

DEFINING THE ROLE OF NEW RELIGION-COMPLAINT PRODUCT ADOPTION (NRCPA) WITH MEDIATING ROLE OF RELIGIOUS BELIEFS TOWARDS ISLAMIC BRAND PERSONALITY

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ABSTRACT

The purpose of this study is to examine the relationship between religious beliefs, brand personality, and NRCPA, which is New Religious-Complaint Product Adoption. This research-based study is majorly quantitative and conducted through a questionnaire based on a 5-type Likert scale and face to face interviews with the consumers of Fast-Moving consumer goods (FMCG). Results confirm the relationships among all the variables and the extent to which religious consumers tend to behave in accordance to society and Religion. Moreover, this study clarifies how the adoption or favour/disfavour of a new religious product is strongly influenced by religious beliefs, brand personality, and marketing techniques (NRCPA). It is also noted that many relationships be it social or religious are quite often based on certain lifestyles and behaviors of the consumers, consuming the product. The manufacturers take the opinions and thoughts of many individuals before making anything that may be sensitive or promotional to certain religious beliefs. Business associations are set up with the point of making a benefit. The essential goal of any business is to boost returns, and all endeavors are coordinated towards this point. Firms make a benefit by offering products and ventures to the clients. In this manner, high deals volume would mean exceptional yields for an organization. The measure of products and ventures sold by an organization relies upon the interest. At the point when the interest in items is high, there is an expansion in the deals, and this means financial development. This infers there is an immediate connection between how individuals devour items and economy. It is important that customer conduct is a critical determinant of interest. Be that as it may, customer conduct is impacted by Religion as it influences individuals' qualities and activities. It influences how and when buyers go through their money. This paper examines how religion impacts purchaser conduct and the related effect on the economy.

1. INTRODUCTION

Consumer goods are meant for the consumption of an average consumer and are divided into three categories: durable, non-durable, and services. Durable goods have a shelf-life of three or more years; non-durable goods have a shelf life of less than a year; and services include banking facilities, insurances, etc. Fast-Moving Consumer Goods (FMGC) is a type of non-durable goods and occupies the largest percentage of all goods. These are the goods that have a short shelf life due to high demand or because they are perishable, such as food items, cosmetics, etc. FMGC is usually sold in mass amounts and quickly, with comparatively lower prices on average. (Kenton and Scott, 2020). FMGC is also known as Consumer-Packaged Goods (CPG) (SIS International, 2020). Islamic branding, by definition, is the production and marketing of goods specifically targeting Muslim consumers. Alserhan (2010a) and Wilson (2011) highlighted three dimensions of an Islamic brand: country of origin, target audience, and whether it is Halal. Alserhan (2010a) further explained that the true

Islamic brands are Halal, while traditional Islamic brands are assumed to be Halal; both originate from Islamic countries and target Muslim consumers. Apart from these are inbound Islamic brands (Halal brands that are meant only for Muslim consumers but are produced in non-Islamic countries) and outbound Islamic brands (Halal brands that are manufactured in Islamic countries but not necessarily target Muslim consumers). In simple terms, Islamic or Halal brands are manufactured in alignment with Islamic laws (Sharia) and principles that dictate what is permitted and what is not in all aspects of Muslim lives. Therefore, Islamic brands are not confined only to the food industry but cosmetics, pharmaceuticals, logistics, clothing, finance, hospitality, banking, etc. (Minkus-McKenna, 2007).

New-Religion Compliant Product Adoption (NRCPA) is referred to the concept that companies can adopt marketing and product development techniques that allow them to come up with products that can be compliant with the requirements of consumers who are religious (Rehman & Shabbir, 2010). This marketing concept is based on the psychology that is related to religious marketing and allows the manufacturers to produce as well as introduce these products from the perspective of the specific Religion of the market. Marketing based on Religion is usually considered contradictory as the basic concept of marketing and Religion are incompatible, thus making it very difficult to market products to a religious target market (Stolz and Usunier, 2018). However, this perspective mostly comes from western secularism, where marketing is considered to be a non-religious thing, thus driving away from the producers as well as the consumers. The main thing to consider in this case is the approach towards the production and marketing that the producers take. NRCPA allows for the study of the behaviour of people in relation to the religious beliefs and how it affects the branding to a company with regard to their approach to the general religious public (Essoo & Dibb, 2004).

This research is based on the perspective where religion-based production and marketing are applied. The main benefit this approach gives is that it allows the producers to satisfy their consumers psychologically and produce goods and services that are in line with their beliefs. This also provides benefits to the marketers as they can safely market their products to a previously untapped market. In an Islamic country, sharia-compliant laws force the producers to drop some marketing tactics or provide their products in a manner that does not tap into their full potential (Alserhan, 2010). These laws hinder the profitability of these companies. Companies, in this case, use the NRCPA approach for a new perspective that creates a new brand identity. This research is based on understanding how NRCPA accomplishes this feat as well as the perspective of both the consumers and the producers in how they market and produce using NRCPA. The main focus of this research will be on Fast-Moving Consumer Goods, the influence of religious beliefs, production, and marketing on their trade. Therefore the primary objectives are to study:

1. The impact of Islamic beliefs on brand personality.
2. The impact of Islamic beliefs on NRCPA.

and the secondary research objective is to identify:

1. The role of the Islamic brand personality as a mediator between Islamic beliefs and NRCPA in relation to FMCG.

2. LITERATURE REVIEW

Religion is highly personal, and thus, its influence on consumer behaviour depends on a person's degree of religiosity (Swimberghe et al., 2011) and (Razzaque and Chaudary, 2013). The influence of religiosity varies from country to country and culture to culture, even for those with the same Religion, for example, Sood and Nasu (1995) and Siguaw et al. (1995) found that the impact of Christianity is stronger on an American consumer, but less important for New Zealand consumers, and not at all important for the Japanese consumer. In the case of Islam, the same principle applies, e.g., Muslim majority countries like Kuwait, Saudi Arabia, Egypt, and Pakistan are more influenced towards religiosity; choosing Islamic banking is one of the examples of the influence of religious factors on consumer psychology.

The intention to purchase is the main determining factor of actual buying behaviour (Morwitz et al., 2007). A considerable amount of research has been done in the past to identify the effect of religious marketing on marketing decisions around the globe. Many researchers gave the opinion that religious values have a significant impact on consumers and their buying decisions. Most of the studies have been done to examine the impact of cultural and societal norms. However, the impact of religious beliefs on the lives of people and their influence on consumer behaviour is still understudied. As Sandikci (2011, p.247) pointed out, "in the consumer behaviour and marketing literature, religion, in general, is an understudied area." Moreover, the studies which examine the relation between Islamic beliefs and consumption are rare. This detailed literature review reveals the huge gap of studies regarding Islamic branding, so there is more need to study in detail the concept of

Islamic branding so the nature of Islamic beliefs and the consumption process can be understood properly, especially when it comes to fast-moving consumer goods since most researches were conducted on services.

When it comes to Fast Moving Consumer Goods (FMCG), most of the researches are conducted by manufacturers and industries on their consumer base with varying aims including, but not limited to, boosting sales, measuring customer satisfaction, studying their sales pattern, understanding consumer behaviour, and psychology, etc. The results are used to improve customer experience, innovate products to the newest trends and demands, and increase revenue and profits. (SIS International, 2020). Sable (2019) conducted a detailed study on fast-moving consumer goods according to their type and distribution channel to analyse the global extent of their opportunity from 2018 to date and forecast about industries of fast-moving consumer goods up to 2025. She studied Foods and Beverages, Personal Care, Health Care and Home Care FMCG in Supermarket & Hypermarkets, Grocery Stores, Speciality Stores, E-Commerce and other distribution channels for the regions of North America (USA, Canada, Mexico), Europe (Germany, Spain, UK, Italy, France, Rest of Europe), Asia-Pacific (China, India, Japan, Australia, South Korea, Rest of Asia-Pacific) and LAMEA (Brazil, South Africa, Saudi Arabia, UAE, Rest of LAMEA). The study predicted that by 2025, the global FMCG market will reach 15,361.8 billion dollars with Foods and Beverages dominating the market as always since 2018. It also found that Super and Hyper Markets are the most used distribution channel since 2018 and will remain so in 2025.

Malhotra (2014), published in the International Journal of Innovative Research and Development, is a focused study on the marketing of fast-moving consumer goods. It studies the different aspects of marketing concerned with FMCG, since these have a low-profit margin, and thus, sold in bulks. One of the main aspects studied was how producers consistently aimed to improve brand personality and increase brand value to attract more consumers in the highly competitive FMCG market with the availability of multiple brands for the same product. It presents a case study of Unilever's beauty product Dove and its Dove's Real Beauty Campaign, and studies how it implemented the different forms of marketing to become successful and famous. The case study reinforces the theories and ideas presented by the research, as well as the answers given for research objectives and questions.

Guliyev (2020) in the Journal of Science and Innovative Technologies published research on the effect of brand identity on consumer behaviour in the country of Azerbaijan. A survey lasting for 15 days was done to collect data which was analysed on the metrics of descriptive, validity and reliability, regression, and coefficients. It was concluded that there is a positive relationship between brand trust and customer satisfaction when it comes to fast-moving consumer goods. It also proposed that the producers of FMCG can use communication methodology to build that trust and increase their sales. If we study an example of a specific company in concern to fast-moving consumer goods, then Nestle is the largest FMCG company in the world, with global sales of more than \$70 Billion. It is headquartered in Vevey, Switzerland. Owing to its effective sales and marketing strategy, the company is very rapidly pursuing its ambition of global expansion by establishing itself in many countries of the world, and by the acquisition of multiple companies such as Perrier, the French mineral water producer, Rowntree, the British candy-making company, Stouffer Foods, USA, and Dreyer's Grand Ice Cream, USA.

Nestle adopts a localized sales and marketing strategy in order to cope up with the challenges posed by its global expansion and to compete in each country's regional FMCG market where it is present, including Islamic branding and marketing in Muslim countries. Nestle has delegated the authority to make decisions regarding product development, sales, marketing, supply chain, and manufacturing to each country's divisional headquarter where it is active. Meanwhile, the responsibility of the managers of Nestle's corporate headquarter, which is located in Vevey, Switzerland, is to make large-scale decisions such as corporate acquisition and how to invest its capital best. This localized strategy has worked quite well for Nestle and has played a pivotal role in the company's success and continuous expansion. The company's current success and the formalization of its localized and decentralized strategy are also very much owed to the man named Helmut Maucher, who was the CEO of Nestle from 1990 to 1997. At the time when Helmut Maucher became the CEO of Nestle, much of the decision making authority related to manufacturing, sales, and marketing was centralized and amassed in its Vevey headquarter. This has caused a lot of problems for the company. The corporate managers were unable to understand the problems faced by the divisional managers; they were slow to respond to the FMCG and food market trends of each division, especially ones influenced by Religion, and thus it impacted the overall growth of the company.

Helmut Maucher very well perceived this problem and formalized a strategy to decentralize the decision making authority of certain segments, especially the segments that pertain to sales, marketing, distribution, and manufacturing from the top down; those tasks were delegated to the managers of the product groups. He formed

seven product groups for seven significant categories of product lines of the company, such as candy, coffee, milk, etc. in order to manage each product line to divisional level effectively. Each product group was responsible for overseeing its respective product line.

All of the activities of each division's product lines were integrated by their respective product groups to assess the distinctive competencies of the division and to increase the profitability. For example, the product group of milk was responsible for the profitability of the product line of dairy products. This strategy of decentralization and integration proved to be very effective and significantly increased the sales of the company. Furthermore, Maucher grouped all divisions of a country or world into single national or regional Strategic Business Units (SBU) and created a team of managers to link SBUs to corporates and to coordinate and oversee the activities of SBUs, which resulted in a major cost-savings for the company. Nestle also made the use of technology solutions and signed a \$300 million contract with SAP to install and implement a company-wide Enterprise Resource Planning (ERP) system to integrate all of the global business units and operations of the company. This ERP also provided a centralized control to the top management of the company to oversee all of the operations of the company worldwide. Temporal (2008) highlighted the Oxford Research and Education Project on Islamic Branding and Marketing which studied the concept and reasoning of Islamic branding, the related Islamic values which affect it and the challenges and/or benefits offered by them, the history, relation and future of Islamic branding, and different Islamic brands, their types, origins, roles, purchase and preferably patterns, etc.

Alserhan (2010) is the first and only of its kind research which in detail studied, examined, and explained the various facets of Islamic branding including its definition, types, influence, future, etc. Until this research, Islamic branding was an explored territory that no one knew much about. Although, it still lacks decisiveness since it's based on an abstract understanding of Islamic concepts of Halal and Haram. Wilson and Liu (2011), in the Journal of Islamic Marketing, studied the consumer behaviour of Halal-conscious buyers. They identified the challenges that the concept of Halal presents to the manufacturers in making sure their products are socially acceptable to Muslims in their making, packing and marketing. Ozken and Kurt (2013) investigated the buying behaviour of Islamic brands using the first-ever experimental research in the field of Islamic branding based on the theory of reason action (TRA). It compared the various types of Islamic brands in terms of their purchase patterns. It concluded that overall, the purchase behaviour did not vary much across the types of Islamic brands. Nguyen et al. (2019) in the Journal of Global Marketing provide comprehensive research on the relation between Islam, Islamic branding, and NRCPA using almost all of the previous studies conducted on this broad concept. It efficiently explains the definitions, the relations, the research methods, the data analysis, etc. that are related to these three inter-related phenomena. This paper forms the backbone of my research as most of the concept and framework is adopted from it.

3. RESEARCH FRAMEWORK

This research is based on a number of theories and concepts, combined to form one complex phenomenon of Islamic branding being a mediator between Islamic beliefs and New Religion-Compliant Product Adoption (NRCPA). It is majorly based on Nguyen et al. (2019). There are many theories in the field of health, education, and social psychology that determine the behavioural pattern of humans. They try to seek the answers of a question that why human beings behave the way they do, what are the factors that influence the behaviour of human beings, and most importantly, these theories are used to understand and predict why and how human beings change their unhealthy behaviours to the healthier ones. One such theory to understand human behaviour and the factors that influence the way people behave and intend to behave in The Theory of Reasoned Action. It was developed by two American social psychologists named Martin Fishbein and Icek Ajzen in the 1980s. The Theory of Reasoned Behavior lays its focus on a person's intention to behave in a certain manner. The intention is the likelihood of a possibility a person behaves in a certain situation – irrespective of whether they behave in a certain manner or not. For example, a man intends to go to the cricket stadium to watch a game, but he may or may not follow through his intention and go to the cricket stadium to watch the game. The Theory of Reasoned Action also focuses on the situations and factors that limit the influence of intention on the way a person behaves, that is, our attitude towards a specific behaviour is determined by our belief that what would be the outcome of the behaviour, and our evaluation or prediction of the outcome of certain behaviour. For example, we intend to go out for dinner to a lavish restaurant, but we do not have enough money, the lack of money will prevent our intention to go out for dinner.

According to The Theory of Reasoned Action, our intended behaviour is caused by two important factors; our attitude and the subjective norms. Whenever we intend to behave in a certain manner but we find out that it is not socially acceptable, or the norms tell us not to behave in that manner, both of these factors influence our

behavioural intent. For example, Phil's attitude may encourage him to watch an animated movie, but his friends may suggest to him that animated movies are too childish to be watched.

The second factor that influences our behavioural intent, subjective norms, is further divided into two components: normative beliefs (what I think others would want or expect me to do) and motivation to comply (how important it is with me to comply as per the expectations of people around me). By using this idea, we can persuade a person to behave in a certain manner by strengthening their belief on an intention that is widely believed and very well received by the people around us. We can also discourage someone from behaving in a manner by weakening their belief on an intention that is not supported by the subjective norms. For example, you can persuade your friend to read a book. If he has a positive attitude towards that book (I have heard that book is great.), you can further strengthen his belief or the evaluation of that attitude by saying: 'This book's online reviews are also pretty good.' (Lezin, n.d.) The same can be applied by companies to convince consumers to buy their brands and products. Researching is a consistent method for obtaining new and helpful data on a specific subject logically and systematically. It is important in both scientific and non-scientific fields. New phenomena, theories, events emerge every day in this world; therefore, researches are required to study and suggest practically implementable solutions for handling new issues that emerge.

This will be a cross-sectional research-based study with a majorly quantitative approach. Cross-sectional studies, also known as descriptive studies, are a type of observational researches and collect data for one specific time or a period of time on a specified sample. No variables are manipulated; only existing relevant data is collected to be analysed for patterns that might or might not have certain implications on the aims of the study (Cherry and Gans, 2019). In this study, data will be collected using self-administered questionnaires, followed by face-to-face interviews, and observation of participants in the fieldset used for both. The independent variable for this study is Islamic beliefs and practices since they exist naturally in varying levels according to the population. The dependent variables are Islamic branding and NRCPA since these phenomena are affected by religious beliefs and practices of Muslims (the independent variable). Since the main purpose of this study is to examine the influence of Islamic beliefs on the consumer psychology of Muslims, the population for this study will be Muslim consumers all over the world. Moreover, since previous studies have been conducted mostly on financial services, this study will focus only on consumers of Fast Moving Consumer Goods (FMGC). This, however, means that the actual size of the population is unknown. Therefore, I'll use non-probability convenient sampling as per chapter 7 of Alen Bramen (2015), "when the population is unknown, we use convenient sampling." The sample size will be 350 Muslim FMGC consumers who will be selected randomly and asked to come to a public venue prepared for the research.

Quantitative data will be collected from this sample using a questionnaire meant to access the religious beliefs of Muslims, the influence of their beliefs on their consumer behaviour, and their opinion on NRCPA. The questions will be thoroughly operationalized for the sample's benefit and to ensure there is no inaccuracy in answers due to the communication barrier or misinterpretation of questions by participants. The questions will be mostly close-ended and answered using a 5-type Likert Scale adapted to each question on the basis of its target information; the style and answering scale of each question may vary accordingly. There will be questions on the following categories:

1. Influence of Islamic beliefs and teachings on Muslims' consumer behaviour.
2. Influence of Islamic branding on Muslims' consumer behaviour.
3. Influence of NRCPA on Muslims' consumer behaviour.
4. Influence of Islamic beliefs on Islamic branding.
5. Influence of Islamic beliefs on NNRCPA.
6. Influence of NRCPA on Islamic branding and its acceptability.
7. Islamic branding as a bridge between Islamic beliefs and NRCPA.

The scores for each section will be first analysed separately and compared across all questionnaires for common patterns and trends. Then the total scores for each questionnaire will be analysed and compared across all 350 questionnaires too. The data gathered from the questionnaires will be analysed using the SPSS software. SPSS (Statistical Package for the Social Sciences) is a software package by IBM that is widely used for statistical data analysis all over the world in researches. The analysis for this study will be categorized into descriptive, correlation, reliability, regression, and mediation. Descriptive analysis summarises the entire data set into specific numbers, which give an overall reflection of the results shown by the data. It is divided into measures of central tendency and variability. Measures of central tendency are mean (the average of the entire data), mode (the most selected option in the data set), and median (the central value of the entire data). Measures of variability are standard deviation, variance, maximum and minimum values, kurtosis, and skewness; all of the measures how the data is distributed over the five options of the Likert. (Kenton, 2019)

Correlation analysis allows us to study the relation, whether positive or negative, between two or more variables. It measures the relation using values between -1.0 and +1.0: the negative value indicates a negative correlation between the variables in question (both decrease together due to one another or a third variable); a positive value indicates a positive correlation (both variables increase together due to each other or a third), and a 0.0 value means there is no correlation between the measured values. (Ganti and Westfall, 2020).

Regression analysis is used in finance to measure the relationship between one dependent variable and several independent variables that affect it. It's used to study cost usually. However, here it will be used to study which variable effects which one among Islamic branding, Islamic beliefs, and NRCPA, unlike correlation analysis, which only tells the relation and not the cause. (Beers and Westfall, 2020). Mediation analysis helps to identify the mediator variable, which may or may not explain the observed relationship between the independent and dependent variables or even two unrelated variables. The mediator variable helps us to understand the observed relationship more clearly to analyse what factors affect it and how, and use it to learn how to manipulate the concerned variables in a way that is advantageous to us and our aims. (Statistics Solutions, n.d.). Reliability analysis will ensure that the study, the tool (questionnaire), and the data collected, is consistent and hence, accurate. It helps to identify whether or not any external factors and confounding variables are tampered with the results and skew it. The consistency, if proven, validates the findings, making it reliable for further use and analysis. And not just the findings, but the tool and study are deemed reliable for further uses and adaptations by others in similar or other situations. (Statistics Solutions, n.d.)

The sample will be called again to the same venue after the analysis for unstructured face-to-face interviews. The questions will depend on the participants' responses on the questionnaire and hence, act as a follow up to gather further qualitative data to understand their responses. The interviews will be conducted by two researchers who will be marking it separately using a pre-defined checklist of the categories of the questionnaire. The separate markings will be compared for inter-rater reliability.

4. DATA ANALYSIS AND RESULTS

4.1 DESCRIPTIVE ANALYSIS

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Your gender?	350	1.00	3.00	1.5714	.62359
In which year you were born?	350	1.00	6.00	3.9486	1.68686
What religious family do you belong to or identify yourself most close to? "	350	2.00	6.00	3.3657	1.02852
How would you describe the prevailing attitude of your religion in the below institution? Rate on scale 1 (Hostile to your religion) to 10 (Favorable toward your religion)	350	1.00	6.00	3.7086	1.74792
Do you consider yourself to be committed to your religious teachings?	331	1.00	3.00	1.5106	.79528
.Are you a representative of your religious institution? (tick all that apply) "	350	1.00	4.00	2.5943	1.13095
To what level, do you consider yourself to be religious? "	350	1.00	5.00	3.1543	1.20846
To what level, do you consider yourself to be spiritual? "	350	1.00	5.00	2.9657	1.16736
How long has it been since you have been visiting your current place of worship? "	350	1.00	5.00	2.4400	1.17549
You only purchase brands that are proven to be Halal and have no ingredients that are not permitted in Islam"	350	1.00	5.00	1.6629	1.13579
You only purchase brands that are manufactured through Halal ways as defined in Islam"	350	1.00	5.00	1.2457	.70785
"Q12.You prefer brands that advertise in	350	1.00	5.00	1.7314	1.24476

compliance with Islamic laws and beliefs"					
"Q13.You prefer Halal substitutes for common products that are not Sharia-compliant, e.g., alcohol-free beer, beef pepperoni, etc"	350	1.00	5.00	2.5771	1.67351
Q14.How often do you pray?	350	1.00	6.00	3.7657	1.45495
"Q15.How often do you turn to religion when facing difficulties in life or career?"	350	1.00	5.00	2.8486	1.18367
"Q16.Do you believe there is a place for people after death?"	350	1.00	4.00	1.8371	1.17729
"Q17.In your own words, tell something about your religion and its practices"	350	1.00	3.00	1.3029	.54562
"Q18.Would you prefer spreading your Religion amongst the population around you?"	350	1.00	4.00	1.7343	.93068
"Q19.There were some issue about Muslim religion in the recent new article, Rate on scale 1 (Hostile to your religion) to 10 (Favorable toward your religion)"	350	1.00	5.00	2.6514	1.34726
"Q20.What is the most challenging part of your religion in daily life practices?"	350	1.00	3.00	2.0000	.70609
Valid N (listwise)	331				

4.2 REGRESSION ANALYSIS

Table 2. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.162	.120		-1.352	.177
	What religious family do you belong to or identify yourself most close to? "	-.291	.060	-.150	-4.854	.000
	How would you describe the prevailing attitude of your Religion in the below institution? Rate on scale 1 (Hostile to your Religion) to 10 (Favourable toward your Religion)	.266	.064	.281	4.130	.000
	Do you consider yourself to be committed to your religious teachings?	1.112	.088	.548	12.671	.000
	Are you a representative of your religious institution? (tick all that apply) "	.050	.068	.034	.731	.465
	To what level, do you consider yourself to be religious? "	-.228	.068	-.164	-3.356	.001
	To what level, do you consider yourself to be spiritual? "	.087	.071	.059	1.229	.220
	Q14.How often do you pray?	.287	.061	.247	4.734	.000
	"Q15.How often do you turn to Religion when facing difficulties in life or career?"	-.004	.083	-.003	-.045	.964
	"Q16.Do you believe there is a place for people after death?"	.109	.075	.074	1.461	.145
	"Q17.In your own words, tell something about your Religion and its practices."	-.026	.141	-.007	-.183	.855
	"Q18.Would you prefer spreading your Religion amongst the population around	.404	.077	.210	5.234	.000



you?"						
"Q19. There were some issue about Muslim Religion in the recent new article, Rate on scale 1 (Hostile to your Religion) to 10 (Favourable toward your Religion)"	.180	.058	.140	3.074	.002	
"Q20. What is the most challenging part of your Religion in daily life practices?"	-.553	.086	-.234	-6.394	.000	

a. Dependent Variable: "Q13. You prefer Halal substitutes for common products that are not Sharia-compliant, e.g., alcohol-free beer, beef pepperoni, etc."

Regression Model: $Y = -0.162 - 0.291X_1 + 2.66X_2 + 1.112X_3 + 0.050X_4 - 0.228X_5 + 0.087X_6 + 0.287X_7 - 0.004X_8 + 0.109X_9 - 0.026X_{10} + 0.404X_{11} + 0.180X_{12} - 0.553X_{13}$

Table 2 shows the coefficients of the regression model. The model predicts the dependent variable NRCPA by -0.162 units, keeping all the independent variables held constant. The value -0.291 shows that increase in 1 unit change in X₁; then the dependent variable will decrease approximately by 0.291 units by keeping other independent variables constant. The value 2.66 shows that increase in 1 unit change in X₂; then the dependent variable will increase approximately by 2.66 units by keeping other independent variables constant. The value 1.112 shows that increase in 1 unit change in X₃; then the dependent variable will increase approximately by 1.112 units by keeping other independent variables constant. The value 0.050 shows that increase in 1 unit change in X₄; then the dependent variable will increase approximately by 0.050 units by keeping other independent variables constant. The value -0.228 shows that increase in 1 unit change in X₅; then the dependent variable will decrease approximately by -0.228 units by keeping other independent variables constant. The value 0.087 shows that increase in 1 unit change in X₆; then the dependent variable will increase approximately by 0.087 units by keeping other independent variables constant. The value 0.287 shows that increase in 1 unit change in X₇; then the dependent variable will increase approximately by 0.287 units by keeping other independent variables constant. The value 0.004 shows that increase in 1 unit change in X₈; then the dependent variable will decrease approximately by 0.004 units by keeping other independent variables constant. The value 0.109 shows that increase in 1 unit change in X₉; then the dependent variable will increase approximately by 0.109 units by keeping other independent variables constant. The value -0.026 shows that increase in 1 unit change in X₁₀; then the dependent variable will decrease approximately by 0.026 units by keeping other independent variables constant. The value 0.404 shows that increase in 1 unit change in X₁₁; then the dependent variable will increase approximately by 0.404 units by keeping other independent variables constant. The value 0.180 shows that increase in 1 unit change in X₁₂; then the dependent variable will increase approximately by 0.180 units by keeping other independent variables constant. The value -0.553 shows that increase in 1 unit change in X₁₃; then the dependent variable will decrease approximately by 0.553 units by keeping other independent variables constant. The coefficients X₁, X₂, X₃, X₅, X₇, X₁₁, X₁₂ and X₁₃ are significant as their p values are less than 0.05

4.3 RELIABILITY ANALYSIS

Reliability Statistics	
Cronbach's Alpha	N of Items
.981	20

The value of Cronbach's alpha is greater than 0.9, which signifies that the data in the questionnaire has excellent internal consistency. Internal consistency of a questionnaire is a way to assess and calculate how accurately the questionnaire measures what you want it to. A high internal consistency means that the questionnaire is standardised and valid in terms of completing its aims. This makes the questionnaire a reliable and valid tool to be used in the study for data collection.

A reliable questionnaire means that all data collected from it is also reliable, meaning that the data is accurate and would be same if the study was to be replicated using the same questionnaire and sample, and even a different sample. This makes the findings of this research reliable for further use in the development of relevant strategies or conducting further researches. For this study, the conclusions drawn from the results will be reliable when developing marketing strategies in concern to Muslims, Islamic branding, and New Religion-Compliant Product Adoption; as well as reliable for use in further quantitative and qualitative researches, that

might be done to expand on this concept in further detail, as a means of a framework for research hypothesis and methodologies.

5. CONCLUSION AND RECOMMENDATIONS

Islam is presently the second-biggest Religion on the planet and contributes profoundly to the worldwide commercial centre and customer base; taking advantage of Muslims as a customer-base will mean immense measures of benefits for the makers. For long worldwide makers and makers have expected to target Muslims as their items however sometimes in engaging them, they are uninformed of the different strict convictions and practices of Islam that influence the purchaser conduct and purchasing propensities for Muslims.

This exploration will contemplate these different convictions that influence their purchasing propensities and recognize key empowering agents or advertisers of an item and key hindrances as well. The importance of these discoveries is exceptional. It will be progressive for makers focusing on Muslims as they can utilize the discoveries to deliver Sharia-agreeable merchandise that will be promptly acknowledged by the Muslims just as marketing those products utilizing NRCPA strategies such that interests to Muslims in arrangement to their strict convictions and purchasing propensities. This examination will, accordingly, connect the exploration hole with regards to strict promoting, explicitly Islamic marking, and advertising, and help to comprehend its huge effect on Muslims' customer brain science. It will empower us to contemplate the degree of impact of strict and cultural convictions on the buyer conduct of Muslims. It will likewise assist with understanding the intervening impact on the tri-dimensional unique connection between strict convictions, Islamic marking, and NRCPA. Additionally, past such investigations on Muslims have been led generally on administrations, for example, funds and banking (Islamic banking, Takaful (Islamic likeness protection), and so forth.). This exploration will consider the effect and impact of strict convictions, practices, and laws of Islam with regards to purchaser products, explicitly Fast-Moving Consumer Goods.

Aside from the way that these discoveries will assist ventures with becoming further on a worldwide scale utilizing the benefits they create from the tremendous overall Muslim populace, this examination will likewise fill in as a reason for future investigations on the idea of Islam's effect on Muslims' customer conduct and effect of NRCPA on it. Future specialists can utilize the estimates, philosophy, plan, and results of this examination all things considered or change them to their particular points when studying the different elements of this intricate marvel. The exploration will be directed in a field setting which consequently increments environmental legitimacy because of the moderately characteristic environmental factors. Significantly quantitative exploration implies that it is objective. There are astoundingly fewer odds of any scientist inclinations or error that may emerge while examining the outcomes. This guarantees the gathered information, and thus, the outcome is substantial. Additionally, the polls have questions concerning different circumstances and models, which builds the natural legitimacy of the exploration. The setting will be as normalized as conceivable to guarantee that every member goes through a similar method and working until the fruition of the investigation. This makes the examination effectively replicable, and hence, dependable. The polls will be normalized as well; the inquiries unmistakably characterized in the easiest terms possible and reducing misconception for members' benefit. This will expand the dependability of the information that is gathered.

The subjective information assembled from the meetings will offer an important but restricted, knowledge as to understanding the why behind the reactions of the survey. It will empower us to reason the appropriate responses with confirmation, expanding their legitimacy, just as see dubiously the more extravagant territories of the whole idea regarding why it is so perplexing or has as much impact as it does, and how. The quantitative information will be breaking down utilizing SPSS programming. Programming is PC controlled and mechanized, henceforth, exceptionally exact. All investigation assembled from the product will be exceptionally precise with least odds of blunder, making the whole exploration and every one of its discoveries substantial. For the meetings, the way that each will be set apart by two specialists independently, and their markings cross-checked for between rather unwavering quality; this will likewise make the discoveries dependable and substantial. Morally, this investigation is very stable with least penetrate and breaking of moral rules sketched out for leading explores and trials.

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