

# Implementation of Islamic Marketing Strategies and Its Impact on Consumer Behavior, a Literature Review

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The purpose of this article is to examine the theory and implementation of Islamic marketing management globally and the factors shaping consumer behavior. The source material is derived from a review of marketing management books and international journals, which were thoroughly reviewed and analyzed to obtain analytical results that can benefit users in this field. The method used in this study is qualitative research, using an inductive analysis approach and a literature review. The research was conducted using theoretical analysis from books and an analysis of 25 previous research articles from the Emerald Insight platform from 2018 to 2024. The analysis results provide a scope of Islamic marketing strategy and descriptive analysis of Islamic consumer behavior, implemented Islamic marketing strategies, and consumer behavior of Islamic products/services users in various countries from 2018 to 2024. This study provides material and references for further research, including theoretical studies, indicators, and variables on Islamic marketing strategy and consumer behavior of Islamic products/services users. Limitations of this study include the lack of an in-depth examination of the use of technology in Islamic marketing strategies. The implications of this research can be used by management in formulating Islamic marketing strategies and managerial decision making in the marketing sector.

**Keywords:** sharia, muslim, marketing, strategy, customer behavior, theory, indicators.

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## 1. Introduction

Sharia marketing is part of marketing management, is a process of identifying and implementing strategies to maximize value, in improving the welfare of stakeholders in particular, and society in general, which is regulated by the guidelines given in the Quran and As Sunnah (Hussnain, 2011). Sharia marketing can also be understood as a process and strategy (Hikmah) of fulfillment through Halal (Tayyibat) products and services with an agreement for the mutual welfare (Falah) of both buyers and sellers, for the purpose of achieving material and spiritual well-being in this world and the hereafter (Alom and Haque 2011). Four characteristics that underlie the concept of marketing in Islam, namely religious, ethical, realistic and humanistic (Sula and Kartajaya, 2006). The management principles in the Qur'an and Hadith include: having a spiritual personality/pious, behaving well and sympathetically/shidiq, being fair in business/AI-Adl, being serving and humble/khidmah, keeping promises and not cheating/amanah, being honest and trustworthy/AI-Amanah, not liking to suspect others, not liking to backbite/Ghibah, not taking bribes (Kartajaya & Sula, 2006). Islamic Economy Report 2020 and the Indonesian Sharia Economic Master Plan 2019-2024, the sharia economic industry cluster is divided into several clusters such as the halal food and beverage cluster, halal tourism cluster, Muslim fashion cluster, halal media and recreation cluster, halal pharmaceutical and cosmetics cluster, sharia banking cluster, sharia capital market cluster, social security cluster and zakat and waqf cluster.

A frequently asked question from a management perspective regarding Islamic marketing is what Islamic marketing strategies are currently widely used by industries and product and service providers. Furthermore, what is the behavior of consumers as users of Islamic products and services? The purpose of this study is to provide information on the implementation of Islamic marketing strategies globally, consumer behavior of users of Islamic products and services, and a description of Islamic marketing management. It is hoped that the results of this study can provide information and serve as literature for further research on Islamic marketing management.

## 2. Literature Review and Problem Statement

The legal basis for products in Islam follows that outlined in the Quran and Hadith. Halal comes from Arabic, meaning permitted or permitted. Two requirements must be met when marketing halal products: first, the product must be clearly stated, with clear dimensions and composition, in good condition, undamaged, and not expired, and made with halal ingredients. Second, the product must undergo a production process that incorporates moral elements, be halal, and meet halal criteria. According to Islamic marketing, products must be functional, consumable, beneficial, and produce material, moral, and spiritual improvement for consumers (Zainal, 2012). Pricing of products/services from an Islamic perspective is that, because the price of a good is the right of the transacting parties, the price fluctuations must be delegated to them (Izatul Aini A, et al, 2022). Consumer behavior is the processes and activities associated with searching for, selecting, purchasing, using, and evaluating products and services to satisfy needs and desires. In short, consumer behavior is the basis for a consumer's purchasing decisions. In applying an understanding of consumer behavior, several key elements are considered. First, consumer behavior serves as information for designing effective marketing strategies, and second, consumer behavior can assist in the process of public policy decision-making. Several theories of consumer behavior exist, including: microeconomic theory, which explains that humans act based on self-interest; psychological theory, which emphasizes psychological factors that can be influenced by environmental forces; sociological theory, which emphasizes the relationships and influences between individuals and their behavior; and anthropological theory, which emphasizes the buyer behavior of a particular social group, including culture and social class (Irwansyah et al., 2021). Ethics in Islam are the fruit of faith, Islam, and piety, grounded in a strong belief in the truth of Allah SWT. Islam is the source of values and ethics in all aspects of human life, including business discourse. Islamic businesses must be founded on the purpose of worshiping Allah SWT with the intention of fulfilling Divine rules (Harahap, 2010). Ethics is more theoretical, discussing how things should be, while morals are more practical, discussing how things are. Ethics focuses on investigating, thinking about, and considering what is good and bad, while morals provide a good standard for human actions within a particular social unit (Kadir, 2010).

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## 3. Method

This study uses a qualitative research method, through an inductive analysis approach and a library research approach. The author is based on Grounded Theory with the aim of producing a general theory regarding

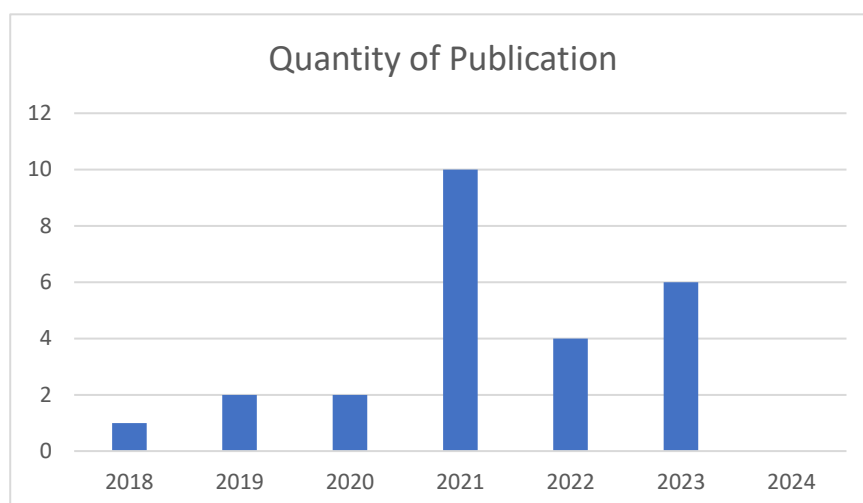
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the implementation of Islamic marketing management and its impact on consumer behavior of products and services. The analysis uses a philosophical approach to explore the essence of truth as deeply as possible with everything that exists. The study uses a content analysis technique that emphasizes how the author views the consistency of communication content qualitatively and how the author interprets communication content, reads symbols, and interprets the content of symbolic interactions that occur in communication. Data analysis uses a descriptive-analytical method. The study was conducted by describing Islamic marketing management theory and analyzing 25 research articles on Islamic marketing in various countries. Article data was taken from the Emerald Insight International Journal platform, from 2018 to 2024. The analysis focused on the implementation of Islamic marketing strategies and consumer behavior of users of Islamic products and services. In addition, the research samples are clearly presented, including the amount of data used, the origin or source of the data, and the specific parameters that are the focus of the analysis. Each sample is identified based on its characteristics so that its relevance and suitability for use in the research can be accounted for.

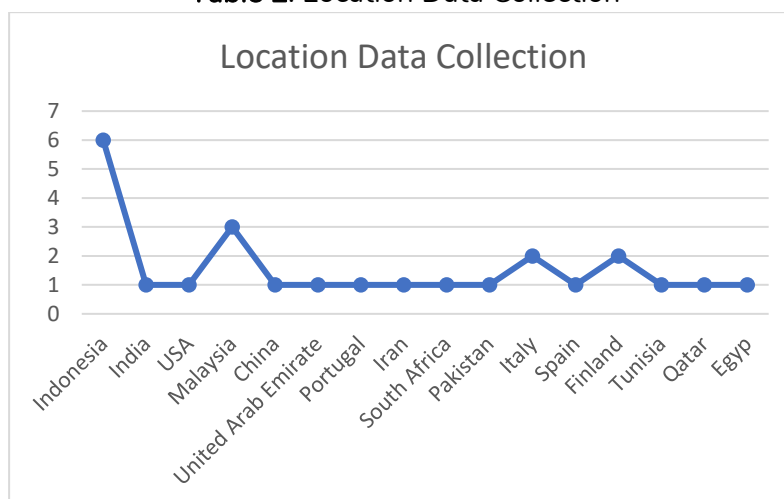
#### 4. Results and Discussion

Demographic analysis of 25 articles was conducted. Publications were analyzed from 2018 to 2024, with the largest number of publications occurring in 2021, with 10 studies. The research was conducted in 16 countries, with Indonesia the country with the most studies, with 6 studies. The research was published in 8 international journals on the Emerald Insight platform, with the largest number of publications being the Journal of Islamic Marketing, with 6 publications.

**Table 1.** Quantity of Publication



**Table 2.** Location Data Collection



**Table 3.** Publisher



**Table 4.** Analysis of 25 studies

Islamic Marketing Strategy	Consumer Behavior of Islamic Products/Services
Building brand image and encouraging Muslim consumer satisfaction	Purchasing decisions and habits are influenced by "halal brands"
Government policy support and facilities for implementing Islamic marketing	"Halal terminology" is an attraction for religious Muslim buyers
Cultural clustering	Emotional sensitivity of Muslim consumers in using religious products
Price clustering	Loyalty
Smart marketing strategy	Religiosity
Sector diversification	Halal products/services
Islamic social marketing analysis	Purchase intention is influenced by: attitudes, religiosity, halal product knowledge, and perceived behavioral control
Post-purchase attributes	Brand addiction
Multidimensional integration of Islamic marketing research	Product knowledge

Islamic Marketing Strategy	Consumer Behavior of Islamic Products/Services
Shariah-compliant goal setting and strategy	Intention
Building customer trust	Risk considerations
Consumer experience analysis	Considering the clarity of local or global brands
Implementing the principle of good deeds	Emotions evoked by halal food experiences focus on "joy" and "love"
Introducing the non-patriarchal view of the caliphate as an agency model	Attitude
Operationalizing piety as the primary virtue of economic agents	Subjective norms
Developing Islamic Work Ethics	Religiosity
Islamic ethics	Awareness
Integrating philosophical insights into happiness	Satisfaction
Economic agents developed from the teachings of the Qur'an	Sense of belonging
Policy of providing only halal products and services	Environmentally responsible attitude

## 5. Conclusion

Islamic marketing strategies include Islamic business ethics, use of Islamic images and language, emphasis on product quality and halalness, value-based social marketing, partnerships with Islamic communities, product education, promotions, value-based marketing, consistency with Islamic principles, use of appropriate technology. The stages in developing an Islamic marketing strategy are market research and analysis, goal setting, segmenting, targeting and positioning (STP), developing value propositions, developing products/services, selecting distribution channels, developing marketing plans, implementing, evaluating, measuring, adjusting and improving.

The strategies implemented by the Islamic product and service provider industry in the 25 analyzed studies are building brand image and encouraging Muslim consumer satisfaction, government policy support and facilities in implementing Islamic marketing, cultural clustering, price clustering, smart marketing strategy, sector diversification, Islamic social marketing analysis, post-purchase attributes, multidimensional integration of Islamic marketing research, setting sharia goals and strategies, building customer trust, consumer experience analysis, implementing *maslahah darūriyah*, introducing the non-patriarchal *khilafah* view as an agency model, operationalizing piety as the main priority of economic agents, building Islamic work ethics, Islamic ethics, integrating philosophical insights about happiness, economic agents developed from the teachings of the Qur'an, and policies to only provide halal products and services.

Consumer behavior of Islamic product/service users is the habits, preferences, and values that influence how Muslim consumers interact with the market and make purchasing decisions. The characteristics of Islamic consumer behavior are attention to halal (halal), concern for Islamic business ethics, interest in products and services that are in accordance with Islamic values, prioritizing quality, religious influence in decision-making, brand loyalty, interest in relevant promotional content, and social awareness. Consumer behavior of Islamic products/services from 25 studies analyzed are decisions and purchasing habits influenced by "halal brands", "halal terminology" being an attraction for religious Muslim buyers, emotional sensitivity of Muslim consumers in using religious products, loyalty, religiosity, halal products/services,

purchasing intentions are influenced by: attitudes, religiosity, knowledge of halal products and perceived behavioral control, brand addiction, product knowledge, intentions, risk considerations, considering the clarity of local or global brands, emotions evoked by halal food experiences focusing on "joy" and "love", attitudes, subjective norms, religiosity, satisfaction, sense of belonging, responsible attitudes towards the environment.

This study provides a reference for further research, including theoretical studies, indicators, and variables for quantitative research, and theoretical information for qualitative research. A limitation of this study is the lack of an in-depth analysis of technology utilization in Islamic marketing, such as the use of digital-based information and marketing systems encompassing social media, content marketing, mobile applications, halal e-commerce, video and live streaming content, email marketing, and VR (Virtual Reality) and AR (Augmented Reality) technologies.

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