International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Social Media Algorithms On Consumptive Behavior Of Muslims: A Study Of Behavioral Islamic Economics

Saifudin Yusuf[1*], Imam Nurngaini[2], Maulana Syarif Afwa[3], Agus Eko Sujianto[4], Dede Nurohman[5], Rakotoarisoa Maminiaina Heritiana Sedera[6]

[1,2] Sharia Economics Doctoral Program, UIN Sayyid Ali Rahmatullah Tulungagung, Indonesia dan Universitas Nahdlatul Ulama Blitar, Indonesia
[3] Sharia Economics Doctoral Program, UIN Sayyid Ali Rahmatullah Tulungagung, Indonesia dan Institut Agama Islam Al Urwatul Wutsq Jombang, Indonesia
[4,5] Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Indonesia
[6] ISCAM Business School, Madagascar

*Corresponding author: Saifudinyusuf72@gmail.com

Abstract

The rapid development of social media has reshaped the consumption behavior of society, including Muslim consumers, through algorithmic systems that personalize content based on users' digital footprints, such as search history, viewing duration, and online interactions. Social media algorithms not only function as information filters but also play a role in increasing exposure to promotions, lifestyle trends, and various persuasive consumption narratives that can influence users' preferences and purchasing decisions. This article aims to examine the influence of social media algorithms on the consumptive behavior of Muslims from the perspective of Behavioral Islamic Economics. This research employs a library research method with a qualitative approach through the analysis of various literature related to algorithmic personalization, behavioral biases, consumptive behavior, and consumption principles in Islam. The results of the study indicate that algorithmic exposure can reinforce various behavioral biases, such as Fear of Missing Out (FoMO), herding behavior, and impulsive buying, which ultimately encourages increased consumption among Muslim users. From the perspective of Behavioral Islamic Economics, this tendency needs to be controlled through the

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internalization of the values of taqwa, muraqabah, and muhasabah as self-control mechanisms so that consumption activities remain within the corridor of moderation (wasathiyah), responsibility, and public interest (maslahah).

This study emphasizes the importance of strengthening digital literacy and Islamic consumption ethics as efforts to minimize the negative impacts of social media algorithms on the consumption behavior of Muslims in the digital era.

Keywords: social media algorithms, muslim consumers, consumptive behavior, behavioral Islamic economics, digital literacy.

INTRODUCTION

The rapid digitalization is transforming and bringing significant changes to aspects of human life, platforms such as Instagram, YouTube, Facebook, WhatsApp, and TikTok make it easy for people to interact every day with each other up to a broader structure. Platforms like Instagram, YouTube, and TikTok present various content relevant to users through algorithms. The algorithms are used as a means to analyze the habits of social media users such as. Search, Viewing Time, Social Interaction and Viewing Time This can produce significant recommendations for individuals (Asmawati et al., 2026)

The formed algorithm provides ease for consumers in determining and finding relevant information; on one hand, excessive personalization can lead to increased consumer tendencies through the continuous export of promotional content (Alfian, 2024). In his research, he states that social media contributes to the emergence of Fear of Missing Out (FoMO), impulsive buying, and dissatisfaction with what one has, thus causing anxiety, feeling unsatisfied with life, and having irrational consumer behavior.

Consumer decisions in behavioral economics suggest that individuals do not always base their decisions on rational considerations; rather, the decisions made by consumers involve various psychological biases such as Fear of Missing Out (FoMO), herd behavior, anchoring effect, and present bias. The role of social media as a catalyst strengthens these biases through intense and repeated exposure to information via advertisements and various recommended content. This results in the influence of individual perceptions on needs and desires being increasingly affected by the information received intensely, encouraging a tendency for inclusive purchasing decision-making. The decisions made result in consumers being more oriented towards short-term satisfaction compared to long-term benefits, risks, and economic consequences (Afhdal & Wilda, 2025).

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Muslim society believes that consumption behavior is influenced not only by economic and psychological factors but also by religious values (Al-Ghazali, 2025). Religious values teach that consumption should be done proportionally, without excess, and considering aspects of halal and the good or bad. Excessive behavior in the Qur'an is strongly prohibited because it leads to losses for individuals and society. Therefore, it is better for a Muslim to have consumption behavior that leads to welfare and balance in life (Agustina et al., 2026).

The Presence of the Concept of Behavioral Islamic Economics

As a development of behavioral economics to integrate psychological aspects with Islamic values (Faiq et al., 2026). Through this approach, humans are identified as having limitations in rationality and vulnerability to various types of behavioral biases. Islam itself offers control mechanisms through taqwa, muraqabah, and muhasabah that can help individuals in making economic decisions more wisely and responsibly.

Although various studies have extensively discussed the relationship between social media and consumer behavior, studies examining the influence of social media algorithms on the consumer behavior of Muslims through various perspectives of Behavioral Islamic Economics are still very limited. Some previous researchers tend to focus on the effectiveness of digital marketing, consumer behavior in general, or the impact of social media use on purchasing decisions, without considering Islamic values and principles as the basis for analysis.

These limitations indicate that there are still research gaps that need to be further explored, related to how social media algorithms shape Muslim consumption behavior through various psychological biases explained in behavioral economics, such as fear of missing out (FoMO), herd behavior, anchoring effect, and present bias. Therefore, this study aims to examine the influence of social media algorithms on the consumer behavior of Muslims using the approach of Behavioral Islamic Economics.

This research is expected to provide theoretical contributions to the development of contemporary Islamic economic literature and serve as a basis for formulating digital literacy strategies and consumption education that align with Sharia principles.

RESEARCH METHOD

This study uses descriptive analysis and is qualitative in nature. This research utilizes data variables collected from scientific articles, Islamic economic journals, behavioral economic literature, and research on social media and consumption behavior.

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The information collected is secondary, or information that already exists (Eka Diah Kartiningrum, 2015).

This study uses a literature review, which collects information from various sources, including books, scientific publications, and data reports from the studied subject. To assist in addressing the research problem, the collected data will be recorded, analyzed, and processed. Through the obtained data, it will be examined according to the body of knowledge in books or scientific works (Mukhtar, n.d.)

This research uses descriptive methodology to describe actual events. Data sources are found in scientific publications (Romli, 2022)

RESULTS AND DISCUSSION

1. Algorithms as Consumption Preference Formers

In forming user consumption preferences, they are influenced by social media algorithms that play an important role in the content personalization mechanism, which is based on digital behavior traces, such as search history, interactions, viewing duration, and engagement patterns with certain content. Through this mechanism, platforms not only function as media information distribution but also contribute as instruments that actively direct user attention to certain content services deemed relevant to user interests. Algorithms in this context contribute to building preferences through exposure in terms of gradual consumption and reducing exposure to the same content (Rahman et al., 2025).

This personalization process can create repetitive and directed consumption patterns, as users continuously receive exposure to similar content. As a result, consumption preferences are not only formed by rational needs but also by the reinforcement of repeated stimuli from algorithms. In this context, algorithms play a role in building consumption habits that tend to be disruptive and limited to content that aligns with users' initial preferences (Metzler Hannah, 2024).

The filter bubble, through its concept, is able to theoretically explain this condition, where the system situation continuously displays content that contains a diversity of information.

2. Algorithms and Behavioral Bias

Received according to user interests. In terms of long-term needs, this greatly influences individual perspectives, assessing information and making consumption decisions. Algorithms, therefore, are not merely technical tools, but more than that, they become structural factors that shape tastes and consumption behaviors of the digital society (Area, 2023).

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3. Algorithms and Behavioral Bias

From a behavioral economics perspective, social media algorithms play a role in reinforcing the Fear of Missing Out (FoMO) bias by continuously presenting content that showcases experiences, products, or lifestyles enjoyed by others. Repeated exposure to such content can create anxiety about falling behind on emerging trends. As a result, individuals are driven to make purchases or follow a trend not based on rational needs, but rather due to psychological urges to remain accepted, relevant, and connected to their social environment. In this context, algorithms act as catalysts that reinforce consumer behavior tendencies and influence individual economic decision-making (Yuwantiningrum & Suwastika, 2024).

In addition to reinforcing the Fear of Missing Out (FoMO), algorithms also encourage herding behavior through the presentation of popular, viral content that receives high levels of interaction. When many users discuss, use, or recommend a product, other individuals tend to perceive that product as having good value or quality, making it worthy of following. This phenomenon shows that consumption decisions are often influenced by group behavior rather than individual rational considerations. On the other hand, the presence of various promotions, discounts, and time-limited offer notifications can reinforce behavioral biases such as present bias, which is the tendency of individuals to prioritize short-term satisfaction over long-term benefits. As a result, users are more likely to make quick purchasing decisions without conducting in-depth evaluations of their needs or the economic consequences. Thus, algorithms not only expand consumption exposure. but also affects the consumer decision-making mechanism through various existing behavioral biases (Farras & Dwisanto, 2025).

4. Consumer Perspective of Muslims

In the Islamic perspective, consumption activities are not only aimed at fulfilling desires and obtaining individual satisfaction, but also are part of the moral responsibility that must be carried out in accordance with the principles of balance (tawazun), public interest, and social responsibility. Islam teaches that consumption should be done in a reasonable and proportional manner, and avoid excessive behavior (israf) and wastefulness (tabdzir). Consumption behavior that exceeds the limits of necessity not only has the potential to harm individuals economically, but can also distance someone from the objectives of Sharia (maqashid sharia) which emphasize the achievement of public interest and welfare. Therefore, consumptive behavior influenced by social media algorithms can be understood not only as an economic and psychological phenomenon, but also as an ethical issue from the Islamic perspective. The influence of algorithms that

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encourage excessive consumption, following trends irrationally, and ignoring considerations of actual needs needs to be critically examined so that consumption activities remain within the corridor of Sharia values and support the creation of welfare for both individuals and society (Abdullah, 2023).

The findings of this research indicate that social media algorithms can encourage the emergence of consumptive behavior tendencies among Muslims through the formation of a digital environment rich in consumption stimuli. Content personalization, repeated promotions, and exposure to certain lifestyles and trends can influence individual preferences and consumption decisions. However, in the perspective of Behavioral Islamic Economics, humans are not seen as parties who are completely controlled by external influences. Individuals still have the ability to control their behavior through the spiritual and moral values taught by Islam. The concept of taqwa (awareness of Allah's supervision), muhasabah (self-evaluation), and muraqabah (feeling watched by Allah) serve as internal control mechanisms that can limit excessive consumption impulses. Through these values, a person.

Muslims are encouraged to critically consider whether a purchase is truly needed, provides benefits (maslahah), and is in accordance with the principles of sharia. The influence of algorithms on consumption behavior is not deterministic, but can be minimized through the strengthening of spiritual awareness and self-control based on Islamic values (Fitriyanti & Zuhriyah, 2025). Thus, the influence of algorithms on the consumptive behavior of Muslims cannot be understood solely as a technological issue, but rather as a result of a complex interaction between digital systems, psychological biases, and normative Islamic values. Social media algorithms can shape preferences and consumption decisions through various behavioral mechanisms, such as Fear of Missing Out (FoMO), herding behavior, and present bias, which ultimately can encourage consumption that is not always based on real needs.

In the perspective of Behavioral Islamic Economics, this phenomenon shows that individual economic behavior is influenced by external factors as well as internal factors derived from Islamic values. Therefore, efforts to reduce the negative impact of algorithms are not sufficient through the development of more ethical technology alone, but also require an increase in digital literacy so that society can understand how algorithms work and their influence on consumption behavior. In addition, strengthening Islamic consumption ethics that emphasize the principles of balance (tawazun), benefit (maslahah), self-control, and the prohibition of excessive behavior (israf) becomes very important. The synergy between digital literacy and the internalization of Islamic values is

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expected to help Muslims make more rational, responsible consumption decisions that align with sharia objectives (maqashid sharia) (KHAN, 2020).

5. Implications

The theoretical implications of this study indicate that social media algorithms need to be positioned as one of the important variables in the analysis of modern consumption behavior, particularly from the perspective of Islamic economics. The development of digital technology has changed the way individuals obtain information, form preferences, and make consumption decisions, so consumer behavior can no longer be adequately explained solely through assumptions.

6. Rationality in Economics

As in conventional economic theory. Conversely, a more comprehensive understanding requires the integration of psychological, social, and religious dimensions that also influence individual decision-making processes.

In the framework of Behavioral Islamic Economics, consumption behavior is viewed as the result of the interaction between behavioral impulses (behavioral biases), the influence of social and digital environments, and spiritual values derived from Islamic teachings. Therefore, the existence of social media algorithms becomes a relevant factor to be included in contemporary consumption analysis models as they play a role in shaping information exposure, preferences, and consumption patterns in society.

These findings also expand the scope of Islamic economic studies by presenting a new perspective in understanding consumption dynamics in the digital era, namely through an approach that integrates technology, human behavior, and Sharia principles within a more holistic analytical framework (Amoumri, 2026).

The practical implications of this study indicate that various parties, such as educational institutions, families, and Muslim communities, need to play an active role in strengthening digital literacy and consumption literacy in society. This effort is important so that social media users can understand how algorithms work, recognize various behavioral biases that can influence consumption decisions, and adopt a more critical attitude towards personalized content displayed.

With this increased awareness, individuals are expected to make more rational, selective consumption decisions that align with their actual needs. On the other hand, digital business actors also need to pay attention to ethical aspects in marketing and promotional strategies conducted through digital platforms. The use of algorithms should not be directed to excessively exploit users' psychological vulnerabilities, such as

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leveraging the fear of missing out (Fear of Missing Out), social pressure, or impulsive consumption urges solely to increase sales.

Conversely, digital marketing practices need to prioritize the principles of transparency, honesty, and social responsibility that align with Islamic business ethics. Thus, a healthier, fairer digital ecosystem is created, supporting sustainable consumption patterns, thereby advancing technology.can provide greater benefits for individuals as well as society at large (Farras & Dwisanto, 2025).

CONCLUSION

Based on the results of the study, it can be concluded that social media algorithms have a significant influence on the consumptive behavior of Muslims through the mechanisms of content personalization, reinforcement of social proof, and the formation of various behavioral biases such as Fear of Missing Out (FoMO), herding behavior, and impulsive buying. In this context, algorithms not only determine the information and content consumed by users but also play a role in shaping their preferences, perceptions, and consumption decisions. As a result, purchasing decisions are often not entirely based on rational needs considerations but are influenced by the digital stimuli that are constantly present in the social media environment. Meanwhile, Behavioral Islamic Economics offers an analytical and normative framework to understand and respond to these phenomena. This approach emphasizes that although individuals are influenced by various psychological factors and digital environments, they still have the capacity to control their behavior through Islamic spiritual values, such as taqwa, muraqabah, and muhasabah. These values serve as internal control mechanisms that help individuals evaluate each consumption decision based on aspects of need, benefit (maslahah), and its alignment with sharia principles. Therefore, strengthening digital literacy accompanied by the internalization of Islamic values becomes a very important strategy to build critical awareness of the influence of social media algorithms. Thus, the consumptive behavior of Muslims can remain within the corridor of moderation (wasathiyah), responsibility, and benefit, so that digital technology can be utilized optimally without neglecting the objectives of sharia (maqashid sharia) in economic life.

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