

Impact of Digitalization on Holy Quran Readers; Experience and Expectations

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Abstract: Digitalization has completely changed our mode of interaction and behaviour. Impact of digitalization is not only limited to customer behaviour or businesses rather it has impacted all the walks of life, including the religion, the way people read holy books has also changed. There are around 1.8 Billion Muslims around the world. Holy Book of Muslims is in Arabic but less than 30% of Muslims' first language is Arabic. To increase understanding of Muslims, Holy Quran has been translated into multiple languages. After digitalization and internet penetration around the globe, there are very few researchers covering Muslims' experience and expectations with online Quranic sites.

In this research, the authors study the experience and expectations of online Holy Quran translation readers. Both primary & secondary data is collected and analysed to understand and gauge the experience and expectations of the users. For providing Holy Quran Translation, there are more than 100 online sites and Mobile apps. In this study, for detailed analysis and exploring the Holy Quran translation users, top 5 sites based on monthly views are selected. To gauge the experience and expectations of users, authors have interviewed 115 online Holy Quran readers. It's observed that of the Holy Quran online readers are from age 18-35 years, they prefer to read Holy Quran from home, and they recite it on daily basis and occasionally as well. 60% of Holy Quran translation readers are satisfied with existing translation providers. The readers expect translation providing sites to be user-friendly, freely accessible, unbiased and provide advanced features like searching words/topics inside the translation. This study is extremely useful for Holy Quran translation providing more than 100 companies to improve their site, mobile app & services to help 1.8 Billion customers around the world. It can be very useful for developing personas. For academicians, it is a new area which yet needs to be explored. This study can be used as the foundation to implement digitalization in religion and religious books

Keywords: (Holy Quran, Customer Experience, Customer Expectations, Digitalization)

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I. INTRODUCTION AND BACKGROUND

Quran is a major holy text of Islam. It is a revelation from God as per faith of every Muslim (Ali et al. 2012; Amron, Usman, and Mursid 2017; Daabes 2016; Khan 2014; Tabrizi and Mahmud 2013; Whissell 2004). It is regarded as finest work in literature of Arabic language (Corbin 1993). Revelation in Islamic and Quranic contexts mean the act of God speaking an individual, assigning a message for a greater number of recipients, therefore every Muslim Arabic or non-Arabic recites the Holy Quran and try to understand it.

Translating the Holy Quran in other languages has always been challenging and very difficult. Many Muslims also argue that Quranic text cannot be reproduced in other languages (Aslan, 2008). An Arabic word may have many meanings and every word has a context within itself, which is very difficult to find the proper word in other languages. However, keeping in view that more than 60% Muslims' first language is not Arabic and Quran is a message of God to complete globe, it has been translated into many languages. The first attested complete translation of the Holy Quran was done in between 10th and 12th century in Persia and in Persian. The samanid King, Mansure ordered a group of Muslim Scholars from the Khorasan to translate the Tafsir Al-Tabari originally from Arabic into Persian. Afterwards in 11th century, complete tafsir of Holy Quran was written by one of the students of Abu Mansur Abdullah al Ansari. In the 12th century, Naim al-Din translated the Quran into Persian. These manuscripts have survived and have been printed many times. By 1936, Holy Quran was already translated in 102 languages (Oliver 2006). Recently in 2010 the Hurrayet Daily News and Economic Review has reported that The Holy Quran has been translated into 112 languages. Translation of 112 languages was also presented in 18th International Quran Exhibition held in Tehran (Tabatabaee, 1988).

There are 1.8 Billion Muslims around the world, which is 24% of overall world population. Muslims are world fastest growing population and due to higher fertility rate, & per person 2.9 children, very soon Islam can be world top religion (Hacktt, 2017). Core book which connects all the Muslims around the world is the Holy Quran, but Holy Quran is in Arabic language. Muslims are living around the world in every country & in top 5 Muslims' countries Arabic is not first language of people. Top 5 countries which contribute 49% (864 Million) of overall Muslim population are Indonesia, Pakistan, India, Bangladesh and Nigeria.

Top most populated Muslim country is Indonesia. It has population of 228 Million out of which 87.1% are Muslims, 7% Protestant, Roman Catholic 2.9%, 1.7% Hindus, 0.9% other (includes Buddhist and Confucian), unspecified 0.4% (2010 est.). Languages which people of Indonesia speak are Bahasa Indonesia (official, modified form of Malay), English, Dutch, local dialects (of which the most widely spoken is Javanese) (CIA, 2017). It's evident from these statistics that >200 million of Muslims' first language is not Arabic. To understand Holy Quran, they need a translation.

Second most populated Muslim country is Pakistan. In Pakistan there are 96% Muslim (official) (Sunnī 85-90%, Shia 10-15%), others (include Christians and Hindus) 3.6% (2010 EST.). Languages which are spoken in Pakistan are, 48% Punjabi, 12% Sindhi, 10% Saraiki (a Punjabi variant), 8% Pashto (alternate name, Pashtu), 8% Urdu (official) ,3% Balochi ,2% Hindko, 1% Brahui and 1%, English (official; lingua franca of Pakistani elite and most government ministries), Burushaski and others 7% (CIA, 2017). Hence, it's evident from these statistics that >200 million Muslims of Pakistan's first language is not Arabic. To understand Holy Quran, they also need a translation.

Third Country where most of the Muslims live in, is India, although in India, Muslims are in minority. It has total population of 1.2 Billion. It has Hindus 79.8%, Muslims 14.2%, Christians 2.3%, and Sikhs 1.7%, others and unspecified 2% (2011 est.). Languages which people of India speak are Hindi 41%, Bengali 8.1%, Telugu 7.2%, Marathi 7%, Tamil 5.9%, Urdu 5%, Gujarati 4.5%, Kannada 3.7%, Malayalam 3.2%, Oriya 3.2%, Punjabi 2.8%, Assamese 1.3%, Maithili 1.2%, other 5.9% (CIA, 2017). It's evident from these statistics that >180 million of Muslims' first language in India is not Arabic. To understand holy Quran, they also need a translation.

Fourth most populated Muslim country is Bangladesh. It has total population of 158 Million. In Bangladesh there are 89.1% Muslims, 10% Hindus, 0.90 others (include Buddhist, Christian) (2013 est.). Languages which people speak in Bangladesh are Bangla 98.8% (official, also known as Bengali), other 1.2% (2011 est.) (CIA, 2017). It's evident from these statistics that almost 150 million of Muslims' first language in Bangladesh is not Arabic. To understand Holy Quran, they also need a translation.

Fifth most populated Muslim country is Nigeria. It has Population of 19 Million. In Nigeria Muslim are 80%, other (includes indigenous beliefs and Christian) 20%. First language of Nigerian people is also not the Arabic languages. Just like other listed countries in Table.1 they also need a Holy Quran Translation.

Table: 1. Muslims Worldwide

Sr.	Country/Region	Count of Muslims (Millions)	Muslim percentage	Percentage (%) of World Muslim population	Number of SIM Connections Per 100 Person
1	Indonesia	228	87.2	12.7	100
2	Pakistan	204	96.4	11	70
3	India	189	14.2	10.9	89
4	Bangladesh	149	90.4	9.2	85
5	Nigeria	95	41	5.3	95
6	Egypt	87	90	4.9	107
7	Iran	81	99.7	4.6	130
8	Turkey	81	98	4.6	93
9	China	25	1.8	2.8	96
10	Algeria	41	98.2	2.7	94
11	Morocco	34	99	2	131
12	Iraq	39	99	1.9	-
13	Sudan	39	97	1.9	-
14	Afghanistan	34	99.8	1.8	-
15	Ethiopia	29	34	1.8	-
16	Uzbekistan	26	96.5	1.7	-
17	Saudi Arabia	32	97.1	1.6	-
18	Yemen	28	99	1.5	-

19	Malaysia	19	61.4	1.1	144
20	Niger	20	98.3	1	-

Source: World Fact Book (2018)

II. ONLINE HOLY QURAN TRANSLATIONS

There are more than 100 online sites and Mobile apps which are providing online Holy Quran translation as listed in Table.2. These sites provide holy Quran translation in multiple languages. Muslims around the world can access translations for free. As sample, 5 online sites based on monthly views were selected to study the readers and usage patterns of the sites. Sites which are included for detailed analysis of users are “Yabiladi.com”, “Quran.com”, “Assabile.com”, “Searchtruth.com” and “Quranexplorer.com”.

Top site Yabiladi.com is very popular in Morocco. Google shows 6.0 million searches for Yabiladi, which means that it has been referenced on 1.2 million webpages. It is also popular on social media and has >128,000 fans on Facebook and >139,000 followers on twitter as of May 2018. Besides Holy Quran translation, it is also a news site for Muslims living in Morocco which is also one of the reasons behind being in top sites among Holy Translation providing sites (siteinfo, 2018). This site, relating to News and Media, provides Quranic versions in French, English, Spanish and Arabic languages and its global ranking is 15,276 and country of origin is France where Yabiladi’s country ranking is 827.

Second mostly visited and popular site for providing free Holy Quran translation is “Quran.com”. It has more than 5.6 million per month visits. In only Quran category & Islamic content category it is the top site. Quran.com is very popular on social media, as of May 2018, it has 12,000 Facebook and 135,000 twitter followers. Quran.com mobile app has more than 10 million downloads on google play as of May 2018. Quran.com, a website relating to religion and spirituality, provides Quran in three languages, English, Arabic and French and its country of origin is United States. Quran.com is currently at 12,173 and 13,976 in foreign and home rankings respectively.

Third most visited online site is Search Truth. It has more than 5.2 million per month visits. It also provides news and Islamic contents. Search Truth, belongs to India, providing Quran in English and Arabic languages and has 2.2m visitors per month. Its ranking is 94,429 and 27,017 in foreign and home respectively.

Fourth popular Holy Quran translation site is Assabile. It has translation in multiple languages. Total 2 million people visit the site per month. Assabile of Algeria is the fourth website selected, related to religion and spirituality, having 2.0m visitors per month and 26,086 and 799 rankings in foreign and home respectively. This site provides Quranic version in four languages which are English, Spanish, French and Arabic.

Fifth site selected for study is Quran explorer. Quran Explorer website provides Quranic version in English and Arabic languages. It is belonged to United States and has 0.8m visitors per month. It’s ranking in foreign and home is 76,301 and 48,087 respectively.

Table: 2. Online Holy Quran translation sites

Online Available Holy Quran Translation Sites/ Mobile Apps					
Sr.	Online Site/App Name	Sr.	Online Site/App Name	Sr.	Online Site/App Name
1	Aaill	48	Islam y Ciencia	95	Quran Flash
2	Ahadees	49	Islamic Bulltin	96	Quran Flash en
3	Ahmediyya Islam	50	Islamic Finder	97	Quran for the World
4	Al Islam	51	Islmic Book Store	98	Quran Ful
5	Al Quran	52	Kalamullah	99	Quran Go
6	Al Quran online	53	Khayma	100	Quran Hidayah
7	Al Tafseer	54	Listen 2 Quran	101	Quran Icaudio
8	Alhuda Pk	55	Mihag books	102	Quran Index
9	Alim Org	56	Muslim Org	103	Quran KSU
10	Allahs Quran	57	Musulmanes Andaluces	104	Quran Reading
11	Almuallim Quran	58	Noble Coran	105	Quran Wow
12	Al-Quran	59	Noore Sunnat	106	Quran.KSU
13	Ansar Allah	60	NQuran	107	Quranful
14	Arabe Español	61	Nure Islam	108	Read Quran
15	Archives	62	One Ummah	109	Recite Quran
16	Assabile en	63	Online Quran Study	110	Saint Coran
17	Assabile es	64	Pars Quran	111	Search Truth
18	Assabile fr	65	Quran	112	Tanzil English
19	Bridges Foundation	66	Quran 411	113	Tanzil French

20	Centre Islam	67	Quran Academy	114	Tanzil Spanish
21	Clear Quran	68	Quran Al Islam	115	The Holy Quran
22	Coran	69	Quran Browser	116	The Muslim Times
23	Coran Francais	70	Quran Central	117	The Noble Quran
24	Corpus Quran	71	Quran Explorer	118	The Quran Citation
25	CSP Global	72	Al-Quran with Saheeh International	119	TV Quran Flash Quran
26	Dawate Islami	73	Islamic Bulletin	120	Urdu Point
27	en Quran	74	quranite.com	121	US Islam
28	Equran School	75	Turtoislam	122	Web Islam
29	Explore the Quran	76	Eighbooks	123	Wright House
30	Free Quran	77	Donate Quran	124	Yabiladi
31	Hamari Web	78	My mediarecommendations	125	Your Muslim Neighbour
32	Hilal Plaza	79	Livemecca	126	Zekr
33	Hoda AlQuran	80	Sa.pricena	127	Pdf Derive.net
34	House of Furqan	81	Islamic booksets	128	http://sendaquran.com
35	Institute Islam	82	Jintech	129	Islam Web.com
36	Irfan Ul Quran	83	Quranicaudio	130	Archives.org
37	Islam 101	84	Qamarapps	131	Google play App
38	Islam 360	85	Islamic Dawah Center International	132	Apple App of Sahih International
39	Islam Basics	86	Thingstodojacobcostarica	133	Islamic Book store
40	Islam City	87	SMZSMZM	134	Heborn,edu
41	Islam Fr	88	Pioneeralike	135	Quran Download.com
42	Islam Guide	89	TMVMP3	136	Quranence.com
43	Islam one Pakistan	90	Islam by touch	137	Kitaabun.com
44	Islam Religion	91	Quranwordbyword	138	The chosen one
45	Islam Ware	92	Uj.jvxlive	139	Adturtle.biz
46	Islam Way	93	The Choice one	140	Appcrawl.com
47	Reddit	94	PDFSU		

Table: 3. Top 5 competitors

Top 5 competitors selected to study					
Sr.	Website Name	Languages	Visitors Per Month	Included analysis for or not?	reason behind not including
1	Hamari Web	English/Arabic	20.5M	No	Multiple products & services site
2	Yabiladi	French/English/Spanish/Arabic	6.0M	Yes	Not Applicable
3	Quran	English/Arabic/French	5.6M	Yes	Not Applicable
4	Search Truth	English/Arabic	2.2M	Yes	Not Applicable
5	Assabile en	English/Spanish/French/Arabic	2.0M	Yes	Not Applicable
6	Quran Explorer	Spanish/English/Arabic/French	0.8M	Yes	Not Applicable

All five sites have different visitor engagement stats as per Alexa website which collected the data from Google Analytics, shown below. Yabiladi is at higher end with 82.20% bounce rate and other four sites have lower. Quran is at 70.90%, Search Truth 67.10%, Assable 48.10% and Quran Explorer's bounce rate is 68.10. Bounce rate means how many people, who visit the site, stays at the same site to find what they seek. Quran Explorer's daily page reviews are higher than others at 02.60 and Quran and Assabile are at 2nd and 3rd

numbers with both at 02.08 and 02.06 reviews respectively. Yabiladi and Search Truth are at 4th and 5th numbers with 01.46 and 01.35 respectively. Most of the surfers spend most time at Assabile then at Quran, Search Truth, Quran Explorer and Yabiladi with, time in minutes, 03:13, 02:53, 02:30, 02:10 and 02:00 respectively.

Table: 4. Basic Information of Top 5 Sites

Sr.	Website Name	Global Ranking	Category	Bounce Rate	Page Reviews per Visitor	Spent time
1	Yabiladi	15,276	News and Media	82.20%	1.46	02:00
2	Quran	12,173	Religion and spirituality	70.90%	2.08	02:53
3	Search Truth	94,429	Religion and spirituality	67.10%	1.35	02:30
4	Assabile	26,086	Religion and spirituality	48.10%	2.06	03:13
5	<u>Quran Explorer</u>	76,301	News and Media	68.10%	2.6	02:10

All websites have their customers in different countries but only top five countries, according to user percentage, are studied here. Yabiladi's most of the customer base is in France @39% and Morocco, Algeria, Tunisia and Belgium at 21%, 13%, 6% and 5% respectively. Quran has most visitors from USA at 13%, Pakistan 10.7%, Indonesia 8.6%, Malaysia 6.5% and India 6.0%. 18.5% Indians, 14.3% Pakistanis, 8.6% Saudi Arabians, 8.5% Americans and 5.9% Malaysians trust Search Truth website for Quranic studies. Assabile's top five countries' visitors are from Algeria 15%, Egypt 14.10%, France 9.90%, Morocco 9.10% and Saudi Arabia 7.10%. Quran Explorer has 23% visitors from United States, 10.6% from China, 7.8% from Pakistan, Malaysia 7.1% and 6.9% from Australia.

Table: 5 selected top 5 sites basic info

Sr.	Website Name	Gender		Education		Browsing Location				
		Male	Female	No College	Some College	Graduate School	College	Home	School	Work
1	Yabiladi	>=70%	<=30%	<=10%	<=5%	>=80%	<=5%	>=60%	<=5%	>35%
2	Quran	>=90%	<=10%	<=15%	<=15%	>=60%	<=10%	>=70%	<=10%	<=20%
3	Search Truth	>=80%	<=20%	<=3%	<=7%	>=80%	<=10%	>=50%	<=5%	<=55%
4	Assabile	>=90%	<=20%	<=10%	<=20%	>=85%	<=50%	>=30%	<=50%	<=20%
5	Quran Explorer	>=80%	<=20%	<=2%	<=3%	>=85%	<=10%	>=55%	<=5%	<=40%

As represented in table 5, 70% males and 30% females visit Yabiladi. 90% males and 10% females visit Quran website. Search Truth has 80% male and 20% female visitors. Assabile has 90% male and 10% female visitors and Quran explorer has 80% male and 20% female user from around the world. Data showed in under given table clearly shows that most of the users and from graduate schools. All sites have minimum 70% users from Graduate schools and higher education. And maximum 30% users are from high schools and from lower level education centers.

Quranic websites' users also go to other sites areas. Yabiladi users go to News and media, adult sites, religion and spirituality and new paper sites. Quran users go to religion and spirituality sites and news and media, computer and electronics and social networks. Search Truth and Assabile users also visit religion and spirituality, news and media and social media sites. Quran Explorer users visit news and media, religion and spirituality, computer and electronics and social media sites. All users have different priorities.

Instead of going directly to main pages of these websites people reach these sites indirectly as well like accessing Yabiladi from Facebook and Twitter etc. Maximum people use these sites through Facebook, Twitter and YouTube and along with other four Quranic sites, Quran.com has 25% users from Reddit website which is higher than others. Yabiladi's most users are from Facebook which is 77%. Quran's most users are from Twitter and Search Truth, Assabile and Quran Explorer's most users are from YouTube.

Most of the audience go to the main web pages of Quranic websites. Yabiladi and Quran's 80% users directly go to yabiladi.com and remaining 20% go to other subpages. Yabiladi takes a bit time in opening the page, its performance is 2.272 seconds per page and Quran.com takes 2.408 seconds. Search Truth's all users go to searchtruth.com directly and this site is slower than all other sites. Quranic site as it takes 3.76 seconds to open. Ar.assabile.com and quranexplorer.com are much faster than other 3 sites as they take 1.997 seconds to open.

III. QUALITATIVE RESEARCH, INTERVIEWS ANALYSIS

To gauge customers, experience and expectations from existing sites, 110 respondents from all over the world were interviewed. All the respondents were Muslims and are readers of the Holy Quran. Interviews were conducted face to face & online via skype. Out of 110 respondents which were interviewed, there were (40%) Male and (60%) Female. In terms of education (51%) of the online Holy Quran readers were postgraduates, (28%) Graduates and (21%) were undergraduates. Most of the respondents (47%) interviewed were young people in age range 26-35 years old, second top segment (27%) among respondents was in age (18 to 25), (16%) of interviewees were of ages 36-45, (9%) were 46-55 and only (1%) were 56 and above. Following items were used for data collection:

Q.1: How often do you read Holy Quran?

- (38%) of them were habitual to recite Holy Quran. They told us that they recite Holy Quran daily
- (26 %) respondents said that they read it unplanned, depending on the occasion. Most of them read Quran in mosque when they have time, or they visit their parents or friends who are habitual Holy Quran readers.
- (18%) of the respondents said the read Holy Quran once in a week
- (10%) of them were reading once in a month
- (8%) recite Holy Quran 2-3 days a week.

Based above responses we can say that Holy Quran daily reciters are the top segment, they are also influential to increase frequency of habitual and weekly readers.

Q.2: Where do you read Holy Quran?

According to this survey people respond where they often read Holy Quran

- (84%) people recited Holy Quran at private (Home)
- (12%) of them in mosque
- (5%) were habitual to recite Holy Quran at public places.

Despite of the digitalization people still read Holy Quran at home, most of the respondents told us that they start their day with recitation of Holy Quran. Reading Quran in mosque is very common. There are hard copies of Holy Quran available to read in every mosque.

Q.3: How is your experience with Existing Holy Quran Translations?

All respondents shared their views regarding existing sites

- (60%) of them responded good experience, they are satisfied with the available translations. Table 6 explains in detail responses of the readers.

Very critical responses which were acknowledge everywhere in terms of good experience were

- ✓ "It is very convenient to use even on mobile, gets loaded easily. Plus, there are recitations of different people and translation available in multiple languages. It also helps to repeat the ayah multiple times in a loop this helps in memorization of Ayah.
- ✓ The other one is corpus.quran.com, I simply love this site. It not only gives the translation but also explains the grammar of the ayah and list down all ayahs with same root word used in different forms"
- ✓ "Very Easy use"
- ✓ "Sometimes we need immediate solution of problem through Quran, but opening and reading Quran require protocol like wadu, pak place and ihtram, which every time difficult to manage"
- ✓ "Due to easy access and availability"
- ✓ "Easy availability and recite any time anywhere"
- ✓ "Easy to understand and various translations can be counter checked instantly"
- ✓ "Now a day's technology has become part of our lives, It will be better to make webs to make peoples life easy"
- ✓ "Because instead of going to library you can easily find it on the internet"

Table: 6. Notes of Good Experience with available Translation resources

Sr.	Good Experience	Detailed remarks. Reason behind selecting Good, Neutral or Bad
1	Good	It is very convenient to use even on mobile, gets loaded easily. Plus, there are recitations of different people and translation available in multiple languages. It also helps to repeat the ayah multiple times in a loop this helps in memorization of Ayah. The other one is corpus.quran.com, I simply love this site. It not only gives the translation but also explains the grammar of the ayah and list down all ayahs with same root word used in different forms.
2	Good	Easy to use
3	Good	Attention to detail is good
4	Good	Qirat of Different Hiffaz e Kiram from different countries and translation
5	Good	easy to access
6	Good	Its easy read when everywhere stay
7	Good	Sometimes we need immediate solution of problem through quran, but opening and reading quran require protocol like wadu, pak place and ihtram, which everytime difficult to manage
8	Good	Due to easy access and availability
9	Good	Easy availability and recite any time anywhere...
10	Good	Easy to understand and various translations can be counter checked instantly
11	Good	I can find easily the required translation
12	Good	It is easy to use and we can even save as last seen option and we can start it from where we have left.
13	Good	Good, I always had a good experience
14	Good	Good for other foreign language who don't know Arabic
15	Good	That's good to reach Quran, Came also translation
16	Good	Easy to find a book from the online
17	Good	Good knowledge
18	Good	Clearly understandable
19	Good	clear easily know
20	Good	Its helps when not familiar with Arabic
21	Good	Now a day's technology has become part of our lives, it will be better to make webs to make peoples life easy
22	Good	Well I always listen to it
23	Good	Easy Browsing
24	Good	Easy Browsing
25	Good	Neutral
26	Good	Easier to understand
27	Good	Because it's a great idea, it helps apt
28	Good	You can select from many translations available one recitation
29	Good	Easy to find online
30	Good	It should be like the literature not exact translation
31	Good	Good Experience
32	Good	whenever I want I read explore anywhere
33	Good	Because instead of going to library you can easily find it on the internet

- (31%) remained Neutral, most of them were of opinion that we don't understand dynamics that much and they are not internet savvy
- ✓ "Because of too many options generally confused"
- ✓ "Because we don't find any authentic source online"
- ✓ "It's hard to find the correct meaning"

Table: 7. Notes of Neutral Experience with available sites Experience with available Translation resources

Sr.	How do you rate you experience with Online Available Holy Quran translations?	Detailed remarks. Reason behind selecting Good, Neutral or Bad
1	Neutral	Because of too many options generally confused.
2	Neutral	I did check any one so has no experience
3	Neutral	Never visited such sites
4	Neutral	Have not tried yet, I have downloaded one app, will use it
5	Neutral	Because it is simple and easy to learn the context and actual meaning behind the message being conveyed.
6	Neutral	I don't use online translations
7	Neutral	don't know
8	Neutral	Because we don't find any authentic source online.
9	Neutral	never read Quran from app
10	Neutral	I read the translation mostly from a book
11	Neutral	It can be translated in different languages but I should be translated as written in Holy Quran
12	Neutral	Based on overall usage
13	Neutral	Good Experience
14	Neutral	Translated well but institutive
15	Neutral	It's hard to find the correct meaning

- (9%) respondents told us that their experience with the sites & mobile apps was poor.
- ✓ “Translation not available in my Quran app I am using”
- ✓ “I am an Arabic native”
- ✓ “Because there might be many mistakes in online Quran”
- ✓ “Lack of knowledge in which h one of the online searchings holy Quran translation”

Table: 8 Notes of Poor Experience with available Translation resources

Sr.	How do you rate you experience with Online Available Holy Quran translations?	Detailed remarks. Reason behind selecting Good, Natural or Bad
1	Poor	Translation not available in my Quran
2	Poor	Never used online translation site
3	Poor	Bad Experience
4	Poor	I am an Arabic native
5	Poor	Because there might be many mistakes in online Quran
6	Poor	Lack of knowledge in which one of the online searching's holy Quran translation
7	Poor	I did not read

IV. CONCLUSION AND MANAGERIAL & THEORETICAL IMPLICATIONS

It has been concluded that digitalization has completely changed our mode of interaction and behaviour and it has impacted in all the walks of life, including the religion, the way people read about holy books has also changed. 60% of the young Muslims ranging from age bracket 18-35 years, are using online Holy Quran translation. Most of them study Holy Quran at Home. Count of daily Holy Quran readers is the

highest. It has been observed that 60% of the respondents have a good experience online. The reason users have marked it a good experience is because of ease of use, ease to access the translation at any place, understand Islam more and having the advanced features like memorization. For customers quality of quality of service and ease are top priority (Buzdar 2014; Buzdar, Janjua, and Khurshid 2016).

Authenticity of the online available translation is a very big concern among users, as mentioned in literate of the study, it's very difficult to translate the Holy Quran into some other languages. Context and wording is very important. Respondents have also shown this concern. Authenticity of translation providing person or company is the most important part of the online available Holy Quran translation. All the respondents have concerns over biasness including the people who said they have a good experience online. Most of respondents who said they had a poor experience are of believe that translation available online might not be correct. The person translating the Holy Quran might have less knowledge about Islam, because translation of Holy Quran is not about knowing two languages, it also demands understanding of context.

The readers expect translation providing sites to be user friendly, freely accessible, unbiased and providing advanced features like searching words or topics inside the translation. This study is extremely useful for Holy Quran translation providing, more than 100, companies to improve their sites, mobile apps & services to help 1.8 Billion customers around the world. It can be very useful for developing personas. For academicians it is a new area which yet needs to be explored. This study can be used as foundation to implement digitalization in religion and religious books.

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