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DIGITAL MARKETING DURING COVID 19: JORDANIAN VIEWPOINT.

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Abstract

Changes were activated by the Covid 19 pandemic, such as encouraging digital networking and marketing campaigns. The goal of this paper is to analyse the possible benefits and implications of digital marketing within the growing epidemic timeframe and to develop the Islamic concept of digital marketing from a religious perspective. A descriptive methodology will be used in the analysis process used in the article by researching various digital marketing literature. The research shows that IT has had a major effect on digital marketing, particularly during the outbreak of Covid-19. From an Islamic point of view, an examination of digital marketing will have significant consequences for academics. Sensitive to the fundamental ontology and epistemology, the paper would examine Islamic marketing. This paper advances digital marketing from an Islamic perspective by presenting observational studies into digital marketing and Islamic marketing. Companies will look for innovative marketing strategies in the future by integrating new innovations.

Keywords: *Halal Marketing, Digital Marketing, COVID 19, Jordan*

1. Introduction

Coronavirus is a new disease that causes problems to humans. There is an increasing number of people affected by illnesses caused by the common cold in the US. Indonesia is ranked 36th in prevalence of environmental bacteria. The director of Covid 19 concluded that these forms of health effects are likely to continue for long period of time. Computer and flexible hours will replace conventional business culture due to its effectiveness. Staff would not want to return to normal manual employment because of the economic downturn.

The computer corporation is using new and advanced technologies in order to raise its standing as it is seeking out decentralised decision-making to increase its productivity. In these times, all companies should make this change as quick and as effective as possible as this can greatly affect customer and industry behaviour. Recently, management and human resources (HR) sector have extended research and studies into the topics of Covid 19 (Kim, 2020). People worry more when they sense urgency in a mission (Zhu et al., 2018). According to a new survey of 304 companies, 42% of the businesses are concerned with their sales but most managers are more interested in watching their results rather than taking action (Kim, 2020). If demand rises, it will impact managers' profits. This pandemic would transform the international economic system. Viral marketing of digital advertising tactics have also influenced customer behaviour. This article discusses the status quo of digital marketing crisis and Islamic marketing crises. An advertising agency is approaching its customers based on their experiences. Annual site revenues in Covid-19 will continue to grow. It is a challenge for all sectors, but particularly for the information sector. Moreover, rapid developments in technology and customer behaviour (Jung, 2009) is impacting the marketing strategies too. More significant elements are tempo, relevance and complexity (Jung, 2009). "A better understanding of 'Internet advertising.' "

Coronavirus is a new disease caused by the outbreak of the new virus, Covid-19. The Covid 19 public health emergency cannot be forgotten or overlooked.

Covid-19 anoints dangerous and lethal viruses, says the Disease Control Center. Coronavirus are gradually focusing and affecting more people all over the world, and even at home (Fernandez & Shaw, 2020). In April 2020, U.S. coronavirus transmission rates in Hong Kong reached a new level. This makes up for the U.S. being the most lethal nation, with over 56,000 fatalities. Indonesia has the most positive cases of corona. Even if new patients in South Korea normally exceed 400, the number of the cases of HSMI could increase over the next few days. Cumulative number has reached 9,511 patients in Indonesia as of now based on the amount of case studies performed by Covid-19 Task Force.

Covid was infected with seventeen life-joints. A new virus in the corporate world causes companies worldwide to urge workers to work from home due to the outbreak (Choudhury et al., 2020). In at least 4.3 million office employees in 42 states were subjected to virtual lay-offs (Kim, 2020). Zoom's online video conference software made a 78% sales boost, and the company's customers grew in number by 60% (Kim, 2020). Staff will not be ready to return to the workplace where the pandemic is still present. There are evolving office working time and societal standards, that will be rooted in for a long period.

The company is trialling a new approach to decision-making and applications on an experimental basis. Businesses need to be mindful of the effect on the customer and the industry as a result of CI 19's introduction. Covid 19 has been widely studied by administrators and academics who concentrate mainly on the recruitment of the digital workforce (Kim, 2020). It is found that people lose their reasoning when personal interest is in jeopardy (Zhu et al., 2018). 42 percent are concerned about sales, which means that the chances of receiving the sum of revenues expected in the financial forecasts are debatable (Kim, 2020). If demand rises, managers should expect to see sales once again. Digital marketing is taking into account the Pandemic customer mind. This promotion results in rising online transactions through a remarkable experience. Digital media and marketing sectors are facing a big challenge

because of information technology. Marketing Digitalization is a time of transition in the history of communication" The speed, relevance and complexity of these elements become very important" (Jung, 2009)

2. Literature Review

Digital Marketing Prospects

So Indonesia ranks as one of the 10 countries with the largest number of internet users in the world. Indonesia is ranked fifth with 143 million internet users in March 2019. As compared to Brazil's 5.8 million internet users, this figure is much smaller. In 2013, China had a total of 829 million internet users. Jordan has slightly fewer Internet users than China with 269 million to China's 560 million. As many as 292,89 million internet users in the US follow. Internet users in 2013 totaled about 3.49 billion. East Asia is packed with internet users with high percentage of utilisation. According to Statista 2019, in 2018 there were 95.2 million internet users in Indonesia, a rise of 13.3 percent from 2017 when it was 84 million users. With an average growth of 10.2 percent, Indonesians will be spending time more on the internet. In 2018, the number of internet users in Indonesia increased by 12.6 percent as compared to 2017. It is anticipated that Indonesian Internet users will cross 150 million by 2023.

Indonesia has the highest number of people on the Internet. A study released by We Are Social shows that 96% of all internet users are shopping online nowadays. 91% of total internet users have gone online shopping. Consumers are paying 90 percent for their products on the Internet. 79% and 29% respectively have the access to online knowledge about healthcare from their cell phones and laptops or computers. The usage is not consistent in Indonesia's e-commerce industry. Since consumers of Indonesia are relatively poor compared to other countries of the world, each resident spends around \$89 dollars in e-commerce, which is less than \$63 dollars a year.

There will be a huge amount of online purchases in the future. This will grow to 25.1 trillion in 2018. The average spending on shopping sites in Indonesia is US \$228. In 2018, Indonesia became the world's strongest e-commerce market

with the highest growth rate in recent history. The number of internet users in Indonesia is certainly a game-changer.

The findings also shown that internet marketing will be the future of marketing. Online marketing involves using Internet to offer products and services (2010). Online marketing is rising at a rapid rate (2017). Online marketing means promoting goods and services via the Internet (Tan et al., 2013). Digital marketing provides benefits such as cost savings, increased control, customer service enhancements, and competitive advantages. Businesses need to ensure that their approaches are harmonised with present technology. It may cause a deterioration in rivalry, sales and communication because the benefits of internet marketing are not understood (Cheng & Liu, 2017). In order to ensure excellence, businesses need to retain updated technical designs in order to meet customer demands and ensure their continued use (Cheng & Liu, 2017).

Impact of COVID-19 on Consumer Behavior

Research suggests that almost every disease has been listed as one of the greatest risks to the economy (P. W. Smith et al., 2007). Well before the pandemic, electronic meetings were widely introduced, and digital transformation was relatively hassled-free. Thus, this has also resulted in more effective functioning of small businesses.

The recession will lead to long term changes in the economy. In a recent survey, 46% of respondents said that they were researching ways to reduce their pandemic spending (Bhargav, 2020). This is something that needs to be kept in mind as demand for particular resources is growing. The answer of pandemic will be dependent on the willingness of developers to adapt to a consumer culture in the post pandemic climate (Bhargav, 2020).

In a future survey conducted by 2,200 US adults in 2020, 37 percent of respondents replied that they considered shopping online at the first place. In this way, there is a method to shop online for those who have never used internet before. With Covid 20, the economy joined the game of online shopping. Of those surveyed, 11 percent of Generation Z (Gen Z), 10 percent

of Millennial, and 12 percent of Generation X (Gen X), and 5 percent of Boomers reported buying something from an ecommerce site due to a pandemic. With the advent of online shopping sites, it appeared inevitable that there would be an increase in its sales (Kim, 2020).

There will be a huge amount of online purchases in the future. This will grow to 25.1 trillion in 2018. The average spending on shopping sites in Indonesia is US \$228. In 2018, Indonesia became the world's strongest e-commerce market with the highest growth rate in recent history. The number of internet users in Indonesia is certainly a game-changer.

Shariah marketing includes a policy of meeting needs through halal products and services with the shared consent and welfare of all parties in need (buyers and sellers) (falah). In Islam, strategy is known as wisdom, traditional solution to such circumstances. In the future, Islamic marketing will contend with all of the evolving circumstances of society in order to purify values, attitudes, morals, behaviour, societal, political, cultural and economic existence (Haque & The, 2011). Joint agreement based on verses from the Qu'ran and Sunna. Nis'an:29, Asharah:38. Many individuals support this notion that exchanges should be free from coercion from either buyers or sellers (Haque &The, 2011). Needs of consumers must be respected, particularly when providing the required information for each person. Halal (Islamic); which are lawful and good for clients and does not affect the or conflict with Islamic law (Haque &The, 2011). Jobs should not only be motivated by the purpose to make money, but also to improve individual well-being (Alom and Haque, 2011). There are four dimensions of Islamic marketing: ethical, rational, emotional, and humanistic. In this way the Islamic advert about being spiritualist is (Arham, 2010). Any business activity must be in compliance with the teachings of the Koran and the Sunnah. In a wide variety of marketing strategies, you could use Islam (Sula and Kartajaya, 2006).

E-commerce is just a normal business; it is a buying and selling venture like any other. E-commerce includes financial transfers. E-commerce is restricted to sale transactions that enable the sale and purchase to include physical

products. Sellers and buyers in online transactions do not meet in person, rather they meet online via the items shown in the catalogue. For both buyers and sellers, this is a very lucrative occurrence. Customers will enjoy their favourite items by placing order in shopping apps from smartphones. The vendor opens an online store, awaits an order, processes the goods, and collects the proceeds from the sale. In this framework, the selling and purchase process of business contract is controlled. In Islam, most sales and purchasing transactions are done face to face, though e-commerce has not included that fact. The property to be sold is commonly described.

Not all Muslim customers have trouble buying items from the internet (because 87 percent of the population of Indonesia are Muslims, Muslims still have great e-commerce ability). There are some Muslims, however, who are unsure on whether or not online trading is acceptable in Islam. This essay will determine whether the criteria of Sharia law have been met in online business transactions. In order to successfully apply Islamic marketing, companies have to be familiar with strategic problems in Islamic marketing, including matters of halal, Islamic finance, and branding and ethical issues. It is also a huge challenge for Islamic marketing (Jan & Wan, 2018). Abdullah and others (2015) remark that Islamic branding is Islamic-friendly, Sharia-friendly branding (2015). However, this Islamic product definition can be more advanced based on advertised knowledge. Sense of branding has been challenged in recent years and remains uncertain. As a result, Ahmed and coauthors suggested some elements of Brand Islam. Halal certification will still remain mysterious (Wilson, 2012). In the end, Allah SWT resolves the question of halal or not halal.

Obviously, this is a mistake. Any product marketed in any kind of marketing campaign to a Muslim audience must be completely halal or allowed in Islam. Production and production criteria must be environmentally friendly. Islam kept the Islamic world from using a single item (SWT). It must also be devoid of harms or damages to Islam (Arham, 2010). It would be difficult for Muslim customers to sell stuff such as Makrooh or Mushtabeh. The very same laws

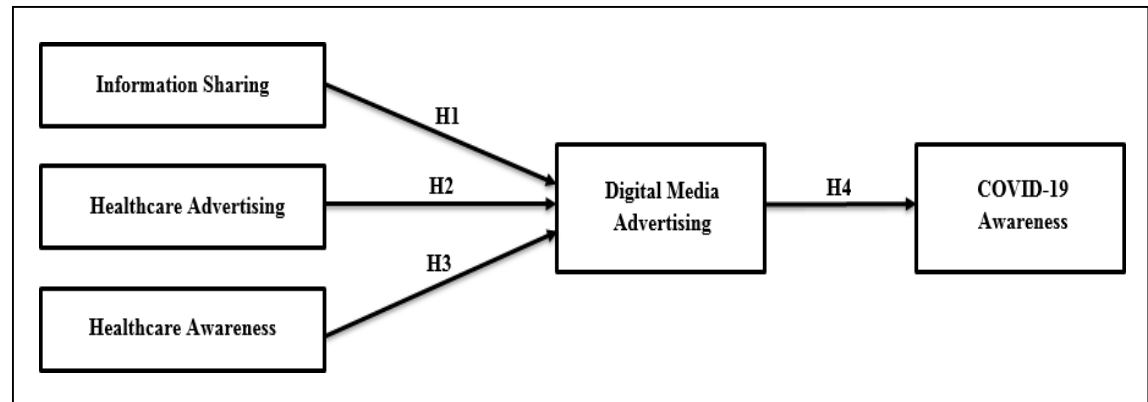
apply to the production of products by companies, such as the use of illegal drugs, often forbidden by Sharia.

Many institutions produce Islamic goods not forbidden in religion but these appear to manufacture products that violate the law. Regardless of what the Muslim company is doing, their whole business will be prohibited as long as they are making goods that are forbidden under Islamic law. In light of Islamic ethical principles of developing marketing practises, all marketing should be genuine and honourable. With the ideals of Islamic ethics being legislated, there is a risk of creating an atmosphere of ethical behaviour. These Islamic moral principles that are upheld by Muslims worldwide will be true for all religions because human nature is essentially similar. By using this framework, global corporations can make better business decisions by properly managing issues involving Muslims.

Online marketing companies have various qualities in Islamic culture like not usury (interest). And Allah does not want someone who remains unbelieving and still sins (prohibited). The Prophet (pbuh)

YusofQardawi has written in his book "The Permissible and Forbidden in Islam" that "Islam does not prohibit any trade except that involves injustice, deceiving, making exorbitant profits, or promoting something unlawful" (Qardawi, 1960). The effectiveness of the Islamic firms would be maximised, maximised profits and welfare, or maximised compensation. Islamic business will pursue social gains as well as other targets in Islamic countries (Sarker, 2001).

In an Islamic viewpoint, internet marketing has a role, but it must be obeyed and obeyed. This is to ensure that different online business goals exist; falah and benefit optimization. Muslims can succeed in business and the afterlife by fulfilling these goals. Sharia compliance will accomplish maximisation of Falah, and the four major prohibitions outlined are the prohibition of Riba, MaisMais



This paper proposes a method to define the Digital Media Advertisement Relationship and mitigate (COVID-19) pandemic in Jordan where the variables that can mitigate (COVID-19) pandemic: can be grouped across social media advertising, namely knowledge sharing (IS), healthcare advertising (AH) and healthcare recognition (HA) for mitigating (COVID-19) pandemic.

One of the most crucial steps in combating this disease is to share knowledge about all that is emerging between countries, citizens and medical staff so that we can learn from previous experiences. The sharing of information helps to limit the spread of this disease, besides the fact that some developing countries do not have many opportunities to access information (Wong, Leo, & Tan, 2020). Based on Mahmoud's analysis, analysed the most popular social networking sites, Twitter, YouTube and Instagram. The study included knowledge transmitted about this disease in various communities and it was found that there is a rise in information dissemination all that COVID-19 has spread, in addition to the incorrect information material that is primarily shared via social networking sites (Cinelli et al., 2020). Globally, it is clear that the dissemination of information about this disease is quicker than it is spread and individuals fear it before it happens due to the constant transmission of false information about it. If you rely correctly on social media sites, you can achieve positive results by disseminating the correct information

that people feel secure, not information that creates fear, Latest marketing advertisements to spread warnings about this virus (Depoux et al., 2020). At this point, reliance on advanced technology is critical so that infection is not transmitted to this disease using modern communication systems and smart medical systems. This disease is now prevalent in the world (Peeri et al., 2020) as follows:

H1: Information sharing (IS) has a positive effect on Digital Media Advertising (DMA).

H2: Healthcare Advertising (HAD) has a positive effect on Digital Media Advertising (DMA).

H3: Healthcare Awareness (HA) has a positive effect on Digital Media Advertising (DMA).

H4: Digital Media Advertising (DMA) has a positive effect on COVID-19 Awareness.

3. Research Methodology

Data collection

An online survey was developed and distributed to consumers in Amman, Jordan. 1000 Randomly-selected respondents obtained and submitted the questionnaire after completion. 96% of the questionnaires obtained from respondents (equal to 980) were deemed useful from a research perspective. The remaining 4% (20) questionnaires had missing values and were refused. Useful questionnaires were reviewed later. There must be a sample size of 906 respondents if the population is equal to 1500. In this scenario, 980 respondents indicated an appropriate sample size as suggested (Krejcie & Morgan, 1970). Since the sample size adequacy is verified and the sample size is considered appropriate, we can now validate the structural equation modelling (Chuan & Penyelidikan, 2006) and even test the hypotheses.

Previously formulated ideas were taken and altered to establish the hypotheses of digital technology. The estimation model was analysed using Structural Equation Simulation (SEM). Thereafter, the final path model was added.

Demographic Data

Table 1 displays personal/demographic data evaluation findings. The findings showed 56% female participants and 44% male participants. Considering the age, the number of respondents aged between 18 and 29 years was 58%, while the percentage of those aged 30, was 42%. In terms of academic history, 38% of respondents preferred Corporate Administration while 19% chose Humanities and Social Sciences, 19% chose Engineering and Information Technology, 10% chose General Education, and 14% chose Mass Media and Public Relations. Respondents hailed from educated backgrounds, many holding graduate degrees. 67% of respondents had finished the bachelor's programme, 21% had acquired a master's degree, and 12% had acquired a doctoral degree. According to (Al-Emran&Salloum, 2017), the study used purposeful sampling methodology as respondents provided voluntary involvement in the analysis. Demographic data of respondents was calculated by IBM SPSS Statistics ver. 23 and recorded in Table 1.

Criterion	Factor	Frequency	Percentage
Gender	Female	560	56%
	Male	440	44 %
Age	Between 18 to 29	580	58%
	Between 30 to 39	280	28%
	Between 40 to 49	140	14%
	Between 50 to 59	0	0%

Education qualification	Bachelor	670	67%
	Master	210	21%
	Doctorate	120	12%

Table 1: Demographic data of the respondents Study Instrument

The theory was tested using the research instrument declared earlier. The five structures in the questionnaire were calculated using 16 items in the sample. Construction references are shown in Table 2. To increase the applicability of science, numerous changes were made in previous study-derived issues.

Table 2. Constructs and their sources.

Constructs	Number of items	Source
INFOSH	4	(Monroe, 2016; Reddy & Kumar, 2018; Mohammad Mazibar Rahman et al., 2018; Kathiravan, 2019)
HELADV	4	(Vikram - WIPRO, 2010; Banerjee & Dash, 2013; Yom-Tov et al., 2018; Monroe, 2016)
HELAWR	2	(Park et al., 2011; Triñona1, 2012)
DIGADV	3	(Bhaskaran et al., 2017; Inci et al., 2017; Lapointe et al., 2014)
COVAWR	2	(Cinelli et al., 2020; Depoux et al., 2020)

Note: INFOSH, Information Sharing; HELADV, Healthcare Advertising; HELAWR, Healthcare Awareness; DIGADV, Digital Media Advertising; COVAWR, COVID-19.

The questionnaire elements were tested for reliability in a pilot study involving 50 randomly chosen respondents from a population. The pilot analysis required a sample size of 10% of the initial sample size meeting research guidelines. The

results of the pilot study were evaluated in terms of internal reliability, calculated by using SmartPls (version 3). Each pilot study calculation item demonstrated a reasonable value. Provided social science studies, the acceptable reliability coefficient is 0.7 (Jum C Nunnally & Bernstein, 1978). Table 3 recorded Cronbach's alpha values obtained for 7 measurement scales. (Amgad et. al., 2020)

Table 3. Cronbach's alpha values for the pilot study (Cronbach's Alpha \geq 0.70).

Construct	Cronbach's Alpha
INFOSH	0.710
HELADV	0.786
HELAWR	0.765
DIGADV	0.853
COVAWR	0.801

Note: INFOSH, Information Sharing; HELADV, Healthcare Advertising; HELAWR, Healthcare Awareness; DIGADV, Digital Media Advertising; COVAWR, COVID-19 Awareness.

4. Data Analysis

Table 4: ANOVA results for Impact of Demographics on the Information Sharing

	Type	Number	Mean	F	Sig	Result
Gender	Male	560	3.987	1.712	0.007	Sig
	Female	440	3.467			
Age Group	20-30	580	2.991	3.821	0.052	No sig
	30-40	280	3.456			
	40-50	140	3.212			
Occupation	Student	0	2.958	2.621	0.036	Sig
	Employed	670	3.006			
	Others	210	2.926			

	Government Employee	120	2.830			
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1. Gender : The results show that there is a significant difference between Information Sharing of males vis a vis to females. The mean value shows that the males have a different Information Sharing as compared to females.
2. Age Group : There is no significant difference between Information Sharing and age group of the consumers. The mean value shows that customers in the age group of 20-30 had an impact on the Information Sharing during the COVID 19 period.
3. Occupation : There is a significant difference between Information Sharing and the occupation of the consumers. The consumers who were employed had an impact on the Information Sharing.

Table 5: ANOVA results for the impact on the Healthcare Advertising websites during COVID

19

	Type	Number	Mean	F	Sig	Result
Gender	Male	560	3.987	2.987	0.001	Sig
	Female	440	3.467			
Age Group	20-30	580	2.991	2.543	0.006	Sig
	30-40	280	3.456			
	40-50	140	3.212			
Occupation	Student	0	2.958	2.769	0.029	Sig
	Employed	670	3.006			
	Others	210	2.926			
	Government Employee	120	2.830			

1. Gender : The results show that there is significant difference between safety patterns adopted by retailers and males vis a vis to females. The mean value shows that the males tend to be concerned more about the Healthcare Advertising adopted as compared to females.

2. Age Group : There is a significant difference between Healthcare Advertising and age group of the consumers. The mean value shows that customers in the age group of 30-40 tend to be concerned more about Healthcare Advertising during the COVID 19 period.

3. Occupation : There is a significant difference between Healthcare Advertising and the occupation of the consumers. The consumers who were employed were more concerned about the Healthcare Advertising.

Table 6 : ANOVA Results on the impact of Healthcare awareness

	Type	Number	Mean	F	Sig	Result
Gender	Male	560	3.213	3.765	0.076	No sig
	Female	440	3.543			
Age Group	20-30	580	2.503	3.309	0.049	sig
	30-40	280	3.987			
	40-50	140	3.111			
Occupation	Student	0	2.958	3.987	0.129	No Sig
	Employed	670	3.006			
	Others	210	2.926			
	Government Employee	120	2.830			

1. Gender : The results show that there is no significant difference between using Healthcare awareness platforms and gender of the consumers. The mean value shows that the males tend to shop less from e payment options as compared to females.

2. Age Group : There is a significant difference between shopping from e payment platforms and age group of the consumers. The mean value shows that customers in the age group of 30-40 tend to shop more from Healthcare awareness during the COVID 19 period.

3. Occupation : There is no significant difference between shopping via Healthcare awareness and the occupation of the consumers. The consumers

who were employed have utilised Healthcare awareness option more than other age groups.

Table 7: ANOVA Results on the impact of Sustainable Lifestyle

	Type	Number	Mean	F	Sig	Result
Gender	Male	560	2.905	2.621	0.019	Sig
	Female	440	3.250			
Age Group	20-30	580	2.9123	2.826	0.026	Sig
	30-40	280	2.8432			
	40-50	140	2.9056			
Occupation	Student	0	2.850	5.191	0.000	Sig
	Employed	670	2.868			
	Others	210	2.933			
	Government Employee	120	2.779			

1. Gender : The results show that there is significant difference between having sustainable lifestyle and gender of the consumers. The mean value shows that the females tend to have a more sustainable lifestyle as compared to males.
2. Age Group : There is a significant difference between having sustainable lifestyle and age group of the consumers. The mean value shows that customers in the age group of 20-30 tend to have a more sustainable lifestyle.
3. Occupation : There is significant difference between having sustainable lifestyle and the occupation of the consumers. The consumers who were in others category comprising of people who were neither students nor employed tend to have a more sustainable lifestyle.

Table 8 : ANOVA Results on the impact of Halal Digital Marketing

	Type	Number	Mean	F	Sig	Result
Gender	Male	560	3.106	1.271	0.282	No Sig
	Female	440	2.923			
Age Group	20-30	580	2.850	5.693	0.018	Sig

	30-40	280	2.868			
	40-50	140	3.257			
Occupation	Student	0	3.204	5.601	0.001	Sig
	Employed	670	2.912			
	Others	210	3.113			
	Government Employee	120	3.402			

1. Gender : The results show that there is no significant difference between Halal Digital Marketing and gender of the consumers. The mean value shows that the males tend to consumer more sustainable food as compared to females.
2. Age Group : There is a significant difference between Halal Digital Marketing and age group of the consumers. The mean value shows that customers in the age group of 40-50 tend to have a more Halal Digital Marketing.
3. Occupation : There is significant difference between Halal Digital Marketing and the occupation of the consumers. The consumers who were government employees tend to have a more Halal Digital Marketing pattern.

Regression

Regression tests the relationship between variables. Regression is tested using weights, p-values and t-values for regressions (Hair et al . , 2016). The regression results will be shown in Table 9, the reversal calculated as exogenous variables sustainable food, sustainable payment, sustainable lifestyle, digital payment and shopping habits. The findings in Table 9 show that most of the hypotheses, suggested in this study, are supported. H01 shows a direct impact of Information Sharing on consumer behaviour ($\beta = 0.500$, $p = .000$). The p-value ($p = .000$) reveals the positive and direct relationship between Halal Digital Marketing and consumer behavior during the COVID 19 period.

Table 9: Regression Results

S. No	Independent variable	Dependent variable	Coefficient	sig	Result
1	Information Sharing	COVID 19 Awareness	0.500	0.000	Significance
2	Healthcare Advertising		0.329	0.002	Significance
3	Healthcare Awareness		0.043	0.318	No significance
4	Halal Digital marketing		0.756	0.021	Significance

1. Table shows that there is significant difference between information sharing, healthcare advertising, and halal digital marketing during the COVID 19 period
2. There is a no significant difference between healthcare awareness, sustainable buying habits and COVID 19 Awareness.

KMO and Bartlett's Test**Table 10: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.911
Bartlett's Test of Sphericity	Approx. Chi-Square	17677.641
	df	323
	Sig.	0.000

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positive and direct relationship between Halal Digital Marketing and consumer behavior during the COVID 19 period.

Confirmatory Factor Analysis (CFA) Measurement Model

Confirmatory factor analysis (CFA) is a study of factors that tests a definite association between latent variables underlying the evidence and the systemic hypothesis. CFA is a way to check or refute a hypothesis. It is a strong tool to test abstract logic. The proposed model is used to estimate population covariance in accordance with the observed covariance. The model is also used to estimate correlations and interconnections between latent constructions. The CFA can be used to test theories of correlation and causation.

Table 11 : model fit

Fit Index	Recommended Value	Value
Chi-Square/ df	<3.0	1.10
GFI	>.80	1.19
AGFI	>.80	.921
RMSEA	<.07	.002
CFI	>.80	1.91
RMR	<.01	.000

5. Discussion

Marketing practises in Islamic context must also be interpreted through the virtues and correct insights of Islamic ethical tradition (Sacharow, 1995; Leaman, 2005). Advertisers need to take certain laws and regulations into account when undertaking marketing campaigns and production of Islamic branding. If the principles of Islamic ethics are included into the secular law, an ethical environment is likely to evolve. Businesses that run online do not allow interest at all, which is something Islamic governments approve of (interest). Islam says "Allah destroys alms and fertilises alms. Allah does not like everyone who does not believe, always does" (2) (prohibited). The Prophet (PBUH) said, "Allah has set certain obligations for you, so do not ignore them; He has set certain limits, so

don't go beyond them; He has forbidden certain things, so don't do it; and He has kept quiet about other things out of mercy to you and not because of forgetfulness, so do not ask about them " (4) Operations with the factor Gharar (reported by al-Darqutni and classified as hasan (good) by al-Nawawi) (uncertainty). According to text narrated from Abu Hurairah, the Prophet prohibited purchase and selling of all forms of gravel (Qardawi, 1960). Islamic Company will double benefits. The benefits of the community as well as other priorities of Islamic countries are taken into account by the business (Sarker, 2001). Internet marketing must follow the Shariah. This will guarantee the ultimate achievement in terms of online industry, achievement and value maximisation. Muslims can excel in industry by achieving these objectives. A proper observance of Sharia will encourage greater societal welfare. You may reduce your business loss through appropriate internet marketing. (Alshaketheep et. al., 2020)

6. Conclusion

Digital marketing continues to grow rapidly. Information technology and telecommunications has minimised the time spent on written correspondence. During the influenza pandemic, companies created digital marketing transactions to sell goods. Diseases such as H1N1 bring about changes in culture. Pandemics affect companies adversely because of digital marketing. This paper aims to examine business potential of digital marketing and Islamic marketing. The pandemic dramatically altered a consumers' online shopping habits. Digital marketing should follow and be conducted according to Islamic values.

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