

Islamic brand slogan use: To what extent religiosity moderates purchase intention

Noraziah Mohd Amin^{1*}, Shamshul Anaz Kassim²

¹*Academy of Language Studies, Universiti Teknologi MARA, Cawangan Pulau Pinang, 13500 Permatang Pauh, Pulau Pinang, Malaysia*

²*Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Perlis, 02600 Arau, Perlis, Malaysia*

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ABSTRACT

The increasing use of Islamic marketing reflects the growing importance of the Muslim market globally. Thus, it is essential for companies to understand and respect the cultural and religious sensitivities of their customers. Realising this, the present study aims to investigate the impact of incorporating Islamic brand slogans on consumer purchase intention. Besides, with the increasing importance of religion in influencing consumer behaviour, this research also examines how much customers' religiosity can moderate their purchase intention. To investigate this issue, quantitative data was collected from 122 marketing university students who were recruited to represent consumers in Malaysia using purposive and convenience sampling. The findings suggest that Islamic brand slogans have the potential to influence customers' purchase intention with their religious personality as a moderator. Obviously, this study is another evidence of the imperativeness to integrate Islamic elements that appeal to Muslim consumers in product marketing and advertising. Hence, incorporating Islamic product identity into marketing strategies helps build trust and credibility among Muslim consumers, potentially leading to long-term customer loyalty and increased purchases.

1. INTRODUCTION

Presently, Islamic branding is a growing branding strategy. Today, it has drawn increasingly more attention from corporations and scholars around the world worldwide (Pasha et al., 2019). The concept of "Islamic branding" has emerged as a distinct subject of study and it supports the growing business and social sector that adheres to Islamic norms and values (Wippel, 2023). It offers *halāl* brands that are in line align with the doctrines of permitted behaviour and goods (Wippel, 2023). An essential instrument in Islamic marketing is the slogan since it can demonstrate a business' dedication to Islamic principles (Chairiawaty & Zakiah, 2020). As claimed by Zulkipli and Ariffin (2019), companies use *halal* logos and slogans to

^{1*} Corresponding author. *E-mail address:* noraziahm@uitm.edu.my

inform customers that their products/services are secure and adhere to the Sharia rules. Hence, it is crucial to examine whether Islamic brand slogans have any effect on Muslim customers, which is what the current study aims to achieve. Also, due to their perceived quality, Islamic items are also extensively purchased by customers who are not Muslim (Wippel, 2023). Thus, the demand for such products/services in Muslim nations may have a significant effect on such nations' economic development.

Since brands and sentiments are intricately linked, particularly when religion is involved, using religious slogans, makes such a distinction is essential for businesses that attempt to appeal to Muslim consumers (Alserhan, 2010). According to Maamoun (2016), slogans or taglines affect a business's reputation and are necessary to create a unique brand identity. Moreover, adopting a foreign language, such as Arabic, or Islamic lexicon may enhance a brand's Islamic meaning. This viewpoint is also held by Ahn and Ferle (2008), who contend that using Arabic or Islamic word in slogans for Islamic brands might enhance their perceived quality. Alihodzic (2012) uses Halalibo's brand slogan, "Halal ist better oder?", which translates to "Halal is better, or not?", as an example of the increased utilisation of Islamic brand slogans to represent products. Rice and Al-Mussowi (2002) argue that Islamic doctrines in advertising have an impact on consumer behaviour and how they respond to advertising messages. Hence, it is essential to perform more research to ascertain the customer response towards Islamic marketing components, such as Islamic slogans.

1.1 Problem statement

Muslim civilisations are greatly impacted by the way of life outlined in Islam. Therefore, they tend to choose behaviours that are acceptable in their religion (Pasha et al., 2019). In order to appeal to the Muslim market, advertisers use content with religious elements. Since consumer behaviour will significantly impact a company's strategy, it is important to study and analyse consumer behaviour in terms of their purchasing decisions (Wilson & Grant, 2013). Also, including an Islamic message in advertising increases its attraction to consumers, commercial viability, and purchasing intent (Nickerson & Nandialath, 2020). According to Monoarfa et al., the culture, values, and beliefs found in Islam and the Quran have a greater impact on consumers' purchasing decisions than other marketing tactics (2021). Even though it is more expensive, they are emotionally attached to the goods in question (Chairiawaty & Zakiah, 2020). Islamic branding is a relatively recent concept that adheres to the "sharia" laws and emphasizes the value of being truthful, responsible, and understanding (Alam & Maknun, 2021).

According to Ahmadova (2017), Islamic marketing is gaining prominence as a new field that draws academics, scholars, and marketers from both countries with majority Muslim consumers and the opposite. Yet, effort has been put into establishing the empirical and theoretical groundwork for Islamic marketing (Ahmadova, 2017). Despite the recently rising interest in Islamic marketing and businesses based on Islamic products/services, there is still a dearth of Islamic marketing studies featured in international mainstream publications on marketing (Floren et al., 2020). Floren et al. (2020) contend that methodically assembling Islamic publications is essential for the discipline to develop, to build a strong collection of articles published on Islamic marketing, highlight areas that are the focus of current research, and identify subjects on which future studies can concentrate. Clearly, further research on Islamic marketing is needed, and Islamic brand slogans are one possible topic to investigate.

The marketing strategy must adopt an Islamic character when targeting Muslims consumers (Sandıkcı, 2011). As a result, slogans used to promote items may contain Islamic messaging, such as the usage of Arabic phrases and Islamic principles. Islamic characteristics in advertising may have an effect on the target audience since commercials promote cultural values, and religion is one of the most significant parts of culture (Hussin et al., 2015). According to Rice and Al-Mussowi (2002), Islamic principles in advertising have an impact on customer behaviour and how they respond to commercial communications. According to Wippel (2023), in the academic realm, many specialized conferences have occurred, and journals, study groups, and institutions have been established to advance the theory and execution of marketing in the

Muslim world and beyond and to address the significant need for experts in this field. Thus, it is crucial to undertake additional research to see how customers react to Islamic marketing materials like Islamic slogans. The current study was conducted for the following purposes:

- 1) To investigate the influence of attitude towards Islamic slogan (ATIS) and purchase intention of a product with Islamic slogan (PI).
- 2) To investigate the influence of religiosity (RELI) as a moderator on the relationship between attitude towards Islamic slogan (ATIS) and purchase intention of a product with Islamic slogan (PI).

1.2 Research framework

For the present study, the conceptual framework for measuring consumers' attitude towards Islamic slogan (ATIS), with purchase intention of a product with Islamic slogan (PI) as the dependent variable and religiosity (RELI) as a moderating variable, encompasses several key elements. The independent variable, ATIS, represents the presence of religious cues or messaging in the branding of a product. This variable is hypothesised to influence consumers' PI, potentially evoking perceptions of trustworthiness and alignment with religious values. The dependent variable, PI reflects consumers' willingness and likelihood to buy the product. It is assumed that consumers' ATIS shaped by the presence of an Islamic brand slogan, will impact their PI positively. RELI, as the moderating variable, signifies the degree of religious commitment or observance among consumers. It is proposed that RELI will interact with the relationship between consumers' ATIS and their PI. Specifically, individuals with higher levels of religiosity may be more receptive to the influence of religious branding, leading to stronger attitudes and purchase intentions compared to those with lower levels of religiosity. Conversely, the effect of the ATIS and PI may be weaker among individuals with lower religiosity.

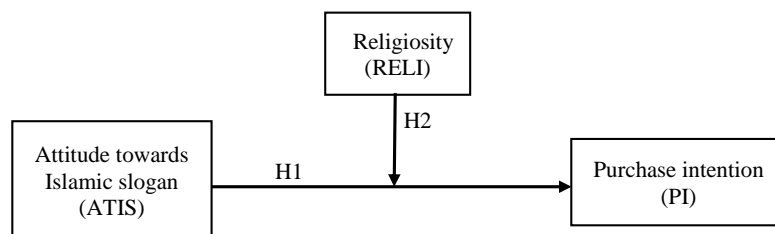


Figure 1: Conceptual Model of Attitude towards Islamic Slogan and Purchase Intention

2. LITERATURE REVIEW

2.1 Brand slogan, Islamic brand slogan and purchase intention

Silveira and Bogas (2019) argue that the vast majority of earlier studies on slogans have taken one of four approaches: defining the semantic properties of slogans; identifying the elements that make slogans attractive; studying relationships of slogans with other variables, such as purchase intentions; or examining the properties that makes a slogan memorable. To relate brand slogan and purchase intention, the study's findings by Rybaczewska et al. (2020) showed slogans were viewed as effective in the Need Recognition setting, which adds a further element causing the need. If an intriguing slogan is presented to participants choosing Need Recognition as an external stimulus, they are more likely to decide on a brand or product (Rybaczewska et al., 2020). During the Information Search stage, slogans may either increase or decrease a person's readiness to purchase the advertised item depending upon the slogan. Therefore, underscoring

the need for careful consideration in the creation and usage of slogans (Rybaczewska et al., 2020). Depending on the slogan, it can increase or decrease consumer propensity to purchase the promoted product, or it can do the exact reverse (Rybaczewska et al., 2020).

In terms of Islamic brand slogan, Nickerson and Nandialath (2020) investigated the effect of incorporating an appeal that draws on the respondents' social identification as a Muslim to ascertain whether Muslim customers had purchase intentions congruent with their religion affiliation. Respondents in the treatment sample were presented a selection of commercial texts that included an Islamic content in the slogan, product labelling, or packaging. On the other hand, people in the control sample read the same items without any religious undertones. Overall, there was a considerable mediation impact in every scenario, suggesting that adding an Islamic appealing element increases the enticement of the product and hence boosts the likelihood that consumers will purchase it (Nickerson & Nandialath, 2020).

2.2 Religiosity influence on purchase intention

For many customers, religion continues to be a significant source of standards, opinions, attitudes, and actions. The influence of religion on consumer behaviour is a crucial field for investigation, as Mathras et al. (2015) suggested, as each religion contains restrictions on consumption to some extent within its dogma. Only recently has religion begun to be discussed in any existing literature on consumer behaviour (Minton, 2015, 2018; Baazeem et al., 2016; Montoro-Pons and Cuadrado-Garcia, 2018; Mumuni et al., 2018; Minton et al., 2019). Abuznaid (2020) argues that the extent of a religion's impact may be argued to differ among individual Muslims. Hence, in the realm of consumerism, it is not solely religion that has the greatest significance, but rather the degree of religiosity. Religiosity refers to the level of religious devotion or the amount to which a person is dedicated to their religion, as shown via their attitude and conduct (Mukhtar & Butt, 2011).

According to research (Kennedy, 2010; Swimberghe et al., 2011; Schneider et al., 2011), religion have been proven to influence consumers in making decisions, and an individual's degree of religiosity may affect their preferences and selections when buying goods and services (Choi et al., 2013; Muhamad and Mizerski, 2013; Minton et al., 2019). This idea is also shared by Shah et al. (2022) who state that multiple research have shown that religion and religiosity have a significant impact on the intention to purchase halal goods and services. For example, the study by Souiden and Rani (2015) discovered that the level of religious devotion indirectly influences individuals' intentions to acquire Islamic bank services by shaping their attitudes towards banks.

3. METHODOLOGY

3.1 Research design

A quasi-experimental research design was employed in the present study where a product (bottled mineral water) advertisement was presented to the participants and their responses to the stimulation was collected through the administration of a questionnaire survey with the validation of manipulation using check questions. / The present study employed a quasi-experimental research design. A product advertisement (bottled mineral water) was presented to the participants, and their responses to the simulation were collected through the administration of a questionnaire survey, with the manipulation validated using check questions.

3.2 Stimulation/Manipulation development

The price of bottled water sold in Malaysia in the year, 2022 was around 1.35 billion Malaysian ringgit, a small increase from the year 2020 before which saw a decline in the production value of bottled water ("Sales value of bottled water in Malaysia 2019-2022", 2023). However, the Malaysian tourism sector is

predicted to continue to improve and reach its pre-pandemic state in 2024, which will help sustain the market for bottled water (Euromonitor International, 2022). Industries emphasising Islamic branding, excluding pork and alcohol, extend to various product categories, including food and drinks (Wippel, 2023). Based on these claims, the researchers opted for bottled water as the product stimulation for their study. Bottled water is widely consumed and considered neutral, facilitating broader participant inclusion in the study.

3.3 Questionnaire development

The items in the questionnaire were adapted from the questionnaires developed and used by other researchers such as Rosengren and Dahlén (2006) for attitude toward Islamic slogan items, Wu and Chen (2014) for purchase intention items and Ismail and Tekke (2015) for Integrative Islamic Personality Inventory (IIPI).

3.4 Sampling method and Data collection

Purposive and convenience sampling were used to select the respondents who met the social requirements of being Muslims and falling between the age range of 18 and 30. The participants were recruited based on the criteria decided and their proximity due to time constraints. After the data collection phase, 122 participants were retained as a result of case deletion.

3.5 Data collection method

The data collection occurred in a controlled computer lab environment, enabling researchers to monitor and regulate the experimental manipulation closely. Respondents received a uniform computer stimulus presentation before completing a subsequent questionnaire. Standardising both stimulus presentation and data collection procedures ensured consistency and control over the variables being studied.

3.6 Data analysis method

The data was analysed using IBM SPSS Statistics version 27. Descriptive statistics such as mean, median, standard deviation, and percentiles were generated, offering a snapshot of the data's distribution apart from causal analysis in numerical data.

4. DATA ANALYSIS

4.1 Demographic data

Table 1: Participants' Demographic Results

| Demographic details | <i>f</i> | % |
|---------------------|----------|------|
| Gender | | |
| Male | 22 | 18 |
| Female | 100 | 82 |
| Age | | |
| 19 | 21 | 17.2 |
| 20 | 1 | 0.8 |
| 21 | 3 | 2.5 |
| 22 | 41 | 33.6 |
| 23 | 45 | 36.9 |
| 24 | 9 | 7.4 |
| 25 | 1 | 0.8 |
| 30 | 1 | 0.8 |
| Race | | |
| Malay | 122 | 100 |

| Religion | | |
|------------------------|-----|------|
| Islam | 122 | 100 |
| Education level | | |
| Diploma | 22 | 18.0 |
| Bachelor's Degree | 99 | 81.1 |
| Master's Degree | 1 | 0.8 |
| TOTAL | 122 | 100 |

The data presented in Table 1 provides demographic information about the participants in the study. The majority of participants were female (82%), while male participants constituted 18% of the sample. Regarding age distribution, the largest proportion of participants fell within the age range of 22-23 years, comprising 70.5% of the sample. The majority of participants identified as Malay (100%) and adhered to Islam (100%) as their religion. In terms of education level, the majority held a Bachelor's degree (81.1%), followed by those with a Diploma (18%), and a small percentage with a Master's degree (0.8%).

4.2 Influence of attitude towards Islamic slogan (ATIS) on purchase intention (PI)

Table 2: Regression Analysis

| Variables | β | Sig. |
|--|---------|---------|
| Dependent variable: Purchase intention | | |
| Attitude towards Islamic slogan | 0.474 | 0.000** |
| Religiosity | 0.304 | 0.00** |
| R square | 0.321 | |
| Adjusted R square | 0.297 | |
| R-square change | 0.092 | |

Note: Significant level, ** $p < 0.01$, * $p < 0.05$

Table 2 demonstrates a significant association between all independent variables (ATIS and RELI) and the dependent variable, PI. The R and R² values are provided in this table. The R value, which is 0.321 and denotes a high degree of regression. The variance of the dependent variable was shown to be explained by the variance of the independent variables. In this instance, 29.7% of the diversity in purchase intention can be explained, a significant amount supporting the notion that social influence, social need, convenience, and perceived ease of use vary. There is another 69.3% unexplained variance by the independent variables which can be explored for future study. As shown in Table 2, ATIS is found to be the most dominant factor influencing purchase intention with highest Beta value ($\beta = 0.474$, $p < 0.01$) among all the variables followed by religiosity ($\beta = 0.304$, $p < 0.01$). Therefore, ATIS considered as the most important predictors with purchase intention in this study. In other words, independent variables are significantly related to dependent variable when the p value is less than 0.01. The results demonstrate that ATIS significantly influences purchase intention. Therefore, Hypothesis 1, which posited that ATIS would impact PI, is supported by the data. These findings suggest that consumers' ATIS plays a crucial role in shaping their PI, highlighting the importance of considering religious branding strategies in marketing efforts.

4.3 Moderating effect of religiosity (RELI) on purchase intention of a product with Islamic slogan (PI)

Table 3: Summary of hierarchical regression analysis of religiosity

| | Beta | t | p | F | p | ΔF | p | R^2 | ΔR^2 |
|---|--------|--------|-------|---------|-------|------------|-------|-------|--------------|
| Model 1 | | | | 17.514 | 0.000 | 34.547 | 0.000 | 0.227 | 0.224 |
| (Constant) | 7.922 | 4.713 | 0.000 | | | | | | |
| Attitude towards Islamic slogan (ATIS) | 0.474 | 5.878 | 0.000 | | | | | | |
| Model 2 | | | | 13.807 | 0.000 | 15.771 | 0.000 | 0.321 | 0.092 |
| (Constant) | 2.161 | 1.008 | 0.316 | | | | | | |
| Attitude towards Islamic slogan (ATIS) | 0.409 | 2.273 | 0.025 | | | | | | |
| Religiosity (RELI) | 0.304 | 3.971 | 0.000 | | | | | | |
| Model 3 | | | | 564.543 | 0.000 | 1880.685 | 0.000 | 0.961 | 0.640 |
| (Constant) | 13.621 | 23.384 | 0.000 | | | | | | |
| Attitude towards Islamic slogan (ATIS) | -0.050 | -1.121 | 0.265 | | | | | | |
| Religiosity (RELI) | 0.002 | 0.119 | 0.905 | | | | | | |
| Interaction | 1.603 | 43.367 | 0.000 | | | | | | |
| Dependent Variable: Purchase Intention (PI) | | | | | | | | | |

Note: Significant level, **p < 0.01, *p < 0.05, *p < 0.10

Hierarchical regression analyses were used to assess the moderating effects of religiosity (RELI) on the relationship between attitude towards Islamic slogan (ATIS) and purchase intention (PI). It is predicted that RELI has a significantly positive moderating effect on the relationship between ATIS and PI. The results of the moderating effect of RELI are shown in the Table 3. The F-change of Model 3 was found to be significant at the p-value of 0.000 which reveals that the proposed model is statistically significant. R-square change (ΔR^2) increased by 0.640 (64%) which is the percentage increase in the variation explained by the addition of the interaction term. As predicted, religiosity was found to have a significantly strong positive ($\beta = 0.002$) moderating effect on the relationship between ATIS and PI.

5. DISCUSSION AND CONCLUSION

The results underscore the importance of incorporating religious branding strategies, such as Islamic slogans, into marketing efforts. By aligning products with consumers' religious beliefs and values, businesses can enhance consumers' attitudes towards their products, ultimately leading to increased purchase intentions. Moreover, the significant relationship observed in this study highlights the potential effectiveness of leveraging religious symbolism and messaging to connect with religiously-oriented consumer segments. This emphasises the need to consider religious branding methods when developing marketing campaigns.

The data indicates that religiosity significantly contributes to explaining the variance in purchase intention beyond the other predictor variables included in the model. The data also suggests that religiosity amplifies the impact of slogan attitude on purchase intention, supporting the hypothesis. In conclusion, the hierarchical regression analysis results support the hypothesis that religiosity has a significantly positive moderating effect on the relationship between attitude towards Islamic slogan and purchase intention. The statistically significant model and the strong positive moderating effect of religiosity indicate that religious beliefs play a crucial role in shaping consumers' purchase intentions in the context of advertising and product attitudes.

6. LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

It is crucial to recognise potential limitations of the study. Firstly, the findings are based on a specific sample (Malay, Muslim consumers) and may not be generalisable to broader Muslim populations or the whole population in general. Other potential factors that may influence consumers' purchase intentions such as pricing, product quality, and brand reputation are not examined in the present study. Thus, future research should consider examining the interplay between these variables as well to provide a more comprehensive understanding of consumers' purchase intention in the context of Islamic branding. Moreover, comparative studies across different cultural and religious contexts could shed light on the generalisability of the observed relationship between attitude towards Islamic slogan and purchase intention. Future research endeavours should consider investigating other potential moderators that may influence the relationship between attitude towards Islamic-branded products and purchase intention. For example, cultural factors, individual differences, or contextual variables may play a role in shaping consumers' responses to Islamic branding strategies. Moreover, qualitative studies could provide deeper insights into consumers' perceptions of Islamic-branded products and their purchase decision-making processes. Researchers can gain a nuanced understanding of the underlying motivations and influences driving consumer behaviour in this context by employing qualitative methods such as interviews or focus groups.

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7. CONFLICT OF INTEREST STATEMENT

The authors agree that this research was conducted in the absence of any self-benefits, commercial or financial conflicts and declare the absence of conflicting interests with the funders.

8. AUTHORS' CONTRIBUTIONS

In the collaborative effort to construct the research paper, **Noraziah Mohd Amin** played a vital role in shaping its foundational elements, including research design, crafting a concise problem statement, delineating clear research objectives, and developing a robust theoretical framework intertwined with an extensive literature review. **Shamshul Anaz Kassim**'s contribution cantered on the empirical aspects, where they meticulously executed data collection and analysis, providing the critical empirical evidence necessary for substantiating the study's findings. Furthermore, **Shamshul Anaz Kassim**'s involvement extended to enriching the discussion and conclusion sections, offering insightful interpretations and implications drawn from the analysed data, thereby augmenting the paper's overall coherence and scholarly depth.

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About the Authors

Noraziah Mohd Amin is a Senior Lecturer at Universiti Teknologi MARA, Cawangan Pulau Pinang and a PhD candidate at Universiti Utara Malaysia. Her fields of expertise are applied linguistics and marketing communication (brand slogan). She has published articles in journals (Scopus, WOS, MyCite), proceedings, and book chapters apart from creative work in local as well as international magazines and bulletins.

Shamshul Anaz Kassim has been a Senior Lecturer at Universiti Teknologi MARA, Cawangan Perlis since 2001 who specializes in Technology Management, Organizational Behavior, Marketing, Cognitive Neuroscience, Psychology, and Human Resource Management. His scholarly contributions are evident in an h-index of 4 with 50 citations and an i-10 index of 3, extends across academia, communities, states, and the nation.