

# Using Religion to legitimize identity, in the age of globalization Context of Emirati Consumers

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## **Abstract**

We study the Islamic influences underlying identity formation of the minority indigenous Emirati consumers in an intensive globalization. Despite several studies focusing on the cultural changes after the globalization, the influence of Islamic interpretations, have been largely unexamined. By using insights from in depth interviews and participatory observations with Female Emirati consumers, we attempted to understand the role of religion in maintaining and constructing their identity. The analysis of the food rituals shows that there is a reinvention of traditional religion. In this way, Emirati consumers, use Islamic perspectives to overcome cultural restrictions. While some others, their Islamic views made them keep and maintain important cultural aspects. By the end, Emirati Muslims, started to formulate new Islamic interpretations, to keep with the globalization trend, while trying to stay accepted in terms of cultural level. Our study helps to better understand the behaviour of Muslim consumers within intensively globalized world and provide better marketing approaches considering Islamic perspectives.

**Keywords:** *Muslim Consumers; Globalization; Emirati Culture*

**Track:** Consumer Behaviour