

## **Islamic Consumption Ethics in the Context of the Digital Economy: A Normative Analysis Based on the Qur'an and Hadith**

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### **Abstrak**

Perkembangan ekonomi digital telah membawa perubahan signifikan dalam pola konsumsi masyarakat, termasuk konsumen Muslim. Kemudahan akses transaksi, strategi pemasaran berbasis algoritma, serta fitur digital seperti e-commerce dan sistem pembayaran digital berpotensi mendorong perilaku konsumsi yang impulsif dan berlebihan. Kondisi ini menimbulkan tantangan etis yang perlu direspons melalui pendekatan nilai-nilai Islam. Artikel ini bertujuan untuk menganalisis etika konsumsi Islam dalam konteks ekonomi digital dengan menggunakan pendekatan normatif berbasis Al-Qur'an dan Hadis. Metode penelitian yang digunakan adalah penelitian kualitatif normatif melalui studi kepustakaan, dengan menganalisis ayat-ayat Al-Qur'an, hadis-hadis Nabi Muhammad SAW, serta literatur akademik kontemporer yang relevan dengan konsumsi dan ekonomi digital. Hasil kajian menunjukkan bahwa etika konsumsi Islam menekankan prinsip halal dan thayyib, moderasi (wasathiyah), penghindaran israf dan tabdzir, serta tanggung jawab sosial sebagai landasan perilaku konsumsi yang beretika. Prinsip-prinsip tersebut memiliki relevansi yang kuat dalam menghadapi tantangan konsumsi digital karena mampu menjadi kerangka moral untuk mengendalikan perilaku impulsif dan materialistik. Etika konsumsi Islam tidak hanya bersifat normatif, tetapi juga aplikatif dalam membentuk kesadaran konsumsi yang rasional, seimbang, dan berorientasi pada kemaslahatan. Dengan demikian, internalisasi etika konsumsi Islam menjadi kebutuhan penting agar perkembangan ekonomi digital dapat berjalan secara berkelanjutan dan selaras dengan nilai-nilai syariah.

**Kata kunci:** *Etika Konsumsi Islam, Ekonomi Digital, Al-Qur'an dan Hadis, Konsumsi Muslim, Ekonomi Islam.*

### **Abstract**

*The development of the digital economy has significantly transformed consumption patterns, including those of Muslim consumers. The ease of digital transactions, algorithm-based marketing strategies, and features such as e-commerce platforms and digital payment systems tend to encourage impulsive and excessive consumption behavior. These conditions raise ethical concerns that require a response grounded in Islamic values. This article aims to examine Islamic consumption ethics in the context of the digital economy through a normative analysis based on the Qur'an and Hadith. The study employs a qualitative normative research method using library research, analyzing relevant Qur'anic verses, Prophetic traditions, and contemporary academic literature related to consumption and the digital economy. The findings indicate that Islamic consumption ethics emphasize the principles of halal and thayyib, moderation (wasathiyah), avoidance of extravagance (israf and tabdzir), and social*

*responsibility as the foundation of ethical consumption behavior. These principles remain highly relevant in addressing the challenges of digital consumption, as they provide a moral framework to restrain impulsive and materialistic tendencies. Islamic consumption ethics are not merely normative concepts but also practical guidelines that foster rational, balanced, and socially responsible consumption. Therefore, strengthening the internalization of Islamic consumption ethics is essential to ensure that the growth of the digital economy aligns with Sharia principles and promotes sustainable welfare.*

**Keywords:** *Islamic Consumption Ethics, Digital Economy, Qur'an and Hadith, Muslim Consumers, Islamic Economics.*

## **INTRODUCTION**

The digital economic transformation has brought fundamental changes to the consumption patterns of modern society. The presence of e-commerce platforms, social media, and digital payment systems allows consumption activities to be carried out quickly and without spatial limitations. These changes have indeed increased market efficiency and accessibility, but they have also contributed to an increase in excessive consumption and impulsive purchasing. Several studies indicate that the ease of digital transactions often shifts consumption behaviour from a needs-based orientation towards the fulfilment of instant and symbolic desires (Dika Eri Saputra, 2024).

Consumption behaviour in the digital economy cannot be separated from the influence of technology, which actively shapes consumer preferences (Utami, et.al, 2023). Marketing algorithms, personalised advertising, and data-driven promotions encourage consumers to make repeated purchases without careful consideration. In this context, consumption is no longer purely rational, but has also become a social practice influenced by the pressures of digital lifestyles. Recent research shows that these digital mechanisms have the potential to reinforce consumptive behaviour if not balanced with value and ethical controls (Lubis et al., 2025).

The Islamic perspective on consumption has a broader meaning than simply fulfilling material needs. The Qur'an and Hadith place consumption as an activity that is rich in moral and spiritual values, with an emphasis on halal, quality (thayyib), and the prohibition of excess (Aravik, et.al, 2020). These principles affirm that consumption should be directed towards benefit and balance, not the satisfaction of desires. Contemporary Islamic economic literature emphasises that the ethics of

consumption are an integral part of the Islamic value system, which aims to maintain harmony between individuals and society (Nadia Khoerunnisah, 2025).

The challenges of consumption ethics become increasingly complex when Islamic principles are confronted with the realities of the digital economy. Easy access to products, massive discounts, and digital marketing strategies often cause consumers to lose control over their priority needs (Aravik, et.al, 2024). Empirical studies show that impulsive purchases on digital platforms tend to increase with the intensity of online promotional exposure. This condition reinforces the urgency of applying the values of moderation and self-control as taught in Islam (Dika Eri Saputra, 2024).

The digital economy also opens up strategic opportunities for the global development of the halal market. Digitalisation enables wider and more transparent distribution of halal products, while increasing consumer awareness of halal aspects and production ethics. However, these opportunities can only be optimally exploited if consumers have an adequate understanding of Islamic consumption ethics. Recent research confirms that halal literacy and consumption ethics are key factors in shaping Muslim consumption behaviour in the digital age (Ira Yulistin, Nayla Kamilatul, 2025).

Furthermore, Islamic consumption ethics not only regulate product legality, but also encompass social responsibility, simplicity, and balance between worldly and spiritual interests. In the context of the digital economy, these values serve as moral controls to limit exploitative and unproductive consumption tendencies (Aravik, et.al, 2023). This principle is in line with *maqāṣid al-syarī'ah*, which emphasises the protection of property and the sustainable welfare of society (Hadidsyah, 2025).

Based on these conditions, a study of Islamic consumption ethics in the context of the digital economy is very important to bridge Islamic normative values with the reality of modern consumption. This article aims to analyse the principles of Islamic consumption ethics based on the Qur'an and Hadith as a moral framework in facing the dynamics of the digital economy. It is hoped that this study can provide conceptual contributions to the development of Islamic economics as well as serve as a practical reference for Muslim consumers in developing ethical and sustainable consumption behaviour.

## **RESEARCH METHOD**

This study uses a qualitative approach with a normative research type, which is research that focuses on the study of Islamic norms, values, and principles sourced from the Qur'an and Hadith. The normative approach was chosen because the purpose of this study was not to measure phenomena empirically, but to understand and interpret the principles of Islamic consumption ethics as the basis for economic behaviour in the context of the digital economy (Winda Novita Sari, Mahyarni, 2025).

The normative research method places religious texts as the main source of analysis. In this study, the Qur'an and Hadith are positioned as the primary references for exploring the concept of Islamic consumption ethics. Qur'anic verses and Hadith related to consumption, balance, simplicity, and the prohibition of wastefulness are analysed systematically to obtain a comprehensive normative understanding (Hamdi, 2022).

In addition to primary sources, this study also utilised secondary data sources in the form of reference books, scientific journal articles, and contemporary academic publications discussing Islamic economics, consumption ethics, and digital economics. This literature was used to strengthen the argument, enrich perspectives, and connect Islamic normative concepts with modern economic phenomena (Ira Yulistin, Nayla Kamilatul, 2025).

Data collection techniques were carried out through library research. Researchers searched for relevant literature through scientific journal databases, digital libraries, and reliable academic sources. The literature used was selected based on topic relevance, source credibility, and its relevance to the discussion of consumption ethics and the digital economy (Dika Eri Saputra, 2024).

Data analysis in this study was conducted using descriptive-analytical methods. The collected data was analysed by systematically describing the concepts of Islamic consumption ethics and then relating them to the reality of the digital economy. This analysis aims to explain the relevance of Islamic normative values in facing consumption challenges in the digital era (Dika Eri Saputra, 2024).

The analytical approach used is deductive, starting from the general principles of Islamic consumption ethics sourced from the Qur'an and Hadith, then applied to

the context of contemporary consumption practices. With this approach, the research is able to bridge religious normative texts with current socio-economic phenomena (Akramullah & Rusanti, 2025).

Through this research method, this article is expected to produce a comprehensive understanding of the position of Islamic consumption ethics in the digital economy and provide an applicable normative foundation for Muslim consumers in carrying out economic activities ethically and responsibly (Ira Yulistin, Nayla Kamilatul, 2025).

## **RESULTS AND DISCUSSION**

### **1. Conceptual Foundations and Principles of Islamic Consumption Ethics in the Digital Economy**

The study of Islamic consumption ethics in the context of the digital economy stems from the understanding that developments in information technology have brought about significant changes to the consumption patterns of Muslim communities. The digitalisation process has enabled expanded access to various products and services through e-commerce platforms, digital payment systems, and social media. Although offering convenience and efficiency, this transformation has also raised a number of ethical issues related to the fundamental principles of consumption in Islam, such as justice, balance, and the prohibition of *israf* (wastefulness) and *gharar* (uncertainty), which must be avoided. Various recent studies show that these shifts in consumption behaviour require Muslim consumers to integrate digital consumption activities with Sharia values. This effort aims to maintain a lifestyle that is in line with *maqasid al-syari'ah*, particularly in the protection of property, intellect, and morals, so that the use of technology not only functions as a means of economic transaction, but also as a medium for strengthening moral and social responsibility (Azzahra, 2025).

The Islamic view that consumption is not merely economic in nature, but also has inherent moral and spiritual dimensions, including in digital economic practices. The Qur'an emphasises the obligation to consume things that are *halal* and *tayyib* as a form of obedience to the provisions of Allah SWT (Aravik, et.al, 2021). In the digital environment, this principle is not limited to the *halal* status of the products consumed, but also encompasses transaction mechanisms, transparency, and

consumer motivation in determining their choices of goods and services. Various empirical studies show that Muslim consumers' awareness of halal aspects and consumption ethics tends to increase along with their understanding of Islamic values in the digital age. Thus, every consumption decision made through digital platforms not only represents economic choices but also reflects individuals' moral and spiritual orientations (Putri Rizqi Maulia, 2025).

Society's dependence on ease of access, algorithm-based promotions, and instant payment features indicates a change in consumption behaviour in the digital era. Studies show that e-commerce and digital markets can encourage consumer behaviour that tends to be consumptive. This can conflict with the Islamic principle of moderation, which emphasises a balance between needs and desires. In order for buyers to make rational and responsible purchases, behaviours such as buying without planning or consuming too much must be controlled within the context of Islamic consumption ethics (Dadiyanto & Kusnia Nikmatul Khasanah, 2025).

The principle of *halalan tayyiban* holds a fundamental position in Islamic consumption ethics, which is not limited to the legal validity of a product, but also includes quality, benefit, and its implications for consumers and the environment (Zamzam & Aravik, 2020). Various studies show an increase in awareness among Muslim consumers regarding the dimensions of halal and sustainability in determining product choices in the digital economy era. This awareness is reflected in the attention to halal certification, the credibility and reputation of electronic trading platforms, and the evaluation of the social impact of the products consumed. Thus, this principle emphasises that consumption in Islam is not only oriented towards fulfilling normative halal aspects, but also towards *tayyib* values that include benefits, ethical responsibility, and sustainability (Anggun Kusuma Wardan, 2025).

The ethic of simplicity (*zuhud*) in Islamic teachings emphasises the importance of self-control and rejection of excessive consumption patterns. In the digital context, where consumers are intensively exposed to various product offerings and persuasive marketing practices, the value of simplicity serves as a normative framework for evaluating whether a purchasing decision is based on real needs or merely a momentary impulse (Aravik, et.al, 2022). A number of studies on Islamic consumption ethics show that individuals who understand this principle tend to be

more selective, rational, and cautious in conducting digital transactions. This attitude contributes to the prevention of wasteful behaviour and minimises the negative impact on personal financial stability and social order (Aldy et al., 2023).

The principle of justice (al-'adl) occupies a central position in Islamic consumption ethics and must be applied in all forms of transactions, including those that take place in the digital space (Aravik, 2016). The implementation of justice in digital consumption includes the honest presentation of product information, guarantees of consumer rights, and transparency in pricing. Various empirical findings reveal that the practices of review manipulation, misleading data presentation, and online fraud are forms of violation of this principle of justice. Muslim consumers who uphold justice as a guiding principle not only demand fair transactions, but also actively reject digital practices that could potentially harm others, thereby demonstrating a moral responsibility in building an ethical digital economic ecosystem (Nurhalisa, 2025).

Ethics of consumption in Islam places social responsibility as an important element, where every individual consumption decision is seen to have consequences that transcend personal interests and impact society at large (Aravik, 2017). A consumption orientation based on benefit encourages Muslim consumers to support fair economic practices, the empowerment of local micro, small and medium enterprises (MSMEs), and concern for environmental sustainability. A number of recent studies show that consumers who are aware of social responsibility tend to choose products that not only meet halal criteria but also reflect ethical values in their production and distribution processes. This confirms the role of Islamic teachings as a relevant moral guide in shaping responsible consumption behaviour in the digital age (Nurul Wahida Aprilya, 2024).

## **2. Challenges, Implementation Strategies, and Strengthening the Digital Islamic Consumption Ethics Ecosystem**

Although access to information in the digital age is increasingly widespread, Muslim consumers' literacy regarding Islamic consumption ethics remains relatively limited. Various studies indicate that this weak ethical understanding has led to a gap between technological mastery and the internalisation of Islamic values, which ultimately encourages excessive consumption behaviour that is not in line with Sharia

teachings. Therefore, strengthening halal literacy and instilling ethical consumption values through formal education and the provision of relevant and contextual digital content are considered important strategies for responding to consumption challenges in the digital age (Faiqatul Hikmah, 2025).

Digital-based education and da'wah activities have a strategic role in the process of internalising Islamic consumption ethics in society. The use of digital platforms enables the delivery of religious values in a more contextual, adaptive, and relevant manner for the younger generation. A number of studies show that the development of digital-based halal literacy innovations contributes to increasing Muslim consumers' awareness of the principles of consumption ethics. With this increased understanding, consumers are expected to be able to integrate Islamic values into digital consumption practices in their daily lives. This approach is considered important in bridging the gap between the normative concept of Islamic consumption ethics and its implementation in the reality of the digital economy (Kamila Rahma Shalehah, 2025).

Islam does not position modernity and economic digitalisation as something that contradicts religious teachings, but rather offers a normative framework that serves as a moral guideline so that the use of technological advances takes place responsibly and in accordance with sharia provisions. Various studies on the transformation of the Islamic economy show that the integration of technological innovation and sharia principles has the potential to form an inclusive digital economic ecosystem based on ethical values. The digitalisation process, if carried out in accordance with sharia norms and the objectives of maqasid al-syari'ah, can expand access to halal services and products and strengthen a consumption system oriented towards Islamic ethical values (Ach. Zubairi, 2025).

Comprehensively, Islamic consumer ethics remain relevant and urgent as a normative framework in responding to various challenges that arise in consumption practices in the digital age. Fundamental principles such as balance, justice, simplicity, and social responsibility contained in Islamic law offer a conceptual foundation for overcoming consumptive behaviour, exploitative practices in the digital space, and inequality in online transactions. Thus, strengthening Islamic consumption ethics needs to be positioned as a strategic component in the formulation and

implementation of sustainable digital economic development oriented towards the welfare of the people (Siti Nurun Nadhifah, 2025).

Digital platforms generally utilise algorithms designed to increase user engagement, but these mechanisms often result in increased tendencies towards excessive consumption behaviour. In this context, integrating Islamic ethical principles into the digital ecosystem, including the design of promotion algorithms based on ethical values, is a strategic effort to maintain a balance between technological innovation and the fulfilment of moral values that underlie the consumption behaviour of Muslim communities. This approach enables the creation of digital consumption practices that are not only technologically efficient but also in line with Islamic ethical guidance (Aswar, 2025).

Micro, Small, and Medium Enterprises (MSMEs) that integrate halal principles and Islamic ethical values have significant potential in strengthening the formation of an ethical consumption ecosystem in the digital era (Ramadhany, et.al, 2023). Empowering and supporting halal-based MSMEs not only serves to meet the needs of the Muslim market but also contributes to creating economic opportunities that are oriented towards justice and sustainability. A number of studies show that increasing the capacity of MSME actors through training and education on halal standards in the digital environment plays an important role in improving service quality and product competitiveness in the online market (Muhammad Zufrizal Ilhamsyah, 2025).

Various studies, particularly those involving students, show a significant correlation between the level of understanding of Islamic values and responsible online consumption behaviour patterns. Students who have self-control and adequate understanding of sharia tend to use digital platforms more rationally and avoid impulsive consumption. These findings emphasise the importance of strengthening Islamic values education from an early age, especially in higher education, as an effort to shape ethical consumption behaviour in the digital era (Fitriani, 2022).

The development of social media has contributed to the formation of pseudo-needs that drive consumption patterns based on digital identity construction and lifestyle. A number of studies on Islamic consumption ethics show that the application of the principle of moderation (*i'tidāl*) and the establishment of a scale of priority needs (*hājah*) can serve as an evaluative framework for Muslim consumers in

reflecting on their consumption motives in the social media space (Aravik, et.al, 2025). By adhering to these principles, consumers are expected to be able to avoid consumption practices that are not based on moral and ethical considerations (Luddiana, 2024).

The application of digital business ethics rooted in Islamic values, such as amanah (trust), şidq (honesty), and maşlahah (public interest), plays an important role not only in shaping responsible consumer behaviour but also in creating an ethical digital ecosystem. The integration of these principles enables Muslim businesses and consumers to engage in economic activities that are not solely oriented towards material gain, but are also in line with the values of blessing and sustainability (Farhan, 2025).

The main challenges in strengthening Islamic consumption ethics include limited ethical literacy, the strong influence of consumerist culture, and the lack of integration of moral guidelines in the development of digital technology. However, there are strategic opportunities that can be exploited, including through the development of Sharia-based fintech innovations, the use of digital media as a means of education, and the improvement of contextual Sharia literacy. By harmonising technological advances and religious values, the Muslim community has the potential to build a digital consumption ecosystem that is not only ethical, but also productive and sustainable (Majdina & Jalaludin, 2025).

In general, Islamic consumption ethics derived from the Qur'an and Hadith remain highly significant as a moral framework for responding to the dynamics of the digital economy. Fundamental principles such as balance, justice, simplicity, and social responsibility serve not only as guidelines in shaping rational and ethical consumption behaviour, but also as a foundation for the realisation of equitable and sustainable economic development. Therefore, strengthening the understanding and internalisation of Islamic ethical values, both at the individual and collective levels, is a key factor in building a Muslim society that is able to adapt to modern developments without losing its moral integrity (Indiharwati, 2025).

In the context of the digital economy, consumer behaviour is often influenced by the ease of transactions, the intensity of promotions, and the high level of accessibility to various products and services. However, Islamic teachings emphasise

the importance of social responsibility in consumption activities, including prohibitions against excessive consumption (*israf*) and speculative practices that have the potential to cause harm. This principle is in line with the hadith of the Prophet Muhammad SAW, which emphasises the importance of moderation and self-control in fulfilling needs. Normatively, this hadith contains the message that consumption should ideally be carried out proportionally, consciously, and not exceed the limits of necessity (Aravik, 2016). This value remains relevant in modern consumption practices, including in the use of digital products, subscription-based services, and digital asset instruments such as NFTs and cryptocurrencies. Therefore, impulsive consumption decisions that are not accompanied by ethical considerations can be viewed as inconsistent with the basic principles of consumption ethics in Islam (MayaPutra & Yusrizal, 2025).

Analytical findings indicate that strengthening digital literacy based on Islamic values plays a strategic role in shaping ethical consumption patterns in the digital age. An educational process that emphasises the principles of *halal*, *thayyib*, and awareness of social responsibility has the potential to reduce impulsive consumption and misleading consumption practices on various digital platforms. This perspective is in line with Islamic teachings that encourage believers to continuously improve their knowledge throughout their lives, as reflected in the hadith of the Prophet Muhammad SAW, which emphasises the urgency of continuously seeking knowledge. With adequate digital literacy, consumers are expected to be able to verify the *halal* status of products, ensure transaction security, and consider the social and economic implications of every consumption decision made (Lestianingsih et al., 2025).

The results of the analysis show that, as indicated by increased ease of transactions, massive promotional strategies, and high levels of accessibility, Islamic consumption ethics still play a significant role in responding to developments in the digital economy. The principles of Islamic consumption ethics, such as justice, simplicity, moderation (*wasathiyah*), and social responsibility, serve as a normative framework for building a moral and ethical lifestyle. These values originate from the Qur'an and Hadith. These principles serve as a balancing mechanism against excessive consumption tendencies caused by digital marketing practices and algorithm-based recommendation systems in the digital economy. In addition, the digital economy has the potential to encourage impulsive consumption behaviour if

it is not accompanied by sufficient moral awareness. Therefore, Islamic consumption ethics emphasise the importance of self-control and consumption based on benefit, not merely to satisfy desires. Consumption is considered a moral practice that has spiritual and social impacts (Dr. Edwin Basmar, S.E., M.M., 2019).

The development of digital technology has brought about a major transformation in the structure and orientation of the global economic system, particularly in terms of production, distribution, and consumption processes. In the context of this transformation, the digital economy functions within modern capitalism, which emphasises economic growth through consumption. By utilising sustainable marketing strategies such as repeated promotions, time-based discounts, and algorithms that tailor product recommendations, various digital platforms systematically seek to increase user engagement. This reinforces the dominance of market rationality that focuses on profit maximisation (Asrul, 2024).

Islamic consumption ethics help to control market behaviour that often disregards moral aspects. To prevent excessive and exploitative consumption patterns, the principles of prohibiting *israf* (excess) and encouraging moderation (*wasathiyah*) offer normative boundaries. Essentially, Islamic consumption ethics does not oppose the use of digital technology in business. Rather, it opposes market mechanisms that eliminate justice, humanity, and social responsibility. Therefore, Islamic consumption ethics can be considered a moral system that corrects and balances the tendencies of digital capitalism that promote the commodification of lifestyles and needs (Anggraini, 2025).

Further analysis shows that Islamic consumption ethics in the digital economy are in line with the *maqāṣid al-syarī'ah* framework. In classical Islamic economic studies, *israf* is generally defined as behaviour that wastes tangible goods. However, an examination of digital economic behaviour shows that the definition of this concept can be expanded. In the digital world, waste is no longer limited to the quantity of physical goods; it now includes the use of digital services and products that do not have reasonable utility value. This can be seen in various ways, such as using digital platforms that consume time and resources without producing significant benefits, subscribing to various applications without clear requirements, and speculating on digital assets that ignore ethical considerations. Therefore, Islamic

consumption principles emphasise the importance of using digital technology carefully. The aspect of ownership is not the only factor used to assess consumption activities; it must also consider the purpose, level of usefulness, and the social and moral impact it causes. Because unguided digital consumption patterns tend to ignore the principles of efficiency, responsibility, and mutual benefit, this can conflict with Islamic principles. Uncontrolled digital consumption can threaten the protection of wealth (ḥifẓ al-māl) through financial waste, weaken the protection of reason (ḥifẓ al-‘aql) due to digital addiction, and disrupt the moral and spiritual balance of individuals (ḥifẓ al-dīn). On the other hand, the use of digital technology based on the principles of moderation, halal, and thayyib helps achieve social and individual benefits (Hamzani, et.al, 2024). In this context, the digital economy is seen as a tool that can help achieve sharia objectives if used ethically and responsibly (Zariatul Khisan, 2025).

The results of the discussion also emphasise that digital literacy based on Islamic values is very important for creating ethical consumption behaviour. Digital literacy is not only related to the ability to use technology, but also includes the important ability to assess the halal status of products, transaction security, information transparency, and the social impact of digital consumption. The development of sharia digital literacy serves as a means to change consumption behaviour from impulsive to more logical and responsible. Islamic consumption ethics education combined with digital literacy is an important component in building Muslim consumer awareness so that they are able to adapt to digital economic progress without losing their moral integrity (Nudin et al., 2024).

Islamic consumption ethics have a significant impact on the development of the digital economy. The principles of fairness, transparency, and social responsibility require regulators, digital platforms, and business actors to participate in building an ethical digital economy system. Therefore, Islamic consumption ethics serve as a normative foundation that Muslim consumers can use to conduct business in a moral and responsible manner. Furthermore, it also serves as a value framework for building fair and sustainable digital economic governance (Ira Yulistin, Nayla Kamilatul, 2025).

## **CONCLUSION**

This conclusion shows that consumption ethics from an Islamic perspective remain highly relevant in the face of rapid digital economic development, characterised by ease of transaction, rapid information flow, and an increasing tendency towards excessive consumption. Key principles such as halal and thayyib, moderation, avoidance of waste, and social responsibility are important guidelines for Muslim consumers to ensure that their consumption behaviour remains in line with Sharia law. In addition, Islamic consumer ethics also emphasise awareness of the social and environmental impacts of every consumption pattern, so that decisions made are not only focused on personal interests, but also benefit society as a whole.

The analysis conducted shows that Islamic consumption ethics does not only stop at normative and conceptual aspects, but also has a practical function in shaping consumer awareness to be more rational, responsible, and ethical. Understanding these values encourages individuals to be more selective in meeting their needs, consider the social and moral consequences of every consumption action, and balance material interests with spiritual dimensions amid a rapidly developing digital consumption culture. Therefore, strengthening the understanding and application of Islamic consumption ethics is very important to create fair and sustainable consumption patterns in the digital age. The internalisation of Islamic consumption principles is expected to shape consumers who are wise, responsible, and oriented towards the welfare of society. Thus, digital economic growth can proceed in line with sharia values, social justice, and the overall welfare of the people, creating a society that is conscious, ethical, and empowered both economically and spiritually.

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