
A new Islamic market and the changing consumer culture of Muslims: the case of United Arab Emirates

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Abstract

This paper focuses on the market and consumer culture in United Arab Emirates as case study to analyze the integration of Muslims in the global market. The UAE, especially Dubai, uses religion to distinguish itself, but also wishes to enjoy the luxuries and amenities of modern life, provides us an excellent case study to show the impact of growing Islamic market on the modernization of Muslim societies.

By the 1990's Muslims' economic power has increased and their needs and consuming habits have changed, so a new market, an Islamic market, has emerged not only in Muslim countries but also in the entire world. Muslims have begun to get benefits of this new market not only as investors and entrepreneurs but also as consumers. Most of the scholarly works focus on production and growing business in Muslim countries but there is a blind spot in consumer studies. This paper attempts to fill this gap by analyzing Muslims attitude to the consumer market at the age of globalization. This study will analyze the impact of Islamic ethics over the engagement of Muslims in a global market, specifically as consumers. Muslims want to enjoy the benefits of the global market but also keep their own identity and religion. This is a challenging situation. This research will show certain contradictions between a consumerist life style and the ethics of Islam.

In this study the qualitative analysis method will be used to deal with the changing consumption habits of Muslims in the UAE. The semi-structured interview method provides first hand evidence concerning the economic, religious and cultural values and changing attitude of Muslims towards modernization.
