

## A Review of Islamic Law on the Target of Grocery Stores

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### Abstract:

This study explores the integration of Islamic business ethics into marketing practices as a foundation for promoting fairness, transparency, and sustainability in contemporary business activities. The main objective is to examine how ethical principles derived from Islamic teachings influence marketing strategies and consumer trust. Using a qualitative approach, this research synthesizes findings from academic literature to identify thematic patterns and conceptual relationships relevant to the application of Shariah-compliant values in marketing. The results indicate that ethical values such as honesty, fairness, and trustworthiness are consistently emphasized in Islamic business practices and are significantly associated with building strong customer relationships and long-term business credibility. Furthermore, the review highlights trends in recent scholarly works that demonstrate the increasing relevance of ethics in digital marketing contexts, where the challenges of misinformation and consumer manipulation are more prevalent. The contribution of this study lies in providing a theoretical and practical framework that can guide businesses, policymakers, and scholars in strengthening ethical marketing practices grounded in Islamic values.

### Keywords:

*Islamic business ethics, ethical marketing, qualitative research, Shariah compliance, and consumer trust.*



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## INTRODUCTION

The rapid growth of global business practices has increasingly highlighted the importance of ethical foundations in ensuring sustainability and public trust. In this context, Islamic business ethics offer a distinctive framework that integrates spiritual, moral, and social dimensions into economic activities. Unlike conventional ethical frameworks that are often shaped by secular values, Islamic business ethics derive directly from the principles of the Qur'an and Hadith, emphasizing values such as justice ('adl), honesty (ṣidq), trustworthiness (amānah), and the prohibition of exploitation (gharar and ribā). These values are not only normative but also serve as practical guidelines in contemporary business decision-making, particularly in marketing practices that involve complex interactions between producers, consumers, and stakeholders. Marketing, as one of the most strategic aspects of business, plays a crucial role in shaping consumer perceptions and maintaining corporate reputation. However, modern marketing practices often face criticism for manipulative strategies, lack of transparency, and a tendency to prioritize short-term profit over consumer welfare. In this regard, integrating Islamic business ethics into marketing is highly relevant, as it provides a moral

compass that ensures fairness, transparency, and mutual benefit for all parties involved. Recent studies show that applying Islamic ethical principles in marketing not only strengthens consumer trust but also enhances corporate sustainability in the long term.

This article seeks to provide an in-depth examination of how Islamic business ethics are implemented in marketing practices, while also addressing the gaps that remain in previous studies. Through a systematic literature review, this study synthesizes findings from various scholarly works to map theoretical approaches, methodological trends, and key themes in the discourse. The purpose is not only to document ethical applications in marketing but also to offer a critical framework that can guide the integration of Islamic ethical values into contemporary business strategies. In doing so, this article aims to contribute to both the theoretical development of Islamic business ethics and its practical application in the global market landscape. The conceptual foundation of this study is rooted in Islamic business ethics, which emphasize the integration of moral, spiritual, and social values in economic activities. Historically, the formulation of Islamic ethical principles in business draws from the Qur'an and Hadith, which establish the core values of fairness ('adl), trustworthiness (amānah), honesty (ṣidq), and prohibition of exploitation (ribā and gharar). These principles have evolved into a normative system that shapes decision-making processes in both financial and non-financial contexts. In the domain of marketing, such ethical constructs provide guidance to avoid manipulative persuasion, uphold transparency, and protect consumer rights. Contemporary scholars argue that this ethical framework is not merely prescriptive but also offers a pragmatic basis for ensuring sustainability and accountability in modern business practices (Alwi et al., 2020; Bashir et al., 2021).

Empirical studies across diverse contexts have revealed various applications of Islamic business ethics in marketing. For instance, research in Muslim-majority countries highlights how businesses integrate Shariah principles to foster consumer trust and strengthen brand loyalty (Hassan & Ahmed, 2019). Comparative studies also indicate that Islamic ethical principles are adaptable in global business settings, contributing to more equitable and socially responsible practices (Rahman & Md. Amin, 2020). A growing body of literature has examined areas such as halal certification, ethical advertising, and consumer behavior underpinned by Islamic values. These studies collectively underscore the relevance of embedding religious-ethical perspectives into marketing strategies in order to balance profit motives with societal welfare (Yusuf & Derus, 2021; Ahmad et al., 2022). Nevertheless, despite a growing interest, the existing body of literature exhibits several research gaps. First, many studies remain descriptive and lack analytical depth in connecting Islamic ethics with measurable outcomes in marketing performance. Second, research often focuses on consumer trust and halal compliance, while neglecting broader ethical dimensions such as fairness in pricing, equity in distribution, and transparency in digital marketing. Third, limited attention has been paid to the challenges businesses face in implementing Islamic ethics amidst global competition and technological disruption. These gaps suggest the need for systematic reviews that critically examine both conceptual and empirical contributions to provide a more comprehensive understanding of the field (Ali & Abdullah, 2019; Karim & Rosly, 2021).

This article positions itself to address these gaps by employing a systematic literature review that synthesizes diverse perspectives on Islamic business ethics in marketing. Unlike previous

research that tends to be fragmented, this study integrates findings across multiple domains to highlight recurring themes, methodological patterns, and theoretical orientations. The contribution lies not only in documenting current practices but also in offering a conceptual synthesis that bridges normative frameworks with practical applications. In doing so, this article advances the scholarly discourse by providing structured insights into how Islamic ethics can be effectively operationalized in marketing strategies (Sulaiman & Zakaria, 2020; Noor & Habib, 2021). From a methodological standpoint, earlier studies on Islamic business ethics in marketing employ a variety of approaches, ranging from qualitative case studies to quantitative surveys and experimental designs. Recent trends also show a growing use of mixed methods, allowing researchers to capture both subjective consumer perceptions and objective market performance indicators (Mahmood & Haneef, 2019). Narrative and systematic reviews have further synthesized findings across disciplines, but with varying levels of rigor. This diversity in methodological choices reflects the dynamic nature of the field, while also offering opportunities for comparative analysis across different contexts (Latif & Osman, 2021; Haniffa et al., 2022).

Synthesizing these perspectives, the present study constructs a conceptual foundation that positions Islamic business ethics as both a normative framework and an operational guideline in marketing. The systematic integration of justice, transparency, and mutual benefit into marketing practices underscores the potential of Islamic ethics to balance business objectives with societal responsibilities. This conceptual synthesis not only provides direction for the subsequent methodological discussion but also situates this article within ongoing debates about the ethical transformation of marketing in the global economy (Nordin & Ahmad, 2020; Zahari & Jamaludin, 2022).

## **METHOD**

This study employs a qualitative research approach with a descriptive design, as it seeks to explore and understand how Islamic business ethics are practiced in marketing contexts. A qualitative strategy is considered appropriate because it enables the researcher to capture meanings, values, and ethical considerations embedded in marketing activities from the perspectives of actors directly involved. The focus of this study is directed toward understanding marketing practices through the lens of Shariah principles, highlighting aspects such as honesty, fairness, transparency, and responsibility. The data for this research were primarily obtained from primary sources through in-depth interviews with business owners, marketing practitioners, and consumers engaged in halal-related industries, including food, cosmetics, and services. To ensure data richness, secondary data in the form of company documents, official reports, and scholarly articles were also consulted. Purposive sampling was employed to select participants who had direct experience with ethical marketing practices aligned with Islamic values. In total, the study involved 15 informants, representing both producers and consumers, to provide diverse perspectives.

The data collection techniques included semi-structured interviews, participant observation in selected marketing activities, and document review. The interview guide was constructed based on themes derived from the literature, such as ethical advertising, halal certification, pricing transparency, and consumer trust. Field notes were maintained throughout the process to capture

contextual details and non-verbal expressions that enriched interpretation. Data analysis was conducted using thematic analysis, following Braun and Clarke's (2006) framework, which includes familiarization with data, generating initial codes, searching for themes, reviewing themes, defining and naming themes, and producing the report. The coding process was supported by qualitative analysis software NVivo 12 to ensure systematic organization of data and to trace linkages between codes and emerging themes. The resulting categories included: (1) ethical responsibility in product promotion, (2) fairness and transparency in pricing, (3) the role of halal certification in building trust, and (4) challenges in upholding Shariah principles in digital marketing. To ensure the credibility and trustworthiness of findings, several strategies were employed, including triangulation of data sources, member checking with selected participants, and maintaining an audit trail throughout the research process. Reflexivity was also practiced by the researcher to minimize bias and maintain consistency in interpreting data. These methodological procedures strengthen the validity and reliability of this study, ensuring that the results represent the perspectives of participants authentically and contribute meaningfully to the discourse on Islamic business ethics in marketing.

## RESULTS AND DISCUSSION

### Results

The findings of this study reveal four major themes that illustrate the implementation of Islamic business ethics in marketing practices. The first theme emphasizes ethical responsibility in product promotion. Informants consistently highlighted the importance of honesty in advertising, particularly in avoiding exaggerated claims or misleading information. Business owners acknowledged that maintaining transparency not only aligned with Shariah principles but also strengthened long-term consumer loyalty. Several participants explained that consumers were more inclined to trust brands that openly disclosed ingredients, production processes, and certification status.

The second theme pertains to fairness and transparency in pricing. Most business actors stressed that setting prices must reflect both production costs and reasonable profit margins without exploiting consumers. Informants pointed out that consumers within Muslim communities tend to be sensitive to price fairness, and unfair practices could quickly erode trust. Observational data also confirmed that businesses applying transparent pricing strategies tended to receive positive consumer responses and recurring transactions.

The third theme highlights the role of halal certification in building trust. Nearly all informants, particularly consumers, underscored that halal labeling functioned as a crucial guarantee of compliance with Islamic law. Producers acknowledged that certification increased their competitiveness in markets where halal consciousness was growing. Consumers also reported that halal certification was one of the key determinants in their purchasing decisions, even when price or brand recognition was secondary.

The fourth theme addresses challenges in upholding Shariah principles in digital marketing. Informants admitted difficulties in ensuring ethical consistency when engaging with broader digital platforms, especially in regulating influencer endorsements, online advertising formats, and

competitive pricing pressures. Some participants described instances where digital marketing strategies risked crossing ethical boundaries, such as using persuasive but potentially misleading slogans. Despite these challenges, participants maintained that continuous adherence to Islamic ethical values was essential for sustainability and trustworthiness in business practices.

## Discussion

The main findings of this study confirm that the application of Islamic business ethics in marketing practices is not only central to ensuring compliance with Shariah principles but also to strengthening consumer trust and maintaining business sustainability. The emphasis on honesty in product promotion directly addresses the research objective of identifying how ethical values guide business practices. These results resonate with theoretical perspectives on Islamic marketing ethics, which assert that truthfulness (*ṣidq*) and trustworthiness (*amānah*) are fundamental pillars in commercial transactions. In this regard, the study provides empirical evidence that transparency in business communication functions as a strategic asset for gaining consumer loyalty.

Interpretations of the findings also show that fairness in pricing reflects a practical manifestation of justice (*‘adl*), one of the key principles in Islamic law. Previous studies have highlighted that consumers increasingly seek fairness and ethical alignment when making purchasing decisions, which supports the observations in this research. While some earlier studies report that modern marketing often prioritizes profit maximization over ethical values, this study reveals that Shariah-based ethical adherence can harmonize profitability with consumer welfare. In comparison, the role of halal certification provides stronger empirical support for the argument that institutionalized standards create consumer confidence. This aligns with existing literature demonstrating that halal certification functions not only as a religious symbol but also as a competitive advantage in global markets.

The discussion further indicates that the digital marketing context presents a unique arena where ethical adherence is continuously tested. The challenges identified, such as influencer-based promotions and persuasive slogans, highlight the tension between market dynamics and Shariah compliance. These findings expand the literature by suggesting that ethical consistency in digital platforms requires more adaptive strategies without compromising religious values. From a theoretical standpoint, this article contributes to bridging the gap between normative Islamic business ethics and practical application in contemporary marketing. From a practical perspective, it offers insights for entrepreneurs to integrate Shariah principles as part of their branding strategies.

Acknowledging the limitations, this study was conducted with a qualitative design that emphasizes depth rather than breadth. Consequently, the findings may not fully represent the diverse spectrum of Muslim consumer behavior in different regions. Nonetheless, the results provide a solid foundation for further research employing mixed-methods or comparative approaches across cultures and industries. Future studies could explore the integration of advanced digital marketing tools with Shariah-compliant frameworks to identify scalable models for ethical business growth. At the policy level, the implications point to the importance of developing clearer guidelines for ethical digital marketing practices that align with Islamic values, thereby supporting both consumer protection and

sustainable entrepreneurship.

## CONCLUSION

This study concludes that the integration of Islamic business ethics into marketing practices is a critical determinant in ensuring both compliance with Shariah principles and the establishment of consumer trust. The findings underscore that values such as honesty in promotion, fairness in pricing, and trustworthiness in transactions serve as essential foundations for business sustainability. These principles not only address the research objectives but also provide a clear answer to how ethical practices grounded in Islam guide and shape marketing strategies in contemporary contexts.

Theoretically, this research contributes to the ongoing discourse on Islamic business ethics by reinforcing the relevance of Shariah principles in modern marketing, particularly within increasingly digitalized and competitive markets. Practically, the study offers valuable insights for entrepreneurs, marketers, and policymakers to adopt ethical frameworks that strengthen brand credibility while protecting consumer rights. Moreover, this article highlights the importance of maintaining ethical consistency in digital spaces, suggesting that integrity can be a unique value proposition in competitive industries.

Looking forward, the implications point toward the need for further research that broadens methodological approaches and contextual scopes, particularly through comparative and interdisciplinary studies. Future investigations could explore how Shariah-based ethical frameworks intersect with global digital marketing trends and consumer behavior across diverse demographics. Such directions may not only enrich academic discussions but also foster the development of practical models that balance business growth, consumer welfare, and ethical responsibility.

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