

## The Islamic Marketing and Branding in Europe

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### Abstract

The Islamic markets, labelled “Halal Markets”, are nowadays experiencing an active, an amplified and a wide spread which draw a lot of attention in Europe; this led many researchers and academics to delve in this area, besides setting a base to “Islamic Marketing” which goes with the western actuality along with competing in the capitalist traditional market. In the following paper, we expose two conflicting elements, in an attempt to examine and analyse them; on the one hand, we attempt to address Western companies’ radicalism, in its pure Western production orientation; on the other hand, the Islamic lifestyle among youth, overseas Muslims’ children. By the end of the paper, we concluded that numerous Western companies succeeded locally, via exploiting the Islam Pillars, in conquering the Islamic market by which they founded the Islamic marketing in Europe, obtained huge profits. In addition to that, it succeeded in taming overseas young generation, who were looking for a typical halal lifestyle and creating their own lifestyle based on a culture built on well-established Islamic beliefs.

**Keywords:** Islamic markets, food industry, Sharia Law, Islamic marketing, and Islamic lifestyle.

### 1. Introduction

Trade and profit motive have always been encouraged by the Koran, Hadith and Sunnah but within the Islamic morality regulations’ framework (i.e. Sharia).

Muslims and Islamic markets in France, Germany, Belgium, and/ or Netherlands, are numerous in terms of absolute value; compared to other Islamic population in other countries in Europe and which income is relatively high. The extent of investment and profits that Halal companies hold is noticeable, which is above all, significant to these countries’ economy.

Islamic markets represent a vital additional value to many European economies such as France, Germany, Belgium and Netherlands...etc., where many Muslim communities live. These markets are everywhere including mosques and chapels since they are the foremost destination of worshipers and new comers.

Few years ago, outside the scope of any particular organization, Halal trade was growing with an increasing frequency, but remaining in the shadow, which was funding the Islamic markets for about 80% of Islamic community’s consumption amount along with other non-Muslim African community. In front of large proportion of foods, clothes, movies, etc., this stirred numerous industrial Western companies to be specialized in food production, advertisement and distribution companies in Europe, along with the founding of Islamic marketing and distribution of Halal products.

On the other hand, the excellent high level of concepts’ attractiveness along with the commercial brands and

products is appreciated by Western commercial brands in Islamic countries. Western companies display a remarkable capacity when adapting with these markets but also, in many cases, when imposing its ideas. This is because it succeeded to impose local people to familiarize with Western consumption style and to accept the Western product including fashion and entertainment. This way, it opens up avenues to many companies, which are specialized in Halal clothes, foods, medicines, television programs, or even dolls and toys and so on.

Afterwards, we attempt to discuss the development of Islamic companies through time in Western countries and particularly the European ones. Then, we address the notion of “marketing” in an Islamic environment, the economic functioning and activity of Islamic companies and the quality of its Halal products; then, its distribution in Islamic markets. Other concepts are to be introduced such as Islamic lifestyle in Western countries, the expansion of food production under Islamic markets, and the issue of obligatory Halal certificate in Islamic food, ...etc.

## 2. Marketing and Islam

It is worth mentioning that the issue of Islam contradicting with marketing is not apparent. In fact, some pillars of Islam represent a valuable prospect, which enable individuals and businesses in Islamic countries along with local markets to profit abundantly of wealth, as is the case during the fasting month (Ramadan). This comes from more than one billion Muslims funds in the world and consumes larger amount of food than usual in this month. The month of Ramadan is also an opportunity for the production and marketing of Ramadan television series with intense competitiveness, which attracts millions of viewers both in the Muslim world, or in developed Western countries such as France, Germany, Belgium and the Netherlands, ...etc. In addition, Umrah and the pilgrimage to Mecca symbolise another cornerstone of Islam pillars, which represent a vital source of earning and profit for many tour operators and hoteliers and airlines.

Accordingly, it is favoured to make use of the five pillars of Islam as a reference in the Islamic Marketing to break into the market, and as a mean for successful marketing rather than implementing it from a purely Western marketing perspective<sup>1</sup>; i.e. according to the four letters P theory (Mix Marketing).

In fact, European economies, where many Muslim communities live, Islamic markets are a vital supplementary value to it. These markets are everywhere including mosques and chapels in these countries since they are the principal destination of worshipers and new comers.

## 3. Islamic Market Development

The time, when the halal status occupied a below middle position, has gone. The products known as Halal products, and no longer ago, occupy a modest commercial shopping area in the submerged angle. Sometimes, its place was in racks along the Pet Products until the day, when big commercial companies got rid of the secular complex, by which then was obliged to continue collaborating with what is religious and indulge in it hoping to achieve additional gains.

Halal products have been liberated to hold its proper position in all the major shops and commercial spaces. We find several annexes filled with halal products intended for five million Muslims living in France or seven million ones living in Germany ...etc. Industrialists specialized in food production particularly, and clothing along with distributors, were forced to adapt to this volume, which they ignored it widely, and to provide it with the requirements agreeing with Islamic law. Moreover, the ongoing war raging between the organizations that produce product, which goes with the rules of Islamic law in issuing the eligibility certificates for Halal food and enter the world of competition for evidence that the market is growing and in prosperity.

It is not necessary a Muslim along with Islamic companies, to be in a position that make them understand the local market or the Islamic market in general view better than a Western contractor with a non-Muslim along with

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<sup>1</sup>Islamic- Marketing-Branding, by Marketing- Professionals.fr – Guest- 02.07 |CedomirNestorovic.

western companies, simply because it is part of religion. Local contractors or Muslims often lack the ability to use sophisticated tools such as retail, marketing, setting goals and determining reverse corporates sites in western societies that it uses on a daily basis.

As the sociologist, Florence Bergeaud-Blacker asserted in his book (Understanding the Halal)<sup>1</sup>, "areas specialized in gifts during festive occasions such as Eid al-Fitr during the month of Ramadan in general saw the lights"

Even when removing those shelves, some signs and references list remained. Nowadays, many of the corridors have been established in this regard, upgrading the Islamic products.

At the time of a stagnant economy and a severe financial crisis, when food consumption is in decline, spotlights are shed towards the governor of the four or five million Muslims living in Europe. Therefore, we find manufacturers and distributors adapting their offers to meet the religious needs of Islam.

#### 4. Marketing in an Islamic Environment

The principle of social justice in Islamic law requires to any contractor or products factory or any vendor not to be entitled to profit more than a certain purchase price percentage of sold products determined by Sharia. Moreover, the profit that the merchant, contractor or vendor fair will gain, is calculated equitably, where it takes into account the amount of effort made for distribution and marketing. In addition to that, the consumers' purchasing power on the one hand is also considered, to avoid quick-rich scheme, obscene and unethical by the individuals on the other hand; i.e. in a sort in which the process of creating and distributing wealth is considered a typical real productivity aspect.

This principle is very basic and distinctive to marketing and Islamic finance in general, and for the system and the Islamic product in particular. Thus, implementing restrictions, in many cases, precedes possible opportunities. As known about Islam, it dictates to both the seller and the consumer to follow a distinctive conduct in their economic and commercial dealings and activities.

Every Western foreign company must adhere to these Islamic conventions, and take all adequate precautions before they enter to the Islamic market and launch any offer. This, in order to avoid any possible collision with Islamic law and values and to avoid any disruption that may arise as an outcome.

Marketing and Islam as a doctrine:

Islam with its being a divine theory is convenient any time and place. Furthermore, the Islamic morality rules (Sharia) do not interconnect at all with the economy in general and marketing in particular, except in some of the prearranged limitations; likewise, it does not contradict with marketing being it a science. The Prophet Muhammad (PBU) was himself a successful merchant in his transactions for his sincerity, honesty and responsibility; a man with many features of morality in particular.

The Islamic regulations are set for management and restrictions regarding transactions; however, it prohibits only work with prohibited products and activities (i.e. haram) or unethical companies' behaviours.

Islam gives great freedom of action to each responsible trader who practiced ethics. You will not find anywhere in the Koran, Sunnah, or Hadith anything that states that commercial activity, motivated by profit or search for wealth, is a bad thing in itself. Even some of the pillars of Islam represents exceptional opportunities for trade and profit, as is the case during the fasting month of Ramadan, in which more than one billion Muslims consume more food than usual, or when traveling to the holy sites as Mecca and Medina.

Ramadan represents also a chance for the production of various television series watched by millions of Muslims viewers. Similarly, the Hajj; i.e. pilgrimage the last pillars of Islam, is considered an important source of income

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<sup>1</sup> « Le Ramadan et le Business des produits halal », Journal l'Express, France  
Par Natasha Czerwinski, published on 11.08.2010,  
[www.lexpress.fr/actualite-economique/le-business-des-produits-halal\\_911644.html](http://www.lexpress.fr/actualite-economique/le-business-des-produits-halal_911644.html)

for travel companies, airlines, tour operators and hoteliers.

## 5. Islamic Companies

Markets, in Islamic countries and in many European countries, vary and differ greatly. This difference and diversity in the branches of Islam engendered an uneven space among classes and population clusters in terms of the number of individuals and in terms of the income sizes.

The researcher FatehKimouche<sup>1</sup> summarizes, the founder of the company "Al-Kanz" Treasure, which represents the information portal designed for Muslim consumers in the western world Islamic marketsaying, "The Halal market is the economic translation of a social reality." Islamic markets (Halal markets) is an economic translation to sociological actualitylived". Few years ago, and outside any scope of any particular organization, the Halal trade was going and growing with an increasing frequency, but in the shade, where worked, for instance, more than 3,000 Islamic butchery, which financed the Islamic market about 80% of the Muslim community consumption volume, including even African non-Muslim community<sup>2</sup>. Opposingthis huge amount of food, clothing, and movies ...etc. many companies specialized in the production of food, advertising signs and distribution of industrial companies drooled.

Nestorovenc<sup>3</sup> says,"For European companies, instead of addressing and conflictingwith the Islamic markets, it is best to make use of the five pillars of Islam as an important and powerful reference to carry out a successful marketing campaign and to gain Islamic markets." If Western companies succeed in selling Halal food in Europe or in the United States, so why we are unable toanticipateitsmigration toward Islamic countries and achieve the same success outside the scope of its original borders?

## 6. Islamic Companies and the Food Industry

The demand for halal products in religious termsparticularly, on one side, after that the Muslim community overseas, which was interested in halal products consumption.So many of the French, Belgian, Danish, German companies decided to invest into the food industry sector, where these companies manufacture all kinds of meat, readymade foods, foodstuffs, sandwiches and cooked food in restaurants, ...etc.

Faced with such an attractive situation, many small and medium-sized companies have sought to find a place in these new lucrative niche markets and to position as soon as possible. Moreover, distributionits turn also paved a profitable way and revolutionized in supermarkets, restaurants, fast foods.

Not in one day, never, differences in doctrine generated an obstacle for these western companies to sell Halal food successfully in France or in Germany or other countries populated with Muslims.

European businesspersons are endeavoring to produce Halal products even in the Islamic countries and thus compete with local products successfully.

In light of the foregoing, it will be essential to businesspersons and industrialists to carefor local markets and the production of these expatriate populations from different cultures.

Islamic companies work traditionally, and often lack the ability to use sophisticated tools such as retail marketing, targeting and positioning unlike western foreign companies. Ardent European companies have a complete understanding in this area;its work forcehavea better training and qualification,unlike the local company in an Islamic country. Therefore, Muslim businesspersonscannot understand the local market better than foreign companies.

Not all Islamic companies are late, compared with western ones. There are distribution groups in the Gulf region, as is the case for the Saudi Arabian companySavola and Panda with its super mega-supermarkets, or the UAE

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<sup>1</sup>F.Kimouche, Creator of Al-Kanz, a portal intended for Muslim consumers.

<sup>2</sup> This community represents 15% of consumption volume of Halal market.

<sup>3</sup>See same source above.

businessman Majid Al Futtai who operates in the food industry. Such companies were able to infiltrate the European territories, to better work, and even to compete against local distributors. As such, we find the two local companies "rapid 100% Halal" and "Isla Délice" seize the opportunity and reap the full profits of this new market. Some nutrition traders do not relent in fraud and cheating by providing fake Halal foods additionally. Subsequently, you must be vigilant to unveil fake Halal because some of the Halal food products come from already prepared products, mainly from a combination of perished no fresh constituents (such as frozen poultry), in which salt, dyes, preservatives, and stabilizers are added.

We find many European companies interested in Halal market in Great Britain and the Maghreb. We also notice that these companies are working hard to conclude lucrative contracts with Saudi Arabia, Dubai and other Gulf states.

The attention of Western companies started by making Halal food and altered it to manufacture and production. Here is a living example for the western industrial food companies, which converted to the production of halal: The "Steenbecque Lionore" Company, which is one of the few approved slaughterhouses for Halal food in France. This long-standing family-firm (established in 1899) rehabilitated to specialize in the production of Halal food there ten years ago. Today halal food represents 15% of the sales of this company, which has moved in recent years also to finance supermarkets and groups with Halal.

The demand for halal products today is extremely important and is constantly growing. It represents 5.5 billion euros of the market; i.e. an increase of more than twice the value of vital nutrients.

## 7. Halal Life Style

Emigrants in Western European countries have a faith rooted in their minds; it is to maintain the lifestyle of their parents, grandparents, and their traditions, which came out of their countries of origin. Thus, young Muslims emigrants' children, born in the country and abroad, were interested in the future of the country, and finally indulged in the commodity sector and have invested in buying and selling. This way, they decided to dig out in the economy world, and brought with them to this infinite universe and the signs and symbols all were Eastern Islamic so that they can create new materials corresponding to Muslim consumer's expectations. This project embodied with the emergence of goods and services with an "Islamic" symbol, and put their activity at the disposal of "consumer-believers" or "faithful consumers."<sup>1</sup>

This matter has led some Muslims, especially young people, at tough times to the intolerance of this culture, an intolerance of a particular type and legitimate at the same time<sup>2</sup>. Some researchers believe that this kind of religious extremism is of a purely traditional kind. They want to live the Halal lifestyle of their countries in Western countries hosting and receiving them. This tendency opened up new prospects for many businesses and institutions that seek to make a profit by producing and selling Halal products, whether it's food, clothing, medicine, television programs, dolls, or other Halal materials or services as is the case for Islamic finance (banks, insurance ...etc.).

## 8. The Demand for Halal Products and Expectations of Consumers

In the Islamic religion, there are principles that may allow eating certain foods (Halal), or omission and to avoid them (Haram). It is Haram everything that is pork or alcohol because they are considered impure. In this sense, concepts generate a form of consumption called "Halal."

Halal is no longer marginal in Western European industrialists and traders' Dictionary: it is diversified and in continuing spread and expansion, it filled promotional sectors (including television), and triumphed on the big promotional labels, and it became a big competitor. "Until now, the market is, operated by a group of dealers,

<sup>1</sup>Nestrovic. C.; Islamic-Marketing-Branding, by Marketing-Professionel.fr – Guest- 02.07.2010.

<sup>2</sup> Achour. N., Gerard. Y.; Capitalisme, Marché "Islamique" et Occidentalisation du Monde.

and is in an explosive state", this was concluded by the expert consultant Xavier Terlet, CEO of XTC. The Halal market is exploding to number up 615 billion dollars a year. Even if the dress is traditional not Koranic (Islamic), for some Muslims, men and women, it represents the most complete humility in their clothing. Muslim woman is also a favorite target for many companies, because she often prone to a lot of prescribers producers of the relevant articles of domestic consumption such as food, household appliances, clothes ... or private consumption. Women the most customers who consume perfumes, make-up and clothes, including underwear.

According to a field survey conducted in France, by a specializing company in ethnic marketing research in Solis<sup>1</sup>, the distribution of produced Halal materials series, which was limited long time ago on traditional trade, today extends to include large areas network, supermarkets, and giant promotion networks. These, present and promote halal products offers, including major hypermarket series and large groups specializing in the agricultural food industry in France.

The Muslim community's demands and aspirations are great in respect to the production of Halal food; this is because 93.6% of emigrants are from North African origin and 55% of them are of African sub-Saharan origin, consume Halal products (meat, converted meat, ready-made foods ...

The Islamic market is a lucrative one that achieved a turnover of nearly five and a half billion in 2010, according to estimations made by the SOLIS Institute, a company that specializes in ethnic marketing research. This study revealed that these families would spend an amount of four billion and a half to buy their Halal food during the same year.

## 9. Certificates for the Production of Muslim

Halal products in large spaces and supermarkets are in a great flourishing and in an increasing pace. The market is in flourishing and unrivaled expansion. The fact that it is a very profitable market, as it pertains to one billion consumers is acknowledgeable.

Local authorities require the approval of the products and materials to issue its "Halal" certificate. The Chamber of Commerce and Industry in Brussels, for instance, requires the approval of Muslim Imam Scientist to take the role of Inspector in allocated Halal production factories. These are not certificates are not an obligatory requirement of European local authorities in the local market. Inspection does not take place, for example, in restaurants, but these certificates are required upstream on overseas export factories on a large scale. This is because of the fact that billion Muslims consumers embrace Islamic market<sup>2</sup>. Actually, the war waged between departments and agencies of Halal certificate, constitutes a proof that the Islamic market in a big prosperity.

The blast in sales of Halal products in France created an atmosphere of strong and fierce competition among the organizations that issue certificates of proof the legitimacy of the materials produced and compliance with Islamic formalities amid a commercial controversy more than a religious one (Reuters Divino Regis)<sup>3</sup>.

## 10. Islamic Marketing and Branding

The solid increasing growth in the Halal food market in particular, led to the launch of new products large in number and diverse, which Muslim consumer can find in shops easily just as it was in the past, especially in large and medium distribution spaces. The Fasting month of Ramadan, an occasion which consisted an important fuel for growth and prosperity of Halal products since 2009<sup>4</sup>.

In response to the consumers' expectations, which has been increasing on a daily basis, specialized companies

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<sup>1</sup> A study conducted in 2009 in ethnic marketing.

<sup>2</sup> Bruno Bernard, Certifier for the chambre of Commerce and Industry of Brussels, Belgium.

<sup>3</sup> Le marché des produits Halal, beaucoup d'acteur et peu de règles,

[www.lepoint.fr/le-marche-de-produits-halal-beaucoup-d-acteurs-et-peu-de-regles-11-08-2010-1224193\\_19.php](http://www.lepoint.fr/le-marche-de-produits-halal-beaucoup-d-acteurs-et-peu-de-regles-11-08-2010-1224193_19.php), Actualité publiée 11.08.2010, Le point.fr

<sup>4</sup> A study conducted in 2009 in ethnic marketing.

had to continue providing banners and posters for commercial brands and developing it to increase consumer attraction. It should be noted that the Halal market in France alone own five million inhabitants of Maghreb immigrants, Turkey and sub-Saharan Africa.

According to the treasurer researcher a professional and specialized one in providing business information to meet the needs of a new generation of consumers, he did not get the attention of academics and businesses across the world, regarding the marketing known as "Islamic marketing" only recently.

A certain number of groups specialized in marketing and Halal market agencies, from a cost effective view, industrialists, traders and commercial adult like distributors and retailers, companies and agricultural industries, and communications groups, and banks intentionally paid more money to invest in advertising and marketing campaign to reach out to the Muslim customer and consumer.

### **11. Communications and Advertising**

Specialized commercial brands did never hesitated and delayed in rushing towards advertising and promotion across the major brands, and communication strategy. However, the latter seemed vague; so, organizers of large areas preferred, during the month of Ramadan, the adoption of advertisement through the exemplar materials catalog and its promotion without exaggeration.

From the followed advertisements methodology, we find that some commercial brands achieve great success as soon as unknown signs and symbols of the market are revealed. This method consists of the use of posters having a Gallic rooster and a Charolaise cow with the slogan: "proudly Halal". It is a way that makes people understand that Muslims in France today want to consume the same products and materials like any French native.

Large assemblies continue taking shortcuts, combining halal materials with Eastern folklore so it can fusion between Eastern and Western cultures and the use of the most refined and receptive concepts of the two cultures by members of both.

Most of these groups play a maximum open to the world card to be able to adapt to the customers. In some stores, unlike others, the consumer can notice complete sections of full shelves and find Halal materials of all kinds, according to his/her wishes and tastes. The same goes for advertising, where we find some of the magazines that promote these products, and others do not. Halal is coming... and slowly.

Halal brands continue to develop itself and its advertising manner for its promoted products through national radio and television marketing channels of communication in peak times.

According to Solis, the Institute for Studies of marketing, Halal market, including products and rapid nurturing is estimated in total 5.5 euro. The fact that the demand for Halal materials is continues to increase, with the launch of specific products and services, the support of the media and with the support of private groups constitutes very suitable assistance to ensure success because of its high capacity and strength in the extreme rapid and accurate coverage of reaching the target.

### **12. Islamic Financial Products**

Supermarkets are trying to develop its shelf and suites of Halal food, also fast food restaurants "Quick" always operate to conduct market food tests targeting Muslims ... In this regard, we find it focusing on individuals banking services to create its place in the Islamic marketing in the West. Banks are trying to join up and attract Muslim customers towards their services. They are fully aware of the great reserves of Muslim customers, where according to a study conducted in April 2008, carried out by IFOP Foundation, we find the majority of them (55%) interested in "banking services offers that go along with their religious or moral beliefs." In addition to that, the political will to open up to a finance market for Islamic finance, is available and authorities in European countries are willing to achieve them on the ground.

The material prohibited by the Koran such as the prohibition of gambling, prostitution and pork, speculation, interest, and other taboos are not allowed in France today.

The legislation also requires, for example, but not limited to, proposing the overall effective rate TEG in contracts related to consumer loans, a rate that does not correspond with the prohibition of interest rates in the Sharia law of Islam. The banking authorities give priority in providing regulatory and legislative environment for financing banks (investment) that comply with Islamic law to appeal the money coming from the Gulf States.

Still, are such attenuations in European law sufficient to convince banks in various European countries to adventure in the distribution of Islamic products for individuals, as did Casino in supermarkets for distribution through the launch of his brand as a distributor of halal products? By its virtue and experience in managing Islamic financial instruments and its protocols, "Quick" a specialized in this field, and through its subsidiaries, was able to find a position in the Middle East markets. Hence, there are several options that can be work out; the distribution of Halal materials in agencies devoted to such particular case, or creation of a new tag focusing on Islamic finance only, or flattening Islamic financial materials that are distributed in the traditional networks. Nonetheless, the debate about Quick Institution experience reduces the success of this experiment. It means that this initiative may not succeed, therefore, in its adoption by a foreign bank.

According to the Foundation IKNOWX Consulting, an independent consulting firm specializing in consulting with financial institutions, within a network currently including about 27000 agency, there are between 500 and 700 Islamic agency that can have a foothold during the next 15 years, according to an optimistic scenario presented by IKNOWX Consulting Foundation. In fact, this matter depends on the ability of Islamic finance in the development of appealing and competitive materials on traditional Western finance. For note, since its appearance in the United Kingdom market and since more than five years, the Islamic Bank of Britain, Islamic Bank of Britain did not open, the first Islamic commercial bank in the United Kingdom, only eight offices for a number of customers least than 50,000 customers.

### 13. Conclusion

We attempted beforehand throughout this paper, to show initially how important the market, marketing, Islamic finance are and the extent to which the overseas community clung to Western European countries in general and especially with Islamic culture and the teachings of Islamic law, particularly with regard to Halal food and how important it was to them. Furthermore, we revealed how European companies, specialized in the food industry and distribution, became aware of the large numbers of Muslim consumers; so, they tried to understand their desires, tendencies and understanding of the local market or the Islamic market. They took advantage of all of that to cope with the new economic situation, which can bring a huge profit lift from the local income value of these countries.

The young people represented a large proportion of this massive volume of new consumers and customers to such companies that specialized in the Halal food. Large commercial groups and supermarkets has developed halal food suites, as well as communication systems as commercial brands, radio and television to ensure successful publicity and advertisement to be able to attract more customers towards it and achieve greater profits. What was seen by some, as an "alternative" to the economic status and the dominant system, it may be analyzed like an extension of the dominance of the capitalist system, which always tries to influence what surround it and finding new markets, even if it took various names. This falls within the framework of modern global capitalism, which depends mainly on image and symbolism passed by advertising. According to Michael Clauser, this capitalism society based itself on market economy, which is looking to meet consumer's desires and the aspiration to move the economy of profit. The researcher adds; "in this Islamic market, instead of one consumes goods and services, he/she consumes symbols, signs and influential words"; symbols and signs and practices out



of the original Islamic religious framework to be re-consumed in the form of a commodity.

As we have deduced that the distribution of halal materials series, which was confined to the traditional commerce for so long, is today extended to include the network of large areas and supermarkets, and also giant promotion networks, which offers and promotes the halal products offerings competing therefore the traditional food industry.

The other bottom line is that there is a young emigrant generation, and despite the long period spent under the Western culture, which rejects all that is newcomer and an outsider. Young people want to go back to the origin under the non-Islamic environment where they were brought up and raised there.

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