

MARKETING IN AN ISLAMIC ECONOMY

“A DEEP THINKING”

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When we talk about implementation and practice of Islamic economic system as a whole, we must look at every aspect of Islam as well. Marketing is one of the most important aspects of economics having a wide meaning and sense. Marketing involves each and every action that one performs during the time of production to selling or offering goods and services to the people. Therefore, the concept of marketing is the integral part of economy and without the concept of marketing; the economic practice cannot be performed. Marketing involves the process of attraction and awareness of certain product or service among the public and target market. In this respect, we should analyze and consider the concept of marketing with very deep thinking keeping in view the injunctions and ethical standards of Islam.

The Muslims must keep in mind one fact that real success is not making much more money but to attain success in the Hereafter. The earning of wealth is allowed in Islam, as it is important for survival in this world, but it must not be the main objective of the Muslim in this worldly life. The greed to accumulate more and more wealth is disliked in Islam as in this way; a person forgets the commandments of Allah and falls into the love and affection of this worldly life that would be came to an end after sometime. *According to one hadith of Prophet Muhammad (SAW): “My stay in this world is like that of a wayfarer who stopped to relax under the shade of a tree (for a while) and then moved on and left it”. (Sunan al-Tirmidhi).* Therefore, every businessman must remember Allah while doing his business. Therefore, if marketing and selling is done keeping in view the remembrance of Allah, one person cannot do any prohibited activity. Allah says in Qura’n about those people who remembers Allah as: *“Men whom neither trade nor sale diverts them from the Remembrance of Allah (with heart and tongue), nor from performing AsSalat (Iqamat-as-Salat), nor from giving the Zakah. They fear a Day when hearts and eyes will be overturned (from the horror of the torment of the Day of Resurrection)”.* (Surah Noor: 37). When one person remembers Allah in such a way, how he would commit a sin.

If we talk about the concept of marketing in an Islamic economy, the first stage is the consideration and thinking of launching regarding the certain product or service in the market. We must keep in mind the injunctions of Islam here and consider the nature of the certain good and service with respect to **Halal** and **Haram**. At this stage, anything that is prohibited by Islam and has no value according to Islam must not be chosen for marketing or selling as the earning would be prohibited in this regard. Any business transaction that is based upon interest or gambling must not be considered for marketing. In case of leisure, any game or activity based

upon gambling is not allowed therefore casinos or other these types of activities must not present in an Islamic society. In case of educational courses, any course or education that has any contradiction with the injunctions of Islam and leading to the implementation and practice of activities that have contradiction with Islam must not be promoted or marketed among public. In case of any confusion or ignorance about something, the Shariah scholars might be consulted in this regard.

If certain product or service is Halal then the next step is the **production, branding and packaging** of the product. At this step, various things must be considered according to different products or services. In this respect, every product or service must be produced with appropriate standards or instructions as provided by the law of the land and Islam. For example, in case of food business, the food must not be injurious to health. In this way, healthy and Halal ingredients must be used while cooking. The food standards must be followed and in this respect, the relevant food inspector has a duty to inspect whether the certain food standards are followed or not. This process must be free from any obscenity and vulgarity as the Muslim must not choose obscenity as a marketing tool to attract people. The promotion and publication of obscenity and immorality is not allowed. Allah says in Qura'n: ***Indeed, those who like that immorality should be spread [or publicized] among those who have believed will have a painful punishment in this world and the Hereafter. And Allah knows and you do not know. (Surah Noor: 19)***

After the finalization of branding or packaging, the role of advertising or publicity arises. **Advertising or Publicity** is the most important activity of marketing, after the finalization of certain product or service, in this age of competition. This process must not be included any such activity that is against the injunctions of Islam. Advertising and Publicity of goods and services must be performed in an ethical manner without any vulgarity or obscenity. In this respect, the proper code of conduct must be designed keeping in view the injunctions of Islam. The advertising or publicity of certain product or service must not be involved any step that might the reason of any kind of loss to the competitor. This activity might spread abhorrence in the society and bring bad impact upon the economy and healthy competition in the society.

While advertising, the product must be portrayed towards the positive advantage and benefit to the society and not portray the negative or prohibited use as some things might be used for prohibited things and prohibited works as well therefore, the Muslim producer must also realize at this aspect that the Halal thing must be used for Halal means rather than for Haram means. While offering certain product or service, one must not tell a lie while doing promotional campaign of goods and services and tell the truth about the certain product or service with exposing and exhibiting those qualities that are present in the relevant good or service. In case of offering certain good or service, any hidden condition must be expressed clearly either it is published or conveyed verbally. Therefore, any aspect of cheating must be abolished.

In advertising, the **advertisement media** i.e. electronic, print or otherwise has also the duty to investigate about the genuineness of certain product or service and must not disseminate wrong information in any respect. It must not advertise or publicize the product or service that is prohibited by Islam and must also not advertise or publicize the product or service in a manner that is prohibited by Islam.

In an Islamic economy, every type of economic activity must be stopped after Jumua'h adhan. Therefore any type of marketing and selling activity must be stopped. Allah says in Qura'n: **“O**

you who have believed, when [the adhan] is called for the prayer on the day of Jumua'h [Friday], then proceed to the remembrance of Allah and leave trade. That is better for you, if you only knew.” (Surah Jumua’h: 09)

It is evident from the above discussion that if the people follow strictly the commandments of Allah, many curses and evils might be removed from this world. One might observe from the above mentioned discussion that if every person seriously thinks about the concept of marketing in an Islamic economy or in an Islamic State, the thinking chain would begin and any step, which would be taken for any type of marketing, automatically excludes all such activities that are declared as prohibited in Islam. It is also the duty of the people of Islamic society that oppose any kind of marketing activity that is against the injunctions of Islam and stand boycott of such products and services. In this way, such marketing activities might be abolished. If all people will perform and follow the commandments of Allah in their individual capacities, the desired economic system of Islam can be easily implemented. The code of conduct must be enforced in an Islamic economy that might define the boundaries within which marketing can be performed.

Note: This article has been published in the issue of True Banking (March-April 2011), magazine of Al-Huda Center for Islamic Banking & Economics.