

عنوان مقاله:

The Effect of Cultural Dimensions on Islamic Fashion Marketing On Clothing and Creating IslamicBrand Loyalty

محل انتشار:

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خلاصه مقاله:

Fashion is a strong force that has always played a significant role in the evolution of mankind's society. Fashion is now also directly linked with film, music, literature, arts, sports and lifestyle as never before. The contribution of fashion and its growing influence has also permeated into other aspects of the business sector as has never before been witnessed (Okonkwo 2007). Fashion is one of the world's most important creative industries. Mark Easey also mentioned fashion as one of large global business sector going through a period of great change which needs marketing for managing its growth and change. In addition, the necessity of paying attention to fashion is more obvious as somebody discover the fact that clothing has very especial effect on self-esteem. Marketing can help to provide this additional knowledge and the skills needed to ensure that the creative component is used to best advantage, allowing businesses to succeed and grow. There are four characteristics for Islamic marketing as: spiritualistic, ethical, realistic and humanistic. It must also be mentioned that Fashion is not only a matter of clothes and accessories but is also highly influential in structuring society's culture, identity and lifestyle. Today we can observe the emergence of trends that don't have adoption with our Islamic and Iranian culture so, the importance of this matter persuade us to work on this subject to answer this question that whether Iranian people accept the new Islamic brand which is align with Islamic law in marketing, especially in design with respect to the matter that this brand will be the result of all the Islamic countries specialist and designer's ideas and will have benefit for all the Islamic countries in many areas like: occupation, economic growth, accretion of Islamic countries, immunity of Islamic culture and meeting the people of these countries needs and expectations for having an attractive and innovative fashion production.

کلمات کلیدی:

Spiritualistic, Realistic, brand, Islam, Marketing strategy, Hejab, Consumption Thinking. Brand, Islamic Behaviour

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