

# The Behavior of Gen Z Muslim Consumers in Purchasing Islamic Products: A Study of the Sharia Economic Perspective

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## **ABSTRACT**

*This study aims to analyze the purchasing behavior of Muslim Generation Z (Gen Z) consumers toward Islamic products from the perspective of Islamic economics. Gen Z is known as a digital generation that is critical, rational, and value-oriented; therefore, their purchasing decisions for halal products are influenced not only by religious factors but also by social, economic, and technological aspects. This research employs a qualitative method with a literature review approach, examining empirical studies from the past five years (2020–2025) related to halal digital marketing, halal awareness, Islamic lifestyle, and Islamic economic values. The results reveal that digital marketing strategies play a significant role in shaping Gen Z's perception and purchase intention toward halal products through the strengthening of brand equity and electronic word of mouth (e-WOM). Moreover, halal awareness and Islamic lifestyle are proven to be the main drivers of purchasing decisions, as Gen Z perceives halal products as symbols of authenticity, quality, and moral identity. The implementation of the Islamic marketing mix, emphasizing the values of trustworthiness (amanah), excellence (ihsan), and justice ('adl), contributes to building consumer trust and loyalty. Meanwhile, religiosity acts as a moderating factor that strengthens the influence of product uniqueness and halal awareness on purchasing decisions. Conceptually, the consumption behavior of Muslim Gen Z reflects a transformation toward an Islamic consumer who is critical, digital, and ethical. These findings highlight the importance of digital marketing strategies that are educational, transparent, and grounded in spiritual values to create a balance between profit, ethics, and blessing (barakah) within Islamic economic practices.*

## **INTRODUCTION**

Generation Z (Gen Z), generally born between the late 1990s and early 2010s, has unique consumer characteristics, especially in the context of Muslim markets in Indonesia and other Muslim-majority countries. In today's digital and globalized era, Gen Z's preferences and shopping behavior towards Islamic products are greatly influenced by social changes, technology, and a growing understanding of sharia values. Studies indicate that Gen Z is generally highly connected to technology and information, quick to adopt new trends, critical thinkers, and tends to prioritize authenticity and transparency in economic transactions and lifestyle choices, including when selecting Islamic products such as fashion, halal cosmetics, and Sharia-based services (Indrawati, 2022). Their purchasing decisions are not only based on the halal status of the product, but also on aspects such as ease of access, digital promotions, and brand image on social media (Hani Rosanti, 2023).

Unlike previous generations, the impact of religiosity on Gen Z is increasingly varied. Several studies show that religiosity is not necessarily a dominant factor in purchasing halal products; instead, uniqueness,



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quality, and awareness of a product's halal status are strong drivers of purchasing behavior (Ana Toni Roby Candra Yudha, 2024 ; Harris Rizki Ananda, 2024). This is consistent with the findings that halal awareness and Islamic lifestyle play an important role in purchasing decisions for sharia products such as food, cosmetics, and fashion businesses (Habibillah Hakiki, 2024 ; Linda Dewi Martiasari, 2022; Nurul Adilah Hasbullah, 2023). Irwandi et al.'s research shows that price and location factors significantly contribute to consumer purchasing decisions, with a determination value of 52.3 percent. From a sharia economics perspective, the pricing and location selection for the business do not conflict with sharia principles, as they prioritize honesty and ensure the halal status of the products sold (Irwandi, Rinaldi, & Amri, 2023).

Marketing activities through social media and the strengthening of *Electronic Word of Mouth* (e-WOM) have proven to play an important role in driving interest in purchasing halal products among Generation Z. Although the direct influence of social media activities on purchase intent is sometimes insignificant, the role of *brand equity* and e-WOM has a strong impact on increasing trust and purchase intent for Islamic products (Syifa Rofifa, 2023). This situation indicates that manufacturers need to actively manage the image, reputation, and information of their products across various digital platforms consistently to build emotional connections with young Muslim consumers.

In addition, subjective norms, peer influence, the existence of Muslim communities, and promotion by influential individuals in Gen Z social groups are also factors that determine their level of trust and intention to purchase Islamic products. Marketing that is authentic, value-based, and in accordance with sharia economic principles such as trustworthiness, fairness, openness, and avoidance of elements of gambling is more easily accepted by young consumers who are critical of the values and authenticity of a brand (Nur Imam Saifuloh, 2025). Halal certification and the application of sharia-based value marketing mixes that integrate the principles of trustworthiness, piety, and benevolence into the four main elements (product, price, place, and promotion) have also been proven to increase Gen Z's intention to purchase Islamic MSME products. However, if halal certification is only carried out as a formality without accompanying communication of meaning and education to consumers, it can actually cause skepticism about the authenticity of the sharia values being promoted (Nur Imam Saifuloh, 2025).

Furthermore, Gen Z's decision to purchase Islamic products is influenced by *self-efficacy* or self-confidence in choosing halal products, economic motivation in the form of affordable prices, and a halal lifestyle orientation that is seen as maintaining their religious identity and well-being (Puja Larasati, 2021). In this context, Gen Z's consumption behavior reflects an effort to balance spiritual values, economic rationality, and the expression of identity as modern Muslims. In the Islamic economy, ideal consumer behavior follows the principles of *maslahah* (public interest) and avoids elements of *haram* (forbidden), *gharar* (uncertainty), *maysir* (speculation), and *riba* (interest). Studies of Gen Z Muslim consumers show a growing understanding that consuming Islamic products is not only to fulfill spiritual needs, but is also seen as part of a modern and responsible lifestyle that encompasses ecological and ethical aspects, as well as support for halal MSMEs (Nur Amalina, 2022). In the Muslim fashion sub-sector, the *hijrah* motif, Islamic fashion trends, and the ease of digital transactions have boosted purchasing interest, where style and trend influences are in line with the personal and psychological norms of Gen Z (Indrawati, 2022 ; Nur Amalina, 2022). In halal cosmetics, the factor of trust (brand trust) supported by positive reviews and Islamic marketing strategies also strengthens the purchasing decisions of Gen Z consumers in Indonesia and Malaysia (Habibillah Hakiki, 2024 ; Nurul Adilah Hasbullah, 2023).

## LITERATURE REVIEW

Digital marketing strategies play a crucial role in shaping the behavior of Gen Z Muslim consumers, especially in the context of purchasing Islamic products, which are now rapidly developing in line with technological advances and changes in consumption patterns. The following literature review outlines various empirical findings that support the need to design appropriate digital marketing strategies oriented towards the specific characteristics of Gen Z and the principles of Islamic economics.

### A. The Role of Social Media and Digital Activities in Increasing Purchase Intentions

The literature shows that marketing activities through social media have a positive effect on brand equity formation, which then contributes significantly to electronic Word of Mouth (e-WOM), and further increases the intention to purchase halal products among Gen Z. Although the direct influence of social media activities on purchase intent is not always significant, the power of social media in building brand equity and enhancing



consumer-to-consumer communication has proven vital for Islamic products, such as halal cosmetics ( [Syifa Rofifa, 2023](#) ). Therefore, effective digital marketing strategies must leverage the power of social media as an interactive platform to build brand credibility and create authentic recommendation networks.

### **B. Halal Awareness and Lifestyle as the Foundation of Marketing Strategy**

Awareness of product halal status (halal awareness) and Islamic lifestyle (halal lifestyle) are key factors influencing purchasing decisions for Islamic products, particularly in the sharia hotel and halal cosmetics sectors. Empirical studies show that Muslim consumers, especially the younger generation, are increasingly careful in assessing the importance of halal aspects and product conformity with Islamic values in their consumption decisions ( [Linda Dewi Martiasari, 2022](#) ). Therefore, digital marketing strategies that clearly highlight the advantages of products from a halal perspective, certification, and relevance to Islamic lifestyles can increase Gen Z's trust and purchasing interest.

### **C. Integration of the Islamic Marketing Mix in Digital Marketing**

A marketing mix approach that integrates Sharia principles such as trustworthiness, piety, benevolence, and fairness into the elements of product, price, distribution, and promotion is crucial. A Sharia marketing mix model operated through digital marketing strategies can enhance the purchasing behavior of Muslim Gen Z consumers toward halal SME products. However, the effectiveness of this strategy depends on the delivery of authentic values and not merely formal halal certification so as not to cause skepticism among critical young consumers ( [Nur Imam Saifuloh, 2025](#) ). Therefore, digital strategies must be able to communicate not only sharia compliance but also the benefits and uniqueness of the product transparently.

### **D. The Influence of E-WOM and Brand Equity in Digital Marketing**

Electronic Word of Mouth (e-WOM), which is formed from consumer experiences and reviews on social media and digital platforms, is a major driver of halal purchasing decisions. The power of e-WOM can be maximized in digital marketing strategies to strengthen brand equity, thereby increasing Gen Z consumer loyalty and trust in Islamic products. Studies show a strong positive relationship between social media activity, brand equity, and e-WOM that impacts purchase intention ( [. Syifa Rofifa, 2023](#) ). Effective digital marketing strategies must focus on managing positive reviews and content that encourage young Muslims to participate in organic brand conversations.

### **E. Religiosity and Awareness as Moderators of Consumer Responses**

Although religiosity is not always a dominant factor in Gen Z's decision to purchase halal products, its existence can moderate the influence of other factors such as fashion uniqueness and awareness of the halal status of products. This means that digital marketing strategies must convey messages that resonate with religious values while still emphasizing the uniqueness and quality of the product in order to attract broader purchasing interest ( [Ana Toni Roby Candra Yudha, 2024](#) ). In other words, digital campaigns that emphasize Islamic values and product uniqueness simultaneously will be more effective in embracing Gen Z consumers.

## **METHOD**

This study uses a qualitative method with a literature review approach. This approach was chosen because the focus of the study lies in conceptual analysis and synthesis of previous research findings related to the behavior of Generation Z Muslim consumers in purchasing Islamic products from a sharia economics perspective.

The data used is secondary data obtained from various scientific sources such as national and international journals, books, and research reports relevant to the topics of consumer behavior, halal digital marketing, religiosity, and Islamic economic principles.

The analysis process was carried out in several stages:

#### **1. Identification and Data Collection**

Researchers identified articles and scientific publications from the last five years (2020–2025) that discussed Muslim consumer behavior, halal digital marketing strategies, halal awareness, and sharia values in purchasing decisions.



## 2. Source Selection and Evaluation

Sources were selected based on their relevance, credibility, and contribution to understanding the behavior of Gen Z Muslim consumers. Only reputable journals and empirical research supporting the sharia economic theory framework were used.

## 3. Thematic Analysis

The data was analyzed by grouping the research results into main themes, such as:

- a. the influence of social media and e-WOM on purchase intent,
- b. the role of halal awareness and Islamic lifestyle,
- c. the application of the Islamic marketing mix, and
- d. religious factors and sharia values in consumption decision-making.

## 4. Synthesis and Conclusions

All findings were comprehensively analyzed to produce a conceptual synthesis of how digital marketing strategies and Islamic economic values influence the purchasing behavior of Gen Z Muslim consumers when buying Islamic products.

This method allows the study to integrate previous empirical results into a more complete theoretical understanding, while offering strategic recommendations for the development of Islamic marketing that is in line with the characteristics of Gen Z.

# RESULTS AND DISCUSSION

## 1. The Role of Digital Marketing in the Behavior of Gen Z Muslim Consumers

The results of the literature review show that digital marketing strategies play a very significant role in shaping the consumption behavior of Muslim Gen Z. This generation is very active in the digital world, especially on social media platforms such as Instagram, TikTok, and YouTube. Content marketing and electronic word of mouth (e-WOM) are important factors in influencing their purchase intentions for halal products (Syifa Rofifa, 2023).

Although not all social media activities directly influence purchasing decisions, building brand equity through positive and authentic content has been proven to strengthen consumer trust. In the context of the Islamic economy, this strategy is relevant because it encourages transparency (*shiddiq*) and honesty in product communication. This means that ethical and informative digital marketing practices in line with the principles of *trustworthiness* and *fairness* can increase Gen Z Muslims' interest in purchasing Islamic products.

## 2. Halal Awareness and Islamic Lifestyle as Key Drivers

Halal awareness and Islamic lifestyle have emerged as key factors determining purchasing decisions for Islamic products. Gen Z sees the halal label not only as a symbol of religiosity, but also as a guarantee of quality and trust in the manufacturer (Linda Dewi Martiasari, 2022).

Studies show that the higher the awareness of halal aspects, the greater the tendency for consumers to choose products with clear Islamic values. This is especially true for halal cosmetics, Muslim fashion, and sharia-based services. From a sharia economics perspective, this phenomenon shows that Gen Z's consumption behavior is not only oriented towards functional needs ( ) but also towards moral and spiritual values (*masalahah*).

Therefore, companies need to deeply integrate Islamic values into product promotion and design, not just as a branding strategy. This approach will strengthen *the trust* and loyalty of young Muslim consumers.

## 3. Integration of the Islamic Marketing Mix in Digital Strategy

The Islamic Marketing Mix, which includes product, price, place, and promotion, is an important foundation in guiding the purchasing behavior of Gen Z Muslims. Nur Imam Saifuloh (2025) emphasizes that applying the values of *trustworthiness*, *benevolence*, and *piety* in every element of the marketing mix can strengthen the emotional and spiritual connection between producers and consumers. In the digital context, the integration of the 4Ps based on sharia is realized through:

- a. Product: Highlighting quality, halal certification, and social benefits.
- b. Price: Transparent, fair, and non-speculative (*gharar*).
- c. Place: Utilizing trusted halal e-commerce platforms and marketplaces.
- d. Promotion: Using educational content that reinforces Sharia values and brand authenticity.

Thus, Islamic value-based digital marketing strategies can become instruments of economic da'wah, where consumers buy not only because of trends, but also because of compliance with sharia principles.

#### 4. The Influence of E-WOM, Brand Equity, and Digital Communities

The study shows that E-WOM and brand equity have a strong relationship with the intention to purchase Islamic products. Gen Z trusts reviews and recommendations from fellow users more than formal advertisements. This trust is part of the social norms that shape collective decisions in digital communities (Syifa Rofifa, 2023).

This phenomenon shows that horizontal communication between users is more effective in creating positive perceptions of halal products. In the framework of the sharia economy, this kind of interaction illustrates the principles of *ukhuwah* (brotherhood) and *amanah* (honesty in testimony). Therefore, managing brand reputation in the digital space is part of the moral responsibility of Islamic companies.

#### 5. Religiosity and Value Awareness as Moderating Factors

A recent empirical study (Ana Toni Roby Candra Yudha, 2024) found that religiosity does not always directly influence purchasing decisions, but acts as a moderating factor that strengthens the influence of other factors such as fashion uniqueness and halal awareness. This means that Gen Z tends to have rational and selective consumption patterns, where religious values serve as a moral filter in choosing products. Products that offer ethical values, uniqueness, and clear halal status are more easily accepted, even if they are not explicitly associated with religious symbols.

From a sharia economics perspective, this behavior indicates a shift from symbolic religiosity to substantial religiosity, namely consumption behavior that emphasizes honesty, social responsibility, and public welfare.

#### 6. Implications for the Development of Islamic Marketing

Based on a synthesis of the literature, several implications can be formulated:

- a. The digitization of halal marketing needs to be directed towards building *brand trust* through transparency, education, and the participation of the digital Muslim community.
- b. Islamic SME actors need to optimize halal e-commerce by presenting value narratives, not just price promotions.
- c. The involvement of credible Muslim influencers can strengthen the authenticity of economic da'wah messages and avoid the impression of commercializing religion.
- d. Islamic content innovation based on storytelling can expand halal awareness and increase Gen Z engagement organically.

## CONCLUSION

Based on the results of literature review and discussion, it can be concluded that the behavior of Generation Z Muslim consumers in purchasing Islamic products is influenced by a combination of religious, social, and technological factors that interact with each other in the context of the modern sharia economy. First, digital marketing strategies play an important role in shaping Gen Z consumers' perceptions, purchase intentions, and loyalty to Islamic products. Activities on social media, electronic word of mouth (e-WOM), and brand equity have proven to be effective means of fostering trust and strengthening the image of halal brands. Second, halal awareness and halal lifestyle are the main drivers of purchasing decisions. Gen Z does not only

view halal as a religious obligation, but also as a representation of moral values, product quality, and identity as modern Muslims.

Third, the application of an Islamic marketing mix based on the values of *trustworthiness*, *benevolence*, and *fairness* is key to success in building long-term relationships between Muslim producers and consumers. Digital marketing strategies that authentically integrate sharia values will be more effective than promotions that are merely symbolic. Fourth, religiosity and Islamic values serve as moderating factors that strengthen the influence of marketing factors on purchasing decisions. Gen Z exhibits rational and selective consumption patterns that balance modern lifestyle needs and sharia principles.

Thus, the consumption behavior of Muslim Gen Z reflects a transformation towards critical, digital, and ethical Islamic consumers. From a sharia economics perspective, this describes a form of consumption that not only fulfills worldly needs but also brings benefits, honesty, and social responsibility. Therefore, Islamic businesses are advised to develop educational, transparent, and spiritually-based digital strategies in order to create a balance between profit, ethics, and blessings (*barakah*) in sharia economic practices.

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