



# المؤتمر العالمي السادس للتسويق الاسلامي

## 6th Global Islamic Marketing Conference

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Qatar University



Erciyes University



Istanbul University

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# سُورَةُ الْفَاتِحَةِ ١

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١ الْحَمْدُ لِلَّهِ رَبِّ الْعَالَمِينَ

٢ الرَّحْمَنِ الرَّحِيمِ ٣ مَلِكِ يَوْمِ

الدِّينِ ٤ إِيَّاكَ نَعْبُدُ وَإِيَّاكَ نَسْتَعِينُ

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المؤتمر العالمي السادس للتسويق الاسلامي

6th Global Islamic Marketing Conference

## Certificate of Participation



This is to certify that

**Dr. Ririn Tri Ratnasari,**

Universitas Airlangga,

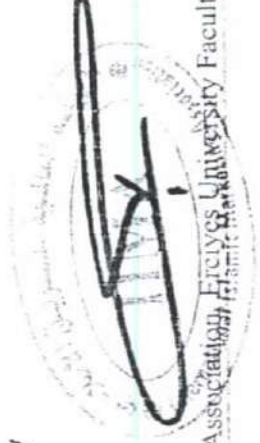
registered and attended the 6<sup>th</sup> Global Islamic Marketing Conference (GLMAC6), held in Istanbul, Turkey on May 6 - 8 and presented a paper entitled: “*Religiosity on Shopping Orientation and Behavioral Intention for Moslem and Non-Moslem Customers*”. This is also to confirm that the paper has been published in the conference proceedings.

**Prof. Dr. Ekrem Erdem**

Dean, Faculty of Economics and Administrative Sciences. AFESAM, Erciyes University, Turkey

**Prof. Dr. Khaled Alshare,**

Faculty of Business and Economics, Qatar University



Organizers: International Islamic Marketing Association, Erciyes University Faculty of Economics and Istanbul University

# Thank you note

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The International Islamic Marketing Association and the Global Islamic Marketing Conference extend its most sincere appreciation to three great individuals who have made a great contribution to the staging of yet another successful Islamic Marketing conference. Conference Associate Chair Professor Ekrem Erdem from Erciyes University, co-Chair Professor Khaled Alshare, Qatar University; and Dr. Ali Hilal, the regional manager of the International Islamic University, Jordan. They gave most generously of their time and expertise. Their exceptional efforts were essential in ensuring that this conference was a rewarding and uplifting experience for all those who attended. We speak for all attendees and participant when we thank you most sincerely.

We also cannot thank enough Dr Daphne Halkias, the chair of the scientific Committee who made sure that this conference is number 1 in the number of journal publication in the world.

Special thanks are extended to the conference organizers Elite MAF Events & Exhibitions who made sure that GIMAC6 becomes an a world class conference.

Finally it is with great pride that we express our sincere appreciateion to the two Turkish distinguished universities that made this conference a great success. Namely Erciyes University's Faculty of Economics and Administrative sciences' African Economic and Social Research Center (AFESAM) and Istanbul University's Faculty of Economics.

## GIMAC6 Team

**Conference Associate Chair: Professor Ekrem Erdem.** Ekrem Erdem is a Professor in the Department of Economics at Erciyes University, Kayseri, Turkey. He completed his Ph.D. at Rensselaer Polytechnic Institute, NY, USA. Prof. Erdem has been in charge as the dean of Erciyes University, Faculty of Economics and Administrative Sciences since 2008, and the Director for African Economic and Social Research Center. Professor Erdem has more than 120 scientific Works as books, papers published and presented in scientific journals and meetings. His major fields of interest are monetary issues, innovation and labor economics, economic growth, and Islamic economics. He has been scientific referee for many journals, and involved in almost a hundred scientific events as organizer, scientific board member and president. He is the board member of International Trade and Finance Association (IT&FA) since 2010. He teaches monetary and banking economics, macroeconomics, and managerial economics courses at undergraduate, master and doctorate levels, and he has managed 25 master and doctorate thesis as advisor.

**Chair of the Scientific Committee: Daphne Halkias, PhD.**

Fellow, Institute of Coaching at McLean Hospital, Harvard Medical School, USA  
Research Affiliate, Institute for the Social Sciences, Cornell University, New York, USA  
Senior Research Fellow, Center for Young and Family Enterprise, University of Bergamo, Italy  
Editor, International Journal of Teaching and Case Study; International Journal of Social Entrepreneurship and Innovation. **She is also:** CEO, Consulting Psychologist, Executive Coaching Consultants, [www.executivecoachingconsultants.com](http://www.executivecoachingconsultants.com)

**Conference Co-Chair: Professor Khaled Alshare.** Professor Khaled Alshare joined Qatar University in fall 2010 and prior to that, taught at different universities in the USA for 15 years. His research interests include technology acceptance models, systems development, end-user computing, cross-cultural studies in information systems, distance education, and data envelopment analysis (DEA). Professor Alshare's work appeared in numerous academic journals. He has also served in numerous professional organizations such as the Decision Sciences Institute (DSI), Americas Conference on Information Systems (AMCIS), South-West DSI, and the Consortium for Computing Sciences in Colleges CCSC-CP at different capacities such as a treasurer, organizer, papers chair, a board member, and track and a mini-track chair

**Conference Founding Chair: Dr. Baker Ahmad Abdulah Alserhan.** Dr. Baker Alserhan is the founder of the discipline of Islamic Marketing and the author of the first book in the discipline: *The Principles of Islamic Marketing*. He is also the president of the International Islamic Marketing association (IIMA) and the Chair of the annual Global Islamic Marketing Conference (GIMAC). He founded three academic journals (*emerald & inderscience*) and he is an active researcher and consultant. His research interests include Islamic Marketing and Branding, Islamic Hospitality, Islamic Lifestyles, and Islamic business studies. Dr Alserhan is an associate professor in marketing, Qatar University.

# Notes about the proceedings

This is the book of conference abstracts. Most full papers that have been accepted at GIMAC6 will be scheduled for publication at the following participating journals.

## English Language Journals

*International journal of Islamic marketing and branding (NEW: Inderscience)*

*Journal of Developmental Entrepreneurship*

*International Journal of Social Entrepreneurship and Innovation*

*International Journal of Teaching and Case Studies*

*African Journal of Business and Economic Research*

*International Journal of Arab Culture, Management and Sustainable Development*

*Journal for Global Business Advancement*

## French Language Journals

*A special issue of the Arabic journal of Islamic Marketing*

## Arabic Language Journals

سيتم نشر أفضل الأبحاث العربية في المجلات التالية:

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## **Religiosity on Shopping Orientation and Behavioral Intention for Moslem and Non-Moslem Customers**

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### **Abstract**

**Purpose** - The purpose of this study is to determine the influence of religiosity on shopping orientation and customer behavioral intention for Moslems and non-Moslems at Sakinah Sharia supermarket in Surabaya.

**Methodology** – The research was conducted by quantitative survey approach to consumers who have shopped at Sakinah supermarket in Surabaya. The sampling technique was conducted with purposive and convenient sampling. Then, the data is processed by using path analysis.

**Findings** - Results show the level of religiosity on customers shopping orientation for Moslems and non-Moslems at Sakinah supermarket. Shopping orientation influences customer behavioral intention for Moslems and non-Moslems at Sakinah supermarket, the level of religiosity influences Moslems customers behavioral intention, but it does not influence non-Moslems customers behavioral intention at Sakinah supermarket.

**Practical Implications** – The research provides important insights for service provider (Islamic retail) who target the muslim and non muslim customers.

**Originality** – The paper is examine the effect of religiosity on moslem and non moslem customer when they have behavioral intention to buy something in Islamic retailing.