

08 Advertising An Islamic Perspective Crimb

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08. Advertising An Islamic Perspective. ISSN (P): 2308-5096 [International Journal of Ethics in Social Sciences Vol. 1 No. 1, December 2013] Advertising: An Islamic Perspective. Dr. Mohammad Ekramol Islam1. Mohammad Zahedul Alam2. Abstract. Advertising is a major element of promotion tool of a company. Most of the companies spend considerable amounts of money on advertising approximately 25% of the total budget.

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08 Advertising An Islamic Perspective Advertising: An Islamic Perspective 107 ii) to supply the necessities to the people in exchange of money and thereby to meet their needs. Trade and business, from Islamic viewpoint, must be done for the welfare of mankind. Since, advertising is a part of business that provides information about the products or 08. Advertising An Islamic Perspective - CRIMB

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The Quran, the Islamic holy book, does not prohibit advertising per se. Islam does not have any discernible conflict with the traditional communication and societal roles of advertising and acceptance of the AIDA model (i.e., getting Attention, holding Interest, arousing Desire and obtaining Action); but it does have very strong reservations about the contents of the ads, ad presentation and the way ads use photography, music, dance, nudity etc.

Advertisement in the Muslim World: A Critical Analysis ...

Islamic advertising as an approach of da ' wah can be compared to the list of communication activities that go by the principles of da ' wah, by making people know about their Creator or Allah and His attributes, doing whatever He commanded and refrained from what he prohibits are considered as methods of da ' wah (Hussain, 2009).

Islam and Advertising: The Ideal Stakeholder Perspective

Since long advertising is fraught with ill-practices of various nature and intensities. It has been criticized by Muslim and non-Muslim scholars alike, making it imperative to call for more ethical...

(PDF) A Collection of Islamic Advertising Principles

The purpose of this study is to propose and develop a new perspective in Islamic Marketing by Integrating Islamic Marketing principles and the conventional Social Marketing discipline.,This is a conceptual study that is based on academic contributions gathered from the works of key academicians of Islamic Marketing and Social Marketing discipline.

Social marketing: an Islamic perspective | Emerald Insight

The fairness of the advertisement is also an important thing in the Islamic ethical system. By fairness it means that the features and quality that is being advertised and perceived by the people, should be there in the product. Islam believes in equality of rights where justice has a key importance, misleading the people by showing them

ADVERTISEMENT & ISLAM: A MUSLIM WORLD PERSPECTIVE

The paper adopts the methodology of evaluating the prevailing practices of marketing mix from an Islamic perspective with the sole aim to highlight the efficacy and strength of an Islamic ethical...

(PDF) Islamic Perspective on Marketing Mix

International Academic Research Journal of Social Science 2(1) 2016 Page 55-60 55 Antecedence that Affect Advertising from an Islamic Perspective in Malaysia as a Muslim Country Ima Ilyani Ibrahim*, Nur Rashidi Johari, Mohamad Niza Md Nor, 55 Antecedence that Affect Advertising from an Islamic Perspective in Malaysia as a Muslim Country Ima Ilyani Ibrahim

Antecedence that Affect Advertising from an Islamic ...

However, previous research on the topic of Islamic advertising or advertising from an Islamic perspective has been dominated by those conducted in Middle Eastern countries (Saeed, Ahmed & Mukhtar, 2001; Rice & Al-Mossawi, 2002; Hassan, Chachi, &Latiff, 2008; Bari & Abbas, 2011). There *Corresponding author. Tel.: +44-7594-590823

Investigating Islamic advertising ethics: Perceptions of ...

See for example advertising or promotion of Islamic Banking has always been associated with things Islamic nuances, but the effect appears is the impression of "exclusive" only to Muslims. These factors may lead to a non-Muslim customers not so much. To be able to increase the number of customers.

Islamic Bank Analysis of Marketing Strategy with ...

This study is an exploration of the impact of the conservative interpretation of Islam on advertising. Design/methodology/approach – This study critically reviews the literature on advertising in Islam, specifically in the context of the conservative religious Saudi Arabia, Islam and advertising and its connection with the interpretations of the religiously conservative segment of Saudi Arabian society.

Islamic challenges to advertising- a Saudi Arabian perspective

Islamic perspectives to management studies are an emerging field of enquiry in academia. A review of exiting literature on the subject indicates that it is a neglected and relatively unexplored area for research work (kazmi,2003).

InternationalJournalofIslamicManagementandBusiness Vol.1 ...

Islamic challenges to advertising: a Saudi Arabian perspective Abdul Cader, Akram 2015-06-08 00:00:00 Purpose – The purpose of this study is to synthesize the existing research on Islam and advertising with the perspective of the Salafi authority of Saudi Arabia. This study is an exploration of the impact of the conservative interpretation of Islam on advertising.

Islamic challenges to advertising: a Saudi Arabian perspective

the existence advertising through three influencing factors consist of culture, control and emotions from an Islamic perspective conducted in Malaysia, i.e. Kedah state. This study conducted using quantitative approach where structured question was designed and the data were analyzed using correlations and

Factors Influencing Advertising in Malaysia from an ...

In Islamic marketing ethics, it is unfair fora products can clash with the traditional and cultura l salesperson to persuade the customers to purchase values of a country, create negative impact in the products by overstating their attributes which they do not minds of general public and damage the brand name