



INCOMaR 2013

7P's: A Literature Review of Islamic Marketing and Contemporary Marketing Mix

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Abstract

Islam viewed commerce as a vital factor in human life as long as the process is parallel with Islamic teachings pertaining to business conduct. Particularly, Allah SWT destined Prophet Muhammad SAW to be a successful businessman before his prophetic life. Since Islam is a way of life, the code of conduct of marketing should be guided by *Quran* and *Hadith*, the two main references that Muslims adhere to in order to be successful in life and the hereafter. To date, the term Islamic marketing and its existence and acceptance remains an issue that are widely debated amongst academics, students, practitioners and consumers especially in the non-Islamic countries. Since there are arguments from scholars that Islamic marketing is significant in contemporary commercial activities, the concept of 7P's in marketing should be incorporated with Islamic principles. The concept of 7P's are selected due to its' wide acceptance as the core pillars of marketing. Therefore, the purpose of this paper is to develop the understanding of 7P's based on both Islamic and contemporary perspectives of marketing. Thorough discussion pertaining to the mentioned issues will provide an in-depth understanding on each elements of the 7Ps. Furthermore, the integration of Islamic marketing and contemporary marketing can be seen as a new perspective to address the upsurge of interest towards Islamic marketing.

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Selection and peer-review under responsibility of the Organizing Committee of INCOMaR 2013.

Keywords: Islamic marketing; 7Ps; contemporary marketing mix

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1. Introduction

Marketing as defined by Chartered Institute of Marketing (2009) is the management process responsible for identifying, anticipating and satisfying customer requirements profitably. A broader understanding of marketing is defined as a strategic and competitive plan pursued by top management which is supported by a set of functional activities performed by line managers and a customer-driven orientation practiced by the entire organization members with the aim of a profitable relationship (Lovelock, 2011). Nevertheless, Islam viewed commerce as a vital source for a person to make a living as long as the process is in parallel with Islamic teachings pertaining to the proper ways of doing business. Notably, Allah SWT destined Prophet Muhammad SAW to be a successful businessman before his prophetic life (Antonio, 2007; Trim, 2009). Since Islam is a Muslims' way of life, the marketing code of conduct should be guided by the *Quran* and *Hadith*, which are the two main reference sources for Muslims in order to be successful in their lives and the hereafter.

To date, the issues of Islamic marketing remains a much heated debated amongst academics, students, practitioners and consumers as the demand and interest for the particular issue become questionable between Muslim minorities countries and Muslim majorities countries (Wilson, 2012). However, marketers play a critical role in delivering products and services to keep pace with the sophisticated customer's expectation. Consequently, companies are expected to deliver their products and services in a morally acceptable way. Therefore, Islamic marketing provided an avenue for the implementation of a morally acceptable way of marketing. Islam is a comprehensive way of life which provide rules for everything including commercial activities (Arham, 2010). On this regard, Allah SWT states the issues through one of the Quranic verse which is as follows:

O you who believe! Eat not up your property among yourselves unjustly except it to be a trade amongst you, by mutual consent. And do not kill yourselves (nor kill one another). Surely, Allah is Most Merciful to you (Quran 4:29).

In particular, Islamic marketing could be potentially significant in contemporary commercial activities. The concept of 7P's in contemporary marketing is proposed to be merged with Islamic marketing perspective as the 7P's is considered as the basic pillars for understanding the nature of marketing. Moreover, the concept of 7P's of services marketing are needed to create viable strategies for meeting customer needs profitably in a stiff marketplace (Lovelock, 2011). Therefore, the purpose of this paper is to develop the understanding of 7P's based on the integration of both Islamic and contemporary marketing perspectives.

2. The 7P's of Contemporary Marketing

Traditionally, the pillars of marketing were known as 4Ps which stands for Product, Price, Place and Promotion. However, as the customers are becoming more sophisticated, three further 'Ps' were added mainly for service industries namely People, Process and Physical Environment. Nowadays, these considerations are known as 7P's of marketing and sometimes called as the marketing mix (Lovelock, 2011).

- Product elements – Service products consist of core and supplementary (value-added) elements.
- Place and time – Service distribution through physical and non-physical channels.
- Price and other user outlays – Generation of incomes and profits with consideration of other customer costs.
- Promotion and education – Provide information, persuade customers and teach customers to become effective through the service process.
- Process – The operation of inputs and outputs from marketers/sellers to customers.
- Physical environment – Design servicescape (physical appearance) and provide tangible evidence of service performance.
- People – Interactions between customers and contact personnel which can affect their satisfaction.

3. The 7P's in Islamic Marketing

The new wave of reciprocity-based and consumer driven marketing requires much more pillars than the regular

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