



Islamic perspectives on marketing

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Abstract

Purpose – The paper aims to conceptually exhibit modern marketing theory from an Islamic perspective.

Design/methodology/approach – The paper is conceptual and qualitative in nature. It originated from two mainstream publications. The first belongs to the ones which discuss Islamic economics and Islamic banking and finance. The second source comes from those which discuss Islamic business ethics. Both sources are essential in developing the conceptual theory of Islamic marketing.

Findings – Religious teachings, at least Islam, could be applied in the realm of modern marketing theory. Though not all of its elements could be applied in Islamic society, modern marketing theory will provide some elements which could be utilised in developing Islamic marketing theory.

Research limitations/implications – The lack of papers on Islamic marketing makes the depth of discussion rather limited.

Originality/value – Although several papers already exist in discussing Islamic business ethics with some elements of the marketing mix, it could be argued that this paper is the first of its kind which specifically discusses the concept of modern marketing from an Islamic perspective.

Keywords Islam, Marketing, Marketing theory

Paper type Conceptual paper

1. Introduction

Islam teaches its followers to engage in a decent way of wealth acquisition, as Allah SWT states the issue through one of the Quranic verses as follows:

O you who believe! Eat not up your property among yourselves unjustly except it be a trade amongst you, by mutual consent. And do not kill yourselves (nor kill one another). Surely, Allah is Most Merciful to you (*Al-Quran* 4:29).

From the above verse, one could find a strong message concerning trading. Islam guides its followers to engage in commercial activities and to refrain from the practice of charging interest/usury. Therefore, commerce is something viewed as essential in Islam, for as long as the process is parallel with Islamic teaching on doing business. It should be noted that Islam views commerce as one crucial factor in human life, so crucial that Allah SWT destined Prophet Muhammad SAW to be a successful businessman before his prophetic life (Antonio, 2007; Trim, 2009). Since Islam is a way of life, one could advance a logic that Islam must have written the code of conducts in doing business, among any other things.

When companies do business, the marketing department plays a role in delivering products and services which suit the costumers' expectation. Though it is not working alone, that department has a crucial role in determining the success of companies. In delivering their products and services, it is argued that companies are expected to do so in a morally acceptable way. Therefore, through this paper, the author would like to discuss the implementation of the morally acceptable way of marketing from the Islamic perspective.

