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Sidq, Amanah and ʿAdl: Islamic Ethical Values in Modern Digital Marketing Strategies

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Abstract

The development of digital business and increasingly competitive global markets has encouraged companies to adopt marketing strategies that are not only effective but also ethically sustainable. From an Islamic economics perspective, marketing activities should reflect Islamic ethical values, particularly sidq (honesty), amanah (trustworthiness), and ʿadl (justice), as well as transparency and social responsibility. However, integrating these values into modern marketing practices remains conceptually underdeveloped. Therefore, this study aims to formulate a conceptual framework for integrating Islamic values into modern marketing strategies. This study employs a qualitative conceptual approach through a systematic literature review of Islamic marketing, ethical branding, halal industry practices, and sustainable marketing theories. The findings indicate that integrating Islamic values can strengthen consumer trust, enhance brand reputation, support customer loyalty, and promote sustainable business competitiveness. The proposed framework emphasizes halal value propositions, ethical digital communication, and value-based consumer engagement as strategic components of Islamic-oriented marketing practices in the modern business environment.

Keywords : Islamic Economics; Islamic Marketing; Digital Marketing; Sidq; Amanah; ʿAdl; Ethical Branding; Halal Industry; Sustainable Marketing

INTRODUCTION

The rapid development of digital technology and the expansion of global markets have transformed modern marketing practices into highly competitive, data-driven, and consumer-oriented activities. Companies are increasingly required to implement innovative marketing strategies through digital platforms, social media engagement, personalized

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advertising, and interactive communication systems. However, the dominance of profit-oriented marketing has also generated various ethical problems, including misleading advertising, manipulative promotional practices, excessive consumerism, and declining public trust in business activities (Kotler et al., 2021). In recent years, consumers have become more concerned not only with product quality and price but also with ethical responsibility, transparency, and sustainability embedded in business practiceslia (Lim et al., 2022). Consequently, ethical marketing has emerged as a strategic issue in contemporary business and academic discussions.

From the perspective of Islamic economics, marketing activities are not designed solely to maximize profit but also reflect moral and spiritual responsibilities guided by Sharia principles. Islamic marketing emphasizes ethical values such as sidq (honesty), amanah (trustworthiness), ʿadl (justice), wasatiyyah (moderation), maslahah (public welfare), and transparency as the foundations of business interactions (Kalkavan et al., 2021). These principles encourage companies to avoid deceptive practices, maintain fairness in transactions, and prioritize long-term social welfare alongside financial performance. According to Wilson & Liu (2010), Islamic marketing differs fundamentally from conventional marketing because it integrates economic objectives with ethical accountability and spiritual values. Therefore, Islamic marketing offers a holistic approach that balances commercial interests with ethical and social responsibilities.

The rapid growth of the halal industry and Muslim consumer markets worldwide has further strengthened the relevance of Islamic-oriented marketing strategies in the modern business environment. Muslim consumers increasingly demand products and services that not only satisfy functional needs but also align with Islamic ethical values and marketing ethics (Hassan et al., 2008). This condition has encouraged companies to integrate Islamic values into branding strategies, digital promotion, customer relationship management, and corporate social responsibility programs. Furthermore, the expansion of e-commerce and digital marketing has created new ethical challenges related to transparency, data protection, misleading endorsements, and manipulative digital communication (Samudra & Tamamudin, 2025). Ethical concerns in digital marketing highlight the need for marketing

frameworks that combine technological innovation with value-based business ethics.

Several previous studies have examined Islamic marketing from perspectives such as halal branding, Islamic consumer behavior, ethical business practices, and customer loyalty. Ali et al. (2021) found that Islamic ethical branding significantly influences consumer trust and purchase intention in halal markets. Islamic business ethics, particularly honesty, trustworthiness, and ethical conduct, contribute to customer trust, loyalty, and the maintenance of long-term customer relationships (Abbas et al., 2019; Susilo et al., 2022). Related conceptual scholarship similarly indicates that Islamic perspectives remain underdeveloped within mainstream marketing theory (El-Bassiouny, 2014), while critical scholars caution against constructing "Islamic" consumers and markets through essentialist or overly normative assumptions (Jafari & Sandikci, 2015). Nevertheless, existing studies remain fragmented and generally focus on specific operational dimensions without offering an integrative conceptual framework that comprehensively connects Islamic values with modern marketing strategies. Moreover, limited studies have explored the integration of ethical digital communication, sustainable consumer engagement, and value-based branding within the broader framework of Islamic economics.

Based on these gaps, this study aims to develop a conceptual framework for integrating Islamic values into modern marketing strategies from an Islamic economics perspective. This study explains how Islamic ethical principles can strengthen consumer trust, enhance brand reputation, support sustainable business competitiveness, and encourage socially responsible marketing practices. Theoretically, this research contributes to Islamic marketing literature by integrating ethical, spiritual, and strategic dimensions into a unified conceptual framework. Practically, this study provides strategic guidance for businesses, halal industries, and digital entrepreneurs in developing ethical marketing systems that are competitive, sustainable, and aligned with Islamic principles in the contemporary economic era.

LITERATUR REVIEW

Islamic Economics and Ethical Business Principles

Islamic economics is fundamentally based on integrating economic activities with moral, ethical, and spiritual values derived from the Qur'an and Sunnah. Unlike conventional economic systems that primarily emphasize profit maximization and market efficiency, Islamic economics promotes balance between material achievement and social justice through principles such as sidq (honesty), amanah (trustworthiness), ʿadl (justice), maslahah (public welfare), and transparency (Kalkavan et al., 2021). These ethical principles form the foundation of all business and marketing activities within the Islamic economic framework. According to Chapra (1992), Islamic economics encourages responsible business practices that prioritize fairness, sustainability, and social accountability in economic interactions. Therefore, business organizations operating within Islamic markets are expected to implement ethical systems that not only generate financial profit but also contribute positively to society.

These ethical foundations are also grounded directly in primary Islamic sources. The Qur'an commands believers to speak truthfully and justly (QS. Al-Ahzab 33:70) and prohibits unjust consumption of others' wealth in trade (QS. Al-Baqarah 2:188). At the same time, the Prophetic tradition explicitly condemns deception in market exchange (Al-Hajjaj, n.d.). Classical fiqh muamalah (Islamic jurisprudence on transactions) scholarship further treats honesty, trustworthiness, and fair dealing as binding legal-ethical obligations in commercial transactions, not merely recommended virtues (Ibn Taymiyyah, 1982).

Recent studies have demonstrated that ethical values significantly influence consumer perceptions and organizational reputation in Islamic markets. Ali et al. (2021) revealed that Islamic ethical practices positively affect consumer trust and strengthen long-term customer relationships. Similarly, Abbas et al. (2019) and Susilo et al. (2022) argued that ethical orientation in Islamic business practices contributes to sustainable competitiveness because Muslim consumers increasingly consider moral values when making purchasing decisions. Consequently, integrating Islamic ethics into business strategy has become increasingly relevant in the context of modern global competition and digital economic transformation.

Islamic Marketing Concept

Islamic marketing refers to marketing activities that comply with Sharia principles while ethically and responsibly fulfilling consumer needs. Islamic marketing emphasizes not only product and service quality but also the ethical processes involved in promotion, communication, pricing, and customer relationships (J. A. J. Wilson, 2012). In Islamic marketing, business actors are prohibited from engaging in manipulative advertising, fraudulent claims, excessive persuasion, and exploitative practices because these actions contradict Islamic moral teachings. Instead, Islamic marketing promotes transparency, fairness, honesty, and mutual benefit between producers and consumers.

Sidq (Truthfulness)

At its core, sidq is the correspondence between what a business communicates and what is actually true. Applied to marketing, it means that product claims, advertising copy, and promotional messages should represent the real quality, benefits, and limitations of an offering, without exaggeration or the quiet omission of facts a consumer would want to know (Kalkavan et al., 2021; Mokhtar, 2016).

Amanah (Trustworthiness)

Amanah concerns how faithfully a party carries out what it has been entrusted with. For a business, this means keeping promises to consumers, safeguarding customer data and transaction integrity, and standing behind certifications and guarantees, such as halal labels, rather than treating them as marketing decoration (Butt et al., 2021).

ʿAdl (Justice)

'Adl is concerned with fairness in how businesses price, treat, and resolve problems with their customers. In practice, it rules out exploitative pricing and unequal treatment of vulnerable consumers, and it obliges firms to provide accessible remedies when something goes wrong (Alserhan, 2020).

The concept of Islamic marketing has gained increasing academic attention alongside the rapid expansion of the global halal industry. Saeed

et al. (2001) proposed a value-maximization framework for international marketing ethics from an Islamic perspective, arguing that marketing exchanges should be evaluated not only by functional or economic benefit but by the extent to which they deliver value consistent with Islamic ethical principles. Daud et al. (2023) and Saputra et al. (2022) emphasized that the digitalization of business activities has created new opportunities and challenges for Islamic marketing practices, especially concerning ethical communication, consumer privacy, and transparency in online transactions. Therefore, Islamic marketing is increasingly viewed as a strategic framework that integrates religious values with modern business innovation.

To provide a stronger theoretical anchor, this study situates Islamic marketing within the broader framework of Maqasid al-Shariah (the higher objectives of Islamic law), which classifies human welfare into the protection of religion, life, intellect, lineage, and property (Auda, 2008; Chapra, 1992). Viewed through this lens, ethical branding and halal value propositions are not isolated marketing tactics but operational expressions of a legal-ethical system designed to safeguard maslahah (welfare) while curbing mafsadah (harm). This distinguishes Islamic marketing from secular ethical marketing frameworks such as corporate social responsibility (CSR) or stakeholder theory, which are typically grounded in utilitarian or contractual reasoning rather than divinely ordained accountability. Positioning sidq, amanah, and 'adl as derivatives of Maqasid al-Shariah rather than as free-standing virtues strengthens the conceptual coherence of the proposed framework and clarifies why Islamic marketing imposes obligations that extend beyond legal compliance or reputational risk management.

Table 1. Mapping of *Maqasid al-Shariah*, Islamic Ethical Values, and Digital Marketing Practice

Maqasid al-Shariah	**Protected Object**	**Related Value(s)**	**Digital Marketing Practice**	**Illustrative Indicator**
Hifz al-Dīn (protection of religion)	Religious integrity of transactions	*Amanah, ʿAdl*	Halal certification and religious claims in advertising	Accuracy of halal/certification claims

Maqasid al-Shariah	Protected Object	Related Value(s)	Digital Marketing Practice	Illustrative Indicator
Hifz al-Nafs (protection of life)	Consumer safety and welfare	*ʿAdl, Sidq*	Truthful health/safety-related product claims	Absence of misleading safety claims
Hifz al-ʿAql (protection of intellect)	Consumer's rational judgment	*Sidq*	Avoidance of manipulative advertising and dark patterns	Consumer complaint rate on misleading ads
Hifz al-Nasl (protection of lineage/family)	Family and social welfare	*ʿAdl*	Responsible marketing toward vulnerable groups	Compliance with responsible-marketing guidelines
Hifz al-Māl (protection of property)	Consumer's financial interest	*Amanah, ʿAdl*	Fair pricing and consumer data protection	Price transparency; data-incident rate

Source: Authors' conceptual synthesis based on Al-Ghazali's and Al-Shatibi's classical formulation of Maqāṣid al-Sharīʿah, Auda (2008), Beekun (1997), Saeed et al. (2001), Hassan et al. (2008), and OECD (2022). The digital-marketing practices and illustrative indicators were operationalised by the authors.

Modern Marketing Strategies in the Digital Era

Modern marketing strategies have evolved significantly due to advances in digital technology, artificial intelligence, social media platforms, and data-driven communication systems. Contemporary businesses increasingly rely on digital marketing tools such as social media advertising, influencer marketing, personalized content, and customer engagement analytics to strengthen brand competitiveness and market reach (Kotler et al., 2021). Digital transformation has enabled businesses to interact more directly and efficiently with consumers while simultaneously increasing competition in global markets.

However, the rapid development of digital marketing has also raised ethical concerns about misleading information, manipulative algorithms, consumer exploitation, and a lack of transparency in online promotions. Lim et al. (2022) argued that modern consumers are increasingly aware of ethical issues in digital marketing and tend to prefer brands that

demonstrate transparency, accountability, and social responsibility. In response, businesses are encouraged to adopt ethical marketing approaches that balance technological innovation with consumer protection and sustainable business values. This creates opportunities to integrate Islamic ethical principles into modern marketing strategies as an alternative framework for ethical and sustainable digital business practices.

Halal Branding and Consumer Trust

Halal branding has emerged as a key dimension of Islamic marketing because it integrates religious compliance, product quality, and ethical business practices. Halal branding not only reflects product permissibility according to Islamic law but also symbolizes trust, safety, transparency, and corporate responsibility, values that Islamic business ethics scholarship treats as core organizational obligations rather than optional branding attributes (Beekun, 1997). Muslim consumers often associate halal-certified products with higher ethical standards, healthier production processes, and stronger organizational integrity.

Several studies have shown that halal branding significantly influences consumer trust, purchase intention, and brand loyalty. Ali et al. (2021) found that transparent halal communication and ethical branding positively affect consumer confidence in Islamic products and services. Likewise, Abbas et al. (2019) and Susilo et al. (2022) emphasized that customer trust is strongly influenced by ethical consistency between brand messages and actual business practices. Therefore, halal branding is not only a marketing tool but also a strategic mechanism for developing sustainable customer relationships and long-term competitive advantage in Islamic markets.

The rapid expansion of halal certification bodies and digital verification systems has further reinforced the credibility of halal branding in online marketplaces, reducing information asymmetry between producers and consumers. This technological layer complements the ethical foundation of Islamic marketing by making sidq and amanah verifiable in real time rather than relying solely on consumer trust in brand claims. As halal certification becomes increasingly standardized across jurisdictions, businesses operating in cross-border digital

marketplaces face growing pressure to align their marketing communications with internationally recognized advertising and marketing-communication standards, such as truthful claim substantiation and non-deceptive presentation, further strengthening the relevance of the proposed conceptual model.

RESEARCH METHOD

Research Design and Approach

This study employs a qualitative research approach using a qualitative conceptual research design grounded in a systematic literature review procedure. The qualitative conceptual approach was selected because the study's primary objective is to develop an integrative conceptual framework for incorporating Islamic values into modern marketing strategies from an Islamic economics perspective. Conceptual research is appropriate for exploring theoretical relationships, synthesizing multidisciplinary perspectives, and constructing a comprehensive framework based on previous scholarly discussions (Snyder, 2019). This approach enables researchers to critically analyze contemporary issues related to Islamic marketing, ethical business practices, halal branding, and digital marketing transformation.

This systematic literature review examines recent scholarly publications, conceptual studies, and empirical findings on Islamic economics and modern marketing strategies. The review identifies theoretical dimensions, ethical principles, and strategic components that support integrating Islamic values into contemporary business practices. The conceptual framework developed in this study emphasizes the interconnection between Islamic ethical principles, digital marketing practices, consumer trust, and sustainable business competitiveness.

Data Sources and Literature Selection

The data used in this study consist entirely of secondary data obtained from academic literature, including international journal articles, conference proceedings, scholarly books, and reputable institutional reports published between 2021 and 2025. The literature was collected from several academic databases, including Scopus, ScienceDirect, SpringerLink, Google Scholar, Emerald Insight, and Taylor & Francis

Online. The selection of recent references was intended to ensure the relevance and contemporariness of the conceptual discussion, particularly regarding digital marketing transformation and Islamic business ethics. Foundational theoretical works, classical Islamic sources, and methodological references are exempted from this 2021–2025 window and are retained regardless of their original publication year (see the note beneath Table 2).In total, twenty (20) peer-reviewed and scholarly sources met these criteria and were retained for thematic synthesis, as listed in the References section and summarized thematically in Table 3.

The literature selection process used purposive criteria to maintain the quality and relevance of the reviewed sources. The inclusion criteria consisted of studies discussing Islamic economics, Islamic marketing, halal branding, ethical marketing, or sustainable marketing; studies published in peer-reviewed journals between 2021 and 2025; literature written in English; and studies containing theoretical or empirical discussions relevant to modern marketing strategies. Meanwhile, articles lacking academic credibility, duplicate publications, and non-relevant discussions were excluded from the review process.

Table 2. Literature Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publication Year	2021–2025	Below 2021
Source Type	Peer-reviewed journals, books, conference proceedings	Blogs, opinion articles, non-academic websites
Language	English	Non-English
Research Focus	Islamic economics, Islamic marketing, ethical marketing, halal branding	Unrelated business or marketing topics
Accessibility	Full-text accessible literature	Incomplete or inaccessible sources

Source: Developed by the authors, following the systematic literature review procedure of Snyder (2019).

Note (added): foundational theoretical works, classical Islamic sources, and methodological references (e.g., Snyder, 2019; Chapra, 1992) are exempted from the publication-year criterion above; only contemporary empirical and digital-marketing literature is subject to the 2021-2025 window.

Data Collection Procedure

The data collection process followed several systematic stages. First, the researchers identified keywords relevant to the study objectives, including "Islamic marketing," "Islamic business ethics," "halal branding," "ethical digital marketing," "Islamic economics," and "sustainable marketing." Second, the selected keywords were used to search scholarly databases for relevant publications. These keywords were combined using Boolean operators, e.g., ("Islamic marketing" OR "Islamic business ethics") AND ("halal branding" OR "ethical digital marketing" OR "sustainable marketing"), to enable a search strategy that other researchers can replicate. Third, the retrieved articles were screened for title relevance, abstract suitability, and alignment with the research objectives. Finally, the selected literature was categorized by thematic area to support conceptual synthesis and framework development.

The literature review process emphasized theoretical consistency, conceptual relevance, and methodological credibility. The researchers also compared findings across studies to identify similarities, differences, research gaps, and emerging conceptual trends in integrating Islamic values into modern marketing practices.

Data Analysis Technique

This study uses thematic analysis and conceptual synthesis techniques to analyze the collected literature. Thematic analysis identified recurring themes, concepts, ethical dimensions, and strategic patterns related to Islamic marketing and modern business practices. According to Braun & Clarke (2021), thematic analysis enables researchers to systematically interpret qualitative information and organize conceptual relationships within complex data.

The analysis process included several stages: familiarizing with the literature, coding relevant concepts, categorizing major themes, interpreting theoretical relationships, and developing the conceptual framework. Through this process, the study identified several major dimensions relevant to integrating Islamic values into modern marketing strategies, including ethical branding, halal value propositions, and transparency in digital communication, customer relationship

sustainability, social responsibility orientation, and value-based consumer engagement.

Table 3. Main Themes Identified in the Literature Review

Main Theme	Key Dimensions	Supporting Literature
Islamic Business Ethics	Honesty, justice, transparency, trustworthiness	Kalkavan et al., (2021); Wilson (2012)
Islamic Marketing	Ethical promotion, halal orientation, customer welfare	Ali et al. (2021); Saeed et al. (2001)
Digital Marketing Ethics	Transparency, responsible communication, privacy protection	Lim et al. (2022); Daud et al. (2023); Saputra et al. (2022)
Consumer Trust	Brand reputation, loyalty, ethical consistency	Abbas et al. (2019); Susilo et al. (2022)
Sustainable Marketing	Social responsibility, long-term competitiveness	Kotler et al. (2021)

Source: Authors' thematic synthesis based on the literature cited in each row above.

Conceptual Framework Development

The conceptual framework in this study was developed through an integrative synthesis of theories and empirical findings from the reviewed literature. The framework positions Islamic ethical values as foundational principles influencing modern marketing strategies, ethical communication practices, halal branding systems, and sustainable customer engagement. Furthermore, the framework explains how these dimensions contribute to consumer trust, brand reputation, and sustainable business competitiveness within contemporary digital markets.

The framework construction process emphasizes integrating Islamic economics and strategic marketing perspectives to provide a holistic understanding of ethical marketing practices in modern business environments. Consequently, the resulting framework is expected to serve as both a theoretical contribution to Islamic marketing literature and a

practical reference for businesses implementing Islamic-oriented marketing strategies.

RESULTS AND DISCUSSION

The findings below are presented together with their theoretical and practical discussion, rather than in separate Results and Discussion sections. This follows common practice in conceptual and literature-synthesis papers, where a finding and its meaning are usually easier to read side by side.

Integration of Islamic Values into Modern Marketing Strategies

The findings indicate that integrating Islamic values into modern marketing strategies can create a more ethical, transparent, and sustainable business ecosystem. Based on the thematic analysis of the reviewed literature, Islamic marketing is not limited to promoting halal product. Still, it encompasses broader ethical dimensions involving honesty, justice, trustworthiness, transparency, and social responsibility in all business activities. The analysis shows that these Islamic values serve as strategic foundations that strengthen customer trust, improve organizational reputation, and support long-term business sustainability in highly competitive digital markets.

The literature synthesis demonstrates that modern consumers, particularly Muslim consumers, increasingly prioritize ethical consistency between corporate communication and actual business practices. Companies that implement Islamic ethical principles tend to build stronger emotional relationships with consumers because customers perceive them as more trustworthy, socially responsible, and morally accountable. This confirms that Islamic values can serve not only as religious attributes but also as strategic marketing assets that enhance competitive advantage in contemporary business environments.

Ethical Branding and Consumer Trust

One of the most dominant findings identified in this study is the strong relationship between ethical branding and consumer trust. The reviewed literature consistently indicates that Islamic ethical branding

positively influences consumer confidence, loyalty, and purchase intention. Ethical branding in Islamic marketing involves transparent communication, truthful advertising, halal product assurance, fair pricing systems, and responsible customer engagement. Consumers tend to develop stronger loyalty toward brands that align Islamic ethical values with business practices.

Furthermore, the findings show that trust is a central element in Islamic-oriented marketing strategies. Trust strengthens when consumers see companies as practicing honesty and transparency in digital communication, product information, and promotional activities. Several studies also emphasize that ethical branding contributes significantly to sustainable customer relationships because consumers increasingly reject manipulative and deceptive marketing practices commonly found in digital advertising environments.

Table 4. Main Findings on Ethical Branding and Consumer Trust

Findings	Description	Strategic Implication
Ethical branding increases consumer trust	Transparency and honesty in communication reduce perceived risk and information asymmetry for consumers	Strengthens long-term customer relationships
Halal value propositions enhance brand reputation	Halal-oriented branding signals product quality and religious compliance beyond price competition	Expands Muslim consumer market reach
Transparent communication supports customer loyalty	Consistent and verifiable disclosure reduces negative perceptions toward promotional claims	Reduces negative perceptions toward advertising
Islamic ethical consistency improves competitiveness	Alignment between stated values and actual business conduct differentiates brands in the halal market	Supports sustainable business positioning

Source: Authors' synthesis of findings drawn from Ali et al. (2021), Abbas et al. (2019), Susilo et al. (2022), and Abbas et al. (2019).

At the same time, this integration carries risks. Halal certification and Islamic branding language can themselves become commodified into persuasive marketing devices detached from substantive ethical practice, a pattern comparable to "greenwashing" in sustainability marketing and sometimes termed "religious washing." Scholars have also cautioned that Islamic marketing as a field remains theoretically underdeveloped and tends toward normative-prescriptive claims rather than critical analysis of market practice (Jafari & Sandikci, 2015, 2016). Consumer trust in Islamic branding therefore depends not merely on the presence of halal symbols or Islamic terminology, but on verifiable consistency between such claims and actual business conduct.

Digital Marketing and Islamic Ethical Communication

Beyond the strategic dimensions discussed above, the ethical risks of digital communication outlined earlier in the Literature Review - including misleading endorsements, manipulative algorithms, fake reviews, and misuse of consumer data - require a specifically Islamic ethical response. These risks parallel what regulatory bodies term "dark commercial patterns": interface and communication designs that manipulate or deceive consumers into decisions they would not otherwise make (OECD, 2022).

The literature analysis indicates that Islamic ethical principles provide an alternative framework for addressing these contemporary marketing challenges. Islamic marketing emphasizes truthful communication, transparency, fairness, and accountability in all promotional activities. Businesses applying Islamic ethical communication are encouraged to avoid exaggerated claims, hidden information, and exploitative digital strategies that may harm consumers. Instead, companies are expected to establish honest, socially responsible communication systems that maintain public trust and ethical credibility.

The findings also show that consumers increasingly value authentic, ethical communication over aggressive promotional tactics. In digital environments characterized by information overload and declining trust in advertisements, ethical communication has become a strategic factor influencing customer engagement and brand sustainability.

Halal Value Proposition and Sustainable Competitiveness

The study also finds that halal value propositions play a strategic role in supporting sustainable business competitiveness. Halal branding is no longer perceived solely as a religious certification mechanism but also as a symbol of product quality, safety, transparency, and ethical responsibility. This finding indicates that halal-oriented marketing strategies can attract not only Muslim consumers but also non-Muslim consumers seeking ethical, hygienic, and trustworthy products.

Moreover, businesses that integrate halal values into their marketing systems tend to achieve stronger market differentiation than competitors that rely solely on conventional promotional approaches. Halal value propositions create emotional and ethical connections between businesses and consumers because they reflect broader values related to integrity, responsibility, and social welfare.

This pattern is already visible in adjacent industries: Islamic fintech platforms that publish clear, Shariah-compliant profit-sharing terms, halal cosmetics brands that disclose full ingredient traceability, and Muslim-friendly travel platforms that certify prayer facilities and food sourcing have each reported stronger customer retention than competitors relying on generic sustainability claims (Al-Ansi & Han, 2019; Hati et al., 2023; Khan et al., 2021; Suhartanto et al., 2026). These examples suggest that halal value propositions work best when paired with verifiable, third-party certification rather than self-reported claims, since verifiability ultimately operationalizes amanah and sidq at the point of purchase.

Customer Relationship Sustainability

Beyond a single transaction, sidq and amanah also shape whether a relationship with a customer holds up over time. Consistently honoring commitments made at the point of sale, being transparent about product or service limitations, and handling complaints without deflection help a customer keep trusting a business across repeated purchases rather than only the first one (Mansouri et al., 2022; Wijaya et al., 2022). In this sense, customer relationship sustainability functions less as a separate marketing tactic and more as the cumulative, long-run expression of the same ethical values applied consistently over time.

Socially Responsible Business Practice

'Adl and maslahah extend the framework's reach beyond the immediate buyer to the wider set of people a business's conduct affects — employees, suppliers, and the communities it operates in. A socially responsible business practice grounded in these values would, for example, apply the same fairness in how it treats workers and partners as it claims toward customers, and weigh the broader welfare implications of its marketing and sourcing decisions rather than treating social responsibility as a separate communications exercise (Koku & Savas, 2014).

Table 5. Strategic Dimensions of Halal-Oriented Marketing

Strategic Dimension	Islamic Value	Marketing Impact
Halal branding	*Amanah* (trustworthiness)	Strengthens brand credibility
Ethical advertising	*Sidq* (honesty)	Enhances consumer trust
Fair pricing	*ʿAdl* (justice)	Supports customer satisfaction
Social responsibility	*Maṣlaḥah* (public welfare)	Improves corporate reputation
Sustainable engagement	*Wasatiyyah* (moderation)	Builds long-term customer loyalty

Source: Authors' synthesis based on Beekun (Beekun, 1997), Saeed et al. (Saeed et al., 2001), and Alserhan (2020).

Proposed Conceptual Framework

Based on a synthesis of the reviewed literature, this study proposes a conceptual framework that positions Islamic ethical values as the central foundation shaping modern marketing strategies. The framework explains that Islamic values affect ethical branding, halal value propositions, digital communication transparency, customer relationship sustainability, and

socially responsible business practices. These dimensions subsequently contribute to increased consumer trust, stronger brand reputation, enhanced customer loyalty, and sustainable business competitiveness.

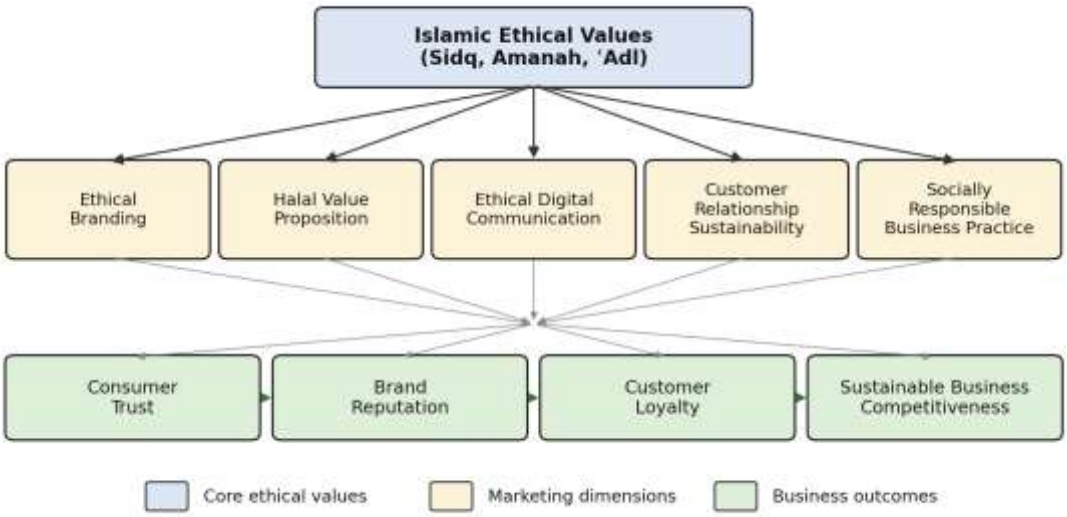
The framework also demonstrates that Islamic marketing should not be understood merely as a religious adaptation of conventional marketing but rather as a comprehensive ethical paradigm integrating spiritual responsibility, social accountability, and strategic business sustainability. Therefore, businesses implementing Islamic-oriented marketing strategies may achieve not only financial performance improvements but also stronger ethical legitimacy and long-term market resilience.

Table 6. Proposed Conceptual Framework Components

Core Component	Supporting Dimension	Expected Outcome
Islamic Ethical Values	Honesty, justice, transparency, trustworthiness	Ethical business practices
Modern Marketing Strategy	Digital promotion, branding, customer engagement	Competitive market positioning
Ethical Communication	Transparent advertising and responsible messaging	Consumer trust enhancement
Halal Value Proposition	Product quality and Sharia compliance	Brand reputation improvement
Sustainable Relationship	Customer loyalty and social responsibility	Long-term business sustainability

Source: Authors' synthesis based on Beekun (Beekun, 1997), Saeed et al. (Saeed et al., 2001), Hassan et al. (2008), Wilson & Liu (2010), and Tieman (Tieman, 2011).

Figure 1. Proposed Conceptual Framework



How exactly do these dimensions translate into consumer trust? Three pathways seem plausible. Truthful advertising and accurate certification claims, grounded in sidq, narrow the information gap between businesses and consumers, so that marketing claims can be taken more at face value. Responsible data handling and kept commitments, grounded in amanah, lower the risk consumers feel in transacting with a business in the first place. For religiously motivated consumers, a third pathway may also operate: consistency between a brand's conduct and Islamic values can build trust through a sense of shared identity, on top of the two more purely informational and risk-based mechanisms above. None of this has been tested here; it is offered as a plausible account that future empirical work could examine directly.

Overall, the findings confirm that integrating Islamic values into modern marketing strategies offers significant opportunities to develop ethical, sustainable, and consumer-oriented business systems in the contemporary digital economy. The proposed conceptual framework offers both theoretical and practical contributions for businesses seeking to implement Islamic-oriented marketing strategies that balance profitability, ethical responsibility, and long-term sustainability.

The findings indicate that integrating Islamic values into modern marketing strategies has become increasingly relevant in responding to ethical challenges in the contemporary digital business environment,

including manipulative advertising, misleading endorsements, and declining public trust in corporate communication (Al-Nashmi & Almamary, 2017; Daud et al., 2023; A. E. Wilson et al., 2022). In this context, the study confirms that Islamic ethical principles such as sidq (honesty), amanah (trustworthiness), ʿadl (justice), wasatiyyah (moderation), maslahah (public welfare), and transparency can serve as fundamental values for constructing ethical and sustainable marketing systems capable of balancing commercial objectives with social responsibility (Butt et al., 2021).

The findings reveal that Islamic marketing differs substantially from conventional marketing because it places ethical accountability and spiritual responsibility alongside profit-oriented business goals. Modern conventional marketing strategies often rely on persuasive communication techniques that prioritize consumer attraction without adequately considering ethical implications. By contrast, Islamic-oriented marketing emphasizes truthful communication, fairness in transactions, and responsible promotional practices (Alserhan, 2020). This finding suggests that Islamic marketing should not be interpreted merely as religious branding but as a holistic ethical framework that integrates moral values into strategic business decision-making. Consequently, Islamic values offer businesses opportunities to build stronger legitimacy and credibility in increasingly competitive digital markets.

One of the study's most significant findings is the strategic role of ethical branding in strengthening consumer trust and customer loyalty. The analysis demonstrates that consumers increasingly value brands that consistently communicate transparency, honesty, and ethical responsibility in their promotional activities. In highly competitive digital environments where consumers are continuously exposed to aggressive advertising and information overload, trust has become a critical factor influencing purchasing decisions and long-term customer engagement. Businesses that embed Islamic ethical values in their branding are more likely to build stronger emotional relationships with consumers because customers perceive them as more authentic, transparent, and socially responsible (Abbas et al., 2019; Susilo et al., 2022). Therefore, ethical branding functions not only as a communication strategy but also as a mechanism for developing sustainable competitive advantage.

The findings also highlight that halal value propositions contribute significantly to business sustainability and market differentiation. Halal branding is no longer viewed solely as compliance with religious regulations but has evolved into a broader symbol of ethical quality, transparency, product safety, and responsible business conduct. This indicates that halal-oriented products increasingly attract both Muslim and non-Muslim consumers seeking trustworthy, ethically produced goods and services. As a result, halal branding has universal ethical dimensions that can enhance organizational reputation and expand market acceptance globally (Aji & Muslichah, 2023; Tieman, 2011; A. E. Wilson et al., 2022). The study therefore demonstrates that integrating halal values into marketing strategies can strengthen business competitiveness while simultaneously promoting ethical consumption practices.

Another important discussion emerging from this study relates to ethical communication in digital marketing systems. The increasing use of influencer marketing, social media promotion, and algorithm-driven advertising has created various ethical risks, including deceptive endorsements, fake reviews, hidden sponsorships, and misuse of consumer data. The findings suggest that Islamic ethical communication offers an alternative framework for addressing these problems by emphasizing truthful information, responsible messaging, and transparency in promotional activities (Al-Nashmi & Almamary, 2017; A. E. Wilson et al., 2022). Businesses applying Islamic ethical principles are encouraged to avoid manipulative communication strategies and prioritize consumer welfare in digital interactions. This finding indicates that ethical communication has become increasingly important for maintaining consumer trust and organizational legitimacy within digital business ecosystems.

Furthermore, the study shows that integrating Islamic ethical values positively influences sustainable customer engagement and long-term organizational reputation. Businesses implementing socially responsible marketing practices tend to achieve stronger customer loyalty because consumers perceive ethical organizations as more reliable and accountable. In modern markets, consumers increasingly evaluate brands not only on product quality and price but also on ethical responsibility, sustainability orientation, and social contribution (Koku & Savas, 2014).

Consequently, ethical marketing has evolved from a normative concept into a strategic business instrument that can influence organizational performance and long-term market resilience.

It is important to distinguish the Islamic ethical marketing framework proposed in this study from adjacent Western constructs such as corporate social responsibility (CSR), stakeholder theory, and conventional relationship marketing. While CSR and stakeholder theory encourage firms to balance the interests of multiple stakeholders for reputational or risk-management reasons, Islamic marketing grounds ethical obligation in tawhid (the oneness of God) and accountability in the akhirah (hereafter), making ethical conduct a matter of religious duty rather than strategic discretion (Alserhan, 2020). This theological grounding has practical implications: because sidq, amanah, and 'adl are non-negotiable obligations rather than optional value-added attributes, businesses adopting an Islamic-oriented marketing strategy face stronger internal accountability mechanisms, which may explain why Islamic ethical branding tends to produce more durable consumer trust than campaigns based solely on CSR messaging (Butt et al., 2021). At the same time, the universality of concepts such as honesty, fairness, and transparency means that the proposed framework is not exclusively applicable to Muslim-majority markets; non-Muslim consumers may respond positively to these values even without religious motivation, as reflected in the crossover appeal of halal-certified products discussed earlier in this study (Aji & Muslichah, 2023; Tieman, 2011; A. E. Wilson et al., 2022). This dual applicability, religiously grounded yet practically universal, represents one of the more distinctive theoretical contributions of the proposed framework.

Perhaps the most original claim this study makes is that basing ethical obligation in religious accountability, rather than in reputational calculation, changes what that obligation can do. Whether it actually produces more durable consumer trust than CSR-based claims grounded in secular reasoning is an empirical question this conceptual study cannot settle, but it is one worth testing directly.

From a theoretical perspective, this study contributes to Islamic marketing literature by proposing an integrative conceptual framework that connects Islamic ethical principles with modern marketing strategies. Previous studies often examined Islamic marketing from fragmented

perspectives, such as halal branding, Islamic consumer behavior, or ethical advertising practices. This study expands the literature by integrating dimensions such as ethical branding, halal value propositions, transparent digital communication, customer relationship sustainability, and social responsibility orientation into a comprehensive framework. As a result, the study provides a broader understanding of how Islamic values can systematically shape modern marketing systems within contemporary digital economies.

Practically, the findings offer important implications for businesses, halal industries, and digital entrepreneurs seeking to implement sustainable, ethically oriented marketing systems. Companies are encouraged to prioritize transparency, fairness, accountability, and responsible communication within their branding and promotional activities to strengthen customer trust and organizational credibility. Businesses should also integrate Islamic ethical principles into customer engagement strategies and corporate social responsibility programs to support long-term competitiveness and sustainable market positioning (Al-Ansi & Han, 2019; Hati et al., 2023; Khan et al., 2021; Suhartanto et al., 2026). Therefore, integrating Islamic values into modern marketing practices is not only an ethical obligation but also a strategic opportunity to achieve sustainable business growth and greater resilience in rapidly evolving global markets.

For small and medium-sized halal enterprises and individual digital entrepreneurs, who often lack the resources of large multinational brands, the proposed framework offers a low-cost differentiation strategy: rather than competing purely on price or reach, smaller businesses can build defensible market positions by consistently demonstrating sidq in product claims, amanah in data handling and after-sales service, and 'adl in pricing and dispute resolution. This is particularly relevant for micro and small enterprises operating on social commerce platforms, where consumers frequently rely on seller reputation and community trust rather than formal certification. Nevertheless, several limitations remain. As a purely conceptual study based on literature synthesis, the proposed framework has not been empirically tested, and the strength of the relationships among ethical branding, halal value propositions, and consumer trust remains theoretically inferred rather than statistically validated. Furthermore, because most of the reviewed literature originates from halal

food, finance, and general e-commerce contexts, the framework's applicability to other sectors, such as Islamic fintech, digital health, or the creative economy, requires further investigation.

Future empirical studies using SEM or PLS-SEM, as noted above, should also consider cross-cultural comparisons between Muslim-majority and Muslim-minority markets to test whether the universal appeal of Islamic ethical values, rather than their specifically religious dimension, holds consistently across different consumer populations.

CONCLUSION

The Introduction set out to explain how Islamic ethical principles might strengthen consumer trust, brand reputation, and sustainable business competitiveness in digital markets, and the analysis above speaks directly to that aim. This study concludes that integrating Islamic values into modern marketing strategies provides an ethical and sustainable framework for contemporary business practices. Islamic principles such as sidq (honesty), amanah (trustworthiness), ʿadl (justice), wasatiyyah (moderation), maslahah (public welfare), and transparency contribute significantly to strengthening consumer trust, brand reputation, customer loyalty, and long-term business competitiveness. The findings indicate that Islamic marketing is not merely a religious adaptation of conventional marketing but a holistic approach that combines ethical responsibility, spiritual values, and strategic business objectives. Ethical branding, halal value propositions, and transparent digital communication were identified as essential components supporting sustainable marketing practices in the digital era.

Based on these findings, businesses are encouraged to integrate Islamic ethical principles into branding strategies, digital communication, and customer engagement systems to improve organizational credibility and sustainable competitiveness. Companies should prioritize truthful advertising, fair business practices, and socially responsible marketing activities to maintain long-term consumer trust. Future research should empirically test the proposed conceptual framework using quantitative methods such as SEM or PLS-SEM across industries and cultural contexts to strengthen the practical and theoretical development of Islamic marketing studies.

In sum, this study reinforces the argument that Islamic ethical values are not peripheral moral add-ons but core strategic assets that shape consumer trust, brand equity, and competitive resilience in increasingly saturated digital markets. The conceptual model developed here is intended as a starting point rather than a final statement: its value will ultimately be determined by the extent to which future empirical research can operationalize its constructs, test its assumed causal pathways, and refine it across diverse industries, market maturity levels, and cultural settings.

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