



Article

Analysis of Marketing Ethics From an Islamic Perspective

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ABSTRACT

Marketing ethics plays a crucial role in building trust and fostering long-term relationships with consumers, while also ensuring business sustainability and adherence to Sharia principles. The significant growth of the Islamic finance industry in countries such as Indonesia, Malaysia, Turkey, and the United Arab Emirates underscores the increasing relevance of understanding and applying Islamic marketing ethics. Through a systematic literature review approach, this article aims to identify the main principles of Islamic marketing ethics, evaluate the implementation of these principles in business practices, and present insights into the contribution of Islamic marketing ethics to sustainability and trust in the current global business context. This research emphasizes the importance of a better understanding and wider application of Islamic marketing ethics to address challenges and seize opportunities in the growing Islamic finance industry.

Keywords: Marketing Ethics, Islamic Marketing, Islamic Marketing Ethics

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INTRODUCTION

In examining marketing ethics from an Islamic perspective through a systematic literature review, it is crucial to explore various aspects of business ethics guided by Islamic principles. The fundamental role of Islamic business ethics in regulating moral behavior in business activities based on the Quran and Hadith is very important (Ulfah & Aرسال, 2022). Understanding ethical considerations in marketing practices within the framework of Islamic teachings is essential to ensure that business activities align with Islamic values and principles. Islamic marketing ethics plays a significant role in enhancing customer satisfaction, especially in sectors such as Islamic

banking (Fataron, 2021). Focusing on ethical marketing practices in Islam not only increases customer satisfaction but also helps build trust and loyalty among consumers. By adhering to Islamic marketing ethics, businesses can build more sustainable and harmonious relationships with their customers, based on mutual respect and integrity.

The inclusion of Islamic ethics in marketing strategies is evident in studies focused on specific industries, such as the implementation of marketing strategies from an Islamic perspective in the restaurant sector (Zuhriyah et al., 2023). Future challenges involve striving for competitiveness and

competitive advantage, relying on skills and creativity of human resources, technological capabilities, and management abilities (Perkasa & Abadi, 2020). Aligning marketing practices with Islamic ethical principles enables businesses not only to attract customers but also to retain their loyalty through transparent and ethical marketing approaches. This integration ensures that marketing efforts are not only effective but also morally aligned with Islamic teachings. Additionally, the significance of Sharia-compliant marketing ethics in the digital era underscores the need to adapt traditional ethical principles to contemporary marketing practices (Y. Hasan, 2021).

In the realm of Islamic marketing, the concept of a marketing mix based on Sharia principles highlights the importance of aligning marketing strategies with Islamic values (Arwani, 2019). This approach involves integrating spiritual, ethical, realistic, and humanistic elements into marketing practices, ensuring that businesses operate in a way that is not only profitable but also socially and morally responsible. By incorporating Sharia-based principles into the marketing mix, businesses can attract ethically conscious consumers and differentiate themselves in the market.

The impact of digital marketing from an Islamic economic perspective emphasizes the need for businesses to consider Sharia principles and ethical standards in their online marketing efforts (Hartini et al., 2022). While digital marketing offers new opportunities to reach a wider audience, businesses must ensure that their digital strategies adhere to Islamic ethical guidelines to maintain the trust and confidence of their target market. By integrating Islamic ethics into digital marketing practices, businesses can enhance their reputation and credibility among Muslim consumers.

Furthermore, the role of Islamic marketing ethics in supporting ethical business practices extends to areas such as environmental sustainability and resource utilization (Raihani et al., 2022). By examining ethical considerations surrounding the use of natural resources from an Islamic economic perspective, businesses can develop sustainable practices that align with

Islamic teachings. This comprehensive approach to ethical business behavior emphasizes the importance of considering environmental and social impacts alongside economic considerations.

In Islam, business ethics is fundamentally governed by the Quran and Sunnah. The theory of Islamic marketing ethics in Sharia-compliant banking plays a crucial role in bridging the gap between normative and descriptive aspects, as it can project the strengths of both theories. Furthermore, by adhering to Islamic principles in their operations, Sharia-compliant banks actively gain sympathy from both Muslim and non-Muslim communities and are also able to withstand crisis conditions (Al Hadi et al., 2021).

The growth of the Islamic economy and finance has attracted global attention due to its significant development in various sectors. The Islamic finance industry has experienced rapid growth worldwide, with total global Islamic financial assets reaching \$2.2 trillion in 2016 and projected to grow by nearly 72% to \$3.78 trillion by 2022 (Kamal, 2023). This growth is also reflected in the increase of Sharia assets in the total national finance, which saw a rise from 2020 to 2021 (Khairunnisa, 2023). Additionally, the contribution of Conventional and Sharia Non-Bank Financial Institutions (IKNB) to Indonesia's economic growth has also been highlighted. Research shows that the development of both Conventional and Sharia IKNB has a significant impact on the country's economic growth (Faza & Wibowo, 2019). Furthermore, the Sharia capital market also plays a crucial role in influencing economic growth in Indonesia (Widiyanti & Sari, 2019). Moreover, the importance of Sharia digital financial literacy is emphasized, especially with the development of Sharia financial institutions and the Sharia digital financial services industry (Syathiri et al., 2023). With these developments, Indonesia is expected to become a global center for the Islamic economy and finance (Nugroho et al., 2021). However, challenges such as the lack of clear regulations and adequate Sharia financial infrastructure also need to be addressed to support the sustainable growth of the Islamic finance industry (Majid, 2024).

Islamic finance is inherently ethical and aims to enhance social welfare (Chaffai & Medhioub, 2018). Therefore, the application of Islamic marketing ethics in Sharia-compliant financial institutions is crucial for enhancing their competitive advantage and performance (Suandi et al., 2022). Studies emphasize that Sharia-compliant banks should prioritize the integration of Islamic marketing ethics to align their marketing strategies with Islamic ethical principles and foster long-term customer relationships (Abdul Hadi & Muwazir, 2021).

Islamic marketing ethics can positively impact customer satisfaction, as seen in studies on the influence of Islamic marketing ethics on customer satisfaction with specific products (Melania & Ridlwan, 2022).

Sharia marketing is a strategic business discipline that aligns with Sharia values and principles (A et al., 2022). Islamic marketing, particularly in the context of Sharia compliance, encompasses various aspects such as ethical considerations, customer satisfaction, and the integration of Islamic principles into marketing strategies. The application of Islamic legal methodologies and Sharia screening standards in financial markets, as discussed by (M. Ahmed et al., 2019), emphasizes the importance of identifying financial standards that align with Islamic principles to ensure the best economic benefits for investors. This aligns with the concept that Islamic marketing should consider Islamic values and ethics in every aspect of its operations (Yulianti, 2023).

The Islamic finance industry has experienced significant growth and gained global attention, but the progress in Islamic marketing ethics has not advanced as much. Currently, Sharia marketing is largely dominated by Asia, requiring broader global engagement to stimulate its growth (Y. Hasan, 2021).

Additionally, research by (Awan et al., 2015) indicates a significant gap in marketing research specifically focused on Sharia principles, particularly in the context of practical applications across various industries. According to (Alserhan &

Al Shbail, 2020), the limited availability of academic resources is one of the main obstacles in developing research in this field. Mukit et al. (2021) Mukit et al., (2021) note that there is still very little empirical research that provides in-depth insights into the practice of Sharia marketing in the field. While there has been extensive research on marketing ethics, studies using a Systematic Literature Review approach to combine findings from various studies on marketing ethics in the context of Islam are still limited. The limited exploration of Islamic Marketing references in the Quran, As-Sunnah, and classical texts is due to several factors, including the fact that marketing is discussed under trade, with the word 'market' appearing only twice in the Quran (Dhika Amalia Kurniawan, 2018). This research aims to identify the key principles of marketing ethics found in Islamic literature and analyze practical implications for marketing practitioners operating in business environments in Muslim-majority countries.

LITERATURE REVIEW

Marketing Concepts

The concept of conventional marketing is an approach in marketing that focuses on creating and marketing products or services using strategies and techniques widely applied in business practice. Here are some theories and figures associated with the concept of conventional marketing:

1. 4P Marketing Concept (Product, Price, Place, Promotion)

This concept posits that marketing success depends on four key elements: product, price, distribution (place), and promotion. Marketers must consider how to develop products that meet consumer desires, set appropriate prices, choose effective distribution channels, and promote the products effectively. E. Jerome McCarthy

- introduced the 4P concept in his book "Basic Marketing: A Managerial Approach" (1960).
2. **Differentiation Marketing Concept**
This concept suggests that companies should differentiate their products or services from competitors through unique attributes or advantages valued by consumers. Philip Kotler and Sidney J. Levy introduced the differentiation marketing concept in their book "Broadening the Concept of Marketing" (1969).
 3. **Segmentation, Targeting, and Positioning (STP) Theory**
This theory emphasizes dividing the market into smaller segments, selecting the most promising target market, and developing a unique position in the market to attract consumers. Kotler and Gerald Zaltman introduced the STP concept in their book "Marketing Management: Analysis, Planning, and Control" (1971).

Characteristics of Islamic Marketing

According to Hermanan Kartajaya and Syakir Sula, Islamic marketing is characterized by four main attribute (Ekonomi et al., 2019):

1. **Theistic (Rabbaniyyah) / Spiritual:**
This involves faith in Allah SWT underpinning marketing activities.
2. **Ethical (Akhlaqiyyah)**
This entails a strong emphasis on morals and ethics in all marketing processes, from sourcing raw materials to the final sale to consumers, in accordance with Islamic ethics.
3. **Realistic (Al-Waqiyyah)**
This concept stresses flexibility in all transactions, avoiding rigidity or fanaticism, and adapting to modern advancements.
4. **Humanistic (Insaniyyah)**
This means that Islamic marketing is universally humanistic, not discriminating

based on race, skin color, nationality, or social status. This principle ensures that Islamic law promotes humanity, balance, and ethical conduct, avoiding greed.

Islamic Marketing Ethics

Islamic marketing ethics has become increasingly relevant and significant in academic literature, particularly in the context of globalization and dynamic changes in the business world. Various perspectives, theories, and findings have been presented in the literature to provide a comprehensive understanding of this aspect. Concepts such as justice (adl), honesty (siddiq), and transparency (keterbukaan) have been identified as core values underpinning Islamic marketing ethics (M. Hasan, 2019). Studies have explored the relationship between Islamic marketing ethics and brand credibility (Al-Nashmi & Almamary, 2017b), customer satisfaction (Abbas et al., 2019), and the influence of Islamic work ethics on customer satisfaction (Difa Azzahrowani & Rachma Indrarini, 2024). These studies emphasize the importance of adhering to Islamic ethical standards to enhance business outcomes.

Additionally, research on Islamic marketing ethics highlights the importance of principles such as honesty, responsibility, wisdom, and communicative integrity in guiding marketing strategies (Zubair & Nasuka, 2023). By integrating Islamic ethics into marketing practices, businesses can build meaningful relationships with Muslim consumers and capitalize on opportunities within the Islamic economy (Wibowo, 2023). Studies also explore the implications of Islamic ethics in various business domains, such as digital business public relations and health research. These works underscore the need to institutionalize ethics across different aspects of business operations to align with Islamic principles and meet the ethical consumption behaviors of Muslim consumers. Moreover, the integration of Islamic principles into

data protection laws and the application of Islamic business ethics in transactions demonstrate the broad spectrum in which Islamic ethics can play a vital role in shaping business practices (Wati et al., 2019).

Research Framework

This study adopts a rigorous literature review methodology to systematically gather and synthesize pertinent information on "Islamic Marketing Ethics" from scholarly journal publications worldwide. The data collection process involves searching for relevant articles indexed in the Scopus database using the keyword "Islamic Marketing Ethics." Articles are selected based on their alignment with the research theme, ensuring scholarly rigor and relevance in the reviewed literature. This qualitative approach enables a comprehensive exploration of the foundational principles of Islamic marketing ethics through meticulous interpretation and rigorous analysis of key texts and documents.

METHODOLOGY

This study uses the Systematic Literature Review (SLR) method to investigate the existing understanding of marketing ethics analysis from an Islamic perspective. The SLR approach allows us to conduct a comprehensive and structured analysis of relevant literature, with the aim of identifying key ideas, trends, and gaps in existing research.

The following are the stages of the SLR method used in this study:

1. **Identifying Research Objectives:** The first step is to clearly define the research objectives, which include investigating the current understanding and findings on marketing ethics from an Islamic perspective, as well as identifying existing research gaps in the literature.

2. **Developing a Search Protocol:** We formulate a systematic search protocol to identify relevant literature. This includes keywords, terms, and inclusion/exclusion criteria used to select articles that fit the scope of the research.
3. **Literature Search:** Conducting a literature search across various academic databases and online repositories, including but not limited to Google Scholar, PubMed, Scopus, and ProQuest. The search is conducted using a combination of keywords and terms related to marketing ethics and Islam over the past 10 years.

Article Selection: The articles identified in the literature search are then assessed for their suitability based on the established inclusion/exclusion criteria. Relevant articles are selected for further analysis.

RESULT AND DISCUSSION

In the field of marketing ethics from an Islamic perspective, various studies have investigated the significance and impact of adhering to Islamic principles in marketing practices. Saeed et al. (2001) emphasize the role of Islamic marketing ethics in enhancing customer satisfaction, highlighting a shift from profit maximization to value maximization as a core principle. This shift signifies a deeper commitment to ethical behavior rooted in Islamic teachings, fostering a culture of ethical conduct within the marketing framework. Additionally, Suandi et al., (2022) further reinforce the idea that Islamic marketing ethics require a holistic approach encompassing a commitment to ethics, adherence to Islamic teachings in product and service characteristics, consistency in Sharia compliance across business operations, good marketing practices, and a strong focus on consumer welfare.

The impact of Islamic marketing ethics on customer satisfaction and loyalty in the Islamic banking sector has been a focal point of research. (Nasuka

et al., 2021) found that Islamic ethical behavior significantly influences customer loyalty both directly and indirectly through customer satisfaction, underscoring the crucial role of ethics in fostering customer relationships in Islamic banking institutions. Similarly, Nuralam, (2017) highlights the need for Islamic banking marketers to uphold ethical standards based on Islamic values, emphasizing the prohibition of exploiting customers or engaging in fraudulent practices. These findings collectively underscore the important relationship between Islamic marketing ethics, customer satisfaction, and loyalty in the context of Islamic banking operations.

Furthermore, the relationship between Islamic marketing ethics and brand credibility has been explored by (Al-Nashmi & Almamary, 2017) who demonstrate that brand credibility is positively correlated with ethical practices, particularly Islamic marketing ethics. This study shows that ethical behavior, including adherence to Islamic principles, plays a significant role in enhancing brand credibility, thus contributing to marketing and economic success. This highlights the broader impact of ethical practices rooted in Islamic values on brand perception and consumer trust, as well as the diverse benefits of incorporating Islamic marketing ethics into business strategies.

In the context of Islamic marketing ethics and their implications for customer satisfaction, (Fataron, 2021) emphasizes the role of Islamic marketing ethics in driving customer satisfaction in Islamic banking institutions. This study underscores the importance of ethical considerations in shaping customer experiences and fostering satisfaction in the Islamic finance sector. Additionally, M. Hasan, (2019) highlights the need for social marketing practices to align with Islamic principles, stressing the importance of adhering to Sharia regulations and traditions in all marketing efforts to ensure ethical compliance. This underscores the overarching theme of aligning marketing practices with Islamic ethics to enhance consumer welfare and societal well-being. Moreover, the integration of Islamic ethical elements into the marketing mix paradigm has been a subject of scholarly investigation. Shafin & Kasim, (2018) discuss the incorporation of Islamic ethical elements into the marketing mix paradigm, emphasizing the obligatory nature of ethical considerations in marketing strategies from an Islamic perspective. This underscores the fundamental role of ethics in shaping marketing decisions and practices within the Islamic framework, highlighting the unique approach that Islamic marketing takes towards ethical behavior in business operations.

Tabel 1.
Articles related to Islamic Marketing Ethics

Title	Author	Year	Country
Trust And Purchase Intention Model Of Muslim Z-Generation Consumers On E-Commerces (B2C) In Indonesia	Shofi Arofatul Marits, Afif Zaerofi	2023	Indonesia
The Development OfThe Phenomena Of Islamic Marketing, Islamic Branding, And Indonesian Muslim Middle Class	Yudha Dwi Nugraha	2023	Indonesia
Does Islamic Marketing Mix Affect Consumer Satisfaction? An Analysis Of Consumer Perception InThe Service Industry	Viju Mathew	2022	Oman
The Impact OfViral Marketing On Consumer'sTrust And Purchasing Decision	Yayuk Mulawati Rohmah, Afif Zaerofi, Rachmawaty	2021	Indonesia
Integrative Review Of Islamic Marketing	Syed Adil Shah, Maqsood Bhutto, S. Azhar	2021	United Kingdom

Pengaruh Citra (Images), Kepuasan Konsumen (Customer Satisfaction), Kepercayaan Konsumen (Customer Trust) Dan Loyalitas Konsumen (Customer Loyalty) Pada Perusahaan Agen Asuransi Di Surabaya	N. Muttaqin, Reizano Amri Rasyid, Candraningrat	2021	Indonesia
Value- Based Islamic Banking And Reporting In Bahrain	A. Mohammed, F. Mansor	2021	Bahrain
The Effect Of Islamic Marketing Ethics Toward Customer Satisfaction, Trust And Loyalty To Islamic Banks	Muhammad Fakhruddin Haziq Waharudin	2019	Malaysia
The Role Of Islamic Marketing Ethics Towards Customer Satisfaction	Aamir Abbas, Q. Nisar, M. Mahmood, Abderrahim Chenini, Ahsan Zubair	2019	Pakistan
Research In Islamic Marketing And Promotion: Issues And Area Development	Qurtubi	2019	Indonesia
Social Marketing: An Islamic Perspective	M. Hasan	2019	Bangladesh
Pharmaceutical Marketing Ethics In Healthcare Quality For Patient Satisfaction: An Islamic Approach	A. Haque, Sardar Md Humayun Kabir, Arun Kumar Tarofder, N. Anwar, F. Yasmin, Nazmul Hasan Maziz	2019	Malaysia
Islamic Marketing Paradoxes: A Way To Understand It Again ...	Ajayeb S. Abu Daabes	2018	United Kingdom
Incorporating Islamic Ethic Elements Into Marketing Mix Paradigm	N. Shafin, R. Kasim	2018	Malaysia
Impact Of Customer Satisfaction On Image, Trust, Loyalty And The Customer Switching Behavior In Conventional And Islamic Banking : Evidence From Pakistan	Tooba Arshad, Rubab Zahra, U. Draz	2018	Pakistan
The Loyalty Of Muslim Customers On The Indonesian Islamic Banks: The Role Of Corporate Image, Satisfaction, And Trust	B. Darmawan	2018	Indonesia
Islamic Marketing: Bridging The Gap Between Research And Practice	Shamim Hossain, S. Yahya, S. Kiumarsi	2018	United Kingdom
Islam And The Reputational Landscape	A. Jafari	2018	United Kingdom
A Comparative Analysis Of The UN Declaration, Global Business Compact, And Religious Morals In Determining Global Values For Business And Their Application To Islamic Marketing	J. Fraedrich, O. Althawadi, R. Bagherzadeh	2018	The United States of America
Practices Of Islamic Banking In The Light Of Islamic Ethics: A Critical Review	Irfan Ahmed, M. Akhtar, Ishaq Ahmed, Saima Aziz	2017	Malaysia
Pengaruh Retail Marketing Mix Terhadap Kepuasan Dan Loyalitas Pelanggan	Made Arly Dwi Cahyana, Putu Gede Sukaatmadja	2017	Indonesia
Toward Advancing Debates On Islamic Marketing: A Renewed Perspective	N. Ahmad	2017	United Kingdom
Value-Based Intermediation (VBI)-Propelling Islamic Finance		2017	Malaysia
Islamic Marketing: The New Rules That Transform The Way Of Conducting Business	Emiliya Ahmadova	2017	Azerbaijan
The Relationship Between Islamic Marketing Ethics And Brand Credibility: A Case Of Pharmaceutical Industry In Yemen	Murad Al-Nashmi, Abdulkarim Abdullah Almamary	2017	Yemen
Success Strategies In Islamic Marketing Mix	Johari Abdullah, J. Hamali, Firdaus Abdullah	2017	Malaysia
An Approach To Islamic Consumerism And Its Implications On Marketing Mix	A. Haque, A. Shafiq, Suharni Maulan	2017	Malaysia
Beliefs About Islamic Advertising: An Exploratory Study In Malaysia	A. Shafiq, A. Haque, K. Abdullah, M. Jan	2017	Malaysia
The Role Of Religion On Purchase Behavior Of Muslim Consumers: The Context Of Bangladesh	M. Iqbal, Nabila Nisha	2016	Bangladesh
The Advertising Standardisation Debate Revisited: Implications Of Islamic Ethics On Standardisation/Localisation Of Advertising In Middle East Islamic States	S. Turnbull, Liza Howe-Walsh, Aisha Wood Boulanour	2016	United Kingdom

Islamic Marketing Ethics AndThe Marketing Practices Of Islamic Banks	Muhammad Riaz	2015	United Kingdom
DemystifyingThe Islamic Consumer Segments	Bikramjit Rishi, S. Halder	2015	The United States of America
Al Ghazali'SThoughts Of Economic GrowthTheory, A Contribution With SystemThinking	Tubagus Thresna Irijanto, M. Zaidi, A. Ismail, Noraziah Che Arshad	2015	Malaysia
Islamic Business Ethics And Finance: An Exploratory Study Of Islamic Banks In Malaysia	M. A. Musa	2015	Malaysia
Islamic Marketing As Macromarketing	D. Kadirov	2014	New Zealand
Where Do We Go From Here? Towards A Theory In Islamic Marketing	P. Koku, Osman Jusoh	2014	United Kingdom
Islamic Banks: ContrastingThe Drivers Of Customer Satisfaction On Image, Trust, And Loyalty Of Muslim And Non-Muslim Customers In Malaysia	M. Amin, Zaidi Isa, R. Fontaine	2013	Malaysia
Islamic Marketing Mix:The Critical Factors	Johari Abdullah, Arsyad Ayub, Jamil Hj, Firdaus Abdullah	2013	Malaysia

Principles of Islamic Marketing Ethics

Islamic marketing ethics are principles derived from Islamic teachings and values that guide marketing activities. These principles are based on the ethical framework provided by the Quran, Hadith (sayings of Prophet Muhammad), and other Islamic sources. Based on the available literature, the main principles of Islamic marketing ethics can be summarized as follows:

1. Honesty and Truthfulness (Sidq)

Marketing must ensure that all information provided about products and services is true and accurate. Deceptive practices and false claims are strictly prohibited. Research by (Fakhrullah & Waharudin, 2019) emphasizes the importance of honesty in building trust and loyalty among customers in Islamic banking.

2. Justice and Fairness (Adl)

Business transactions must be conducted fairly and equitably, ensuring that no party is exploited. Pricing should be reasonable, and transactions should avoid unfair profit or loss elements. This principle prioritizes equality, justice, and value maximization for societal advancement (Abbas et al., 2019). (Al-Nashmi & Almamary, 2017a) highlight the importance of justice in the pharmaceutical industry in Yemen, affecting brand credibility. In Islamic

banking, marketing ethics integrate value maximization with equity and justice to enhance customer satisfaction (Hassan & Latiff, 2014)

3. Prohibition of Exploitation (Gharar)

Islamic ethics prohibit excessive uncertainty and speculation in transactions. Clear terms and conditions must be established to avoid any form of ambiguity. This principle is discussed in the context of retail marketing by Made Arly Dwi Cahyana and Putu Gede Sukaatmadja (2017), where clear communication with customers is crucial for satisfaction and loyalty.

4. Social Responsibility (Maslaha)

Marketers must consider the social impact of their activities and contribute positively to society. This includes ensuring that products and services benefit society and do not cause harm. Islamic marketing ethics also require empathy towards others, reflecting harmonious alignment with natural and divine orders (Al Hadi et al., 2021). Mathew, (2022) explores how the Islamic marketing mix influences consumer satisfaction, emphasizing the broader social responsibility of businesses in the service industry.

5. Prohibition of Unethical Marketing Practices

Practices such as bribery, coercion, and consumer exploitation are strictly forbidden. Ethical behavior must be maintained at all times. The impact of unethical practices is evident in the research by (Rohmah et al., 2019), which examines how viral marketing can affect consumer trust and purchasing decisions.

6. **Transparency and Accountability**
Transparency in business dealings is crucial. Companies must be open about their business practices and accountable for their actions. (I. Ahmed et al., 2017) discuss the importance of transparency in Islamic banking, which is essential for maintaining consumer trust.
7. **Respect for Privacy (Hifz al-Mal)**
Protecting consumer privacy and confidentiality is vital. Marketers must ensure that consumer data is used ethically and with consent. This aspect is part of a broader discussion on customer satisfaction and loyalty in Darmawan's (2018) research on Indonesian Islamic banks.
8. **Promotion of Halal and Ethical Products**
Products marketed to Muslim consumers must adhere to Halal standards, ensuring they are permissible according to Islamic law. A study by (Abdullah & Hamali, 2017) on successful strategies in the Islamic marketing mix highlights the importance of promoting Halal-certified products.

CONCLUSION AND RECOMMENDATION

The concept of Sharia-compliant marketing ethics includes values such as integrity, honesty, and social responsibility, which are essential for businesses operating in the digital landscape. By upholding these ethical standards, businesses can navigate the complexities of digital marketing while remaining true to their Islamic values. The synthesis of various studies on Islamic marketing

ethics underscores the profound impact of ethical considerations rooted in Islamic principles on customer satisfaction, loyalty, brand credibility, and overall business success. By adhering to Islamic values and ethical standards, marketers can not only enhance consumer experiences but also build lasting relationships based on trust, integrity, and virtue. The integration of Islamic marketing ethics into business strategies not only ensures compliance with Sharia principles but also fosters a culture of ethical behavior that is appreciated by consumers and contributes to sustainable business growth. The analysis of the literature indicates that research on marketing ethics from an Islamic perspective has experienced significant growth in recent years. This exposure to the topic comes from various countries, including but not limited to Malaysia, Indonesia, the United Arab Emirates, Saudi Arabia, and Bangladesh. The exposure from these countries reflects a growing interest in marketing ethics issues within the context of Islam globally.

Based on the findings from the systematic literature review, as a recommendation that marketers should prioritize integrating Islamic marketing ethics into their strategies, emphasizing a commitment to ethical behavior, adherence to Islamic teachings, and a focus on consumer welfare. By aligning marketing practices with Islamic values, businesses can enhance their reputation and build stronger relationships with customers. Marketers and business practitioners should engage in continuous research and education on Islamic marketing ethics to stay updated on consumer preferences, regulatory requirements, and industry best practices. By investing in knowledge and understanding of Islamic principles, businesses can adjust their marketing strategies to align with ethical standards and consumer expectations.

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