

Comparison on Understanding of Facebook's Live Streams According to Shariah Principles for Thai, Malaysian and Indonesian Online Entrepreneurs

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ABSTRACT

The fast growth of digital marketing, social media live stream is one of the provided tools for business competitive such as Facebook, Line, and Instagram. In today's Islamic business is still very much less presented a clear understanding about Shariah principles. Since adoption trend on Facebook's live stream has exponentially increased and become the main issue on digital marketing for Muslim communities. This research aims to study and compare a clear understanding of Facebook's live streaming according to Shariah principal for Thai, Malaysian, and Indonesian. This qualitative research used interview form. We primarily focus on online entrepreneurs based on in-depth interview. Data were collected from 6 key informants from Thailand, Malaysia, and Indonesia. These qualitative data was proposed and analyzed using content analysis. Results indicated that: 1) they are mostly less concern with Shariah principles for online marketing because quickly diffusion on today's technologies. They are just only to gain high profit of the worldwide market size from national and international targets. 2) the lack of understanding Islamic Shariah as adapted principle, where it is applied to conceptual business model for Facebook's live stream in practical. As a result, the streamers unaware the relative impact to online consumers. 3) In particular, the streamers have a significant relationship to online consumers. They are mainly tended attracting only towards live stream advertisements. Future study is actively to encourage Islamic organization to build a framework or platform to train a new entrepreneur on digital marketing for Facebook's live stream. Additionally, it also can provide the reliable information to the best support for their enterprise

Index Terms

Live Stream, Digital Marketing, Shariah principle

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Introduction

In digital era, it is a matter of fact that the number of digital marketing drastically increased. Digital Internet marketing has significantly impact to the consumer behavior [1]. Due to the exponentially growth in advanced technologies, social media comes to play an important role that is involved in many business sectors. These fast evolutions of the technologies can produce on the high demand and supply for their products to consumer all around the world. The concept of Social media is clearly adopted to young generations [2]. Facebook's live streams have become a crucial media on running online business [3]. With the popularity of the Facebook, the online entrepreneurs tend to attract the consumer's interests to sell their products.

The concept of social media is the way of interaction among people in order to create, share and exchange information [4]. This idea can be referred as virtual communities and networks. It depends on mobile and internet's web-based technologies and highly effectives on an interactive platform. Additionally, individual and communities in this globalization media can also share, co-create, discuss and modify user-generated contents. Furthermore, it has substantially introduced and pervasive changed where highly facilitates between organizations, communities and individual [5]. It has excellently played as the main role for communication.

An increasing number competitive businesses where trading environment are significantly target for high demand on consumer of the products. A company has been attempted to attract their clients to earn high benefits in trading. Insight of

digital marketing and its strategies for the business need the skills to act of promoting and selling products such as social media marketing, search marketing, and email marketing [6]. Today's social media has been presented incredibly popular to single grouping of humans in the world [7] as illustrated in Fig.2.

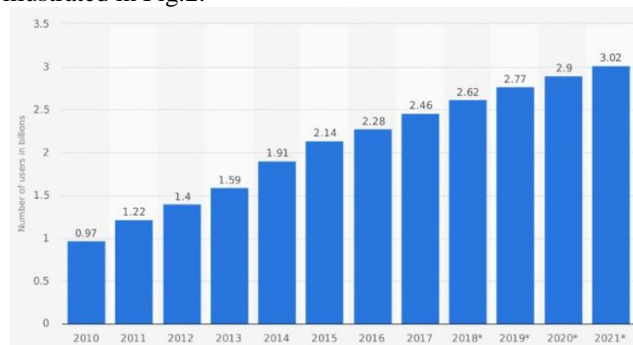


Fig. 1 The number of social network user worldwide from 2010 to 2021 (in billion).

From Fig.1 The estimation of people uses this social media is around 2.9 billion people by 2020 and expect that by 2021 will reach 3.2 billion [7]. That is 1:3 of the human race. Therefore, this audience represents the single most significant target for any company or organization. If they want to successfully achieve on the business and broadly message their brand across the globe as the winning strategy. Besides that, digital marketing using social media is slightly overwhelm than tradition marketing in many ways [8]. But in both, the smart organizations attempt to expand and advance relationships with prospects, leads, and

customers for firmly sustaining their mutual benefit as illustrated in Fig.2.

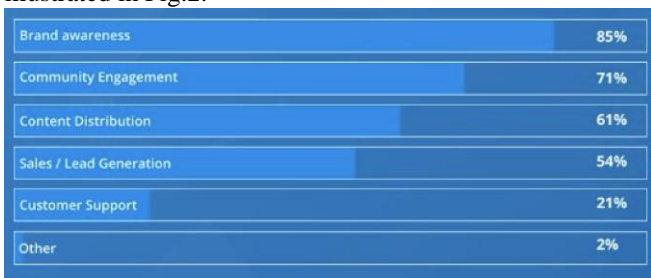


Fig. 2 The main reasons of using social media for running business.

In addition, Fig.2 dependently depicts ultimate buying decisions with online digital marketing. They are absolutely an essential step to reach their goal for digital marketing on race day in social media marketing. It is especially that need to define the best suit alignment with over all business goals.

Literature Review

Currently, the big picture of Internet usage statistic is over 4.92 billion people as active users when we compare to overall 7.79 billion of the world regions [9]. From Fig.3, the trend of usage Internet is in Asia which around 51.8 % if comparing to other in the world. Number of the user in Asia illustrated two time of bigger than (Europe and Africa).

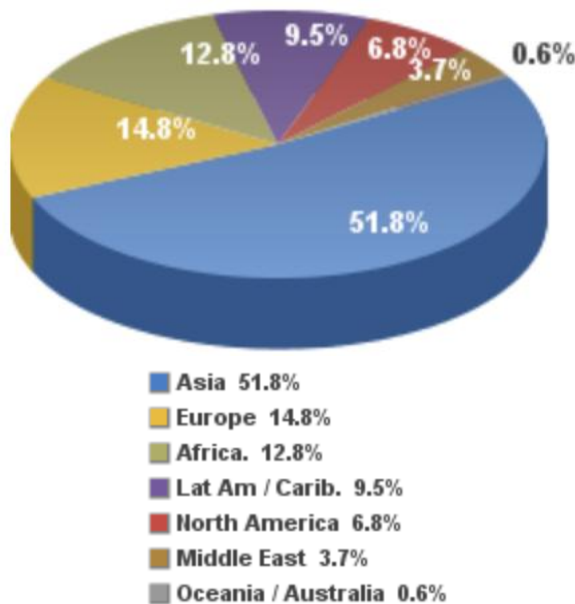


Fig. 3 Internet users in the world by geographic regions

In the global state of digital, the number of using mobile phones around the world is 5.20 billion people while the world population is totally 7.81 billion people [9]. Fig.4 shown the popularity of using mobile device in percentage with 55.73% where it grows rapidly. It is greater than desktop but tablet indicated only small amount of market share worldwide with only 2.81%. The fast growth of digital technology, these devices have been played an important role to benefit social media marketing. Additionally, Fig.5 shown Web browser that is an adoption of these devices to social networking capabilities. Fundamentally, Fig.6 (a),

Fig.6 (b), Fig.6 (c) and Fig.6 (d) where these social media have rapid rate altering the path-to-purchase process [10]. It also allows customers to easily get their products and know the price information in real time. With this Facebook’s application allows companies to immediately update and get to know their clients. Moreover, this can facilitate customer interaction in either website or mobile application.



Fig.4 Desktop vs Mobile vs Tablet Market Share Worldwide



Fig.5 Browser Market Share Worldwide



Fig.6 (a) Social Media Stats Worldwide



Fig.6 (b) Social Media Stats in Thailand



Fig.6(c) Social Media Stats in Indonesia



Fig.6(d) Social Media Stats in Indonesia

In order to achieve social media’s live stream in running the business effectively. Facebook comes to main consideration where streamers need to connect with online service to promote the products to consumers. This Facebook activities involves in 3 main countries. It includes Thailand, Malaysia, and also Indonesia. Fig.7 show the number of monthly active Facebook users worldwide as of 3rd quarter 2020 [11].

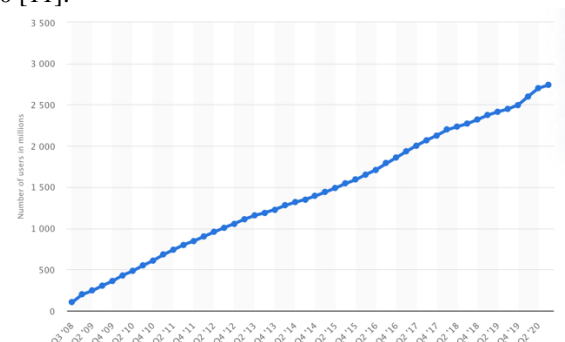


Fig.7 the monthly active Facebook users Worldwide

Facebook has actives user monthly with over 2.7 billion people worldwide [11]. It is considered ass the biggest social network in the world. The number of active users has achieved one billion in 2012 of third quarter. It is the first-place social network ever do so. These active users have logged in to Facebook during the last 30 days. Within the last reported quarter, the company reported that 3.14 billion people were using at least one of the company’s core products such as Facebook, Messenger, WhatsApp, and Instagram each month. In general, Facebook application

allow individuals, businesses and others organizations to interact with one another. It can also build relationships and communities within online.

Fig.8 show the number of Facebook users in Thailand from 2017 to 2025 [12]. In 2020, this number of Facebook users in Thailand reached to 48.5 million people on average. It is also increase dramatically on the number of user when compare to the previous years. This social network was accessed by close to two million users on a monthly basis. In particular, overall number of internet users in Thailand in 2019 were 50.31 million. The most of them were using Facebook. That is why online streaming in for business purposed are considerably important to run digital marketing. It is also around 50 million social network users in Thailand are focusing on Facebook marketing. Beside that users are intend to several implication for the success of e-commerce and businesses. The Facebook itself can also serve both as information and online shopping channel for any digital consumers.

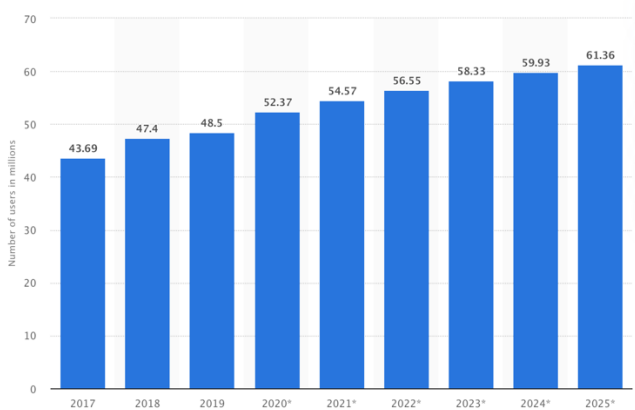


Fig.8 show the number of Facebook users in Thailand from 2017 to 2025

Fig.9 show the number of Facebook users in Malaysia from 2017 to 2025 [13]. This statistic of Facebook users mainly shows the amount of population in Malaysia and a forecast up to 2025. It is expected by 2025 will reach to 27.34 million people. The number of active users is up from 20.65 million in 2017. The graph show that the number of users also dramatically increase every year.

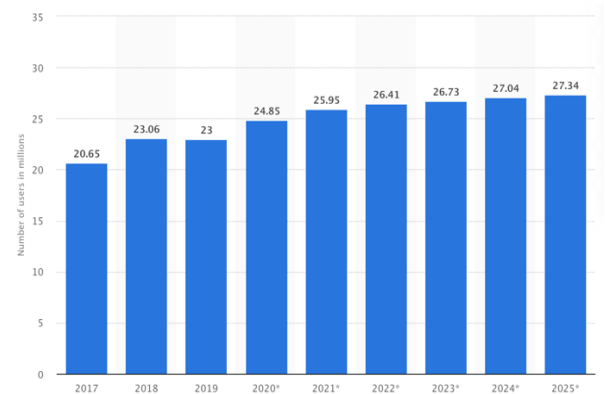


Fig.9 show the number of Facebook users in Malaysia from 2017 to 2025

Facebook users in Indonesia
December 2020

170 600 000

45.7% women
54.3% men

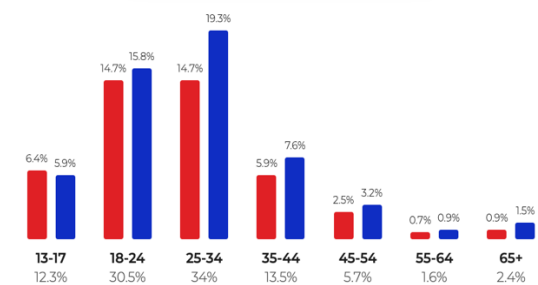


Fig.10. The number of Facebook users in Indonesia in December 2020

Facebook users in Indonesia
December 2019

152 970 000

45% women
55% men

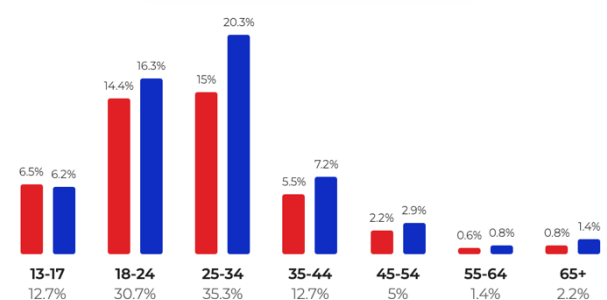


Fig.11. The number of Facebook users in Indonesia in December 2019

In other word, Fig.11. show the number of Facebook users in Indonesia in December 2019 [15]. The amount of Facebook users were 152.97 million people. It accounted for 55.57% of its entire population. The majority of them were men. It is 55% of men. We found that the largest group of people were age 25 to 34 that mostly interest and active on Facebook which is around 54 million users. The men and women within people aged 25 and 34 found highly highest difference that led to 8 million users. From Fig.11 and Fig.10 found that there is slightly changing on the Facebook activities and prove with small increase to Facebook users.

In other word, most of the business activities on digital marketing are only concern to customer relation with streamers. A few researches on Facebook's Live streams according to Shariah. Most of the companies, business sectors, or streamers that involved in digital business marketing trying to avoid shariah. The term of Shariah' word is mean Islamic law [16].

The fast growth of social media marketing by using of Facebook steaming. Generally, most of them are unaware of rules and regulation as the impact to consumers and the streamers [17]. They just need to make marketing campaign and aware of emergence of different social marketing channel. They also concerns on a wider marketing opportunity invisible on the web and become popularity. How your website ranks on the search engine. Most of their behavior just only focus on predication of customer purchasing products and services [18].

Most the streamer, they are target only sell their products during Facebook's live stream [19]. In order to affects the buyer's buying in making decisions, they try to attract our understanding of the product and the way of champagning, whereas to reach maximum solution in selling. Perception plays an important role to determine consumer behavior [18].

Social media integrated with search engine optimization strategies on website traffic. The marketer are trying to put the trending to consumer it is due to large amount of active Facebook are on the screen.

As the number of Muslim's is drastically increase on high demands [19]. There are a few researches that directly to the concept of Shariah compliant for digital marketing business. It has become a vital concern to young generation. Particularly in designing a concept of Shariah following Islamic Law. Most of the research are generally mention on social issue but not in area of digital technology [19]. This is because rapidly dissemination of technologies and knowledge. One the rapidly grow in innovation technology such as Internet has become the-word of-mouth "online". The tools using with online technology are also include tablets, social networking platforms (such as Facebook, Line, WhatsApp and etc.). it will make this world like a small village [21, 22].

Research Methodology

Participant Selection

This qualitative research studies on an online entrepreneur using in-deep interview to collect data. The participants involved in this study were 6 key online entrepreneur informants from Thai, Malay, and Indonesia. The main

reason for this selection was based on the nature of the study, as it investigates how online entrepreneur perceive about Shariah principles for online marketing. The research objective of this study addressed based on 'purposive sampling' [23] was the main strategy used by choosing the participant for this study. The participants were chosen for the study if they fulfilled the following practical criteria: a good streamer background and experience in according to Shariah principles. Such experience might be directly or indirectly gained through studying and participating in field of digital streaming in three country, i.e., Thailand, Malaysia, and Indonesia with live stream involvement. We also focus on entrepreneur that have well understanding on online marketing. Then, we justify the survey's answer of interviewees questioned on issue of Facebook's live streaming based on Shariah principles to suitable experiences on online digital marketing.

Data analysis

Finding and discussion

This section present key findings and discussion from 6 interview participants that involve each 2 participants from Thailand, Malaysia, and Indonesia accordingly. The response of the participants is a translation from their original language to English i.e., Thai to English, Malay to English, and Indo to English respectively. The result indicated 3 significant themes in Thailand, Malaysia, and Indonesia respectively to achieve effective solution for online digital marketing: Shariah learning objectives; Shariah teaching materials; and Shariah curriculum contents. Each theme is explained in details of each following section.

Shariah learning objectives

In drastically advanced technology, Internet has been adopted to our daily life. Most of human on earth today are closely transform their communication's lifestyle from traditional to high innovation of technologies. Since that the adoption of Internet, humans change their tradition social media to social network with technology. In particular, when we bring Internet to business. One of the main challenges is Facebook's live streams. At this context, we study on survey to understand the review of Islamic law on issue of Facebook's live stream according to Shariah principle. To achieve objectives. The initial standardized based on Thailand, Malaysia, and Indonesia so that the Shariah learning objectives can be amended and improve their skill accordingly [19]. Moreover, for a better understand of realistic purpose and conformity to Islamic law (Shariah) for global diversification of Facebook's live stream. It is also to reconceptualized and recognized the advantage behind the doctrine of shariah learning objective for future business.

Except 1

Live streaming is where I stand in front of camera and say to people publicly. I think given the global role that Shariah concern nowadays, and the fact that most of those who using Shariah law. they are solely base the learning target of

Shariah teaching to streamer. The different Islamic perspective are practically failure when look at people who are taken Shariah law in their daily life.

Except 2

With a majority of Muslim people, context of live streamer. Learning goal of "How to teach the streamer" are need to be considered. Besides having basic education to streamers should also be provided to the varieties of advice within the background of Shariah that mainly follow the Islamic law. Whereas Islamic principle is taught and applied during live stream.

Shariah teaching materials

The most Facebook's live streamer prefer to study Islamic Shariah from fundamental to advance and effectively adopted for their daily life. In teaching skill should also discuss about religious contents and how to exercise successfully on issues in order to enhance the knowledge following religious principle.

Except 3

Basically, I studied a little religion. So, I didn't know the doctrine of sharia in online selling. But if I have any religious concerns, I ask my parents or the knowledgeable neighborhood. Some of which, when I asked and got the answer that would make me unable to sell So I choose not to follow through. Because it will make my product not sell.

Except 4

I thought it would be great if I used the Shariah principle. Because I will be able to sell stuff online with complete peace of mind. Do not be afraid of sin or the contempt of others. But I'm not sure if I really took the Shariah principle. Will my sales drop? Because as far as I know, Muslim women who are exposed in public must cover their faces. Wear loose shirts Only eyes and palm can be opened I am afraid that it will not sell as well as before.

Shariah curriculum contents

Since social media using Facebook's live stream play a crucial role in online digital marketing. What should be included and excluded from Facebook's live stream and what curriculum need to be revised, corrected and studied. In this regard [18] principle should be considered more practical when teaching Shariah principle in a context like Thailand, Malaysia, and Indonesia where Islamic law is used among Muslim communities as fundamental of Islamic knowledge to successfully encourage the Muslim for better understand the rule of law.

Except 5

In my opinion, we would become good and effective Shariah principle if the learning curriculum is a reflection of the discourse and practically expected to meet in our everyday interactions according to Shariah. The

understanding on Islamic is more relevant to Shariah like people in Thailand.

Except 6

As for the streaming section, I try to relax my customers by neatly setting the shelves in the background while streaming add more lighting so that customers can see the product clearly, etc. I try to make my customers feel free by letting them ask for more information about the product and I try to make my customers feel good and in terms of the product, I will control the quality of the product by listing every Product Descriptions. Design your storefront while streaming to look attractive then the customers will be more confident in purchasing products.

According to this observation from some of the participants, the assessment of Facebook's live stream according Shariah indicated by the streamer may have the rightfully designed using their own skill. For some participant they may have opportunity to study and learn Shariah principle. They might can also ask their college to teach and provide knowledge to clearly understand.

Conclusion

Streaming platforms increasingly popular on social media and becoming one of the tools to reach the major target on digital business marketing. Since that the adoption of Facebook's live streams can expand the market price of the enterprise. As expressed by the participants they seem to embrace their own ideology comparing to Shariah principle. Due to target of digital marketing are expected to increase with high profits. The streamer are practically trended to promote their product to online consumer with high profit while concerning to shariah principle in particular. Furthermore, the future work is encourage the Islamic organization to build a framework or platform to train a new entrepreneur on digital marketing for Facebook's live stream and gains the best performance for their enterprice

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