

Readings in Marketing : An Islamic Perspective

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An Islamic Perspective

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INTRODUCTION

Analyzing the practices of advertising by the Islamic banks in Malaysia will assist marketers in their understanding of business communications in Asia. As advertising is a key strategy consideration for most marketers. As competition has become more intense, many conventional banks in Islamic countries where the majority of customers are Muslim have realized that the customers are the foundation of business to keep its existence. To overcome from the threats by the conventional bank it is essential that Islamic banks must figure out the strength and weakness of their promotional activity which are necessary for them to win customers from the competitors. Under this circumstance a better understanding of the advertising and its practice by Islamic banks may provide the Islamic banks authority to develop future advertising strategy to attract and retain customers'. The goals of advertising activities are noble and Islamic banks are expected to perform their role as best as they can while seeking the pleasure of Allah (Swat). This research is a modest attempt at