

Proper Islamic Consumption

Shopping among the Malays in Modern Malaysia

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The West has seen the rise of the organic movement. In the Muslim world, a similar halal movement is rapidly spreading. Malaysia is at the forefront of this new global phenomenon.

Examining the powerful linkages between class, consumption, market relations, Islam and the state in contemporary Malaysia, this is the first book to explore how Malaysia's emerging Malay middle class is constituted through consumer practices and Islamic revivalism.

By exploring consumption practices in urban Malaysia, *Proper Islamic Consumption* shows how diverse forms of Malay middle-class consumption (of food, clothing and cars, for example) are understood, practised and contested as a particular mode of modern Islamic practice. It illustrates ways in which the issue of 'proper Islamic consumption' for consumers, the marketplace and the state in contemporary Malaysia evokes a whole range of contradictory Islamic visions, lifestyles and debates articulating what Islam is or ought to be.

'This is a path-breaking work ... [an] incredibly rich and finely textured ethnography.' – Shamsul A. B., Universiti Kebangsaan Malaysia

'Fischer's description of religious consumerism in Malaysia demonstrates that no study of Muslim revivalism today can have any salience without considering its intimate relations with global capitalism.' – Faisal Devji, The New School for Social Research, author of *Landscapes of the Jihad*

'Johan Fischer reveals here the cross-currents of Malaysia's ambitious experiment in Islamic national capitalism. ... a heady mixture of patriotic shopping, ethnic politics and religious morality whose implications have global significance.' – Keith Hart, Goldsmiths College, University of London

JOHAN FISCHER
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