

"ISLAMIC IMC & THE NEW NORM"

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PREVIEW OF POINTS

- Islamic IMC
- IMC and the New Norm
- Islamic IMC and the New Norm
- Conclusion

MUSLIM MARKET IS GROWING

Muslims are growing globally



'Overall, there are about 2.3 billion Christians in the world and 1.8 billion Muslims. That gap is expected to narrow (grow smaller) by 2060, when Pew Research Center projects there will be 3 billion Christians and nearly 3 billion Muslims' (Diamant, 2019).

Halal is a lifestyle for all

Halal is not just for Muslims

Perhaps emphasising that *halalan toyyiban* (good, pure, wholesome & permissible) is about being accountable to the community and relating it to the United Nations' Sustainable Development Goals will make it more attractive to non-Muslims...It symbolises a holistic way of creating value for the universe: value for life, property, family, religion and the environment (Ahmed, 2019).

A study showed that non-Muslims purchase halal foods mainly because of food safety (Lee, Siong, Lee, & Kim, 2016).

WHAT DOES THIS MEAN?

There are many potential customers for halal products.

We need to form integrated marketing communication (IMC) campaigns for Muslim markets.

Important to understand Muslim target audiences for IMC campaigns.

Halal Industry	2023
Islamic Finance	USD3,809 bn
Halal Food	USD1,863 bn
Halal Travel	USD271 bn
Modest Fashion	USD361 bn
Halal Media & Recreation	USD288 bn
Halal Pharmaceuticals	USD131 bn
Cosmetics	USD90 bn

GLOBAL INDUSTRY REPORT ON 2023 EXPENDITURE

Definition of IMC

“(IMC) The practice of **unifying all marketing communication efforts** so they send a **consistent** brand message to **target audiences**” (Moriarty et al. 2019, p. 585).

Key points:

- Synergy of marketing communication efforts
- Consistent brand message
- Target audiences



Advertising



PR



Others



Promotion



Direct Marketing

Definition of IMC

“Marketing communications is a process through which organisations and audiences attempt to **engage with one another**. Through an **understanding of an audience’s preferred communications environments**, participants seek to develop and present messages, before evaluating and responding. By conveying messages that are relevant and significant, participants are encouraged to offer **attitudinal, emotional and behavioural responses**” (Fill & Turnbull 2016, p. 20).

Definition of IMC

- Key points of Fill & Turnbull's (2016, p. 20) definition:
 - Engagement between consumers and organization.
 - Behavioural and attitudinal responses.
 - Use of audience's preferred communication environments.

Islamic IMC

1. Practice of Shura

- Business should be conducted with Islamic values (Alserhan, 2017).
- Adaptation of the model for Islamic IMC, multiple stakeholder perspective of responsible advertising where irresponsible advertising will be deemed as such by one or two stakeholders (the client, intermediaries (media), regulatory bodies and consumers) (Polonsky & Hyman, 2007) and IMC agency and vendors.
- Shura (mutual consultation) is key where stakeholders have to sit together discuss and agree with the definition of Islamic IMC or what constitutes unIslamic IMC (Mokhtar & Samsudin, 2015).
- All stakeholders should agree with what constitutes irresponsible IMC.

Elements of Islamic IMC

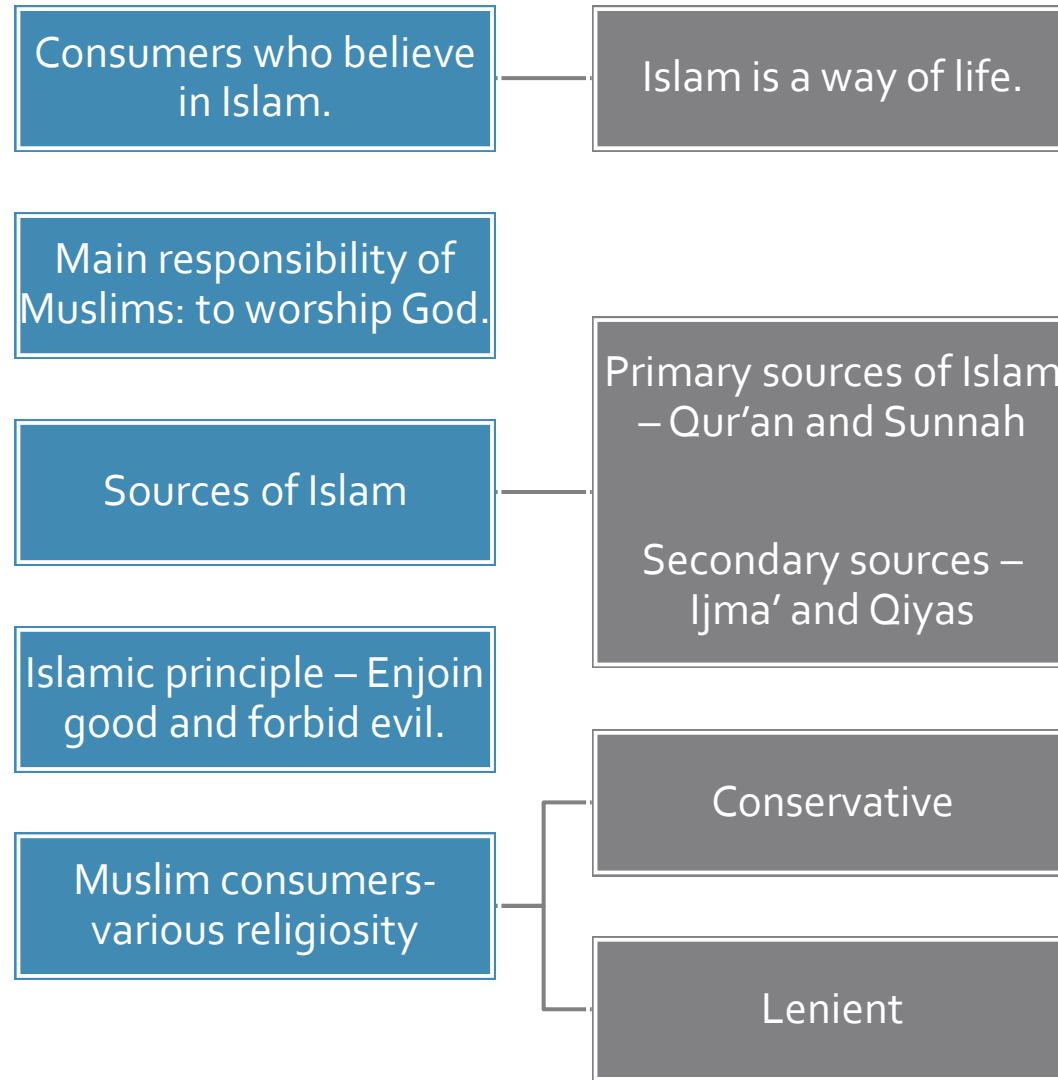
2. Realisation of Islam as playing a central role in a Muslim's life.

- All Muslim stakeholders have to realise the self as a vicegerent of Allah SWT.
- "IMC is also in line with the Islamic marketing concept that focuses on the rhetoric of common good and prohibits organisations from abandoning the personal value of consumer. Notwithstanding the fact, the Muslims' perspective of an integrated approach in marketing comes together with the **humans' duty as vicegerent of Allah SWT in order to sustain a good personality in this world and hereafter**" (Abdullah & Sahad 2016, p. 305).
- Entrepreneur – spiritual being (Abdullah & Sahad, 2016).
- The purpose of our creation is mentioned in the Qur'ān (Surah Az-Zariyat, 51: 56), "I have only created Jinns and men, that they may serve Me." Serving Me refers to serving Allah SWT by worshipping Him or doing Ibadah. Hence, the main goal of Islamic advertising is supported by the Qur'ānic verse which says that it should be to serve Him (Mokhtar & Samsudin, 2015).

Elements of Islamic IMC

3. Consumer – Enjoin Good and Forbid Evil

- “amr bil ma’ruf” and “nahyi anil munkar” in Surah Al-Īmran (3:110), “Ye are the best of Peoples, evolved for mankind, enjoining what is right, forbidding what is wrong, and believing in Allah.”
- The Muslim consumer is ultra sensitive, and the Muslim masses are easily influenced against anything that can be deemed as un-Islamic – be it a country, a company, a product, a process and so forth (Alserhan, 2017).
- The building of good relations with Allah SWT and with human beings is important in Islam.
- Understanding the Muslim consumers demand for halal products makes Islamic marketing and branding important (Temporal, 2011).



Islamic IMC (Mokhtar & Samsudin, 2015)

IMC & ISLAM

Advertising

- Islam

PR

- Islam

Direct Marketing

- Islam

Promotion

- Islam

Others



Advertising

Paid nonpersonal communication from an identified sponsor using mass media to persuade or influence an audience.

E.g. A notice of a product to attract attention.



Public Relations

A management function enabling organizations to achieve effective relationships with various publics to manage the image and reputation of the organization.

E.g. Events, crisis management.

**Main Marketing Communication Tools
(Moriarty, Mitchell, Wood, & Wells, 2019)**

Main Marketing Communication Tools (Moriarty, Mitchell, Wood, & Wells, 2019)



Direct Marketing

A type of marketing that uses media to contact a prospect directly and elicit a response without the intervention of a retailer or personal sales.

E.g. Dell selling computers online.

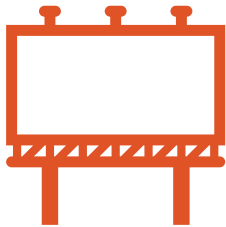


Promotion

Promotions engage customers and prospects on a personal level and encourage action.

E.g. Sales, free gifts

Other Marketing Communication Tools (Moriarty, Mitchell, Wood, & Wells, 2019)



Guerrilla marketing



Packaging



Sponsorship

GUERRILLA MARKETING



New Norm

- Social distancing
- Wearing of masks, hand sanitisers, face shields and gloves
- Smaller crowds
- More video calls
- WFH
- Limited travelling
- Unemployment rises, businesses close or down-size

IMC & New Norm

- One study, in Indonesia, COVID 19 influenced beauty product brand to (Afriza, 2020):
 - Campaigning to fight COVID-19 pandemic.
 - Providing discounts, free shipping.
 - Providing protection to consumers outside the home.
 - Campaigning for CSR.
 - Further promoting the product.

IMC & New Norm

- “The author puts forward the hypothesis that the time of the pandemic has become a catalyst for the **rapid digitisation** of marketing communication. Referring to earlier studies, the author stresses the fact that reduced budget should not constitute a reason to give up marketing activities. Rather, upward trends in comparison with the competition should be retained and channels of communication should be integrated with the digital channels” (Kisiołek, 2020).
- “...it was found that Ekoeasy (electric scooters-rental/tours) was able to adapt more successfully to the most difficult moments that the tourist activity is going through at this moment, **combining efforts with digital technology, thus promoting an application for smartphones that will make consumers seek to visit and discover the city of Porto again without the risk of possible contagion of the pandemic COVID – 19**” (Sousa & Teixeira, 2020).

IMC & New Norm

- A study found the retail outlet, Kaufland (a large food retailer) promoting itself in Germany and Slovakia influenced by each country's level of restrictions during the COVID-19 pandemic lockdown with Slovakia controlled by strict restrictions and Germany that has approached public health symbolically because the Federal government did not apply restrictive rules so Slovakian store had more posts related to restrictions in its stores related to COVID-19 and its German store did not (Kollárová & Ungerová, 2021).
- Core marketing concepts influenced by restrictions that have compelled marketers to rapidly shift online, the marketing context where how companies operate have been affected by lockdowns and social distancing and marketing strategy has suddenly been divided onto pre-, during and post-pandemic with entrepreneurial agility key where organisations goals have had to change, focusing on consumer needs more apparent and the pausing of globalisation (He & Harris, 2020).

COVID-19 AFFECTS HALAL INDUSTRY

How has this affected Halal Industry? ("Covid-19: HDC urges halal market players to take precautions", 2020)

- "HDC is monitoring the situation and does not expect the halal market players to be less inclined to pursue halal business."
- "In fact, while the pandemic has grown exponentially negatively impacted the economy, it also sees tremendous room for further growth for potential players notably from the supply shortage of pharmaceutical and medical products."

ISLAMIC IMC DURING COVID-19

Get onto online platforms:

- a. Advertising - online and traditional
- b. Sales promotion – give good deals
- c. Direct marketing – sell online directly to customers
- d. Public relations – Engage with customers

***Make sure all Shariah-compliant.**

Islamic IMC & New Norm

- Focus on pleasing Allah SWT first before aiming for profits.
- Ensure the 4Ps (product, price, place and promotion) are adjusted according to needs and wants of customers.
- Practise IMC with compassion and empathy – be reasonable with your IMC strategies – discounts should be given.
- Maintain Islamic values no matter what for production process and content of IMC messages.
- Focus on IMC for the benefit of society (Arham, 2010).
- Be flexible and dynamic as stakeholders of IMC with rapid digitization of IMC.

Exercise Compassion

- Yahya ibn Abi Kathir reported: Umar ibn al-Khattab, may Allah be pleased with him, said, “The hand of the thief is not cut who steals a bundle of dates or in a year of famine.”
 - Source: Muṣannaf Abd al-Razzāq 18371
- Al-Sa’di reported: I asked Ahmad ibn Hanbal, may Allah have mercy on him, about this narration and he said, “No, the hand is not cut for theft when there is a need for that and the people are in famine and hardship.”
 - Source: I’lām al-Muwaqqi’īn 3/17

Conclusion

- It is important to ensure that Islamic IMC is practiced in the new norm.
- It could require a change in organizational goals, different media use and IMC strategies but the Islamic element remains.
- We have to remember that our aim in life is for eternal goodness in the Hereafter.