

Advertising Practices in Pakistan According to Islamic Marketing Principles: A Study of Demographic Antecedents in Measuring Perception of People

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Abstract: This research paper attempts to find the difference in perceptions of the people about the influences of Islamic Marketing Principles and advertisement practices in Pakistan. The paper means to see the perception of people towards these advertisements and how it is affected by gender, age group and educational level. Self-administrative questionnaire is employed for and data has been collected through from 271 individuals in Lahore (a city of Pakistan). Descriptive statistics as well as chi-square test has been applied to analyze the data using SPSS 20. The results show that there appears to be significant difference in perception of people on the basis of gender, age and educational level.

Key words: Islamic advertising • Advertisement practices • Chi-square • Pakistan

INTRODUCTION

It is essential for the individuals related with business should perform all of their activities along with the promotional activities in sync with Quran and Sunnah [1]. This calls for total compliance with the Islamic teachings. Six important components such as truthfulness, sincerity, trust, brotherhood and science and technology should be inculcated in marketing [2]. Marketer who does work according to Islamic marketing focuses mainly on ethical standards as stated in Quran and Hadith [3].

Religion now-a-days has taken two forms; one as culture and other religion as in the form of institution. Taking the cultural values into consideration, different guidelines of religion are taken into consideration and then implemented in respective culture accordingly [4]. Culture on the other hand impacts the behaviors and attitudes of individuals [5].

The mindset which is inclined towards the religion influences the ability of the audience to process the information [5]. As religion inspires the information processing ability similarly religion rooted facets of culture also influence the behaviors and attitudes. The cultural expectations, experience and cultural background impacts the attitudes towards the advertisement [6, 7]. Religion has a great role in influencing the

attitudes of not only of individuals but also of the whole society [8].

Religion is depicted differently in everyday life in a society and if talked in a narrower terms its even different within a society. As different Muslims of different geographical societies have various interpretations of Islam, therefore, within Muslims multiple life styles do exist [9]. Religion inclination influences not only behavior of individuals but also their attitudes [10]. It affects each and every aspect of the life of individual like, marriage, clothing, death [11], from sleeping and eating habits to everyday purchase is also guided buy religion [12]. Even though it is accepted broadly that every aspect of life is affected by religion but still the idea of impact of religion has not been studied broadly [13]. According to the study conducted by Fam *et al.* [14] proposes that religion greatly affects information processing of advertisement by individual, it is also revealed that the extent to which a person is religious also impacts the perception of individual regarding the advertisement [15]. The religious values refer to truthfulness, justice and the honesty that a Muslim should have [16].

Based on the above discussion the aim of the study is to find the difference in perception of people about the influences of Islamic Marketing Principles and advertisement practices in Pakistan.

Research Objectives: It cannot be said that the culture of Pakistan is purely Islamic as history reveals that its background meets with the Hindus before partition. The lifestyle of individual is partly influenced by religion and moderately by the culture also. It has been said the consumer culture has actually been formed in the west and then it eventually gradually spread into the whole world [17]. Even though Muslims form one of the biggest majorities, they mostly don't have much knowledge of the marketing theory [4]. There are different people according to gender, level of education and age groups living in Pakistan. Based on the above argument the specific objectives of the study are:

- To find the difference of perception between male and female about Islamic Marketing Principles in Advertisement Practices in Pakistan
- To find the difference of perception among different age groups about Islamic Marketing Principles in Advertisement Practices in Pakistan
- To find difference of perception among different level of education about Islamic Marketing Principles in Advertisement Practices in Pakistan

Literature Review: Religion has been considered as a private matter from the time church got separated. This made marketers think about the concept of "value free society" as they started taking religion as a private matter [18]. This stance of marketers proved to be a misconception as it became essential for the management to inculcate the ethical values of various societies and cultures in which firms have to operate [19]. Muslims have now been considered as one of the most growing in number of affluent customers and Islam has provided an ethical framework to this growing world of Muslims [20]. The economic system does not affect the Islam but the other way round is correct as Islam also provides the social and economic system also [21].

The filters of Islamic values pass everything through it to make it eligible. There is a dual step through which filtration takes place. In the first step, the wants of the individual is limited by making the inner consciousness aware of the needs which are actually needed to maintain a reasonable lifestyle. Secondly it is a duty on every Muslim to pass their material claims through the Islamic values claims [22]. Islamic economic system is different from the socialism and capitalism, as Islamic economic system is based on the philosophies given below:

- A socially agreed mechanism of filtration.
- Developing a system which ensures the well fair of all the individuals as well as of the whole society.
- Role of the government which is goal oriented.

According to the study conducted by Wong [23]; religion is threatened as consumer culture gives rise to the pleasure seeking culture [4], but it is found that adherence of the advertising practices with the culture provides more positive results so there is an essential need to do more research on cross cultural advertising [24]. It is proved that people who have high level of knowledge of Islam have higher compliance to the principles of the Islamic marketing [25]. Historical evidences show that Muslims are proved to be the civilization which is dynamic as whichever land they conquered; they accepted new ideas from there [4]. However, contradictory trend of consumption can be seen in Islamic societies [4].

It is very discouraging that the real spirit of Muslims has decreased due to the rise and popularity of both socialism and capitalism. This has created a big rift in the practice of Muslims and actual teachings of Islam [22]. Now in the present era, the ideology prevailing in Muslim countries is not Islam, rather a mixture of feudalism, socialism and capitalism [22]. Muslim community form a major block of economy, it is a great opportunity for the international marketers to target this block and cater to its need and wants [27]. This step should be taken in countries such as Iran, Saudi Arabia and Malaysia where Islamic principles are followed in every walk of life [28].

Using the controversial images for attracting the consumer's attention is used by most of the advertisers but some people get easily offended by it, therefore, it is now necessary to get to know what actually makes the advertisement offensive [14]. There is a huge importance for marketers to have knowledge of the religious and cultural values of the targeted population for forming the strategy for advertisement [29]; the reason is that effective advertisement has proved to be quite successful for the organization [30].

Ethical issues are raised due to implementation of International standardized advertisement in regions which are culturally diverse such as Asia; the cultures which are sensitive get easily agitated by the use of alcohol, gender, anti-social behavior and the use of indecent language [14]. The offensive acts like the mentioned above prove to be the negative publicity as the angry population boycotts the product [14].

There is great importance of the notions like of Lawful (Halal) and unlawful (Haram) in Islamic lifestyle as it not only helps to provide the guidelines to examine the behavior of people or of society but also have great importance to manage one's behavior [5]. As these concepts prevail in Muslim societies, therefore, use of gender related products, political/social makes Muslims offended easily as compared to other religious groups such as Christianity and Buddhism [14].

Muslim population has been recognized as proficient target market by the marketers, therefore, new trend can be seen in advertisement especially which are aired in Muslim countries. Use of words like BISMILLAH (in the name of ALLAH) and phrases like ALLAH O AKBAR (ALLAH is greatest) are used more by advertisers as Muslims have emotional and religious attachment with these words and Islamic symbols [15]. Marketers use these tactics to not only make advertisement a positive act for Muslims but this strategy is used as well to remove the negative perception from their minds [5].

Islamic values have a great role in developing the advertising rules and regulations in Islamic countries, such as in Malaysia this practice is most prevalent [8]. As per their rules there is respect for gender, females should be fully covered if they are shown in advertisement [31], there is strong offence against that women should not be expressed as sex object, however, there is not strict application of it seen [32]. Hijab (covering of head with scarf) is considered to be the Islamic way of dress code for Muslims [33], but at the same westerner's take it as the symbol of fundamental extremism and backwardness [11].

The perception, attitudes, in short mindset of Muslim consumers are now being studied by MNCs (Multinational corporations) because if this affluent segment remains unstudied then there is a huge possibility that this profitable segment remains delineated but also there can rise a big source of conflict with them [27]. Islamic marketing has one more distinguished characteristic; it is that there is stress on the benefit of both consumers as well as of producer. The dual benefit works like quality product for consumers and reasonable for producer [1]. There is found a humanistic element in it [1]. There is nothing in Islam that says in opposition to basic marketing objectives, all it says that 4 P's of marketing i.e. product, price, place and promotion should be in sync with the guidelines stated in Quran and Sunnah [34].

Ahmad [35] in his study comes up with the Quranic ideology of marketing by presenting to kinds of

marketing; one is gainful marketing and the other is losing marketing:

- Idea of the best investment
- Going for right conduct
- And developing the sound judgment.

Theoretical Foundations and Hypotheses: The present study is conducted in Pakistan. Pakistan which has a national religion Islam stated in its constitution, therefore, it requires the marketers who want to work here have to be somewhat extra careful in devising the marketing strategies, there should not be anything that opposes the values, ethics and norms of the target market. The guidelines present in Islamic resources may not be practiced by all Muslims in the same way, therefore, there is much likelihood that differences are present according to the place and time, this is the reason that advertising strategies are devised accordingly [5].

There is much criticism on the marketing practices that it promotes unsafe products, makes sellers charge high prices, deceptive practices, consumerism, few social advantages and in the end it develops undue competition [36]. Islamic marketing removes all these evils with the sense of accountability among the people [37]. It can be said that if the guidelines prescribed the Islamic marketing are established in all societies, then there is high possibility that people will start getting quality guaranteed product along with the respectable conduct of the marketer [37]. There are different people according to gender, level of education and age groups in living in Pakistan. Based on the above discussion the study assumes the difference in perception of people about the influences of Islamic Marketing Principles and Advertisement Practices in Pakistan. The study hypothesizes that:

H1: There is difference of perception in male and female about the lack of Islamic Marketing Principles in Advertisement Practices in Pakistan.

H2: There is difference of perception in different age group about the lack of Islamic Marketing Principles in Advertisement Practices in Pakistan.

H3: There is difference of perception in different level of education about the lack of Islamic Marketing Principles in Advertisement Practices in Pakistan.

Methodology: This study is based on quantitative approach of survey research method. Questionnaire has been used for the collection of data from 271 respondents from Lahore (a city of Pakistan). 21 items questionnaire using 5-point likert-scale has been used including 5 questions relating to demographics information about respondents. The demographics included; gender, age, education, employment status and area of residence. Different dimensions on which questionnaire was developed are; Modesty, Truth, Offence, Exploitation, Show off, Moderation and Impartiality.

For data analysis different statistical techniques have been applied included descriptive statistics and Chi Square. Chi Square has been used to test the differential hypotheses.

Findings of the Study: Table 1 shows Chi Square values based difference of perception in male and female about the practice of Islamic Marketing Principles in Advertisement Practices in Pakistan.

Table 1 shows different result from Chi Square. P Value for only two variables is less than 0.05 i.e., regret to buy only on the basis of attractive advertisement and the perception that whether in Pakistan advertisement is in congruence with the Islamic guidelines, show that there is difference of perception in male and female about regret

of buying the product only because of the advertisement of the product and Islamic guidelines in advertisement practices in Pakistan. Rest of the variable shows that the perception of male and female are the same and there is no difference in their perception about violence, degrading human values, playing with emotions of people, concealment, misleading advertisement, exposure of women body, showing women as objects, indecent language, creating complex among people of different classes and statuses, creating consumerism, offensive advertisement, cheating, unethical ways, over charged products, concealment of actual facts and playing with the emotions of people.

Table 2 shows Chi Square values based difference of perception in different age group of people about the lack of Islamic Marketing Principles in Advertisement Practices in Pakistan.

Table 2 shows different result from Chi Square. P Value for only four variables is less than 0.05 i.e., degrading human values over material consumption, creating consumerism, violence and indecent language in advertisement which shows that there is difference of perception in different age group of people about the above mentioned practices in Pakistan. Rest of the variable shows that the perceptions of different age group of people are the same and there is no difference in their

Table 1: Chi Square Test: Difference of Perception Based on Gender

Statements	chi square	df	p
1. Advertising in Pakistan is misleading?	4.685	4	0.321
2. The degree of female and male body exposure as shown in advertisements of Pakistan is against the guidelines of Islam?	2.48	4	0.661
3. Either the advertisers play with emotions of people by showing women in advertisement as showing object?	2.914	4	0.572
4. Is the use of indecent language in advertisement?	1.893	4	0.755
5. The content shown in advertisements in Pakistan creates complex among less privileged class of the society.	6.23	4	0.183
6. The current advertisement practices are creating culture of consumerism (over acquisition of consumer goods) in people of Pakistan.	1.366	3	0.713
7. Advertising of gender related products in Pakistan is offensive.	5.735	4	0.22
8. Advertisers cheat people by over praising the benefits of the product.	1.173	4	0.883
9. Advertisers develop such an advertising content that it compels people to use unethical ways to get access to expensive products.	7.709	4	0.103
10. The prices of the products are overcharged because of the huge spending of the producer on advertisement of the product.	8.31	4	0.81
11. The advertisers conceal actual specification of the product/service from people.	4.351	3	0.226
12. Advertisers play with the emotions and not with reason.	8.105	4	0.088
13. Violence is being promoted through ads in Pakistan.	1.31	3	0.725
14. Advertisement is creating the culture where people are in race of material acquisition instead of human values.	1.446	4	0.836
15. Over-praising of products/services in advertisements leads to purchase of product/service; for which you have to regret in the end.	13.796	4	0.008
16. Overall, the current Islamic advertising practices in Pakistan are in congruence with the Islamic guidelines.	9.454	4	0.051

Table 2: Difference of Perception Based on age group

Statements	chi square	df	P
1. Advertising in Pakistan is misleading?	19.557	16	0.24
2. The degree of female and male body exposure as shown in advertisements of Pakistan is against the guidelines of Islam?	16.39	16	0.221
3. Either the advertisers play with emotions of people by showing women in advertisement as showing object?	14.408	16	0.568
4. Is the use of indecent language in advertisement?	61.88	16	0
5. The content shown in advertisements in Pakistan creates complex among less privileged class of the society.	19.114	16	0.261
6. The current advertisement practices are creating culture of consumerism (over acquisition of consumer goods) in people of Pakistan.	22.923	12	0.028
7. Advertising of gender related products in Pakistan is offensive.	24.425	16	0.081
8. Advertisers cheat people by over praising the benefits of the product.	21.706	16	0.153
9. Advertisers develop such an advertising content that it compels people to use unethical ways to get access to expensive products.	14.857	16	0.535
10. The prices of the products are overcharged because of the huge spending of the producer on advertisement of the product.	17.634	16	0.346
11. The advertisers conceal actual specification of the product/service from people.	10.777	12	0.548
12. Advertisers play with the emotions and not with reason.	15.944	16	0.457
13. Violence is being promoted through ads in Pakistan.	23.871	12	0.021
14. Advertisement is creating the culture where people are in race of material acquisition instead of human values.	43.18	16	0
15. Over-praising of products/services in advertisements leads to purchase of product/service; for which you have to regret in the end.	14.093	16	0.592
16. Overall, the current Islamic advertising practices in Pakistan are in congruence with the Islamic guidelines.	10.515	16	0.838

Table 3: Difference of Perception Based on Level of Education

Statements	chi square	df	p
1. Advertising in Pakistan is misleading?	35.562	16	0.003
2. The degree of female and male body exposure as shown in advertisements of Pakistan is against the guidelines of Islam?	7.325	16	0.966
3. Either the advertisers play with emotions of people by showing women in advertisement as showing object?	9.104	16	0.909
4. Is the use of indecent language in advertisement?	9.338	16	0.899
5. The content shown in advertisements in Pakistan creates complex among less privileged class of the society.	33.376	16	0.007
6. The current advertisement practices are creating culture of consumerism (over acquisition of consumer goods) in people of Pakistan.	18.309	12	0.107
7. Advertising of gender related products in Pakistan is offensive.	14.54	16	0.559
8. Advertisers cheat people by over praising the benefits of the product.	25.291	16	0.065
9. Advertisers develop such an advertising content that it compels people to use unethical ways to get access to expensive products.	9.842	12	0.63
10. The prices of the products are overcharged because of the huge spending of the producer on advertisement of the product.	7.524	16	0.962
11. The advertisers conceal actual specification of the product/service from people.	23.944	12	0.021
12. Advertisers play with the emotions and not with reason.	19.815	16	0.229
13. Violence is being promoted through ads in Pakistan.	12.964	16	0.675
14. Advertisement is creating the culture where people are in race of material acquisition instead of human values.	24.902	16	0.072
15. Over-praising of products/services in advertisements leads to purchase of product/service; for which you have to regret in the end.	23.944	12	0.021
16. Overall, the current Islamic advertising practices in Pakistan are in congruence with the Islamic guidelines.	8.702	12	0.782

perception about playing with the emotions of people, concealment of actual facts from consumers, misleading advertisement, exposure of women body, showing women as objects, creating complex among people of different classes and statuses, offensive, cheating, unethical ways,

over charged, concealment of actual facts and playing with the emotions of people, regret over buying of the product only because of the advertisement and the perception that whether in Pakistan advertisement is in congruence with the Islamic guidelines.

Table 3 shows Chi Square values based difference of perception of different level of education of people about the lack of Islamic Marketing Principles in Advertisement Practices in Pakistan.

Table 3 shows different result from Chi Square. P Value for only four variables is less than 0.05 i.e., misleading advertisement, creating complex among people of different classes and statuses, cheating, concealment of actual facts and regret over buying of the product only because of the advertisement which show that there is difference of perception in different level of education of people about the above mentioned variables in Pakistan.

Rest of the variables shows that the perception in different level of education of people are the same and there is no difference in their perception about exposure of women body, showing women as objects, indecent language, creating consumerism, offensive advertisement, unethical ways, over charged products, their perception about playing with the emotions of people, violence being promoted via advertisement, degrading human value and the perception that whether in Pakistan advertisement is in congruence with the Islamic guidelines.

CONCLUSION

The purpose of the study was to find the difference in perceptions of the people about the influences of Islamic Marketing Principles and advertisement practices in Pakistan. Survey method has been employed and data has been collected through questionnaire. For data analysis chi-square test has been applied. This research leads to important managerial implications and identifies important ethical issues in advertising that are opposing to the restrictions of Islam. Perception of people is measured on the basis of gender, age group, and level of education. The results show that on the basis of gender, the difference in perception is found only in the variables; regret to buy only on the basis of attractive advertisement and the perception that whether in Pakistan advertisement is in congruence with the Islamic guidelines. Whereas, measuring perception on the basis of age group difference is found on the four variables; degrading human values over material consumption, creating consumerism, violence and indecent language in advertisement. Lastly to measure the difference on the basis of education level of respondents, difference is found in variables; misleading advertisement, creating complex among people of different classes and statuses, cheating, concealment of actual facts and regret over buying of the product only because of the advertisement

The findings of the current study are of high importance for marketing done by organizations as well as for the advertising agencies whose major task is to prepare and introduce the advertising campaigns for the clients. This study puts light on the major fact that the cultural, religious values of the society does play an important role developing and shaping the perceptions, attitudes and behaviors of the individuals.

Organizations which are still in practice of using the nude images, offensive language to appeal the individuals are actually producing the negativity in the minds of the people in Pakistan about such products. Even though this study is limited to the category of controversial products, however there are chances that its effects are also affecting the other products which are not considered as controversial and of the common use of the people. The marketing of the products related to gender should use advertising appeals with extra care as there is found to be the significant difference in the perceptions of male and female consumers towards such products and the way they are marketed. It is of vital importance to market the product in a way that does not violate the values, norms, religious perceptions and ethics of the target market.

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