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Developing a Comprehensive Model of Islamic Brand Personality: A Conceptual Study

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Research Highlights

Islam is one of the largest religions in the world as it is predicted to reach a quarter of the world population by 2030 (Pew Research Center, 2017) and it is considered as the fastest growing religion in the world (Saeed, Ahmed, & Mukhtar, 2001). Muslim consumers are a group that is rarely tapped by the marketing researchers. Brand personality is considered as a factor that can influence the customer satisfaction. Aaker's Brand Personality dimensions are used as the main theory. Quran and Hadith were used as a guidance to find a model that suits the personality of Islam. Three dimensions namely Sharia Law, Justice, and Trustworthiness were added as a replacement towards the removal of Sophistication and Ruggedness, that were considered not suitable to Islamic Brand Personality. The new model is expected to be a framework that helps the marketers to better understand the aspects that cater the needs of the Muslim consumers.

Research Objectives

The research is designed to develop Aaker Brand Personality model and infiltrate some values that are related to personality from Islamic perspective. The result is in a form of conceptual model. It is hoped that the resulted model will provide a guide that can predict the customer satisfaction level of the Muslim consumers. The model is also destined to identify Islamic brand in an effective manners so the marketers can attract more Muslim consumers to eventually use the Islamic values-based products. Branding related studies have been dominated by the emphasis of aspects like brand value, business image, reputation, communication process, and identity (Ismaeel & Blaim, 2012; Van Riel & Fombrun, 2007; Wilson, Liu, & Shahbaz Shabbir, 2011). The authors saw an opportunity to fill the research gap and therefore it is proposed to have a framework that discusses religious aspects. Therefore, the general objectives of this study is to develop a comprehensive model of Islamic brand personality with its impact on customer satisfaction.

Methodology

Previous studies were scrutinized to investigate the relevancy of the existing factors of Aaker Brand Personality model from an Islamic perspective keeping in mind *Quran* and *Hadith* and finally proposing an Islamic Brand Personality model. This research discusses the definition of personality and brand personality, Aaker Brand Personality in general, criticisms towards the existing model, as well as, developing new dimensions of brand personality from Islamic perspective. The researchers extensively emphasized on the content of *Quran* and *Hadith* to ensure that the factors regarding Islamic brand personalities were emerged from authentic Islamic sources.

Results

The research resulted in a new brand personality framework that is tailor made for the Islamic purpose. Two of the Aaker Brand Personality dimensions, namely: Sophistication and Ruggedness were excluded from the newly developed model as they were considered irrelevant to Islamic values. Upon reviewing the previous studies and reviewing the content of *Quran* and *Hadith*, three new aspects, namely: Trustworthiness, Sharia Law, and Justice emerged. The three mentioned factors, along with Sincerity, Excitement, and Competence, serve as dimensions of Islamic Brand Personality and are expected to predict the Muslim consumers' satisfaction

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