'I once wore an Angry Bird t-shirt and went to read Qur’an': asymmetrical institutional complexity and emerging consumption practices in Pakistan

Article

Supplemental Material

Figure 1


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Figure 1: Aymetrical Institution logics and what Pakistani Tweens Wear

**Pakistan Islamic Institution: Dominant Logic**

‘Being a Muslim’ through: **respecting rules, effective prayer, accepting reward** when praying and during religious education

- Traditional dress, shalwar kameez, plain T-shirts, loose clothes.
- Images on clothes must not be in competition with the creation of Allah.

**Contamination**

- **Temporal-spatial solution:** Changing clothes
- **Visual solution:** Covering or inverting T-shirt
- **Symbolic substitution solution:** Logos, but no faces
- **Single logic solution:** Avoid character T-shirts altogether

**Tween agency bounded by both logics and directed towards halal practices**

- Religious teachers carry Islamic logics and question character T-shirts

**Halal T-Shirt Consumption**

- Western dress, jeans, and character T-shirts.
- Clothes expression personality, are fun, and can be shown off

**‘Being a consumer’ through: choosing, personal preference, looking good** when socialising with friends and at home

**Pakistan Market Institution: Subordinate logic**

- Friends carry Market logics from media consumption and support character T-shirts

**Institutional Boundary**

- Tween agency bounded by both logics and directed towards halal practices
- Friends carry Market logics from media consumption and support character T-shirts