

Abstract

Dalia Abd El rahman Farag

The Role of Shariah in shaping Egyptian consumers behavior towards sales promotion tools

ABSTRACT Purpose: This study measures to what extent “compliance with Shariah” moderates the relationship between different sales promotion tools, namely - price discount, product demonstration/sampling, buy one get one free (bonus pack), sweepstakes/ lucky draws, scratch & win offer & free samples, & three consumers` behavioral responses (product trial, stockpiling, & spending more) for buying convenience products from supermarkets in Alexandria & Cairo. **Design:** A total of 381 ed Muslim consumers/ shoppers were surveyed using a structured questionnaire. **Findings:** Overall correlation analysis between the six proposed sales promotion tools and consumers` response behavior in general demonstrated a significant relationship. However, some specific tools did not indicate a significant relationship with specific response behaviors Furthermore, correlation analysis initially indicated that there is a positive significant relationship between all sales promotion tools & compliance with Shariah with exception of sweepstakes and scratch & win offers that demonstrated a significant negative relationship. Furthermore, after running linear stepwise regression the model was fit (58%) indicating the moderating role of “compliance with Shariah” in the relationship between specific sales promotions & Muslim consumer`s behavioral responses namely sweepstakes/games & scratch & win offers. **Research Implications:** Generally, speaking marketers should consider Shairiah & Islamic principles issues before creatively crafting promotional tools to attract Muslim consumers. **Key Words:** sales promotion tools, behavioral responses, compliance with Shariah, Egyptian Muslims, & convenience products.