

## Consumer Behavior in the TikTok Era: An Islamic Consumption Perspective—A Systematic Literature Review

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### ABSTRACT

**Purpose:** This study aims to examine the challenges and implementation of Islamic consumption principles in the digital era, particularly in shaping consumer behavior on TikTok. The study highlights key issues such as digital consumerism, algorithm-driven influence, and the emergence of hedonistic consumption patterns that may contradict Islamic values.

**Design/Methodology/Approach:** This study employs a qualitative approach using a systematic literature review method. It synthesizes and critically evaluates prior studies on Islamic consumption and digital consumer behavior to develop a comprehensive understanding of consumption practices in the TikTok era.

**Findings:** The findings reveal that the implementation of Islamic consumption principles on TikTok faces substantial challenges. The dominance of consumerist culture, limited literacy regarding halal and ethical consumption, and the persuasive nature of TikTok's algorithm encourage impulsive and excessive consumption. These conditions create a gap between actual consumer behavior and Islamic values such as moderation (*wasatiyyah*) and responsibility.

**Research Implications:** This study underscores the importance of strengthening Islamic consumer literacy and promoting ethical digital consumption. Strategic efforts such as value-based content creation, public education on halal consumption, and support for responsible consumer behavior are essential to align digital consumption practices with Islamic principles. This study also contributes theoretically by integrating Islamic consumption ethics with contemporary digital consumer behavior.

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## INTRODUCTION

Consumer behavior is not merely defined as the act of purchasing and using goods or services, but rather as a complex economic decision-making process through which individuals allocate resources to maximize utility. Contemporary literature conceptualizes consumption as a multidimensional phenomenon shaped by individual preferences, information availability, and social influence (Dholakia, 2020; Kumar et al., 2021). In the digital era, consumption has evolved beyond the fulfillment of basic needs into a medium for identity construction and lifestyle expression, largely driven by the expansion of social media and digital culture (Djafarova & Bowes, 2021; Lim et al., 2022).

From an Islamic perspective, consumption is inherently value-laden and governed by normative principles such as halal (permissibility), *wasatiyyah* (moderation), and the prohibition of *israf* (wastefulness) and *gharar* (uncertainty). Islamic consumption emphasizes a balance between individual satisfaction and social welfare, as well as sustainability in resource utilization (Aydin, 2019; Hassan & Shabir, 2020). Therefore, consumption decisions are expected to integrate ethical, spiritual, and social considerations, rather than being driven solely by material utility. The rapid advancement of digital technology, particularly social media platforms, has significantly transformed consumption patterns. TikTok, in particular, has emerged as a dominant digital ecosystem that integrates entertainment, marketing, and transactional features through social commerce innovations such as TikTok Shop. This

convergence of content, algorithms, and e-commerce functionality has created a highly immersive and persuasive consumption environment (Wang et al., 2023; Zhang et al., 2022). In countries such as Indonesia, where TikTok usage is exceptionally high among younger generations, digital consumption behaviors have intensified and become increasingly embedded in daily life.

This phenomenon has contributed to the rise of impulsive buying behavior, especially among Generation Z. Continuous exposure to viral content, influencer marketing, and algorithm-driven recommendations encourages rapid and often unplanned purchasing decisions (Djafarova & Bowes, 2021; Sun et al., 2023). As a result, consumer behavior tends to shift toward hedonistic and excessive consumption patterns, which may contradict Islamic consumption principles that emphasize moderation, responsibility, and sustainability (Hassan & Shabir, 2020). Empirical studies have identified a persistent gap between Islamic consumption knowledge and actual consumer behavior. Rahman et al. (2021) found that halal literacy does not necessarily translate into halal-compliant purchasing decisions. Similarly, Hidayat et al. (2022) demonstrated that social commerce platforms significantly increase consumptive behavior among students. Furthermore, Bashir et al. (2021) highlighted the strong influence of digital advertising in stimulating impulsive consumption. However, other studies suggest a more nuanced perspective, indicating that some Muslim consumers have begun to internalize Islamic consumption values in digital transactions, albeit in a limited and context-dependent manner (Amin et al., 2020).

Despite these developments, prior research has largely examined digital consumer behavior and Islamic consumption principles in isolation. This indicates a critical research gap in understanding how digital mechanisms—such as algorithmic curation, user-generated content, and social commerce features—interact with religious values to shape consumer behavior. Addressing this gap requires an integrative approach that captures the interplay between technological, social, and ethical dimensions of consumption in the digital era.

Accordingly, this study aims to analyze digital consumer behavior on TikTok and to identify the challenges associated with the implementation of Islamic consumption principles within this context. This study contributes to the literature by integrating Islamic consumption ethics with contemporary digital consumer behavior and by offering strategic insights to promote ethical and sustainable consumption practices among Muslim youth. Ultimately, this research is expected to enrich the discourse on Islamic consumer behavior in the digital economy and to provide a foundation for policy and educational initiatives aimed at strengthening value-based consumption.

## LITERATURE REVIEW

### Islamic Consumption Principles

Consumption in Islam is not merely defined as the fulfillment of material needs, but as a value-driven activity encompassing moral, spiritual, and social dimensions. Islamic consumption is guided by fundamental principles such as halal (permissibility), wasatiyyah (moderation), justice, and the prohibition of israf (wastefulness) and gharar (uncertainty) (Aydin, 2019; Hassan & Shabir, 2020). These principles emphasize accountability, ethical responsibility, and sustainability in resource utilization. Unlike conventional consumption frameworks that prioritize utility maximization, Islamic consumption integrates individual welfare with broader social and environmental considerations. Therefore, consumption decisions are expected to reflect not only personal satisfaction but also compliance with ethical and religious values, making consumption an integral part of socio-economic justice.

### **Digital Consumer Behavior in the Social Media Era**

In the digital era, consumer behavior has undergone significant transformation due to the rapid advancement of information technology and social media platforms. Digital consumer behavior theories suggest that purchasing decisions are increasingly influenced by algorithmic systems, repeated exposure to content, and social interactions in virtual environments (Lim et al., 2022; Sun et al., 2023). Platforms such as TikTok represent an integrated digital ecosystem where entertainment, marketing, and commerce converge. Features such as personalized content, short-form videos, and interactive engagement create a highly immersive environment that shapes consumer preferences and decision-making processes. As a result, digital platforms do not merely serve as marketing tools but act as structural mechanisms that actively construct consumption patterns.

### **Gap Between Islamic Values and Consumption Practices**

A growing body of literature highlights a discrepancy between Islamic consumption knowledge and actual consumer behavior. While awareness of halal and ethical consumption has increased, empirical findings suggest that such awareness does not necessarily translate into consistent behavior (Rahman et al., 2021). External factors, including social trends, influencer endorsements, and peer influence, often play a more dominant role in shaping consumer decisions, particularly among younger generations (Djafarova & Bowes, 2021). This indicates that the internalization of Islamic values remains limited when individuals are exposed to strong digital stimuli, resulting in a gap between normative beliefs and real-world practices.

### **The Role of Social Commerce and Algorithmic Influence**

Social commerce platforms, particularly TikTok Shop, have significantly altered the dynamics of consumer behavior. Features such as flash sales, discounts, live streaming, and personalized advertisements have been shown to increase impulsive buying tendencies (Wang et al., 2023; Zhang et al., 2022). Algorithm-driven recommendations continuously expose users to products aligned with their interests, reinforcing repetitive consumption behavior with minimal cognitive evaluation. This mechanism encourages fast and emotionally driven purchasing decisions, which may conflict with Islamic consumption principles that emphasize moderation and rational consideration. Without adequate self-control, such environments may increase the likelihood of israf.

### **Hedonistic Lifestyle and Symbolic Consumption**

The expansion of social media has also contributed to the rise of hedonistic lifestyles and symbolic consumption. Consumers, particularly young individuals, are increasingly motivated to purchase products for status signaling, identity expression, and social recognition rather than functional utility (Lim et al., 2022). This shift from utilitarian to symbolic consumption reflects broader cultural changes in digital society, where visibility and social validation become central drivers of consumption. From an Islamic perspective, such tendencies may contradict the principle of simplicity and moderation, as consumption becomes oriented toward prestige rather than necessity.

### **The Dual Role of Digital Platforms: Challenges and Opportunities**

Despite these challenges, digital platforms exhibit an ambivalent nature. While they can intensify consumerism, they also provide opportunities for ethical engagement and value dissemination. Social media platforms can be utilized as channels for education, awareness, and the promotion of Islamic values, particularly when content is delivered in a creative and engaging manner (Sun et al., 2023). This suggests that digital environments are not inherently

incompatible with Islamic principles. Instead, their impact depends on how they are utilized. With appropriate strategies, such as value-based content creation and digital literacy enhancement, platforms like TikTok can support the internalization of Islamic consumption principles among users.

## **METHODS**

This study uses a systematic literature review to examine the implementation of Islamic consumption principles in the digital era, focusing on TikTok and TikTok Shop. This method allows a comprehensive understanding of the topic by analyzing previous research without collecting primary data. Literature was systematically searched in Google Scholar, Scopus-indexed journals, and Garuda, using keywords such as “Islamic consumption behavior,” “digital consumer behavior,” “TikTok Shop,” and “Generation Z consumption.” Articles published between 2020 and 2024 that discussed Islamic consumption, digital consumer behavior, or social media’s impact on purchasing decisions were included. A total of 27 relevant articles were selected for analysis. Data analysis combined content analysis and thematic analysis. Content analysis identified key concepts related to Islamic consumption and digital consumer behavior, while thematic analysis grouped findings into four themes: (1) normative principles of Islamic consumption, (2) influence of TikTok algorithms and features, (3) gap between values and consumption practices, and (4) potential of social media as a medium for Islamic education. This study refers to Mannan’s framework of Islamic consumption, emphasizing halal, moderation, social responsibility, and avoidance of wastefulness (*israf*), which guides the evaluation of how Islamic values are applied in the digital consumption context on TikTok.

## **RESULT AND DISCUSSION**

### **Consumer Behavior Model in the Digital Era**

The rise of algorithm-driven platforms like TikTok has transformed consumer decision-making. Based on a synthesis of 27 reviewed articles, digital consumption is no longer purely rational; it is shaped by algorithmic mechanisms, repeated visual exposure, and intense virtual social interaction. This continuous stimulus shortens reflective decision-making and encourages impulsive behavior.

Three main patterns emerged in digital consumer behavior. First, impulsive purchases triggered by visual stimuli and interactive promotions. Features such as live streaming, flash sales, countdowns, and influencer promotions increase purchase urgency, often bypassing prior planning and rational evaluation. Second, Fear of Missing Out (FOMO) as a social pressure. Viral trends and influencer endorsements create new social standards, pushing users to buy for social identity rather than utility. Third, normalized repetitive consumption through algorithmic personalization. TikTok’s recommendation system repeatedly exposes users to targeted products, reinforcing habitual purchases and potentially excessive consumption.

From an Islamic consumption perspective, these patterns conflict with Mannan’s principles of moderation (*wasathiyah*), avoidance of waste (*israf*), and moral responsibility. The platform’s structural design minimizes reflective pauses and amplifies instant gratification, highlighting a tension between normative values and digital practice. This indicates that consumer behavior on TikTok results from interactions between internalized values and platform architecture, presenting both structural and cultural challenges to Islamic consumption.

### **Challenges in Implementing Islamic Consumption Principles on TikTok**

Islamic consumption is value-driven, guided by halal, balance, avoidance of waste, and social responsibility. Literature shows that the main challenge in the digital era is not individual

morality but the structural environment created by platforms like TikTok. TikTok operates with personalized algorithms, creating repeated exposure to specific products, which strengthens preferences and purchase likelihood. The “consumerist culture” arises from viral content, influencer endorsements, and algorithmic promotion. Viral, highly engaging content gains visibility due to algorithmic prioritization, making excessive consumption socially normalized (Gratia et al., 2022).

Halal verification in digital transactions is another challenge. Consumers may lack digital literacy to confirm product compliance, relying instead on short reviews or live-stream recommendations (Firamadhina & Krisnani, 2021). Personalized advertising further pressures users to buy, shifting focus from real needs to emotional impulses (Gumilang et al., 2023). Moreover, exposure to luxury and status symbols through social media fosters hedonistic lifestyles. Sartika et al. (2022) found that social media contributed to 46.4% of youth hedonistic behavior. Such symbolic consumption conflicts with Islamic principles of moderation and intentionality in spending.

Thus, challenges are structural and systemic, rooted in algorithm design, content personalization, and viral mechanics, creating a gap between normative Islamic values and the digital consumption environment.

### **Solutions for Implementing Islamic Consumption Principles in the Digital Era**

The literature suggests a multi-level approach to strengthen Islamic consumption on TikTok, considering platform structure, user behavior, and value internalization (Mannan, 2020). First, structural level: Interventions should address algorithmic and promotional designs, ensuring fairness, transparency, and support for sustainable and local products (Ali Majid et al., 2021; Fauziah et al., 2022; Putra & Muhibban, 2023). Second, cognitive and literacy level: Users need improved digital literacy to evaluate halal, sustainability, and product quality. TikTok should serve as a medium for rational preference formation rather than purely promotional content (Purwati & Ferawati, 2021; Anggraini et al., 2022). Third, normative and value internalization level: Encouraging moderation, social responsibility, and self-control helps users resist algorithmically driven impulses (Nurmaya, 2021; Puput et al., 2022; Fadilah et al., 2023; Utomo et al., 2023; Kinanti et al., 2022; Junaedi et al., 2023).

The integrative model consists of three components:

1. Structural-Regulative: Ensuring ethical, transparent, and sustainable digital transactions.
2. Educational-Cognitive: Enhancing literacy on halal, sustainability, and product evaluation through digital content.
3. Normative-Internal: Strengthening values of moderation, social responsibility, and self-control to filter algorithmic stimuli.

This multi-tiered strategy demonstrates that implementing Islamic consumption principles in the digital era requires synergy between platform design, user literacy, and internalized values, allowing users to navigate the tension between digital engagement and Islamic ethical consumption.

## **DISCUSSION**

The findings of this study provide a comprehensive understanding of consumer behavior in the digital era, particularly on TikTok, and its implications for the implementation of Islamic consumption principles. First, the study confirms that digital consumption behavior is strongly influenced by algorithmic design, repeated visual stimuli, and social interactions within the platform. This aligns with prior research indicating that digital environments shape consumer decisions beyond rational evaluation (Gumilang et al., 2023; Gratia et al., 2022). The prevalence of impulsive purchases, FOMO, and personalized content reinforces habitual

consumption patterns, often conflicting with the Islamic principles of moderation (*wasathiyah*), avoidance of waste (*israf*), and moral accountability (Mannan, 2020; Zaki, 2020).

The study also highlights a persistent gap between knowledge and practice. Despite awareness of halal products, users—especially young consumers—often fail to verify product compliance or consider ethical implications, confirming findings by Listiyani et al. (2023) and Firamadhina & Krisnani (2021). This gap suggests that knowledge alone is insufficient; behavioral control and platform-mediated stimuli significantly shape consumption outcomes. In Islamic consumption theory, the alignment of ethical values with action is essential, emphasizing the importance of self-regulation and reflective decision-making (Abdul Mannan, 2020).

Furthermore, the study reveals that TikTok's structural and interactive features can amplify consumerist culture and hedonistic tendencies. Live streaming, flash sales, influencer endorsements, and algorithmic repetition create an environment conducive to impulsive and symbolic consumption. These findings are consistent with research by Sartika et al. (2022) and Amalliya et al. (2024), highlighting the systematic reinforcement of hedonic behaviors in youth through social media. In the context of Islamic ethics, such structural drivers present a challenge to maintaining moderation and prioritizing long-term benefit (*maslahah*) over short-term gratification.

From a theoretical perspective, the findings can be interpreted through Behavioral and Digital Consumer Theories. The study confirms that digital platforms act as both a stimulus and a structural constraint, shaping habitual behavior and emotional responses, while also interacting with internalized ethical values. The tension observed between digital design and normative Islamic consumption highlights the relevance of agency theory: consumers act with discretion in the digital environment, but lack full control over stimuli, creating a potential divergence between intended ethical behavior and actual practice. Similarly, goal-setting theory explains that the achievement of consumption goals aligned with Islamic principles requires clear internal targets and self-regulation, which are often disrupted by algorithmic and social pressures in digital platforms.

Importantly, the study identifies potential interventions to bridge the gap between values and behavior. A multi-level approach—combining structural regulation of the digital ecosystem, user literacy enhancement, and internalization of ethical values—emerges as a practical framework to align TikTok consumption with Islamic principles. This integrative perspective extends prior research by highlighting the interplay between platform design, user behavior, and normative values, suggesting that sustainable ethical consumption in the digital era is contingent upon coordinated interventions across multiple levels (Ali Majid et al., 2021; Fauziah et al., 2022; Putra & Muhibban, 2023).

In sum, this study contributes to the literature by demonstrating that digital consumer behavior is not solely a function of individual preference but is co-constructed by algorithmic design, social influence, and ethical awareness. It underscores that achieving responsible Islamic consumption in platforms like TikTok requires both systemic changes and enhanced user literacy, alongside reinforcement of internalized moral values. The findings have implications for policymakers, educators, and platform developers seeking to promote ethical consumption aligned with religious and social principles in the digital age.

## CONCLUSION

This study concludes that consumer behavior on TikTok is strongly shaped by algorithmic design, social influence, and repeated digital stimuli, which often conflict with Islamic consumption principles such as moderation, ethical responsibility, and avoidance of waste. Despite awareness of halal and ethical consumption, young consumers frequently act impulsively due to platform-driven pressures. Effective implementation of Islamic

consumption in the digital era requires a multi-level approach combining structural regulation, digital literacy enhancement, and internalization of ethical values. These findings highlight the need for coordinated interventions to foster responsible, faith-aligned consumer behavior in social media ecosystems.

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