

Article

Insights from Theory of Consumption Value to Access the Impact of Islamic Products, Islamic Marketing, and Corporate Social Responsibility on Customer Satisfaction: A Moderated Mediation Approach

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Received: January 2023

Accepted: June 2023

Published: June 2023

Publisher's Note: JCBIIF stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



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Abstract: Customer satisfaction is the focal point of every marketing campaign, and various factors have been examined to enhance customer satisfaction among both Muslim and non-Muslim customers. Islamic marketing has emerged as a concept in both Muslim and non-Muslim countries. This research aims to elucidate the moderating role of corporate social responsibility in the relationship between customer satisfaction and Islamic marketing, while taking into account the theory of consumption value (TCV). To conduct this research, data were collected from online consumers using a Likert scale questionnaire. The Partial Least Square Structural Equation Modeling (PLS-SEM) technique was employed to test the hypothesized relationships. The results reveal that the consumption value of Halal products plays a significant role in customer satisfaction, with the moderating effect of another value-added variable, corporate social responsibility. Furthermore, the study explains the impact of Halal products on Islamic marketing, moderated by corporate social responsibility. The study also provides practical implications that can be applied by marketers to achieve customer satisfaction goals. Based on the findings, businesses can effectively target Muslim consumers through Islamic marketing strategies.

Keywords: *Customer satisfaction, Islamic products, Islamic marketing, corporate social responsibility*

1. Introduction

Electronic business (e-business) has been in high demand for the past decade, but the Corona Virus Disease – 19 has significantly accelerated the shift towards electronic commerce (e-business) (Bhatti et al., 2020) and online business. This shift has been driven by the necessity for many businesses to close their physical stores and transition to online operations due to physical distancing measures and lockdowns. Countries like Pakistan have also experienced this transition (Khan et al., 2021). The increased adoption of e-busi-

ness practices has created opportunities for consumer value perception and customer satisfaction. As competition and market saturation intensify, customer satisfaction has become an increasingly crucial factor (Pratap et al., 2023). According to Kotler (2012), customer satisfaction (CS) refers to the emotional response individuals have towards a product or service based on how well it fulfills their expectations. In the context of Islamic Marketing (IM), factors that significantly influence satisfaction include the alignment of the product or service with Islamic principles, the marketing and advertising strategies employed, and the company's commitment to social responsibility (Iqbal et al., 2023).

In the era of globalization, a wide variety of products are available, and levels of customer satisfaction can vary depending on the type of product. Thirumala (2005) examined different types of products such as convenience goods, shopping goods, and specialty goods, analyzing the levels of satisfaction and order fulfillment. Liu (2020) discussed the online sales of agricultural products and the factors influencing customer satisfaction in this context. Ruan (2022) conducted a study on the impact of AI service robots on customer satisfaction across different types of products, distinguishing between experiential and functional products. Similarly, there are various Halal products with different levels of satisfaction. Mand (2022) focused on Halal cosmetics and customer satisfaction, while Polas (2022) explored halal restaurants (serving Halal food) and customers' intentions to revisit. Furthermore, Lukmana (2023) described the role of customer satisfaction and loyalty in relation to Halal fashion products. In recent years, the demand for Halal products has increased due to the growing Muslim consumer base. According to Yeo (2016), Halal considerations are becoming increasingly important for Muslim consumers and have a significant impact on their satisfaction.

Marketing is widely recognized as a fundamental aspect of strategic development in any industry. However, conventional marketing practices differ from those of Islamic marketing in terms of understanding, motives, and implementation (Ahmad, 2018). Islamic marketing is a process that ensures the fulfillment of needs through Halal means, encompassing services and products provided with mutual consent and with the welfare of both the buyer and the seller in mind. It aims to achieve both material and spiritual well-being in this world and the hereafter (Abbas et al., 2020a). Mathew (2022) asserts that all elements of Islamic marketing significantly impact customer satisfaction (CS) in the consumer product sector in Muslim countries, underscoring the crucial role of marketing in determining CS.

Corporate social responsibility (CSR) is a business model that emphasizes a company's social accountability to itself, its stakeholders, and the public. Extensive research has been conducted on CSR, exploring numerous factors such as customer loyalty (Glaveli, 2020), customer emotional attachment, word of mouth (Han et al., 2020), customer attitude, and some studies have examined CS (Ali et al., 2021; Islam et al., 2021; Lee, 2019; Lee et al., 2020; Zhang et al., 2020). These studies provide empirical evidence of a significant relationship between CSR and CS. Furthermore, Sergius Koku (2014) explains the relationship between CSR and Islamic marketing (IM) and concludes that the practice of IM can be enriched by exploring the empirical relationship between IM and CSR. However, prior studies lack sufficient evidence to establish the relationship between IM and CSR.

This study aims to investigate the moderating role of corporate social responsibility (CSR) in the relationship between customer satisfaction (CS), Islamic marketing (IM), and Islamic products within the framework of consumption value theory. It highlights the crucial role of CSR in enhancing the value of Halal products and its impact on IM. Sanchlemente-Télez (2017) emphasizes the different perspectives of CSR and marketing, while Sundström (2020) states that a robust marketing strategy is necessary to identify opportunities in a competitive market by integrating CSR. This study holds significance as it is the first to examine the moderating role of CSR in halal product marketing, opening new avenues for future research in the field of IM, particularly regarding the impact of CSR on CS.

2. Review of Literature

2.1 Theory of Consumption Value (TCV)

The Theory of Consumption Value (TCV) is a comprehensive marketing theory that focuses on the value customers derive from their consumption and buying decisions. Sheth (1991) introduced this theory in their study titled "Why we buy what we buy: A theory of consumption values." The theory explains that customers make purchase choices based on the perceived consumption value of a product. Yeo (2016) asserts that consumer purchase decisions depend on various factors, including perceived value. Different scholars have used different terms to explain perceived value, such as perceived value (Dodds et al., 1999), customer value, and consumption value (Anderson & Narus, 1998; Sheth et al., 1991; Zeithaml, 1988), all referring to the same concept.

The literature identifies five consumption values that customers perceive when purchasing a product, namely functional, conditional, emotional, social, and epistemic values. TCV also highlights that customers assign value to a product before making a purchase, with these values encompassing social, functional, emotional, conditional, and epistemic aspects (Furukawa et al., 2019). Customers consider the perceived values associated with a product in their decision-making process. While value perception occurs prior to product usage, satisfaction occurs afterward. However, studies indicate that perceived value has a direct impact on satisfaction levels (Zeithaml, 1988). Furthermore, Yang (2004) states that the value a customer perceives from a product influences their satisfaction, likelihood of repeat use, and brand loyalty. Therefore, the type of product impacts customer satisfaction (CS).

TCV extends beyond product type and CS. It aims to explain customer motivation for a specific product based on consumption value. Corporate social responsibility (CSR) plays a significant role in adding value to a firm (Malik, 2015). According to De los Salmones Sánchez (2018), CSR enhances the value of a product, ultimately influencing customer satisfaction. Thus, TCV provides a framework where any product with consumption value and CSR value impacts customer behavior in terms of satisfaction and loyalty. In this study, the framework is grounded in this theory (see Figure 1).

2.2 Islamic product changes the course of Islamic Marketing

Marketing is strategically designed to meet customer needs and ensure their satisfaction (Aka et al., 2016). Muslim marketers, in particular, must ensure that their marketing strategies align with the principles of the Quran and Sunnah, encompassing goods planning, pricing, promotional techniques, and distribution strategies (Abbas et al., 2020b). Islamic guidelines emphasize the protection of interests for all parties involved, including buyers, sellers, and the wider community (Alserhan, 2017). Hanafi and Sallam (1988) have identified six key principles of ethical marketing in Islam: truthfulness, trust, sincerity, brotherhood, science and technology, and justice. Islamic marketing ensures that all advertising, marketing, and promotional activities are conducted with the aim of avoiding deception or misleading practices towards the end consumer (Syafri & Hadziq, 2021). In traditional marketing theory, the four Ps of "product, place, price, and promotion" are considered, with the product being of utmost importance in both conventional and Islamic contexts (Marušić, 2019).

Islamic products and halal products are often used interchangeably. Halal, an Arabic word meaning "permissible," is commonly associated with food but encompasses a wide range of permissible behaviors, speech, dress, conduct, manners, and diet. The growing Muslim consumer base has increased the significance of halal product marketing (Sang-Hyeop Lee et al., 2016). Halal is an all-encompassing concept that extends beyond Muslims alone, as many individuals with health concerns also show interest in halal products (Alserhan, 2010). As noted by Awan (2015), products play a vital role in marketing, just as marketing influences consumers' purchasing decisions. Based on the reviewed literature, it is assumed that a correlation exists between Islamic products and Islamic marketing, leading to the following hypothesis.

H1: Islamic products (IP) have an impact on Islamic marketing (IM).

2.3 Islamic Product and Customer Satisfaction

In recent years, an increasing amount of research has focused on examining the relationship between halal products and customer satisfaction (Abror et al., 2019; Mursid & Wu, 2022; Yeo et al., 2016). Halal products encompass a wide range of values that customers can perceive. According to the Total Consumer Value (TCV) theory, for a product to ensure customer satisfaction, it must possess five values: social value (such as social self-concept and peer group influence), functional value (including price and quality), emotional value, conditional value (such as product accessibility and advertising effects), and epistemic value (such as unique experiences and visually appealing packaging design) (Yeo et al., 2016). Additionally, Soraya (2010) includes halal products among other value-added products like botanical-based and environmentally friendly products, noting a growing demand for these types of value-added products. Therefore, halal products can be considered as value-added products. According to the TCV theory, products with consumer-perceived values significantly influence customer behavior, ultimately leading to customer satisfaction (Miao et al., 2022; Novitasari, 2022; Yeo et al., 2016). Based on the reviewed literature, the following hypothesis is proposed.

H 2: Islamic products (IP) have an impact on customer satisfaction (CS).

2.4 Mediating Role of Islamic Marketing

The product plays a pivotal role in marketing, and as the type of product changes, so does the marketing strategy (Dolega et al., 2021). In the case of halal products, the entire concept of marketing is transformed as it necessitates halal/Islamic marketing that adheres to Sharia principles regarding behavior, speech, dress, conduct, manners, and diet (Ahmadova, 2017). Melero (2016) explains the influence of product type (hedonic vs. utilitarian) on cause-related marketing (CRM). Awan (2015) states that marketing strategies should be customized to specific products as they can impact customers' purchase intentions. Therefore, it can be asserted that marketing is dependent on the product. Furthermore, existing literature has provided evidence of the impact of marketing on satisfaction (Abbas et al., 2020a; Aka et al., 2016). Thus, in this study, it is assumed that Islamic products, which differ from conventional products (Ishak et al., 2020), are likely to influence marketing, ultimately affecting customers' satisfaction levels.

The literature on the mediating role of Islamic marketing in the relationship between halal products and customer satisfaction has expanded in recent years. Studies have demonstrated that Islamic marketing can significantly shape customers' perceptions of halal products and their level of satisfaction (Abror et al., 2019; Mursid & Wu, 2022; Yeo et al., 2016). Research has also emphasized the importance of incorporating Islamic values and principles into marketing strategies for halal products to appeal to Muslim consumers (Awan et al., 2015). Furthermore, studies have suggested that integrating elements of corporate social responsibility (CSR) into Islamic marketing strategies can further enhance customer satisfaction (De los Salmenes Sánchez & Pérez Ruiz, 2018; Jaiyeoba et al., 2023).

Overall, the literature supports the idea that Islamic marketing can act as a mediating factor in the relationship between halal products and customer satisfaction, and that incorporating Islamic values and CSR elements can strengthen this relationship. Based on the presented information, the following hypothesis is proposed.

H 3: Islamic marketing (IM) mediates between Islamic products (IP) and customer satisfaction (CS).

2.5 Effect of CSR as Moderator between Halal Product and Islamic Marketing

In the face of climate change, the demand for corporate social responsibility (CSR) has grown. The world is experiencing unprecedented heatwaves, rainfall, floods, droughts, water scarcity, and other environmental challenges due to the negative impact of business activities (Benevolenza & DeRigne, 2019). In this critical situation, CSR practices are essential. CSR is a multi-dimensional concept with no universally accepted definition. The European Commission defines CSR as "a concept whereby companies integrate social and environmental concerns into their business operations and interactions with stakeholders on a voluntary basis" (Ibrahim et al., 2010). McWilliams and Siegel

(2001) describe CSR as actions that go beyond the firm's interests and legal requirements, contributing to social well-being.

Islam has consistently advocated for social welfare, and from an Islamic perspective, businesses are valued based on their contribution to society's well-being (Mokhtar, 2019). Furthermore, according to the concept of Ummah, society has a right and stake in the possessions of Muslims (Muhamad et al., 2008). Sukor (2008) proposed an Islamic perspective CSR model that emphasizes the objective of *falah* (the well-being) of humanity. The model highlights the social responsibility of Islamic Business Organizations (IBOs) towards society and the environment. Based on Islamic business ethics and the CSR concept, halal business owners must consider CSR as an important aspect of their business (Ibrahim et al., 2010). Business ethics in Islam stress trust in God's creation, justice, honesty, and good conduct. Halal business practitioners are expected to run their businesses based on these ethical principles to seek God's blessings (Ibrahim et al., 2010). Therefore, the literature suggests an interrelation between halal products and CSR. Furthermore, there is an interrelationship between CSR and marketing (Sanclemente-Téllez, 2017). In this study, it is assumed that halal products that prioritize CSR have an impact on marketing.

Hypothesis 4: CSR moderates the relationship between Islamic products (IP) and Islamic marketing (IM).

2.6 Moderating role of CSR on Islamic Marketing and Customer Satisfaction

The existing literature on the moderating effect of CSR on the relationship between Islamic marketing and CS is limited. However, a few studies have begun exploring the potential impact of CSR on CS within the context of Islamic marketing. For instance, a study by Luo and Bhattacharya (2006) revealed a direct correlation between CSR and CS, suggesting that CSR can act as a mediator in the relationship between CS and a firm's market value. Sanclemente-Téllez (2017) also highlights the multi-dimensional nature of the relationship between CSR and marketing, particularly in the context of Islamic marketing, emphasizing the importance of CSR. Furthermore, he (2020) proposes that incorporating CSR into a robust strategic marketing plan can help identify opportunities in a competitive market. However, further research is necessary to fully comprehend the moderating role of CSR in the relationship between Islamic marketing and CS. Therefore, the following hypothesis is formulated.

H5: CSR moderates between Islamic marketing (IM) and customer satisfaction (CS).

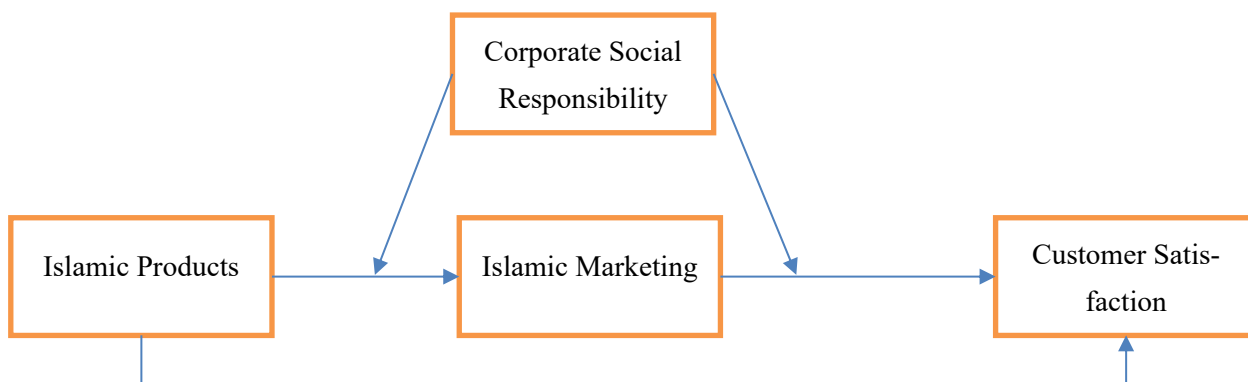


Figure 1. Theoretical Framework (Independent Variable: Islamic Product, Mediating Variable: IM, Moderating Variable: CSR, Dependent Variable: CS)

3. Methodology

This quantitative study was designed to provide empirical evidence within the existing body of knowledge. Primary data was collected to empirically test the proposed hypothesis. To achieve this, a five-point Likert scale questionnaire was developed. The first variable, CS, consisted of 10 items adapted from Ali (2021). The second variable, CSR,

comprised 9 items adapted from Tong & Wong's work. The third variable, Islamic Product, included 8 items adapted from Awan's (2015) research. The fourth variable, IM, contained 8 items adapted from Abdullah and Ahmad's (2010) study.

The questionnaire was designed to practically apply the theoretical framework and was distributed online among the target audience. The target population consisted of online consumers, and a convenience sampling method was employed to select participants. A total of 239 questionnaires were distributed to customers who engage in online shopping. The study's participants were sourced from Pakistan, a country with a majority Muslim population, to ensure that the respondents had a religious inclination towards consuming halal products. This approach aimed to obtain unbiased responses. A brief introduction was provided to the respondents to ensure their understanding of the research's purpose.

4. Findings

Data analysis was conducted after the data collection process. Smart PLS 3 software was utilized for this purpose. The algorithm and bootstrapping method, recommended by Hair (2007), were employed to assess the validity, reliability, and loading of the study. This software is widely recognized as reliable in the field of marketing research.

4.1 Convergent Validity

The collected data was analyzed using Smart PLS3, a widely used software tool in marketing research, to evaluate the data. Various tests were conducted, and the results, including loadings, composite reliability (CR), and average variance extracted (AVE), are presented in Figure 1. The CR values for all items exceeded 0.75, while the loadings were above 0.60. Additionally, Table 1 displays the Cronbach's alpha values for each variable, all of which were greater than 0.8. These results indicate that the findings are reliable and valid, aligning with the recommendations of Hair (2007).

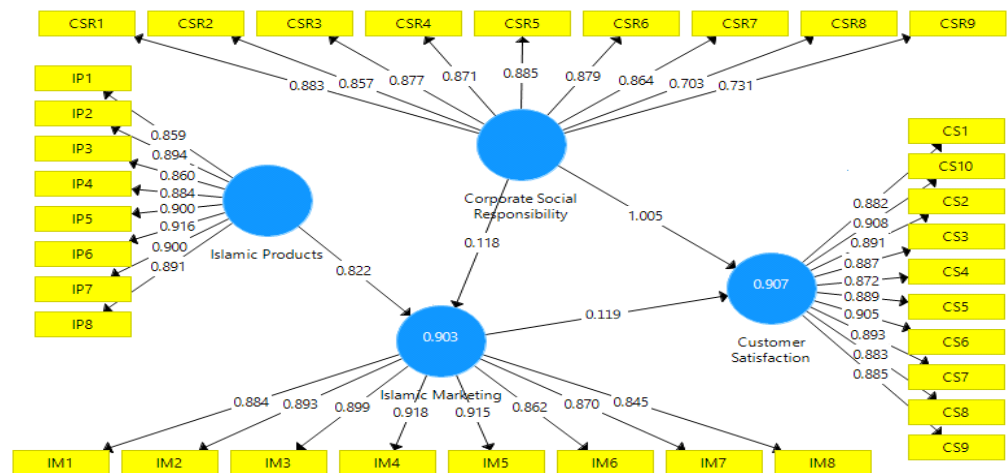


Figure 2. Measurement Model

Table 1. Convergent Validity

Constructs	Items	Factor Loadings	α	CR	AVE
Customer Satisfaction	CS1	0.882	0.971	0.974	0.791

	CS2	0.891			
	CS3	0.887			
	CS4	0.872			
	CS5	0.889			
	CS6	0.905			
	CS7	0.893			
	CS8	0.883			
	CS9	0.885			
	CS10	0.908			
<i>Corporate Social Responsibility</i>	CSR1	0.883	0.947	0.956	0.708
	CSR2	0.857			
	CSR3	0.877			
	CSR4	0.871			
	CSR5	0.885			
	CSR6	0.879			
	CSR7	0.864			
	CSR8	0.703			
	CSR9	0.731			
<i>Islamic Marketing</i>	IM1	0.884	0.961	0.967	0.785
	IM2	0.893			
	IM3	0.899			
	IM4	0.918			
	IM5	0.915			
	IM6	0.862			
	IM7	0.870			
	IM8	0.845			
<i>Islamic Products</i>	IP1	0.859	0.962	0.968	0.789
	IP2	0.894			
	IP3	0.860			
	IP4	0.884			
	IP5	0.900			
	IP6	0.916			
	IP7	0.900			
	IP8	0.891			

Acknowledgments: My gratitude g

4.2 Discriminant Vali

In order to establish discriminant validity, the study employed the Heterotrait-Monotrait (HTMT) method, a widely used approach in marketing research. This method aims to demonstrate that the variables are distinct from each other and yet related. Following the guidelines of Gold (2001), all variables in the study except one demonstrated discriminant validity. The criterion for discriminant validity is that the values should be less than 0.90, and all constructs in the study met this criterion, indicating their validity and discriminant nature.

Table 2. Discriminant Validity

	Corporate Social Responsibility	Customer Satisfaction	Islamic Marketing	Islamic Products
Corporate Social Responsibility				
Customer Satisfaction	0.799			
Islamic Marketing	0.794	0.713		
Islamic Products	0.784	0.691	0.984	

4.2 The PLS – Structural Equation Modelling Results

In this study, the structural model was analyzed using Smart PLS 3 bootstrapping calculations, as illustrated in Figure 3. The findings indicate that Islamic Product (IP) has a positive effect on Islamic Marketing (IM), supporting H1 ($\beta = 0.822$, $t = 26.34$, $p = 0.000$). Moreover, the results demonstrate that IM positively influences Customer Satisfaction (CS), supporting H2 ($\beta = 0.118$, $t = 4.218$, $p = 0.000$). Additionally, the findings reveal that IM mediates the relationship between IP and CS, supporting H3 ($\beta = 1.005$, $t = 38.851$, $p = 0.000$). Furthermore, the results indicate that Corporate Social Responsibility (CSR) moderates the relationship between IP and IM, supporting H4 ($\beta = 0.157$, $t = 2.501$, $p = 0.013$). Additionally, the findings show that CSR also moderates the relationship between IM and CS, supporting H5 ($\beta = 0.122$, $t = 4.357$, $p = 0.000$). The results of the measurement model can be found in Table 4.

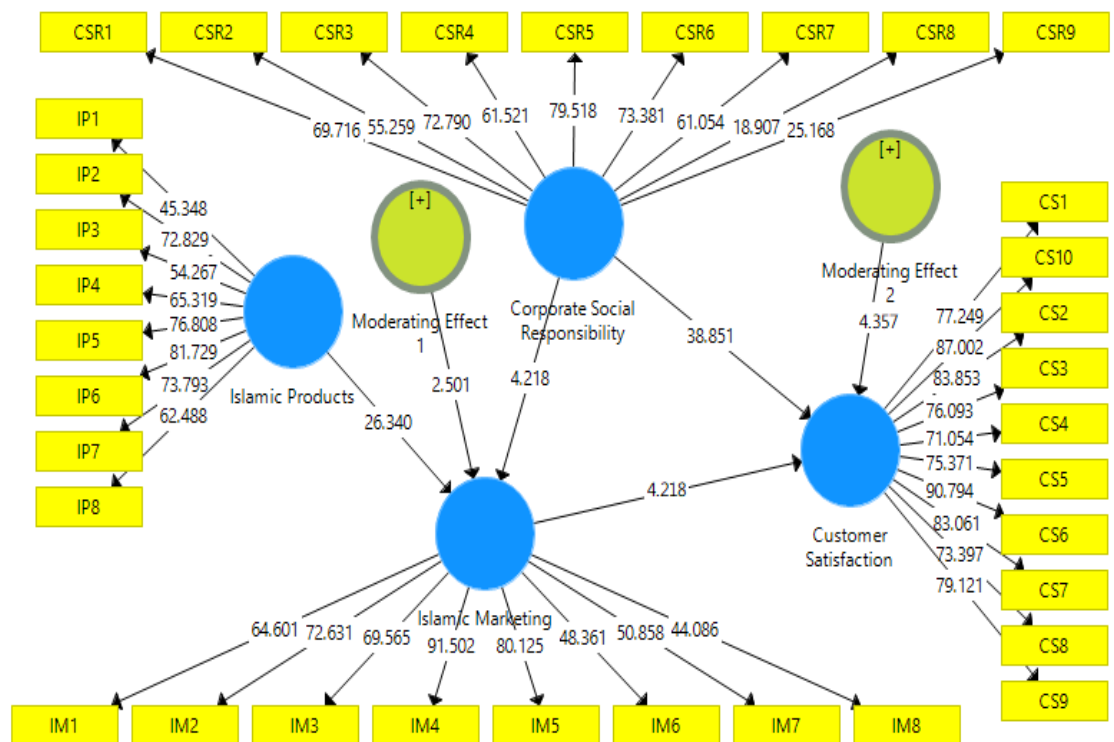


Figure 3. Structural Model

Table 3. Path Coefficient

Path Coefficient	β	SD	t	p	Status
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Islamic Products -> Islamic Marketing	0.822	0.031	26.34	0.000	Accepted
Islamic Marketing -> Customer Satisfaction	0.118	0.028	4.218	0.000	Accepted
Islamic Products -> Islamic Marketing -> Customer Satisfaction	1.005	0.026	38.851	0.000	Accepted
Moderating Effect 1 -> Islamic Marketing	0.057	0.023	2.501	0.013	Accepted
Moderating Effect 2 -> Customer Satisfaction	0.122	0.028	4.357	0.000	Accepted

The results of this study suggest that Corporate Social Responsibility (CSR) plays a crucial role as a moderating factor in the relationship between Islamic marketing and the consumption of Islamic products. The findings indicate a significant impact of CSR on the association between these two factors. The statistical analysis conducted using Smart PLS 3 Bootstrapping calculations, as illustrated in Figure 4, supports these findings. Overall, these results offer valuable insights for companies and organizations aiming to market and promote Islamic products while adhering to social responsibility principles.

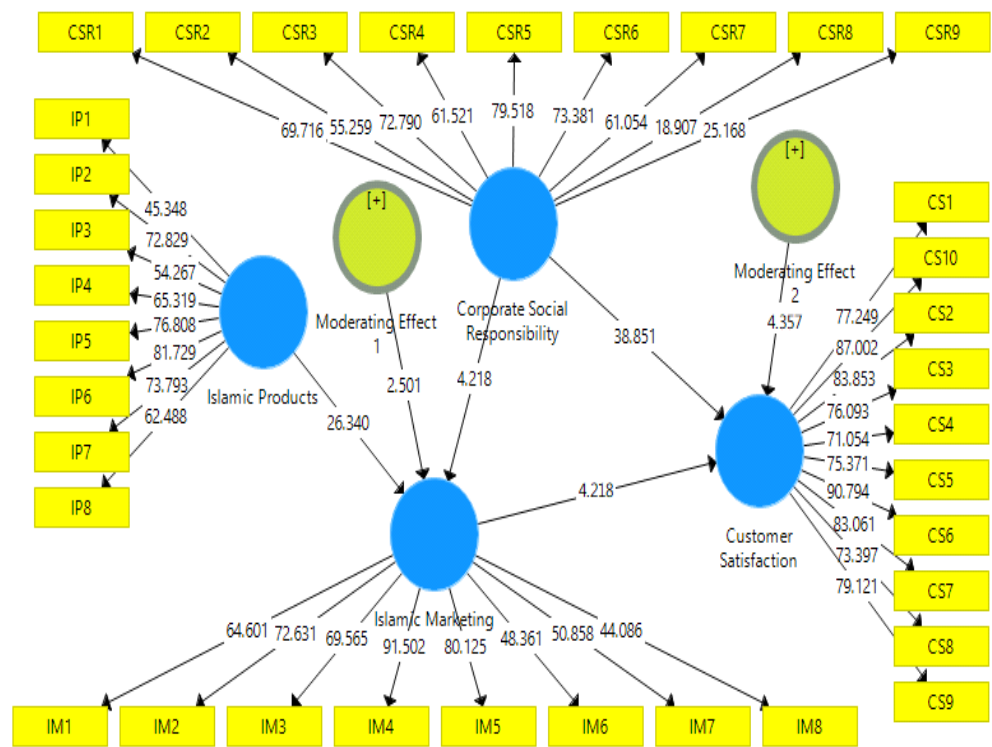


Figure 4. Moderation Effect 1

Furthermore, the study found that CSR moderated the relationship between Islamic marketing and CS (Fig. 5). The relationship between Islamic marketing and CS was found to be significantly impacted by the level of CSR.

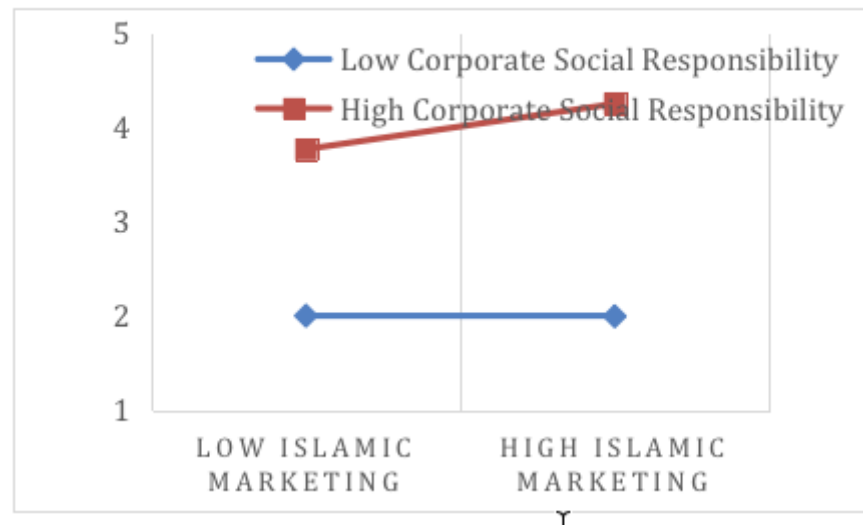


Figure 5. Moderation Effect 2

4.3 Discussion

SEM (Structural Equation Modeling) was employed to analyze the hypotheses, and all of them were found to be significant. Firstly, it was observed that Islamic products have a significant impact on Islamic marketing (IM). Previous studies have emphasized the influence of product characteristics and types on marketing strategies (Katsikeas, 2020; Thirumala, 2005). However, there is limited research specifically focusing on the relationship between Halal products and Islamic marketing. This study contributes to the existing knowledge by highlighting the specific impact of Islamic products on Islamic marketing, providing valuable insights for marketers operating in Islamic markets and suggesting that Islamic products can enhance customer satisfaction (CS).

Secondly, the study revealed that Islamic products have a significant impact on CS. Previous research in the hotel, tourism, and restaurant sectors has shown the association between halal products and CS (Abror et al., 2019; Mursid & Wu, 2022; Yeo et al., 2016). This study adds value by further establishing the positive relationship between Islamic products and CS, emphasizing the value that halal products can bring to consumers and their satisfaction.

Thirdly, the study found that IM mediates the relationship between Islamic products and CS. Previous studies have explored the impact of green marketing, customer relationship marketing, and marketing on CS (Abadi et al., 2020; Dash et al., 2021; Satti et al., 2021). However, this study is the first to demonstrate the mediating role of Islamic marketing in the relationship between Islamic products and CS, highlighting the significance of incorporating Islamic marketing practices to enhance customer satisfaction.

Fourthly, the study found that CSR significantly moderates the relationship between Islamic products and Islamic marketing. Prior research has examined the relationship between CSR and the halal industry (Ibrahim et al., 2010) as well as the relationship between CSR and marketing (Georgiadou & Nickerson, 2022; Sanclemente-Téllez, 2017). However, this study is the first to demonstrate the moderating role of CSR specifically in the context of Islamic products and Islamic marketing, underscoring the importance of considering CSR practices in promoting and marketing Islamic products.

Lastly, the study revealed that CSR also significantly moderates the relationship between Islamic marketing and CS. Previous research has explored the association between CSR and CS (Emmanuel & Priscilla, 2022; S. Lee et al., 2020; Titiyal et al., 2023; Zhang et al., 2020). However, this study is the first to demonstrate the specific moderating role of CSR in the relationship between Islamic marketing and CS. It suggests that marketers should take CSR into consideration when promoting Islamic products, as it can enhance the perceived value of the product and ultimately increase customer satisfaction.

In summary, this study contributes to the existing body of knowledge by highlighting the significant impact of Islamic products on Islamic marketing and customer satisfaction. It also establishes

the mediating role of Islamic marketing and the moderating role of CSR in the relationships examined. The findings emphasize the importance of incorporating Islamic values, principles, and CSR practices in marketing strategies for Islamic products to enhance customer satisfaction.

5. Conclusion

There is no doubt that a product has a direct impact on marketing, and Halal products are no exception. This study highlights the importance of product types and the need to adjust marketing strategies accordingly. Halal products have a positive impact on customer satisfaction (CS). Halal food, tourism, fashion products, and cosmetics, for example, significantly contribute to higher levels of customer satisfaction. In Pakistan, a Muslim-majority country, Halal products hold significant importance.

Furthermore, this study successfully determines the mediating role of Islamic marketing (IM) in the relationship between Halal products and CS. It implies that using IM while advertising Halal products increases CS.

Additionally, the study sheds light on the importance of corporate social responsibility (CSR) in IM. It proves that CSR moderates the relationship between Halal products and CS. According to the Total Consumption Value (TCV) theory, perceived consumption value increases CS. In this study, CSR acts as a perceived consumption value that adds value to Halal products.

Lastly, the study explains how CSR enhances the relationship between IM and CS. It implies that using CSR in IM strengthens CS. Therefore, this study attempts to explain the moderating role of CSR as a perceived consumption value, strengthening the relationship between IM and Halal products, as well as the relationship between IM and CSR.

5.1 Implications, Limitations and Future Directions

The relationship presented in this study has not been addressed by any other research, hence the theoretical implications provide a substantial contribution to the body of knowledge. This study makes a significant contribution to the literature by highlighting the importance of understanding the impact of Islamic products and Islamic marketing on customer satisfaction (CS). While there is a wealth of literature on the significance of halal products, Islamic marketing, and corporate social responsibility (CSR) for customers' perceptions of value, this study adds to the existing body of knowledge by exploring the connection between halal products, CSR, and CS.

This study strengthens the already well-established theory of consumption value (TCV) by demonstrating the relationship between consumption value and CS. It introduces the idea that Islamic products with social values increase consumption value and ultimately impact customer behavior in terms of satisfaction. Moreover, the study attempts to add another variable to the TCV by including CSR. It shows how CSR practices can add consumption value to a product, ultimately increasing CS. CSR is used as a moderator to strengthen the relationship between consumption value and CS.

Furthermore, the study explores the impact of different product types on marketing. The results indicate that as the product type changes, the marketing strategies also need to adapt. In the case of Islamic products, Islamic marketing should be in accordance with Sharia and should consider the impact of CSR, as it is not only a social responsibility but also a business competitive advantage.

The findings of this study have important implications for marketers and producers of Halal products. Marketers must understand that effective marketing strategies for Halal products must consider consumers' personal, societal, and religious beliefs. They should also consider the impact of CSR on their marketing efforts. Additionally, manufacturers should be aware that consumers are well-informed and evaluate products based on their quality attributes and health benefits before making a purchase. Therefore, it is important to emphasize the quality of the product, including its CSR and halal attributes, throughout the marketing campaign.

Furthermore, customers in Pakistan have a wide range of options for halal food products, and they make their decisions based on personal preferences. In the case of online businesses, marketers must ensure that their marketing efforts contain all the elements necessary to ensure CS, which is equal to the perceived consumption value before using the product.

Although this study successfully achieved its objectives with its findings, it does have some limitations. One limitation is that it only considered Islamic marketing as a mediator, and future studies could explore the use of the entire Islamic marketing mix. Additionally, this study aimed to explain

the theory of consumption value in relation to CSR, but further research could examine the 5-consumption value model proposed by Sheth (1991), which includes social, emotional, conditional, functional, and epistemic values. Furthermore, this study was conducted in Pakistan and focused on Muslim consumers with online halal product purchasing habits, so its findings may not be generalizable to other populations or sectors. Future studies could expand this research by exploring other sectors, such as food, cosmetics, or textiles, and by incorporating additional variables, such as customer loyalty and religiosity, within the context of e-business.

Author Contributions: Conceptualization, writing—review and editing, Muhammad Shahid Yaqub, Irum Naeem, Muhammad Murad, Muhammad Awais Javeed.

Funding: Not Applicable

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Conflicts of Interest: “The authors declare no conflict of interest.”

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