

Readings in Marketing : An Islamic Perspective

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An Islamic Perspective

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INTRODUCTION

With the knowledge that Allah *s. wt. (Almighty)* is always present, a Muslim businessman would ensure that all his actions are in accordance to the principals stated in the *Quran and Sunnah*. Thus, he would set the goals of his business, determines the types of business he can be involved in, and conduct his business in the prescribed way, that is based on the principles of truthfulness, trust, sincerity, brotherhood, justice, excellence, *ihsan*, accountability, and use science and knowledge towards the betterment of mankind. He is also aware of the impact of all his actions on himself, in terms of rewards and punishments from God and also the repercussions of his behaviours on society or community in which he conducts business (Abdullah, 2008). However, it cannot be denied that businesses whether run by Muslims or non-Muslim have resorted to deceptive practices in their attempt to compete with competitors for the share of the market, and customers' money.

Deceptive practices can be seen in four aspects: product, price, promotion and distribution. According to Schlegelmilch (1998), ethical product decisions involve matters such as product safety and design, product packaging and labelling, product recall policy, counterfeiting and product positioning. Packaging and labelling should