

# A Simplified Method for Understanding Judgment and Decision Making of Muslim Consumers

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# Islamic Perspectives on Marketing and Consumer Behavior:

## Planning, Implementation, and Control

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# Chapter 1

## A Simplified Method for Understanding Judgment and Decision Making of Muslim Consumers

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### **ABSTRACT**

*The large number of Muslims in the world provides many attractive market segments. This then raises the question on how marketers can best understand the judgment and decision making of Muslims toward designing appropriate campaigns that could effectively target their communities. This chapter reviews general human judgment and decision making and proposes a simplified method for understanding this market through identifying the one reason that drives consumer decision making. One-reason decision making is common among consumers. It consumes little information to reach a conclusion, but has similar accuracy with other methods that consume more than twice the amount of information. For marketers, this simplified method would help them penetrate those markets about which they have little understanding. And for marketers who do understand a market, this method can help them in designing their campaigns more efficiently. Simple intervention strategies to attract Muslim consumers are discussed at the end of this chapter.*

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