P-ISSN: 2170-1040 | **Journal of Economic Papers**
Volume : 17 – Issue : 01 (2026), P: 502 -511 | **E-ISSN:** 2602-5426

Shariah Controls Governing Marketing Advertising

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Received: 27/02/2026 **Accepted:** 27/05/2026 **Published:** 31/05/2026

Abstract:

This paper discusses the islamic controls for advertisements. With the aim to show the conditions of its permissilibility to be used by organizations to achieve their goals. The study defines advertising as a preamble to visualize the investigation of whether permissible first then to set its necessary main controls. The research has come to the conclusion that marketing advertisements fall within the transactions and customs that are permissible by nature unless there is an impediment attached to the advertisements that implies its prohibition, and then we mentioned the conditions that must be met for advertisements to remain permissible .

Keywords: Marketing, Advertisements, Islamic controls, Keyword5.

JEL Classification: M3 ،Z12.

1. Introduction:

Advertising plays a key role in introducing the product to the consumers, as it provides them with various information related to the product's characteristics, properties, prices, locations of availability, and accompanying services. The advertisement's importance appears also in reminding the consumer of the product and convincing them of it. Advertising is hence approved by the Islamic Sharia unless a legal impediment is attached to it which transfers its ruling to become prohibited. Light will be therefore shed in this two-section study on the necessary conditions to make the advertisement permissible. Whereas the definition of advertisement is what will be dealt with in the first section, the second section will tackle the main Islamic controls for advertisement.

Research Problem:

Despite the crucial role of advertising in conveying product information and influencing consumer behavior, marketing practices may sometimes involve ethical or Shariah violations, such as deception, misleading content, or promotion of prohibited products. This raises the central question:

How can Islamic controls for marketing advertisements define the conditions of permissibility while ensuring the effectiveness of advertising in achieving organizational objectives?

Sub-Questions :

1. What is the definition, main characteristics, and types of marketing advertising according to contemporary marketing literature?
2. What are the primary objectives of marketing advertisements and their impact on consumer behavior?
3. What are the Islamic controls and conditions required for an advertisement to be permissible?
4. How can these controls be applied to advertising content and media channels to ensure Shariah compliance and effectiveness?
5. What is the effect of adhering to Islamic advertising controls on the relationship between the organization, consumers, and competitors?

Significance of the Study :

The study is significant because it:

- **Academically:** Fills a research gap by linking marketing theory with Islamic ethical and legal principles.
- **Practically:** Provides organizations with a clear framework for designing Shariah-compliant advertisements, enhancing consumer trust and avoiding religious violations.

- **Economically:** Ensures that advertising activities contribute to organizational goals without harming fair competition or corporate reputation.
- **Socially and ethically:** Reduces deceptive or misleading advertising that may negatively impact societal values and consumer perception.

Methodology of the study :

This study relies on the descriptive approach to present the concept, objectives, characteristics, and instruments of marketing advertising. It also employs the analytical and deductive approaches to analyze the Shariah controls governing marketing advertising and derive the conditions of permissibility from Islamic legal principles and ethical values.

2. The concept of advertising:

It is important before tackling the subject of advertising to define it in order to give it a concise description and to facilitate visualization of this transaction as part of its perception.

2.1. Definition of advertising:

Advertising comes literally from “to advertise” which means to announce. That is, to declare, to make public, to show.Advertising, in the linguistic sense, is “to show, publicize, and declare something or a matter publicly, in one of the methods of display and publicity that are common in any society.” (Ahmed Aissaoui, 1999).

The concept of advertising has evolved as a result of the development of the marketing concept, which has made it take on many and varied definitions, but they agree that advertising is a means of communication between organizations, whether production, commercial or service; as well as a means of communicating with final consumers with the aim of providing them with the necessary information about the product or idea in view of influencing, urging, convincing and influencing their subsequent behavior. (Al Somaidai, Rodayna Othman Youssof), p 189.

Moreover, advertising has been defined as: “a paid, impersonal communication process with a known source that aims to respond to the consumer’s purchasing behavior through information, persuasion, and influence” (Elham Fakhri Tumaila, 2009), p. 187.

Ahmed Aissaoui also defined it as “the science and art of tempting presentation of the influential product, service, idea, or facility to the recipient audience, through various means of advertising, to follow the consumer path that both the producer and the advertiser are satisfied with” (Ahmed Aissaoui, 1999).

The American Marketing Association provided one of the most comprehensive definitions which is: “the impersonal means of providing goods, services, and ideas by a known party and in exchange for a paid fee” (Thamir Al-Bakri, 2006), p. 196.

From the previous definitions, we can summarize the advertising’s main characteristics as follow: (Al Somaidai, Rodayna)

- Advertising for a known fee:

Advertising occurs in exchange for a sum of money agreed upon by the advertiser and the advertising party, with the aim of buying the necessary time on radio, television, and cinema, or purchasing specific spaces in newspapers and magazines in order to announce the topics specified in the advertising message.

- Advertising is an impersonal and indirect means:

All advertising activities do not make any direct contact with the targeted public with the message that other parties broadcast who are not the organization that advertises its production, unlike personal selling, which is a process of direct and personal communication.

- People, ideas, products and services:

Advertising aims to promote individuals, ideas, products, services, cultural ideas, tourism, transportation, clothing, food, etc.

- The owner of the advertisement is known:

Organizations introduce themselves to the public throughout advertising their products and revealing their identity, thus enhancing trust between them and the recipients of the message.

In the context of defining the concept of advertising, we point out here, that there are considerations that should be noted when talking about advertising, which are: (Muhammad Abdullah Abdul Rahim, 2007):

The first is that there is a difference between advertising and advertising formula. Whereas advertising formula is the message itself that is intended to be conveyed, advertising is a process or program consisting of a series of activities necessary to prepare the message and deliver it to the intended market.

Advertising a product, also known as commercial advertising can be distinguished from advertising an organization itself. In the case of advertising a product, the advertiser informs the market and stimulates demand for his products and services. This type can be divided into two subtypes: Advertising that aims to act directly and the one that does not aim to act directly. In the case of the first type, advertisers are looking for a quick response to their advertisements, such as an advertising that contains a coupon that can be redeemed to obtain a free sample or a special discount. The second type is designed to stimulate demand in the long term. It informs consumers of the existence of the product and shows its advantages and benefits. The idea behind this type is that when the consumer is ready to buy, he will tend to prefer the brand he knows from the advertisement.

As for advertising the institution or organization itself, it is designed to create a better attitude towards the advertiser and build a good reputation for him rather than selling a specific product or service. This type of advertising is divided into three subtypes: Advertisements that provide general information of interest to customers are called *Patronage*. This includes announcing working hours, changing the order delivery policy, changing phone numbers, or opening a new branch. The second subtype is public relations advertising, which provides data on the advertiser's role in society and the services it

provides. The third subtype is the public services advertisement, which shows the advertiser the appearance of a good citizen, such as an advertisement that urges donations to charitable organizations and societies, blood donation, or proper driving rules.

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2.2. The objectives of advertising:

Advertising, as one of the elements of the promotional mix, aims to achieve a number of multiple goals, namely providing the target audience with information related to the advertised product (name of the product, brand, its characteristics, places where it is available...etc.) in an attempt to influence the targeted people, motivate them and urge them to buy, as well as remind the target audience According to the content of the message, the advertising message is repeated several times.

In general, the objectives of advertising can be classified according to Kotler (Al-Bakri, 2006) as follows:

- The informative advertising:

The objectives of this advertisement are to set a preapprehension by introducing the product when it is introduced to the market for the first time and to create initial demand for it and by emphasizing the benefits and advantages contained in the product. In general, these objectives focus on the following:

- Informing the market about new products;
- Illustrating the new uses for the product;
- Informing the market of the changes in the product prices;
- Explaining how to use, operate of function the product;
- Describing the available services that can be provided;
- Removing the buyer's fear of making the purchase;
- Building a good reputation and position for the company in the market.

This type of advertising is used particularly in the early stages of the product life cycle, especially in the introduction stage, in order to inform the consumers about the new product on the market, and for the purpose of helping them to identify and reach it, and then adopt it at a later stage.

- The competitive advertising:

It is an important stage in the objectives of advertising because it is linked to how to confront the existing competition towards creating demand for the product in the markets, and therefore most advertisements are focused towards this main objective of advertising because it is essentially linked to the stage in which the product is within its life cycle. This type of advertising aims to:

- Creating consumer preferences towards the advertised product brand;
- Encouraging the consumer to adopt the brand and product that the company deals with;
- Changing consumer perceptions about the advertised product towards dealing with it;
- Convincing the buyer to make the purchase now and not at another time.

Competitive advertising can be in two ways:
A-The direct method: which is the advertising that aims to achieve the consumer's purchasing action at the present time and without any waiting.
B- The indirect method: This is advertising that focuses on the benefits that can be achieved in the future when the consumer makes a purchase decision. Airlines adopt this method by indicating the level of comfort, safety, and precise timings that characterize their flights...etc. This advertisement can remain in the traveler's memory when the need actually arises to use the plane during his travel at a later time.

- The reminder advertising:

The company aims with this advertisement to keep the product in the consumer's memory, especially when the product reaches the decline stage in its life cycle. Here, the focus is on the name of the product and an attempt to remind the consumer of its advantages and the benefits it can bring to him. In general, the objectives of this advertisement are as follows:

- Reminding the buyer that they may need this product later soon;
- Reminding the buyer where this product is sold;
- Maintaining the product at the top of the consumer's mind and awareness;
- Keeping the product in the buyer's memory for the period of sales that may occur at the end of the season, etc.

2.3. The importance of advertising:

Advertising plays a major role in the marketing communications process, and this importance is linked to the advertising's contribution to achieving the organization's marketing goals by introducing the organization's products and providing consumers with sufficient information that helps them make a purchasing decision. Advertising also contributes to creating a good reputation for the organization and its brand, in addition to its contribution to the institution's increasing sales, i.e. the increase in profits.
Advertising can also contribute to providing job positions for specialists in advertising design and those working in various advertising media (press, radio, television, the Internet... etc.).
Despite this importance of advertising, there is always place for negatives and criticisms at its expense directed, the most important of which are: (Mohamed Abdullah Abdul Rahim, 2007)

- The high cost of advertising. In fact, advertising costs much less than people think. This is because modern methods of advertising have made it possible to create a boom with relatively small amounts.
- High percentage of waste: This is a fact that those responsible for advertising say that up to 50% of advertising costs are considered a waste with no return, but with improving the means of measuring the effectiveness of advertising and increasing their accuracy, this percentage can be reduced significantly;
- Increasing the cost of products without justification. This has been considered a long-standing argument against advertising, but it loses some of its validity with the expansion of the size of the market. It is logical that the price paid by the consumer

must include all the costs borne by the project, including the cost of advertising on the basis that it is a necessary activity. Moreover, it can be said that if advertising succeeds in stimulating demand and encouraging large-scale production, it can lead to reducing the cost of products.

- Many advertisements are deceptive and dishonest; Unfortunately, this criticism is true in many cases
- Advertising creates dissatisfaction: many advertisements exaggerate in portraying the happiness that can be obtained from purchasing the advertised products, and there is a group rather groups of society that cannot obtain such products due to their high prices, and this would generate a kind of dissatisfaction with the prevailing social conditions, and this is what some describe it as the provocative nature of some goods.

Disrespecting the consumer's intelligence: some advertisements are superficial, naive, and do not respect consumer's intelligence

2.4. The advertising instruments:

The advertising instruments are the tools through which the company can implement its advertising program. We can review them as follow: (Al-Bakri, 2006)

- 2-4-1- Television: it is the only means that is distinguished by characteristics different from others in the process of communication, that is the combination of sound, image, and movement, in addition to the fact that it has become the existing and available means for everyone, and any home is indispensable to its need for television, so that some see it metaphorically as a family member.Statistics indicate that 95% of American families have a television and watch various programs, and this importance of television has led to an increase in the costs resulting from its use for advertising purposes.
- 2-4-2- Radio: it is considered one of the relatively old means compared to other means used in advertising, specifically television or cinema. It is a means of personal possession, as the individual can carry it wherever he goes, and it has great flexibility in the shapes, designs, and method of energy that operates it. There is often a close relationship between the listener and the radio.
- 2-4-3- Newspapers: the press is one of the ancient means used in advertising due to the historical antiquity of newspaper publication compared to magazines. Newspapers have an important advantage, which is the daily follow-up of events, and therefore they live with the citizen's daily life and present to him what interests him first-hand, in addition to the peculiarity of the spread of newspapers in the geographical areas in which they are located. Therefore, it expresses the close relationship with its readers in the same region in which it is issued, and the advertisements it displays resonate and interest with others because it helps them directly and expresses what they actually need or desire, according to the specificity of the geographical region and its distinguishing characteristics from others.
- 2-4-4- Magazines: the importance of magazines and their role in stimulating advertising has increased significantly due to the specialization they have taken to

reach the target audience of diverse shapes and characteristics. Some statistics even indicate that there are approximately 400 new magazines in the United States of America annually.

- 2-4-5- The direct mail: it is considered a personal and direct means of advertising and promotion and is unique in this characteristic compared to other mass advertising means, as the direct mail represents a direct relationship between the producing or marketing company and the target customer.In order to achieve better effectiveness of this means, it requires the presence of an effective postal and communications system capable of delivering the message to the intended audience at the appropriate time and in the appropriate manner. This advertising method is often used in special or durable goods, including consumer goods, and more in industrial goods due to their high value that justifies the use of direct mail and bearing the costs associated with the correspondence process.

3. Islamic controls for marketing advertisements:

Marketing advertisements, regardless of their types, are included in the section on transactions and customs, and their basic principle is that they are permissible and authorized unless they are accompanied by a legal prohibition that transfers them into prohibition (Muhammad Ali, 2008). A marketing advertisement can maintain permissibility if it fulfills a set of conditions that we mention through the following points:

First: the advertising message

The advertising message, as previously mentioned, is the content designed in artistic ways and directed to the target audience, with the condition that the advertised good, service, or idea be permissible in and of itself. It is not permissible to advertise any type of alcohol, tobacco, drugs, or pork. It is also not permissible to advertise ideas that are contrary to Islamic values and morals, nor to advertise the books of misguided and immoral people.

Even if the advertised good, service, or idea is permissible, it is also required that the advertising design for it be free from the use of provocative images, such as pictures of naked, adorned women, and from the music accompanying the advertisement.

Second: the advertiser

The advertiser must ensure truthfulness and honesty in presenting the characteristics and the descriptions of the advertised good or service. It is not permissible for him to exaggerate, mention what is not a true characteristic of the advertised good or service, or conceal its defects.

Third: the competitors

By competitors, we mean all companies and institutions that produce the same goods and services of the same type as the goods and services advertised. It is stipulated that the advertisement does not cause harm to competitors through belittlement and trivialization of the characteristics and specifications of their goods and services,

because the Prophet, Peace Be Upon Him said: (no harm or foul) and also said: (None of you believes until he loves for his brother what he loves for himself.)

Fourth: the target audience

Advertising is a communication activity directed to a target audience with the aim of informing, reminding and influencing them. Accordingly, it is required that the advertiser does not deceive the targets by exploiting the similarity of the trademarks and trade name, intentionally or unintentionally, in a way that deceives them that the advertised commodity is the famous commodity or the well-known trademark.

Fifth: the advertising contract

The advertising contract is a lease contract, so it must meet the terms of the lease, which we list below:

-The advertising contract must be valid to begin with; that is, each of the contracting parties must be distinguished, so the contract is not valid if one of the parties is minor, or one of them is drunk, so the contract is not valid in this case. The other condition is the condition of necessity, the first of which is obligation. That is: if he is a boy, his contract is valid, but it is not binding and requires the signature of his guardian.

-The fee (the value that the advertiser pays to the owner of the advertising medium) must be known and not unknown.

-The benefit provided to the advertiser must be known (duration of the advertisement, broadcast times per day, how many days the advertisement lasts, advertisement space, etc.).

-The advertiser must be able to deliver this benefit.

-The contract is free from ignorance and deception

4. Results analysis:

From the aforementioned details, we reached a number of results, which we present in the following points:

- Advertising is a non-personal means of communication for the provision of goods, services and ideas by a known party in exchange for a known fee.

-The institution can use a set of advertising means, including print media (newspapers, magazines, banners, billboards, buses, etc.), audio media (local radio, national radio, regional radio, international radio), and audio-visual media (television, cinema). , videos, the Internet);

The main objectives of advertising are to inform, which is intended to provide the consumer with various information about the advertised product. The second objective of advertising is to remind the consumer of the advertised product, as well as to remind the group of consumers who have purchased the product to repeat the purchase. The third objective is to convince the customer of the importance of the advertised product;

- Advertising in Islamic law falls under the category of transactions and customs, and the basic principle is that it is permissible unless there is an impediment associated with it that moves it ruling from permissibility to prohibition.

- Marketing advertising remains permissible if it adheres to a set of conditions, which are: the advertisement itself is permissible, that is: the legitimacy of the goods, services

and ideas that it advertises; the advertiser ought to investigate truthfulness and honesty; the advertisement is free of irritants such as images of adorned women; and that the advertisement fulfills the conditions of a contract. The lease is represented by: the permissibility of the contracting parties, and that the benefit provided is known and the price (for the product, the price represents the cost) is known.

5. Conclusion:

In this research, we addressed the Islamic legal controls for marketing advertisements. This is done by defining the nature of advertising, its concept, characteristics, and types, with the aim of conceiving this transaction. It became clear to us that advertising falls within the section of transactions and customs, and the basic principle is that it is permissible and authorized unless it is accompanied by a legal prohibition that moves the ruling from permissibility to prohibition. We have arrived at the legal controls that the advertiser must adhere to in order to make marketing advertising permissible through which the institution achieves its objectives, which are mainly represented in informing, reminding, and persuading.

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