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Development of Marketing Thoughts in the Light of Islamic Concept of Marketing (Case Study of Female Buying Behaviour towards Islamic Concept of Marketing)

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Abstract

In this paper, theories of marketing thoughts, historical development, economic development and marketing philosophy has been discussed . Specifically, the role of the female consumer with reference to the buying behaviour in the society in the light of the Islamic concept of marketing. The objective of the study is to investigate the female buying behaviour in relation to the social and religious values, the other objective of the study is to enlighten that the ICM is more effective in comparison other thoughts of marketing. The objective of the study is to determine and to investigate the female buying behaviour in relation to the social and religious values, it is also and theoretical development of various concepts of marketing developed within last two hundred years, the other objective of the study is to enlighten that the ICM in more effective in comparison other thoughts of marketing and it is the oldest style and strategically marketing concept. The population in the methodology is used as a general population of the city and sample is developed on 400 females the method of sampling is used in convenience, random sampling is used just to obtain the results to find out the inclination of the female consumer towards the concept of Islamic marketing.

Keywords: Corporate Social Value, Concept of Integrated Marketing, Concept of Relationship Marketing.

تلخیص

مارکیٹنگ کے خیالات مختلف نظریات کے ساتھ ساتھ اور وقت گزرنے کے ساتھ معاشرے کی ترقی اور فلسفے کا ذکر بھی کیا گیا ہے۔ عورت کے کردار پر معاشرے میں خواتین کے خرید و فروخت کے رویے کے حوالے سے بحث کی گئی ہے، جس کا تعلق مارکیٹنگ کے اسلامی تصور کے ساتھ ہے اور جس کا براہِ راست تعلق معاشرے کی بہتری ہے۔ مطالعہ کا مقصد سماجی اور مذہبی اقدار کے سلسلے میں خواتین کی

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خرید و فروخت کے رویے کا تعین کرنا اور اس کی تحقیقات کرنا ہے۔ مارکیٹنگ کے مختلف تصورات کی نظریاتی ترقی جو پچھلے دو برسوں میں تیار ہوئی ہے۔ مطالعے کا دوسرا مقصد یہ واضح کرنا ہے کہ آئی سی ایم مارکیٹنگ کے دیگر خیالات کے مقابلے میں زیادہ مؤثر ہے اور سب سے قدیم طرز اور حکمت عملی کے لحاظ سے مارکیٹنگ کا تصور ہے۔ طریقہ کار میں آبادی کو شہری کی عام آبادی کے طور پر استعمال کیا ہے اور ۴۰۰خواتین پر نمونہ تیار کیا ہے۔ سہولتی نمونہ بندی کا طریقہ استعمال کیا گیا ہے، نمونہ لینے کا استعمال صرف نتائج حاصل کرنے کے لیے کیا گیا ہے تاکہ معلوم کیا جاسکے کہ خواتین صارفین کا اسلامی مارکیٹنگ کی طرف جھکاؤ ہے۔

کلیدی الفاظ: مشترکہ اقدار کا نظام، مربوط مارکیٹنگ کا تصور۔

Introduction

From last two century after the industrial revolution in Europe and USA the industrial mass production creates the problem of consumption of the products therefore, with the scientific development the capacity of production enhance fastly while humans being requirements and needs of the products were not increase with the similar pace. Due to the inflex of the product the consumption of the product is become the problem for the producers. Therefore, importance of marketing of the products increases with the passage of time.

With the passage of time various researchers and marketing experts as per need of their time presented the ideas and theory regarding the marketing. In the beginning the concept of marketing was to sell anything as it is defending by various marketers () they said that the marketing is the function to change the tittles of ownerships. But with the scientific development the concept of marketing, also develop and whole selling, distribution, advertising promotional activities application of the principal of various discipline including mathematics, statistics, economics, sociology, psychology, behaviour sciences, human nature, and importance of culture and anthropology was inducted in the marketing discipline.

Muslims are the ¼ population of the world and various countries of middle east and Far East are highly wealthy countries Muslims, inhibited Europe and America are also very wealthy with high buying potential with increase the importance of Muslim buying behaviour in the world. On the other side the Muslims community in the world whom are behave similarly in the buying of product, investment and other life style issues. As in Islam various things are prohibited (Haram) and certain item (Halal). According to Muslim consumer unanimous acts related with their life style. Because of this reason the

producer has to market their products as per the concept which can attract the Muslim buyers. In Maqasida usSharia the welfare of Muslim Ummah is the most important element and the welfare of Muslim Ummah is the welfare of Muslim society.

To market any item is important to attract Muslim consumer that there should be some considerations related with the society this important element was neglected by the marketers from last century, but with the passage of time and due to various socio economic pressures the non-Muslims marketing thinkers put the theories to build the marketing function and the concept of betterment of the society, included in marketing activities. It included the theories of stake holder responsibility, the concept of societal marketing, and finally the concept of Corporate social responsibility, and CSV corporate social value, and concept of integrated marketing, the concept of marketing through image building. But Islamic concept of marketing is much more above from these concept and Islamic concept of marketing one side the product should be (Halal) and secondly should be for the betterment of the human beings and society and Islamic concept of marketing in every stage of marketing there should be and concept of betterment of Muslim Ummah should be in build. To attain the effective marketing level. Female consumers are basically the buyers of house hold items for consumer goods it is normally consider the female the member of the family has a great part in buying decision for consumer product. Eventually in this study the samples is developed for females consumer specifically to obtain the opinions and perceptions regarding the importance of welfare of the society as well as the major and emotional relationship with the society and it betterment function.

The study is conducted to the reasons to find out have Muslim consumer feelings and behaviour towards the society and over all glancing the various concept of marketing in various Eras in past and the concept of marketing presently prevailing in world with the relation to Islamic concept of marketing. The usefulness of the study is to the companies executives, related with marketing of the consumer items as well as it is it may be a point of interest for the Muslim market researcher and sociologist.

The Development of Marketing Thoughts

In 18th Century the German universities was advance and the students interested in quality of education take admission in German universities during the studies various student found that various contemporary problems in economics unsolved they attainted the statistical method to solve the business problems threw a logical and empirical methods. Thwing (1928), was the prominent marketing researcher and thinkers then Gay

and alley started research in the USA and work on various marketing thoughts, there was a great concentration on statistical data maps and distribution methods. Gay developed the principal of marketing.

Review of Literature

Primary Era of Marketing Thoughts

Wilkie (1999), contribute the lot on the concept of advertising promotional activities, governmental policy and concept of marketing demand.

Middle Era

In this Era basic concentration was on the following:

Table 3. Illustrative Era II Textbook: Substantive Content

Chapter	Contents
I.	Introduction
II.	The Marketing Functions
III.	Marketing Farm Products
IV.	The Wholesaling of Farm Products
V.	Middleman of the Agricultural Wholesale Market
VI.	Marketing Raw Materials
VII.	Marketing Manufactured Products
VIII.	Wholesale Middleman of the Manufacturer's Market: The Jobber
IX.	Wholesale Middleman of the Manufacturer's Market (continued)
X.	Direct Marketing of Manufactured Products
XI.	Retail Distribution
XII.	Large Scale Retailing
XIII.	Distributive Cooperation
XIV.	The Elimination of Middlemen
XV.	Physical Distribution
XVI.	Market Finance
XVII.	Market Risk
XVIII.	Market News
XIX.	Standardization
XX.	Competition and Prices
XXI.	Market Price
XXII.	Price Maintenance & Unfair Competition
XXIII.	The Relation of the State to Marketing
XXIV.	The Elements of Marketing Efficiency
XXV.	The Cost of Marketing
XXVI.	Final Criticism

Notes: From Clark (1922). Text chapters that are particularly relevant to the commodity approach are 3–10; the institutional approach, 4, 5, 8–14; and the functional approach, 2, 11, 15–19.

Intermediately Era

In third Era concentration on the marketing Mix brands development marketing management, retailing, marketing research, application of the mathematical and statistical models, marketing research, consumer behaviour, applications of sociological and psychological principal of marketing.

Secondary Era

After 1980s the marketing thinkers concentration was on the managerial application of marketing, education marketing and public interest marketing and consumer and culture, marketing and, macro marketing, public policy corporate marketing impact of policy and marketing, social marketing, relationship marketing, integrated marketing, image building and marketing social marketing and societal marketing.

Presently from last two decades the concentration was on the image building of the company and through betterment of the society the image development of the company is highly popular integrated marketing is also offshoot this concept in which the public relations themes is blend with the marketing techniques such as propaganda on public issue with relationship to companies achievements, providing Information to the public to regarding the product.

The Contribution of Philosopher to Influence the Development of Marketing Thoughts

Wilkie (1999), marketing thought was developed by the following philosopher and they separated the marketing thoughts from micro economics. Hollander & Stanley (1960). Anderson (1983), Bloom, Paul N. & Gregory (2001), all of them are the contributor of the marketing thoughts we prevailing on present marketing applications and development of marketing literature. Kotler (2001), Carrol (1979), are big and great names, to introducing the development and concept of societical marketing, social marketing, and CSR which is very near to the Islamic concept of marketing. The increased economic activity has increased the greediness among the people which has intensified the practice of cheating and fraud which has now significantly breaches the trust of the people hence relationship marketing.

Relationship Marketing

Relationship marketing presently is the most popular and highly successful strategy in the sales, promotion of the expensive products specially the financial products and banking service. The relationship marketing is based on the trust, commitment, long term relationship with the buyer which divides the consumer in a utilitarian and heuristic categories. The utilitarian billings who are highly interested and associated with utilitarian aspects of the product while the people the consumer are more influenced on socio cultural and psychological forces and more interested in the socially for more valuable products, the relationship marketing is basically function on creating social bonds, financial bonds and structural bonds which refer to provide the high socio psychological satisfaction by providing the consumers products and services which they get psychological and social pride such as latest fashion items ,respected in the society the products which respect and status in the society such as fashion items automobiles and day to day life and other consumer products as well as the financial products such as social bonds, awards and welfare services achievement rewards. The financial bond refer to the products which provide economic benefit to the user such as high interest rates, high value bonds new investment schemes good pension funds, insurance policies, cost effective products etc. ,structural bonds refers to providing the services the products to their customer which no other providing as well as proving the customer new products as per requirements and needs. It is found in various researches that social bonds are much more stronger and strengthen in comparison to financial bonds in connection to the loyalty and continuity of the customers because it creates personal relationship between buyer and seller and friendship which is not easy to change therefore the switching level of the consumer reduced Berry (1995) the research is made on the relation marketing and customer behaviour and Islamic banking in Java

Public relationing is the most effective tool in the relationship marketing as well as creating social, cultural and structural bonding with customers and enhancing their loyalty with the product and organization. The importance of news and information to the relevant public associate with the specific business is only possible through effective methods of public relation it can be mentioned that public relationing is like riffle which hits on the particular target but it also effect the whole flaw of birds. Islamic concept of marketing is also based own the relationship Islamic ethics and socio cultural relation among the Muslim, the ethical values including commitment, reputation and truth clear and factual data protection, ehsan is one of the important portions of Islamic marketing as well as the betterment of society and community in public relation is the most important tool.

Ghazali (505H), said that the virtue is in the nature of mankind and the objective of shariah are as under safety of intellect, religion, soul, wisdom, property, parentage, security and safety, are the rights of every human beings in the sharia.

El-Bassiouny (2014) believes that the muslim consumer unanimously have united buying behaviour which are as per direction of their religion Russell (2010) said that the consumer life style is the most important elements in the marketing and until and unless the marketer does not understand the life style of the consumers and as per their life style is not able to communicate the marketing messages is not able to get success full in the marketing of the product. Saeed et al. (2001), said marketing related for the product which is benefited in the society and cover all requirements of the sharia is the Islamic concept of marketing. Chapra, (2008), Saeed et al. (2001), said that Maqasid-us-sharia is the foundation of Muslim thoughts. Abdul-Matin (2011), Ferrell & Gresham, (1985) Kotler & Armstrong (2006) believes that the Muslim consumer their should be and separate marketing model mostly develop so the market of Muslim consumer as an effectively acquire. (Saeed et al., 2001) believe that the Islamic concept of marketing is fundamentally stand on the Islamic thoughts which is concentrating and emphasizing for the betterment Individual and society and rejected categorically the unethical false promotions and activities to miss guide the consumer Sula & Kartajaya, (2006), Hassan et al. (2008), all believes that the four elements are the basis of Muslim marketing mix that is humanism, ethics, spiritualism, and Ibada.

Methodology

The sample of 400 female consumers randomly selected and apply the hypothesis threw the questionnaires to determine the how much female consumers are accept in Karachi to the basic concept of Islamic marketing which is betterment of society.

The responses where, tabulated presented in the results.

Research Design

Research design provides information and roadmap to resolve research question (Zikmund 1997).

Questionnaire

Questionnaire determines how data is called (Oppenheim, 1992).

Sampling

It is a part of the population and the population represents through sampling (Berry, 1980).

Method Selection for Sampling

With respect to the research study the target population is the women residing in Karachi.

Sample Size

Sample size has been taken of four hundred respondents.

Data Analysis

Data analysis is the analysis of the data through statistical methods with the help of the computer aided software and languages.

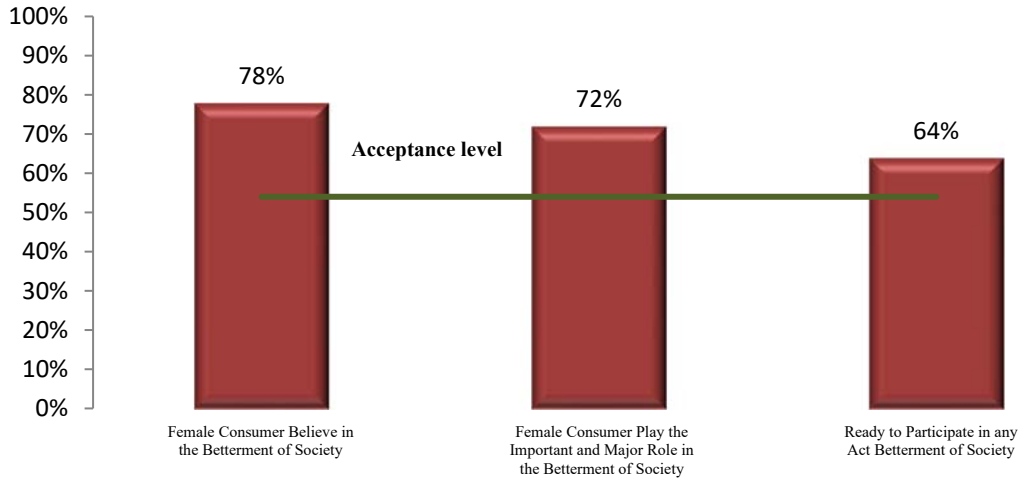
Hypothesis

H0: Female consumer does not believe in the betterment of the society.
H1: Female consumer believe in the betterment of the society.
Q1: Do you believe in the betterment of society.
Q2: Do you think female consumer play the important and major rule in the betterment of society.
Q3: Are you ready to participate in any act betterment of society.
Q4: How much you willing to participate in any act betterment of society.

Findings and Discussion

A random survey designed and conducted of female of having age 20 to 65 years. There was not any fix quota of sample. Sample of 400 female was covered for this survey. Pre define short questionnaire developed. Team of female field workers conducted this from shopping mall/ shopping center. Interviewer intercept the female visitors of shopping mall and super markets and ask 4 question from them the responses recorded in form of checklist. The profile of these respondent was SEC B or above. On average 60 to 70 interviews conducted from each location.

		Total	20 to 30years	31 to 40 years	41 to 50 years	Above 50 years
Q1 do you believe in the betterment of society	No	88 (22%)	40 (28%)	20 (14%)	17 (22%)	11 (26%)
	Yes	312 (78%)	102 (72%)	120 (86%)	59 (78%)	31 (74%)
Q2 do you think female consumer play the important and major rule in the betterment of society	No	112 (28%)	51 (36%)	25 (18%)	22 (29%)	14 (33%)
	Yes	288 (72%)	91 (64%)	115 (82%)	54 (71%)	28 (67%)
Q3 are you ready to participate in any act betterment of society	No	144 (36%)	62 (44%)	37 (26%)	27 (36%)	18 (43%)
	Yes	256 (64%)	80 (56%)	103 (74%)	49 (65%)	24 (57%)
Q4 how much you willing to participate in any act betterment of society	somehow willing	51 (20%)	20 (25%)	17 (17%)	8 (16%)	6 (25%)
	much willing	109 (42%)	34 (43%)	42 (41%)	21 (42%)	12 (50%)
	too much willing	97 (38%)	26 (33%)	44 (43%)	21 (42%)	6 (25%)



312 out of 400 female believe in the betterment of society mean that 78% female believe on betterment of society and also this is significantly depended on age group $P<0.05$.

72% female have perception that female consumer plays the important and major rule in the betterment of society. 64% female are ready to participate in any act betterment of society among of these 64% female 38% too much willing to participate. According to above results of multiple questions showing that female consumer believes in the betterment of society.

Conclusions

It is concluded that 78% female consumer believe in the betterment of the society and it is must significant has P-value Lesser than (0.05). 72% female consumer has feeling that they have contributed for the betterment of the society while 64% are ready to participate in any activity related to betterment of the society it is concluded by this study the Hypothesis accepted and suggested that the in the marketing activities the betterment of the society are the function are any angle which may be helpful for the betterment of the society must enhance the results of any marketing companies positively.

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