

Chapter 12

Customizing Digital Marketing for Islamic Business Values

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ABSTRACT

This research aims to uncover the dynamics of strategic alignment in digital marketing for Islamic businesses by exploring how to effectively align digital marketing strategies with Islamic business values. The focus is on understanding the complexity of the interaction between digital marketing strategies and Islamic business principles, especially on achieving strategic alignment that resonates with Muslim consumer sensibilities. The results of the study have a significant impact in several aspects. First, through in-depth research on the relationship between digital marketing strategies and Islamic business values, it is expected to fill knowledge gaps in academic literature. Second, research findings can improve the effectiveness of digital marketing for Islamic business organizations, expanding market reach efficiently. Third, provide guidance for sustainable growth in the digital age without compromising ethical and sustainability principles.

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1. INTRODUCTION

For academics and practitioners, the interface of business, technology and culture is a vibrant area of study in today's global world and more particularly so within the Islamic business context (Fan et al., 2024; Jackson & Allen, 2024; Sivarajah et al., 2024). As the landscape of online marketing is evolving, businesses are now increasingly under pressure to ensure that their digital practices remain in line with some of the principles and ethical values from the Islamic business tradition. This reflects the imperative need to actualize strategic alignment with principles of Islamic commerce and divergent value sets that no longer conform to mainstream marketing paradigms. With the explosion in digital marketing channels and tactics such as social media and search engine optimization (SEO) credits your chance to compete on a level playing field with larger organizations. A few exceptions notwithstanding (Barnes, 2007; Cadavid & Valencia-Arias, 2022; Pandey, 2012; X. Yang et al., 2017) the integration of these tools based on the core Islam business principles is still an uncharted territory. This study aims at unveiling the harmony of digital marketing practices with Islamic business ethics such as strategic fit between digital strategies and Islamic entrepreneurial perspectives in the light of compliant sensitivity of Muslim consumer behaviour.

This paper tries to reveal the complexity of strategic alignment related to digital marketing for Islamic firms. It is hoped that this research may provide insight into how digital marketing methods have been aligned with the ideals of an Islamic business. This paper aspires to give valuable knowledge to digital marketing and Islamic business studies. The next section of the paper will discuss, in detail, problems found with trying to harmonize digital marketing with Islamic principles. The study will look into the digital tools and assess the capability of each one to target Islamic audiences effectively. This section, therefore, remains devoted to the understanding of contributions to the online medium toward ethical and responsible economic behaviour within Islamic organizations. Therefore, this research will give business companies extensive travel in the digital world while maintaining the norms of Islamic ethics and sustainability.

Significance of the study within the scope of Islamic business and digital marketing. The study aimed to fill some of the gaps within the literature by carefully researching the relationship between digital marketing methods and Islamic business ideals. Probably, the findings deepened new insights for firms to survive in the digital age while following Islamic business ethics. Additionally, such digital marketing strategies would become more effective and could be exploited by firms to attract the growing markets of Muslims active in the digital environment. Furthermore, the research is the first step toward sustainable growth by providing specific recommendations for Islamic businesses to excel online while upholding

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