



# **The impact of Islamic Religion on Fashion Choices in Sri Lankan Muslim Consumers.**

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## Abstract

The study titled "The Impact of Islamic Religion on Fashion Choices in Sri Lankan Muslim Consumers" examines the influence of Islam on fashion preferences among Sri Lankan Muslim consumers. It explores how religious, social, cultural, and marketing factors affect the clothing choices of Muslim individuals in Sri Lanka, with a focus on the role of Islamic values in shaping fashion decisions. The research contributes to the understanding of the interplay between religion, culture, and consumer behavior within the context of the fashion industry.

Religion holds a significant place in global society, affecting individuals' attitudes and actions. Clothing is a symbolic means of self-expression, and religious values influence fashion choices. The research identifies how religious and cultural aspects, including Islamic teachings, societal norms, and marketing strategies, impact the clothing preferences of Sri Lankan Muslim consumers.

The study employs a comprehensive approach, analyzing demographic factors, gender representation, age distribution, consumer engagement levels, and validity and reliability of data. Findings reveal that religion, especially Islam, plays a substantial role in guiding clothing choices, promoting modesty, and preserving cultural and traditional values. The research establishes connections between the study's outcomes and existing literature on the influence of religion on consumer behavior and fashion choices.

Recommendations are provided for marketing professionals, fashion label owners, and designers seeking to cater to the preferences and beliefs of the Muslim consumer market in Sri Lanka. Strategies include incorporating Islamic values and symbols in fashion advertising, offering a diverse range of clothing options, collaborating with influential community members, and supporting local designers specializing in Islamic-inspired garments. The study acknowledges limitations, such as a lack of gender balance and potential bias in self-reported data, and suggests avenues for future research, including exploring religious classifications and globalization's effects on fashion preferences.

In conclusion, this research highlights the integral role of Islam in shaping the fashion preferences of Sri Lankan Muslim consumers. It underscores the importance of considering

religious and cultural factors when engaging with this market segment, providing insights and actionable recommendations for the fashion industry to effectively connect with and serve Muslim consumers in Sri Lanka.

**Keywords:** Islamic Religion, Fashion Choices, Sri Lankan Muslim Consumers, Consumer Behavior

## **1. Background to study**

### **1.1.1 Research Background**

Religion is an essential cultural aspect to explore since that is one of the most global and influential social institutions, influencing people's attitudes, beliefs, and actions on both an individual and societal level. Religion is a collection of ideas that individuals learn as children and subsequently adhere to as they have a better knowledge of its teachings. Religion is a component of culture that can influence people's conduct. This indicates that those who practice religion have particular principles that might impact their behaviors and decisions (Alam et al., 2011). As a nutshell, Religion influences consumer psychology and behavior in four ways: beliefs, rituals, values, and community (Mathras et al., 2015).

One way people attempt to externalize themselves and exhibit meaning is by choosing what to wear. Tarlo (1996) asserts that because of how closely they cling to the body, garments stand out as items with a strong capacity for symbolism (Hass & Lutek, 2019). Customers' ultimate decisions are influenced by a number of background elements that are important. In light of this, it is essential for the marketing team to comprehend the variables that affect clients' decision-making and purchasing processes (Khaniwale, 2015; Noel, 2017; Al-Salamin & Al-Hassan, 2016).

When focusing on the features of the decision-making process, choices made under the influence of religions. Furthermore, the selection procedure is highly personal and one-of-a-kind. There are various steps to this selection procedure. Every consumer processes some quantity of information, which includes both personal experience and external information (Babutsidze, 2011).