

Islamic Ethical Guidance for Marketing and Digital Marketing: A Study based on 7 Ps Marketing Model

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Article Info	Abstract
<p>Keywords: Marketing, Digital Marketing, 7P model, Shariah Ethical Standards</p>	<p>The concept of Marketing has grown rapidly in traditionally and technologically. 7P model in the marketing has been rounded up the whole business world effectively and efficiently. The business world is being transformed all the business and marketing activities into the digital marketing due to advanced technology today. The modern business marketing activities gave birth to online advertisement thus an ethical attention of Shariah is to be paid on the marketing activities to ensure security both buyers and sellers. Thus, this article aims to explore analytical view on prospection of the 7P model of marketing and digital marketing in Shariah perspective. This study has been designed as library research with inductive reasoning and qualitative approach. Data have been collected from primary sources (Al-Quran and Sunnah) and secondary sources (books, articles, journals, magazines). Based on content and descriptive approach, this article employed analytical and evidence explanation with the Shariah literary perspective. The study brings an ethical perspective on 7P marketing model with the light of Shariah. Marketing strategies and activities are supported by the Islamic ethical standards view. In terms of implication, this study clearly provides the Islamic perspective that the whole community should follow the Islamic guidelines to sustain the social justice.</p>
<p>DOI: 10.33830/elqishv1i1.001.2025</p>	

1. Introduction

The definition of marketing can be better understood by first considering its base word “market”. The term “market” is derived from Latin word “marcatus” which means trade, merchandise, traffic or place of business. The term was simply specified as a certain place where a seller and buyer meet each other to the specific purpose of selling and purchasing (Kamolov & Popineau, 2022). The concept of marketing, and indeed an ancient art, is as old like other professions in the world. The term marketing reviled from the term market and representing “exchange something” to “satisfaction of human wants”. Marketing is a significant and backbone in every business that prioritize CSR initiatives often experience increased customer satisfaction, loyalty, and trust, which are critical to maintaining a competitive edge in today’s marketplace (Sakti et al., 2024), and it is more familiar in recent history in the down of 20th century (Alone & Haque, 2011). Marketing is a form of communication between company and its customers based on encouragement of selling its product and services. It is a strategic process of industries or company to attract its valuable customers while achieving their business objectives. It is a fundamental business activity that involve the process of exploring, communicating, creating,

and delivering value to contact the needs of a targetable customer, audience, clients, partners and society in terms of good and services (Keelson, 2012).

Further, marketing is referred, 'a process of directing to successful sale of products or services that people not only desire but are willing to purchase. As a objective of marketing is creation of demand, customer satisfaction, market share, generation of profit, creation of good will, public image. Although, several years ago, marketing concept was based on traditional media including Television ads, print media, radio ads and e-mail, billboards, business card, newspaper and magazines, in a few short years, since the web concept was proposed in the late 1980s by Sir Tim Berners-Lee, there have been huge changes in the marketing communication. The digital marketing appeared first time in the 1990s, followed by first banner advertising started and the first web crawler was created in 1993 and 1994 respectively (Chaffey & Chadwick, 2019). Technologies for marketing considered widely in various aspects such as internet, mobile phones, social media, customer relationship management system, which support business growth, create relationship, strengthens the effectiveness of organization, and allow people to teach each other (Jain & Yadav, 2017). According to Chartered Institute of Marketing (2015), "the digital marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably". The digital media and technology are no longer new and are the most visible in the field of marketing spreading of technology towards sustainable digital marketing process. Many consumers now regularly use social networks such as Facebook, Instagram, LinkedIn, Snapchat, and twitter as a part of their daily life with most of the access via smart phone. Thus, the companies like those above have taken advantage of these opportunities to interact with customers and this has helped them to develop as worldwide marketing (Chaffey & Chadwick, 2016).

It is noteworthy that the digital marketing is the promotion of brands of products and services to connect with potential customers using the internet and other forms of digital communication apart from the distance. The digital marketers use various digital methods to reach targeted people through digital channels, and which could be used to promote services and products using SMS, search engine, e-mail, website, blogs, social media, interactive audio and video (YouTube) and mobile devices (Pujianto & Muzdalifah, 2022). Purpose of Islamic marketing and trending marketing technology system is to maximize the satisfaction of consumer and whole mankind and to ensure proper exercise of human value with marketing culture. According to Quranic verses, Prophet Muhammed (PBUH) and the great scholar of Yusuf al Qardawi statements, in the digital era, the digital marketing or the traditional marketing, the Shariah is only required to include as a requirement to accept businesses such as (1) goods and services should be Shariah consent; (2) free from interest, no uncertainty and free from gambling activities. These elements mentioned strictly lead the anyway of business accepted by Shariah (Masum et al., 2023). The concept of marketing and digital marketing is a coupling or mixing of process that provide right price optimization, distribution, advertising to commerce and product development. In the modern age of marketing that illustrate as a marketing model. In this way most familiar and popular marketing models is 7 Ps marketing models such as product, price, place, promotion, people, physical evidence (Rathi, 2022). The 7 Ps marketing model was initially designed by E. Jerome McCarthy in 1960 in his book basic marketing. Although at the time was introduced by him 4 Ps models, then 03 more were additionally innovated by Booms and Bitner in 1982 (Riddhisha & Sanjeev, 2022).

Marketing and digital marketing is a most important part in the business. The marketing and digital marketing, even if it's newly concept in the Arabian era, have been using these concepts in business virtual world. In the business oriented Arabian Peninsula, when was the Islam introduced regulated all sorts of ground rules to the whole community. In fact, Islam is a religious faith which cannot be separated from the realities of daily human activities, religiosity,

social or commercial. Today, the business community notably Muslim business people mostly have been facing how do develop, introduce the product and services and sustain the placement of market. So, under the business management strategy recommends marketing techniques. Muslims and non- Muslims communities immorally violate Marketing ethics and Islamic ethical guidelines too. Today many of firms in the advertising product and services, using sexual terms (reference double meaning) (Yang, 2023), and while advertising or marketing some cosmetic items, women's cloths, advertised by pretty girls naked, in the society it is major question on human culture (Zachari et al., 2018). The many of companies to target the bulk amount of profit base on their marketing of brand by displaying beauty, nudity, mixing of male and female. In present and future so many problems, spoil of self-dignity, social crimes and abuse of male and female are happening through the virtual media operation in terms of marketing and digital marketing. Here the research problem in the background of the study is lack of knowledge to convert it to ethical and halal income through marketing based on perception of reality of Shariah.

Thus, there are some directions to be focused in the current marketing world with the lighting of the shariah. It consists of basically two aspects throughout this research in the marketing sector or marketing the products such as; what is the perception of reality of marketing and digital marketing in Islamic perspective, what is the specific Islamic marketing principles and what are the general principles agreed with Islamic principles? particularly, "Seven P" mechanism. Therefore, the study aims to explore the Shariah ethical views of marketing and digitalized marketing concepts. In terms of significance of the study, a globalized marketing should not ignore the culture difference and perceptions that pertain to consumer's religion, values, beliefs, behaviour, traditions and habits. Although marketing concepts are same on all, sometime, its practice is different from the Islamic guidelines which support to grow up stronger relationship between buyer and seller in the business. Today's business world trending market has been followed several kind of marketing strategies, in which some of them are supported with Islamic guidelines except some which are completely against. Due to lack of awareness and mind of indifference, those will guide to remove immoral, unethical applications against shariah principles. This study is being expected to provide concrete knowledge of marketing and digital marketing on Islamic perspective and guide how maximize the profit in the permissible way.

2. Research Method

This study has been designed as library research with inductive reasoning and qualitative approach. The research is mainly focused library sources for the data collection. Data have been collected from primary sources such as Al-Quran and Hadith, and data were collected from secondary sources such as logs, books, journal articles, newspaper article and website E-materials, etc. This study employs descriptive and documentary techniques with analytical, and critical explanations methods with a literary perspective. Documentary research method deeply discloses the whole evidence of documents that establishes or discovers the existence the researchers plan to study. Further, the documentary method is used to categorize, investigate, interpret, and identify the limitations of physical sources (Payne & Payne, 2004). Library research approach always provides theoretical implications through the consistency of the secondary sources, and it cognitively contribute to the development of the concept and understandings of the literature (Rifas et al., 2023). The objectives of the study in documentary studies are reached that review of passed literature works are selected, reviewed, and analyzed under a common purpose which creates new themes, idea, and view. These kinds of research bring strong findings with deeper perspective towards a better conclusion (Kasim et al., 2016).

3. Results and Discussions

Generally, marketing reflects strong behavioral relationship between traders or enterprises and customer through stimulate or attract on their products and services. The marketing goal is to build trust with their brand loyalty, minimize the clients churn, and reality of their product standardization. Islamic finance focusses on the banking or commercial tasking ruled by fundamentals such as: obedience to ethical order of divinity (God), and empathy and mercy to law maker's formations which includes such stop oneself from doing harm to another person through unmoral practices (Hassan et al., 2008). Marketing and digital marketing is a coupling of process that provides right price optimization, distribution, advertising to commerce and product development. In the modern age of marketing that illustrate several marketing models such as: 7Ps of model, USP (unique selling position), Boston constructing group matrix model, Brand positioning map model, Customer life time value model, Growth strategy matrix, Loyalty ladder model, PESTLE (evaluate the consequence on political, economic, social, technology, legal, economic factors), porter's five forces, product life cycle, PR Smith's SOSTAC (situation, objectives, strategy, tactics, actions, control) (Duggal, 2023). This research article has investigated about a widespread use 7Ps marketing model, which is an acceptable marketing strategy including various dimensions, namely, (1) Product, (2) Price, (3) Place, (4) Promotion, (5) People, (6) Process, (7) Physical evidence (Fahrizal et al., 2022). Thus, this section seeks the license from ethical evidences through the Islamic perspective for the 7 Ps marketing model.

Product

Product refers a good or service that is in the form of a physical good, a digital product or a service. The succeeding firm will realize what is the consumer need or wish and then ascertain the right product with consumer's expected qualities rather than forcing the consumer to buy (The Chartered Institute of Marketing, 2009). Production process in Islam was considered as practice of Ibadah which kind of worship is. The product must consist lawful, deliverable, unmixed purity, presence of subject matter (Abbas et al., 2019) Displaying or marketing the products and services must have been disclosed what it has ingredient to the consumer. Product should be halal ingredients, authorized to halal certification, halal labels, result can be provided security and safety to the consumer. For an example: As a sugary treat; Ice cream, marshmallows, Chocolates and candies necessitating gelatin which will be produced from collagen in animal bones, skin and fruits and vegetable coated or sprayed prohibited chemicals (Lsa et al., 2024).

“O you who believe! Do not eat your property amidst yourselves unfairly except trade amidst you by mutual acceptance”. (Al-Quran-04:29)

Every production and distribution companies market their products with halal certifications logo in product package. The certifications provide safeguard to all Muslims and non-Muslims that makes satisfaction in the manufacturing practice. The certification of halal product guarantees that the manufactured items are tasty, nutritious, freshness, clean, free from harms the human body (Anggraeni et al., 2023).

“Do not eat that which does not bear the name of Allah! It's disgusting. Here it is! Devils inspire their followers to fight you. But if you obey them, you will be true associators”. (Al-Quran: 6:121)

In Sri Lanka it has been conducted by Halal Accreditation Council (guarantee) Limited. Due to this, the consumers (Muslim communities) ascertain the right product in the market

(Halal Accreditation Council (guarantee) Limited, 2022). In addition, it is noteworthy that according to the Islamic perspective, the products or services marketed are expected to accommodate features that the product should be honesty, cleanly and recognized. Islam does not like the human being to be away from permissible products when it encourages the community to consumption of permissible commodities. Islam guides every Muslim towards permissible products and services rather not permissible. The following Al-Quran verses clearly describe permissible and not permissible;

‘Say (O Muhammad-PBUH) “who has forbidden the adornment with cloths given by Allah, which he has produced for his slaves, and At-Taiyyibat (all kinds of lawful) things of food’...”
(Al-Quran: 7:32)

“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)

“O mankind! Eat of that which is lawful and good on the earth and follow not the footsteps of Shaitan (Satan). Verily, he is to you and open enemy” (Al-Quran: 2:168 & 172)

Price

The term price emphasizes as amount of money valued to purchase a good or services, where it mostly plays as medium of exchange (Meera, 2002). The pricing strategies may be differentiated between firms to firms, and it will be determined and marketed based the product brand, quality, market situation. The price method always in marketing divided in two aspects namely Cost-based pricing method (where the firm determines the price level based on manufacturing cost) and Market-based pricing method (where the market value of goods or service that may be less than or greater than cost) (Syafri & Hadziq, 2021). Furthermore, the pricing in every economic system is considered as different aspects; for example, pricing mechanism is the key element in the Capitalism during resource allocation, production and marketing. The Capitalism only focuses profit and benefits rather than society well-being. Its opposite to the capitalistic ideologies, Islam discourages egotism. Money in Islam as a medium of exchange performs a “social role” and should be invested to promote socio-economic justice - for the benefit of the community as a whole. Pricing is never be a harmful for the community as it is unlawful. Almighty Allah said in his holly script, “...and give from the wealth of Allah which He has given you” (24:33). In addition to that interest and usury are prohibited in Islam rather than pricing on the commodity properly, notably, in the loan sale contract, usury and interest cannot be charged or paid for the delay period of payment during settlement, is strictly prohibited in Islam. This prohibition is based on the idea that money should not be allowed to generate more money without participating in real economic activity. Instead, Islam encourages trade, investment, and partnership-based financial arrangements.

“Trade is (just) like interest. But Allah has permitted trade and has forbidden interest. Thus, whoever has received an admonition from his Lord and desists may have what is past, and his affair rests with Allah” (Al-Quran 2:275).

On the other hand, when marketing the products via firms in the market, pricing procedure may be controlled by the government to sustainable consumption of the consumer, called as a price control. Islam has too considered in fixed price method. In Arabic was called Ta'seer. Islam has approved these types of social practice from pre-Islamic era according to Shariah

requirements. During the Islamic ruling period, Imam Shawkani (1173-1255 AH/ 1759-1839 BC) made the order by government to marketer for selling goods based on fixed prices for the community welfare and disallows from unneeded increase or decrease in price regardless of production cost. It is noteworthy that once in a time, the publics approached and asked the Messenger of Allah to control the prices while prices were increased. Prophet Mohammed (PBUH) also disagreed to reduce the price of commodities, and He said that she should be free from this. The Islamic Script states;

“Do not consume another’s wealth unfairly or do not offer to the rulers (as a bribe) to consume other people’s wealth unfairly while you are knowingly that is unlawful”. (Al-Quran 2:188)

Place

The Place is a significant element in marketing, along with Pricing, product and promotion (Yegon, 2023). The owner or seller target the channel to make a marketing process to achieve the marketing objectives. The Place will include some elements such as retail, wholesale, mail order, internet, direct sale, multi-channel at the right time and at the right place through proper and reliable delivery system (Kapoor, 2014). In the Islamic context, in a sale contract carried out through any channels, the goods should be existence (physical or constructive possession) at the time of selling otherwise the sale contract is not valid on non-existence goods. Similarly, the product’s information should be clearly defined or displayed such as color, size, sharp, unit, weight, etc. However, the existence and ownership of goods at the time of selling is exemption in two types of products; Bai Al- Salam (The seller and buyer mutually accept the delay of supply for future specific date and handed the full payment on spot) and Bai Al-Istisna (It will be required to manufacture commodity by the buyer to seller and payment can be paid spot or installment basis) (Munawar, 2017). In the cotemporary market, the product is not existence in front of the consumer (online marketing). There are several practices Due to this practice, it can be assuming that more illegal frauds happening through the online internet today. At the time, the product marketers ask consumer confidential such as credit cards details, bank account information. The place of exchange effected on the consumer trust (Osman et al., 2021).

Promotion

The term promotion in marketing and digital marketing is kind of attraction or technique to get closer the consumer with product (Yegon, 2023). In the modern context, several marketers or sellers spend lump sum amount of money to promote their products among their customers. Advertising or posturing via their employees or online, makes the competition, giving users feedback via media. On the other side, in conventional way, the promotion feature will be conducted based on seller desire, either it may be ethical or unethical. However, it is noteworthy that mostly against to Shariah guidelines, example, the advertisement against to collapse another seller, creates paper or digital posters with obscene models, create false feedback as customers’ feedback from third party, expired or unused goods used for offering without explained.

However, Shariah strictly prohibits those activities in the name of promotions, and Islam has revealed some specific norms and principles based on promotion. In the promotion as a one of the tools to turn the customer inside of their productions is called advertisements;

“And when you speak (Even if someone close to you) speak with justice”. (Al-Quran 6:152)

“Why do you say what you do profess” (Al-Quran 61:2).

Communication is a key factor of advertisement before the technological advancement (Marketing) and after the technological advancement (Digital marketing), where language using is unavoidable factor. Once use of words or actions which motivate and stimulate to violence or sexual feelings among the minors to majors is complaint as contemporary major issues in the advertisement (Yegon, 2023). In Hadith, reported by Abdullah Bin Amr (RA), the prophet (PBUH) said, *“The believer is not defamer, one who curses, one who indulge in obscenity or who in engage in foul talk”*. (Tirmidhi: 1977). Further, the Al-Quran states; *“Not soft in talk, in whose heart is an illness should be moved with desire but talk in an honorable manner”*. (Al-Quran 33:32)

Discount or rebate in Islam is permissible as it is similar manner of gift (*Hiba*), which will be called as cashback, discount and voucher. Today, it is following as marketing strategy to attract consumers insight of certain goods or service. Prophet Mohammad (PBUH) strongly encouraged to exchange gift among persons due to intention of promoting mutual affection upon one to another (Syafi et al., 2021). Islamic Law overview on the cashback system and the use of Shopee coins in buying transaction in the Shopee application. The cash back or the gift voucher is allowed in Islam, it was not required by issuer with any requirement or persuades words or action, and so if, it becomes interest or usury (Alfan et al., 2021; Susilawati & Hartawan, 2023).

People

In the circle of people, marketing works on employees and customers. People as a key in marketing, employer like product marketer introduces a new product in the marketing with customer satisfaction and joy. The employees are the essential part of a company; thus, the company and institution depend on the group of employees in order to achieve the organization's goals and objectives and smooth function, depends on respective approach them. Accordingly, the companies should focus on attractive salary, un breakup remuneration, additional bonus, respectively treat and incentives, encouragement and motivational allowances, opportunities for promotion, and acceptance their suggestions, feedback and decision as they effect on the performance of the companies (Fisher, 2017). The messenger of Allah, Mohamed (PBUH) revealed as follows;

“Provide food and cloths your labourers and slaves and do not enforced such burden that they unable to bear”. (Baihaqi: 1408)

Similarly, in terms of employees' dress code, it also crucially contributes in marketing through attracting their customers and non-customers. Employees of the institution are strictly obligated to be wearing dress codes which is provided by the company, either it may be positive to their culture or not. Notedly, there are almost reputed institutions provide cloth allowances too in order to maintain their reputation and good will. Some of companies recruit either men or women only based on their business type. Some of business ventures require female staff to un wear the veil to cover the hair (hijab), and similarly, on the men, they strictly order to clear their beard even though Islam requires that men and women should be dressed modest dressing (Shaharuddin et al., 2013). Ayesha (RA) narrates; the prophet (PBUH) said that *“O Asma (RA)! when a woman reaches the age of puberty, nothing to display of her parts of body except this and this; and Prophet Mohamed (PBUH) pointed his face and hands.”* (Sunan AbuDawud: 4104).

In addition to that, the company designs selection process to identify and recruit proper person job fitness. Such a person when has been identified, he must be recognized. The employee requirement based on his loyalty, truthiness, dedication, good religious behavior, and good inter relationship. In the Shariah perspective, Islam gives more respect and concentration in the matter of employees. A bigger example for this case can be reached from Prophet Musa's

(PBUH). In the Surah Al-Qasas is representing as *“O my father recruits him, really, the best one you can recruit is strong and faithful”* (Al-Quran 28:26)

The customer will expect high quality and brand loyalty of products and they have right to judge the product without coercion and fooling. Regularly, collect valuable feedback from the customers and customer satisfaction and feedback are highly focusable (Ismail et al., 2019; Madinah & Agustine, 2023). Al-Quran states *“O you who believe! Do not eat your property amidst yourselves unfairly except trade amidst you by mutual acceptance”*. (Al-Quran 4:29) and Abu Saeed (RA) reported as the prophet Muhammad (PBUH) said that *“Honest and trusted traders will be with the prophets, honest people, and martyrs in the Hereafter”*. (Al-Tirmidhi: 1209)

Process

Process refers using best method of, and satisfied delivery, difficult customer and process, mutual agreement and consent in the time of delivery. A product might be focused and expected several subjects regarding processes such as how it is packed, how it is marketed, how and when it is delivered, etc. Revealed knowledge scriptures the product features and given advices.

“Indeed, those who exchange Allah’s agreement and their oaths for a small price will have no stake, and Allah will not communicate with them on the day of judgement, nor will he look them, he will not purify them, and they have painful torment”. (Al-Quran 03:77)

Imam Ahmad recorded as Prophet Mohamed (PBUH) revealed *“Whoever unfairly takes any property (money or wealth) of another without any rights, Allah meet his or her such in a state of anger”* (Imam Ahmad Vol.3, p.337).

According to Abbas et al. (2020) and Abdullahi & Nuhu (2022), in terms of packaging, the delivery of time, the product should be handed over to the consumer in the manner of safe and clean. Accordingly, packaging system is introduced, in which, including glass, paper, metal, plastics, and others. The packaging supports for transportation, storage, distribution in supply chain to make all easy and organized works, the use of material should be considered according to Shariah guidance. In the packaging material like plastics, cardboards are used in pork origin as lubricants for food protection. Islam also emphasizes the food packaging that it should be covered in a hygienical clean manner, and information about the food clearly disclosed that what is the food composition, production date, expiration date, halal certification logo, etc. (Begovic et al., 2023). Similarly, Halal logistic and Halal supply chain are the mechanisms to deliver the good with Shariah compliance until it is reaching the consumers. The process includes procurement, storing, inventory management, transportation, handling of materials, pre-ordering which strictly follow with the Shariah law. In case of default of supply or delivery process (delay of product, careless or unsafe storing), the product quality and its appearance may affect such as fish, vegetable and other sensitive products (Karthika, et al., 2020). Thus, the suppliers should maintain and use the appropriate the method of packing and supply chain in order to ensure that the products should reach the buyer as it’s origin status. However, the supplier might be accept the lost if he does not follow the safe guidelines while the product is getting bad.

Physical environment/ Physical evidence

It is a component associated with product and services that the consumer where procured the product and services (environment and location). Quality of service providing and enjoying atmosphere. The physical evidence is a significant part of the service that gives to the consumer to assess the firm. Namely the consumer can be determined that does get the service from it or

not? (Aziz et al., 2020). This physical approach leads to sustainability through the business ventures. The concept of sustainability describes efforts to maintain a balance between economic, social, and environmental interests. Islamic economics encourages economic practices that are responsible for the environment and society and ensures that the use of resources does not harm future generations (Sakti et al., 2024). In addition, the purpose of Islamic law (Maqasid al Shariah) is Maslahah (benefits for society) so that business is an effort to create Maslahah (which support to achieve the SDGs), not just seeking profit. For example, the tourists consume hotel or restaurant: hospitality, care services, room services, exterior design; Retail or wholesale shopping: Business card, web pages, pricing tags, billing statements, uniforms. Ability to provide actual services and facilities as stated what was included in the services, that transparent as in being. Transparency mean creating a course of action based on independence (Chandiol & Chandio, 2021). Islam clearly guides as following verse.

“O you who have believe! Do not betray the trust of Allah and the messenger and do not betray (knowing that it is wickedness) to that what you have Amanah”. (Al-Quran 8:27)

4. Conclusions

Traditional and digital marketing play a significant role in the modern business landscape by seamlessly bridging business and industry. From exploring the historical origins of marketing to analyzing its modern digital evolutions, the study underscores the importance of arranging marketing strategies with ethical guidelines, notably those rooted in Islamic principles with support of Al-Quran and Hadiths. Throughout the discussion, it becomes evident that marketing, in its conclusion, is emphasizing trust, bridging relationships, and satisfying consumer needs. According to the business objectives must be conducted within the framework of ethical standards as obligated by Shariah principles. Thus, product development to pricing strategies and promotion to customer relations, every aspects of marketing should be inspecting by Islamic ethics and moral values. The research highlights the Islamic business ethics including priorities of honesty, fairness, equity, prosperity, transparency in marketing and digital marketing practices, emphasizing prohibition of misleading practices, exploitation, and unethical promotions in the market behaviour. Islamic teaching provides guidance for marketers to steer through the complexities of modern business while upholding ethical standards and promoting social welfare and social justice. Ultimately, combining marketing with Islamic principles show that business and religious values can work well together, where shariah compliant practices into the marketing strategies secure both buyers and sellers. Business can not only focus success and sustainability in the commercial market arena but also contribute to the social well-being when following ethical standards proposed by Islam.

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