

## 08 Advertising An Islamic Perspective Crimb

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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 \(kazmi, 2003\).](#) [International Journal of Islamic Management and Business 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 for a products can clash with the traditional and cultural 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 This study is an exploration of the impact of the conservative interpretation of Islam on advertising.

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### **Islam and Advertising: The Ideal Stakeholder Perspective**

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#### Islamic challenges to advertising- a Saudi Arabian perspective

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#### **Investigating Islamic advertising ethics: Perceptions of ...**

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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

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