

## The Impact Of Social Media On Online Consumer Behavior: An Islamic Economic Perspective

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### ABSTRACT

The development of digital technology and social media has changed consumer behavior patterns in online shopping activities. This study aims to examine the impact of social media on Muslim consumer behavior and analyze online consumer behavior from an Islamic economic perspective. This is a library research study with a descriptive qualitative approach. Data was collected through literature studies and analysis of various relevant previous research findings. The results show that online consumers tend to prioritize convenience, speed, competitive prices, and reviews from other users when deciding on a product. Social media plays a significant role as a source of information, a means of promotion, and a shaper of brand perception that influences the interests and purchasing decisions of Muslim consumers. In addition, trust and previous shopping experiences also strengthen consumer loyalty to certain platforms. The behavior of Muslim online consumers is driven by a combination of material and spiritual needs, where they not only seek shopping convenience but also ensure sharia compliance, such as the principles of halal and thayyib, the prohibition of tabzir, avoidance of gharar, and clarity of contracts. This study is expected to contribute to business actors in designing effective digital marketing strategies oriented towards the needs and preferences of Muslim online consumers.

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### INTRODUCTION

The rapid development of information and communication technology has changed the pattern of interaction between companies and consumers. Social media such as

Instagram, Facebook, TikTok, Twitter, and LinkedIn are now an important part of digital marketing activities. Through these platforms, there is two-way interaction between brands and consumers that not only serves for communication, but also strengthens emotional bonds and increases customer loyalty (Rahayu, 2025). In short, the world has become easier for people to become online consumers. With this convenience, people will use their gadgets to buy anything they want.

Data Indonesia Id shows that there were 167 million active social media users in Indonesia in January 2023 (Hermila et al., 2023). According to Safitri, Gunaningrat, and Hastuti in data taken from (Databooks, 2023), TikTok social media users are dominated by young people or Gen Z. In 2022, users aged 18-24 reached 34.9% of all users. Then there was the 25-34 age group, which accounted for 28.2%, while teenagers aged 13-17 reached 14.4%. The percentage of users aged 45-54 was only 6.3%, and those over 55 years old accounted for 3.4%. In terms of gender, the majority of users are women with a percentage of 55%, while men account for 43%, and the remaining 2% come from other categories (Safitri et al., 2022).

These statistics show that Generation Z is the dominant segment that actively uses social media and is a potential target in digital marketing strategies. In this era of increasingly established technology, many people buy goods not only when they need them, but also because of trends that are booming on social media. Thus, online consumer behavior is shaped by people's habits in using social media and the various recommendations that appear every day. If consumers frequently see content about online shopping, it will also influence their online consumer behavior (Antow, 2016).

Not only that, personalization and interactivity features on social media, including influencer campaigns, algorithm-based advertising, and video content, are now important factors that drive consumer interest and purchasing decisions. The promotional strategy implemented by Shopee, for example, through various social media platforms has proven to be effective in expanding its digital market reach, especially among the younger generation who have a high level of usage on applications such as Instagram, TikTok, and Facebook (Aprileny et al., 2025).

There are several studies related to consumer behavior. The first relevant study is the work of Pradanimas, et.al (2023), which examines the online consumptive behavior patterns of Generation Z in Parangjoro Village from the perspective of Islamic economic consumption theory. This study found that Generation Z's online shopping habits tend to be inconsistent with Islamic teachings because they are driven by desire rather than need, influenced by convenience, low prices, and product variety, thereby causing social envy, financial pressure, and a decline in interest in saving. This research emphasizes the urgency of Islamic economic education, conscious consumption campaigns, and parental guidance to align consumer behavior with Islamic principles (Pradanimas et al., 2023).

The second study by a team of researchers from the Tazkia Islamic Institute (2023) analyzed the application of Islamic consumption principles in the online shopping behavior of Hafidzpreneur students. Using a qualitative descriptive approach with interviews, the results showed that most students, especially those from the class of 2020, applied Sharia

principles such as avoiding usury, gharar, and israf, and prioritizing *maslahah*, cleanliness, *infaq*, *almsgiving*, and morality in online transactions. These findings confirm that sharia economic principles can be integrated into everyday e-commerce practices (Sahnan et al., 2023).

The third study by Faizah (2023) explores Generation Z's online purchasing intentions in e-commerce with the variables of sharia compliance, trust, usefulness, and trends. The study found that sharia compliance is a distinguishing factor in Muslim consumer behavior, although it has not yet had a significant impact on Generation Z's purchasing decisions, while trust and trends are more dominant. This highlights the need to strengthen sharia literacy among young consumers to increase the influence of Islamic principles in digital shopping (Faizah & Aisyah, 2023).

From the three previous studies described above, this study is similar to the study by Pradanimas, et.al (2023). This study aims to strengthen the literacy of previous studies on online consumer behavior from an Islamic economic perspective. Unlike previous studies, this study specifically aims to examine Muslim consumer behavior. The purpose of this study is to examine the impact of social media on Muslim consumer behavior and analyze the online behavior of Muslim consumers in choosing and purchasing goods/services online from an Islamic economic perspective.

## RESEARCH METHOD

This type of research is library research. This study uses a qualitative descriptive approach to describe online consumer behavior based on the influence of social media in the perspective of Islamic economics. The data used is secondary data obtained from various sources such as journal articles, digital data reports, previous research articles, and official publications related to the use of social media by consumers and online shopping activities. These sources were analyzed to understand consumer behavior patterns in Indonesia, especially among younger age groups who are more active on social media.

Data analysis was conducted using content analysis techniques, which involved examining information from various references to identify key themes related to online consumer behavior. Furthermore, the data was processed and systematically organized to explain the relationship between the impact of social media and online shopping preferences on purchasing decisions. This approach was used so that the research results could provide a comprehensive picture of online consumer behavior in the current digital era from an Islamic economic perspective.

## RESULTS AND DISCUSSION

### The Impact of Social Media on Muslim Consumer Behavior

Advances in digital technology have had a significant impact on changes in the business world, including the rise of buying and selling transactions through social media. Platforms such as TikTok Shop, Instagram Shop, and Facebook Marketplace have made it easier for businesses to market their products virtually, either through live streaming or regular posts (Anwar et al., 2024). In this advanced era, where in the past people had to meet

in person to buy and sell, nowadays all of that has been abandoned and replaced by electronic activities, commonly known as e-commerce. Although its implementation has not reached all regions, e-commerce will slowly become an important element in the lives of this society (Triwibowo & Adam, 2023).

The development of digital technology in the modern era has changed how people interact, search for information, and shop for goods. Shopping activities have now shifted to the online world by utilizing various e-commerce platforms and social media. This shift is not only due to convenience, but also because consumers are becoming more accustomed to digital services that offer fast, practical, and anytime transactions (Bawono et al., 2018). This vast digital environment creates a new space for online consumers to explore a wide range of product options without limits when shopping online.

On the other hand, online shopping applications and social media also play a role in shaping online consumer shopping patterns. Algorithms that display content based on interests and search history make consumers want to continuously search for products that are relevant to their preferences (E-commerce et al., n.d.). This creates a more individualized shopping experience and often makes consumers feel that their needs are understood by the digital platform. This situation not only affects user satisfaction but also shapes the characteristics and behavior of online consumers.

In online shopping, online consumers have different characteristics and behaviors depending on their desires, habits, and previous shopping experiences. Some consumers prioritize rational aspects and always think before acting, while others are only influenced by emotional and visual factors offered on digital platforms. Additionally, the ease of shopping without direct interaction in crowded places is also a factor that has led to an increase in online consumers because, in addition to saving time, shopping can be more efficient through the use of e-commerce and social media (Maemunah & Dedi Rianto Rahadi, 2020).

In line with the increasingly powerful role of social media in consumers' daily activities, the pattern of interaction between consumers and marketers has also undergone significant changes. Social media now serves as one of the most powerful marketing tools for reaching and influencing consumer behavior. Social media now serves as the primary means for users to share information, generate content, and express their views, thereby influencing the dynamics of online consumer behavior in terms of habits, preferences, and how they respond to digital influences (Hasdiansa et al., 2023).

Social media now acts as a center for modern digital communication, where various information, ideas, and user-generated content spread rapidly through networks, posts, and blogging activities. This massive and interactive content distribution process makes social media the main channel for electronic communication exchange, thereby shaping online consumer behavior patterns, including how they search for product information, determine preferences, and make purchasing decisions (Carr & Ph, 2014).

Social media has created new patterns of interaction between consumers and businesses, making the shopping experience more interesting and dynamic, especially for businesses that promote environmentally friendly products. Through more intense

communication, content, and engagement features, consumers can now connect directly with brands, obtain information more quickly, and feel more interested in exploring and purchasing products that match their values and preferences (Carlson, 2018). This finding is in line with Iqbal's (2025) research, which states that the consumption patterns of Muslim students are quite high, driven by psychological and social factors, as well as technological convenience (Bagaskara, 2025).

Findings from the Brand and Marketing Institute (BMI) show that social media has a very strong influence on consumer purchasing behavior. The survey results reveal that around 80% of consumers in Indonesia consider social media as one of the main considerations before deciding which products to buy. This percentage illustrates the high level of consumer dependence on information, recommendations, and reviews found on various digital platforms. Thus, social media not only serves as a means of communication but has also become an important source of reference that shapes perceptions, preferences, and purchasing decisions in online consumption activities (Suprianto K & Hajar, 2024).

Online consumer behavior in shopping can be divided into two main categories, namely purchases made to meet basic needs and purchases aimed at providing personal satisfaction or pleasure. In the context of online shopping, these two forms of behavior are becoming increasingly apparent, where consumers are not only looking for products they really need, but are also often driven to buy items that attract their attention, follow trends, or provide an enjoyable emotional experience. Factors such as influencer recommendations, attractive product displays, promotions, and ease of access through social media make it easier for consumers to make impulsive purchases in addition to functional purchases. Thus, the behaviors of needs and desires increasingly intersect in current digital consumption patterns (Rudolph & Wagner, n.d.).

Based on the results of the discussion, it can be seen that online consumer behavior can be influenced by various interrelated factors, ranging from social media usage habits and personal preferences to the digital marketing strategies implemented by digital platforms. The intensity of consumer interaction with digital content has been proven to play an important role in shaping their perceptions, interests, and decisions in making online purchases. This shows that consumer behavior in the digital era is not only oriented towards (Rudolph & Wagner, n.d.) the fulfillment of needs, but is also very likely to be influenced by the dynamics of information and trends circulating on social media (Sidharta & Suzanto, 2015).

### **Islamic Economic Perspective**

The behavior of Muslim online consumers in the Islamic economic perspective emphasizes the principles of halal, moderation, and *maslahah* to avoid *riba*, *gharar*, and *israf* when choosing and purchasing goods/services online (Madyasari & Mutafaida, 2023).

Islamic economics regulates consumption behavior through the concept of *halalan tayyiban*, which means that goods and services must be halal and good according to sharia, avoiding haram elements such as usury, *gharar* (uncertainty), and *maysir* (gambling).

Muslim consumers must prioritize *maslahah* (worldly and spiritual benefits) over mere momentary satisfaction, as emphasized in the Qur'an QS. Al-A'raf: 31, which prohibits *israf* (extravagance) and *tabdzir* (wasteful extravagance). In the online context, the principle of *iqtishad* (simplicity) is the main guideline, encouraging wise purchasing without being influenced by excessive promotions (Imeliani & Malahayatie, 2020).

The first principle that Muslim consumers must prioritize when shopping online is the principle of *halal* and *thayyib* in product selection. Muslim consumers must prioritize *halal* products, including ingredients, production processes, and distribution that are free from *haram* elements such as pork or alcohol, as mandated by QS Al-Baqarah: 168 regarding *halal* and *thayyib* food. *Thayyib* adds the dimension of good quality, nutritious, and beneficial for mental and physical health, so online shopping requires verification of *halal* certification from institutions such as the Indonesian Ulema Council (MUI) before purchase. Sharia e-commerce platforms such as HalalMart facilitate this through transparent labeling, preventing consumers from being trapped by *gray* products that damage the interests of the community (Sazalia Naura Azzahra & Imsar Imsar, 2025).

In addition to the principles of *halal* and *thayyib* in product selection, Muslim consumers must also understand contracts in *sharia* economics. Online transactions must be based on *sharia* contracts such as *bai'* (sale and purchase) or *wakalah bil ujah*, with clarity on prices, product descriptions, and consumer rights to avoid *gharar* (uncertainty). Justice is reflected in the prohibition of *riba* through Islamic financing such as *murabahah*, where the seller is transparent about profit margins, in accordance with QS An-Nisa: 29 which prohibits the consumption of fellow human beings' wealth unjustly. Muslim consumers are required to read the terms of service and reviews to ensure that the platform is fair, not exploitative, so that transactions bring blessings rather than disputes (Imeliani & Malahayatie, 2020).

Muslim consumers also need to prioritize ethical consumption and implement the prohibition of *mubadzir/tabzir*. The use of post-purchase products must be ethical, avoiding *israf* (excessiveness) and *tabzir* (wastefulness) as stated in QS Al-A'raf: 31, which commands us to eat and drink but not to excess. In the online era, flash sale discounts often trigger impulsive buying, where Muslims must consider long-term benefits such as environmental sustainability rather than momentary satisfaction. The principle of *iqtisad* (simplicity) encourages moderate consumption, for example, choosing environmentally friendly products that are *thayyib* for future generations (Sazalia Naura Azzahra & Imsar Imsar, 2025). This is also in line with research (Aisah et al., 2023) that *Israf* is rejected because of its many negative effects, including people becoming wasteful and power-hungry in utilizing wealth, arrogance, pride (personal responsibility), and irresponsibility.

This prohibition against excess is also in line with the findings of Nusrida, et.al (2024), which states that the transformation of Muslim consumer behavior when evaluating alternatives lies in awareness of *Sharia* rules by considering the *halal* status of products, rationality by considering *maslahah* and utility value, and the prohibition of *idzraf* and *tabzir* behavior (Nusrida et al., 2024).

Islam does indeed urge its followers not to be excessive, including in their consumption of goods. However, in today's era, there are many challenges faced by the younger generation of Muslims, one of which is impulsive consumption. It cannot be denied that the ease of one-click purchases on platforms like Shopee or Tokopedia can easily lead to wasteful spending, especially among young people influenced by advertisements and FOMO (fear of missing out), which contradicts Islamic economics that prioritizes *maslahah* (the greater good). *Maslahah* encompasses five basic needs: religion, soul, intellect, lineage, and wealth, so consumers prioritize products that preserve these five aspects over a hedonistic lifestyle. Solutions to overcome this challenge include Sharia literacy via reminder apps, online Muslim communities for sharing halal reviews, and reciting prayers before shopping to control desires (Ade Fadillah FW Pospos et al., 2023).

Research (Bagaskara, 2025) confirms that the application of Islamic values in consumption is not merely about avoiding what is haram, but requires caution (*al-ihthyath*), self-control (*mujahadah al-nafs*), and comprehensive consideration of *maslahat*. Thus, consumption becomes part of worship and a reflection of piety. To create ideal Muslim consumers, an educational approach and continuous guidance are needed to instill spiritual values in the face of an aggressive and fast-paced digital consumption culture.

Not only does it prioritize the basic principles of Islamic economics, but online consumer behavior must also reflect specific online behaviors. Such as Product Evaluation, which is to consider halal, benefits, and quality, as well as reading reviews critically. Purchase Decisions, namely by paying with methods that comply with sharia (for example, digital payments such as QRIS, DANA, OVO if they comply with the principles). Post-Purchase, namely by providing honest reviews and testimonials (positive/negative) as part of social responsibility and honesty (Nusrida et al., 2024).

Essentially, Muslim consumers need to apply Islamic principles, especially when shopping on digital media. On the other hand, digital stores are also expected to prioritize Islamic economic principles when selling their products. Research conducted by Anwar, et al (2025) found that consumers tend to feel safer and more confident when transacting with online stores that adhere to these Islamic principles, because the products are guaranteed to be halal, the information is transparent, and the service is ethical and responsible. Conversely, online stores that do not apply Islamic principles often receive complaints regarding service quality, clarity of information, and business integrity.

## CONCLUSION

The development of digital technology has brought about major changes in the way consumers shop, from previously doing so in person to increasingly relying on online platforms and social media. The convenience, speed, and flexibility offered by e-commerce has made online shopping the preferred choice for many Muslim consumers. In addition, digital algorithms that tailor content to user interests help create a more personalized shopping experience and encourage consumers to continue engaging in online shopping activities.

Social media plays a very powerful role in influencing consumer behavior, from the information search stage to the purchase decision. The behavior of Muslim online consumers is driven by a combination of material and spiritual needs, where they not only seek shopping convenience but also ensure sharia compliance, such as the principles of halal and thayyib, the prohibition of tabzir, avoiding gharar, and clarity of contract. Sharia-compliant e-commerce platforms are advised to increase transparency to optimally meet these needs.

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