideas about product purity.

Slogans can help package and sell a brand and its products (Rybaczewska et al., 2020). Thus, companies should understand how consumers evaluate, locate, buy, use, and dispose of products (Monoarfa et al., 2021). Customers' information enables organisations to alter their marketing tactics to maximise the impact of their communications on their target audience (Rybaczewska et al., 2020). Consumer perception of a brand through slogans has a big impact on their purchasing decisions. Therefore, businesses must develop goods and slogans that include the cultural values of specific ethnicities (Zulkipli & Ariffin, 2019).

Practically, the findings regarding Islamic slogans could help consumers in making decision in making purchases in future (e.g: Islamic slogans can be another aspect to consider when buying products if they are looking for quick indicator of Islamic products without having to spend time reading about the products, Islamic slogans could give a sense of satisfaction in buying products while adhering to one's identity as a Muslim etc). Also, the findings could help marketers strategize their products for Muslims as their target consumers (e.g: Islamic slogan is one of the elements of brand identity that could help marketers reach more Muslim consumers apart from brand name, packaging etc). In terms of policy makers, the data of the present study shows that the Muslims are influenced by Islamic slogans in making purchases and thus, the Ministry of Domestic Trade and Consumer Affairs Malaysia could establish new laws for using Islamic slogans and Islamic brand names for products that are non-Islamic or sources/ingredients have not yet been verified “halal” by the authorities).

The study also indicates the expectation of the Islamic brand consumers and its trade description influence on individuals’ decision to purchase. The study shows that Islamic branding has a huge influence on the consumer choice and decision to purchase the product. Thus, policymakers should formulate some guidelines or framework on the usage of the branding logos, Arabic words, or words to avoid trade misstatement or false indications of the truism of the Islamic brand indication. The Islamic slogans must be ensured not used for just commercialisation purposes but used ethically and stay true to what it is supposed to indicate within the Syariah compliance because it is not just a product for the Muslims but it connotes to their religious belief and emotions.
Limitations of Study
This study has several limitations. This sample of the study only focused on respondents from one specific Malaysian university which cannot represent the general public perception or all consumers in general. The total number of respondents of this research is only 100 young Malaysian consumers and the majority of them are Muslims which this group of respondents is not completely representative of opinions of consumers of diverse backgrounds. Hence, the results of the questionnaire may be biased from Muslim students’ perspectives and therefore the results do not reflect the perspectives from non-Muslims when it comes to Islamic branding and Islamic slogans. Thus, it is suggested for future studies to involve more respondents and those of numerous, different profiles for better generalisation of findings. As the study used questionnaire survey for its data collection, there are probably various aspects of Islamic branding and Islamic slogans that could explain the issues discussed such as the other possible reasons for Islamic slogans being attractive to Muslim consumers in influencing them to purchase the products apart from the items asked in the questionnaire. Probably, future studies could explore this topic with more open-ended questions and in-depth interviews with research informants.

References


