

EXPLORATION OF FACTORS INFLUENCING CONSUMER PREFERENCES IN PRODUCT SELECTION: A MASLAHAH PERSPECTIVE

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Abstract

Maslahah, a fundamental concept in Islamic economics, emphasizes on general welfare and mutual benefit. This article explores the factors that influence Muslim consumers' preferences in their daily product selection from the perspective of maslahah. The approach carried out is content analysis by examining 10 relevant studies related to consumer preferences. The main factors found include product attributes, price, quality, and religious values such as halal awareness and halal labeling. The results of the study show that consumer preferences are not only driven by material factors such as price and quality, but also influenced by spiritual and social factors related to sharia principles. Muslim consumers tend to be more selective in their product selection, ensuring that the products they choose are in accordance with halal and thayyib (good and beneficial) principles. The implementation of the maslahah concept includes a balance between personal benefits and social and environmental benefits. The study also found that while halal labels are recognized as an important element, other factors such as price, ease of access, and trust in the manufacturer also have an influence on purchasing decisions. Muslim consumers tend to consider more than just the halalness of the product, but also the convenience and comfort in daily use. Muslim consumer preferences reflect the close link between material needs and religious demands. This article also provides important insights for the development of products and services that are in line with the principles of maslahah in Islamic economics.

Keywords: Preferences, consumers, benefits

1. INTRODUCTION

In the era of increasingly complex globalization, consumer behavior has become the main focus in the study of economics and Sharia economics (Alshehri, et al., 2024). Consumer preferences in choosing products are no longer only based on conventional factors such as price and quality, but are also influenced by the values embraced by consumers, including their sharia values (Firdausiah, et al., 2023). For Muslim consumers, Islamic values play an important role in shaping their preferences and purchasing decisions (Sholihin, 2024). One of the key concepts in Islamic economics that influences consumer behavior is maslahah, which emphasizes the achievement of goodness and benefits in every action, including consumption.

Maslahah as a fundamental principle in Islamic sharia, provides an ethical and moral framework for Muslim consumers in evaluating and choosing products (Firdaus & Ahmad, 2023). This concept considers not only the worldly benefits, but also the spiritual and social aspects of consumption. However, the understanding of how the concept of maslahah is applied in the context of modern consumer behavior is still limited (Maufiroh, 2022). This study aims to explore in depth the factors that affect consumer preferences in product selection, with a special focus on the perspective of maslahah.

Consumer behavior in daily product selection is influenced by various factors, both internal and external. An understanding of these factors is important, especially in the context of Muslim consumers, who in addition to considering material factors, also pay attention to

religious values that are in accordance with Islamic sharia principles (Ardiansyah, 2024). The principle of *maslahah* in Islamic economics, which emphasizes the common good and the common good, is an important cornerstone in Muslim consumers' purchasing decisions. The selection of halal and *thayyib* (good and beneficial) products is not only related to the interests of individuals, but also reflects concern for social, environmental, and spiritual well-being (Nafil, et al., 2021).

In the study of Muslim consumer behavior, aspects of religiosity, halal awareness, and halal labeling are the main factors that form preferences in choosing products (Rahayuningsih & Pancasari, 2024). Muslim consumers tend to be more selective in ensuring that the products they choose are in accordance with Islamic sharia principles, especially in terms of halalness and product quality. Although traditional factors such as price and quality are still important considerations, religious values play a significant role in the decision-making process.

The focus of this research is to understand the factors that affect the preferences of Muslim consumers in choosing daily products, especially from the perspective of *maslahah*. Many studies have addressed consumer preferences in general, but specific studies linking the principle of *maslahah* to Muslim consumer behavior are still limited. This study attempts to bridge this gap by identifying relevant factors based on the available literature and linking them to the principles of *maslahah* in Islamic economics.

One of the main gaps found in the literature is that while halal labeling is considered important, the factor does not completely dominate consumer preferences. For example, research conducted by Utami shows that halal certification labels only affect consumer preferences by 28.5%, while other factors such as price, ease of access, and trust in producers also play a role in influencing purchasing decisions. This shows the need to dig deeper into other factors that influence Muslim consumer preferences (Utami, 2021).

Furthermore, although the concept of *maslahah* has been widely recognized in Islamic economic theory, understanding of how it is applied practically in Muslim consumer purchasing decisions still varies (Batubara, et al., 2024). Some consumers may only understand *maslahah* in the context of choosing halal products, while others may expand their understanding to include the social and environmental impacts of their product choices. This variation in understanding creates space for further research on how *maslahah* is applied in consumption behavior.

Previous research has also shown that other factors such as cultural, social, and psychological factors also influence consumer preferences. For example, research conducted by Ansyarif on the selection of beef in traditional markets shows that product attributes such as color, texture, and aroma are the main factors influencing preferences, while social factors such as family influence also play an important role (Ansyarif, 2021). This confirms that consumer preferences are shaped by a combination of individual, social, and environmental factors.

In addition, research on the consumption of halal products among the younger generation shows the influence of social media in shaping preferences (Lakdawalla & Phelps, 2022). Product innovation and promotions carried out through digital platforms are increasingly influencing consumer behavior, especially in the context of modern halal products (De Hooze, 2025). Young consumers tend to be more responsive to price offers and product innovation, but still maintain religious values as one of the main criteria in product selection (Sholihin, et al., 2023).

Based on the analysis of these studies, it can be concluded that Muslim consumers' preferences in choosing products are not only influenced by economic factors, but also by factors of religiosity, halal awareness, and the principle of *maslahah* (Ahmed, 2024). This study aims to further explore how the principles of *maslahah* are applied in Muslim consumers' purchasing decisions, as well as identify the most influential factors in the formation of consumer preferences.

2. METHODOLOGY

This study is used with a content analysis approach in qualitative study studies. The researcher conducted the search stage of articles related to the title, namely the preferences of Muslim consumers in the selection of daily products by using *Publish or Perish* and using Google Scholar in searching for literature related to the theme. The researcher found 152 studies related to consumer preference factors in choosing products and then screened papers that were in accordance with daily product preferences with 10 selected papers. Furthermore, a study of 10 selected papers was carried out to answer problems related to the description of the research regarding the factors that affect the preferences of Muslim consumers in choosing products. Then continued with data processing to obtain a mapping of Muslim consumer preference factors in daily product selection. After that, the author relates the relationship between these factors and *maslahah* in Islamic economics.

3. RESULTS AND DISCUSSION

3.1 Results

a. Implementation of the concept of *maslahah* in the purchase decisions of Muslim consumers

The concept of *maslahah*, which means good or benefit, is a fundamental principle in Islamic law and ethics (Syamsuri, et al., 2024). In the context of Muslim consumer behavior, *maslahah* is an important foundation in making purchase decisions (Putri, et al., 2023). The implementation of this concept not only influences product choices, but also forms consumption patterns that are in line with Islamic values (Arifin, 2024). Studies on how Muslim consumers understand and apply *maslahah* in their purchasing decisions provide valuable insights into the interaction between religious principles and economic behavior (Grace Haque, 2024).

Understanding of the concept of *maslahah* among Muslim consumers often varies, depending on the level of religious knowledge, educational background, and socio-cultural context. For some consumers, *maslahah* is understood simply as choosing halal and *thayyib* (good) products (Huda, 2023). However, for consumers who have a deeper understanding, *maslahah* encompasses broader considerations, including the social, environmental, and spiritual impacts of their purchasing decisions. This variation in understanding affects how the concept is implemented in everyday consumption practices (Azzahra, & Galuh, 2023).

The implementation of the concept of *maslahah* in Muslim consumers' purchasing decisions reflects efforts to ensure that every consumption decision supports the common good or good. *Maslahah* refers to the principle of welfare and benefits for individuals and society as a whole, which is the foundation of Islam (Firdaus & Ahmad, 2023). In practice, Muslim consumers who apply the concept of *maslahah* will consider halal and *tayyib* (good and useful) aspects in choosing products. Halal products ensure compliance with sharia law, while *tayyib* covers the quality, hygiene, health, and environmental impact of the product. Therefore, purchasing decisions are based not only on material needs, but also on spiritual and social well-being, such as choosing products that are fair in their production and environmentally friendly (Maufiroh, 2022).

In addition, Muslim consumers who prioritize *maslahah* also tend to choose products that have a positive impact on the community and the environment (Angriva, et al., 2020). They will consider factors such as ethical production practices, social justice, and the economic and environmental impact of the products purchased. This shows that the concept of *maslahah* is not only limited to individual interests, but also pays attention to the long-term impact on society as a whole. Thus, purchase decisions based on *maslahah* aim to create a balance between personal gain, social well-being, and environmental sustainability, all of which are in line with Islamic teachings (Sururi, 2021).

In the context of purchase decisions, *maslahah* is also often interpreted as a balance between needs and wants. Muslim consumers who apply this principle tend to be more selective in their purchases, avoiding excessive consumption or *israf* (Kamaruddin, et al., 2020). They may prefer to buy products that are multifunctional or highly durable, thinking that this is more in line with the principles of efficiency and sustainability advocated in Islam. The implementation of *maslahah* in this case functions as a *self-regulation mechanism* in consumption behavior.

The social aspect of *maslahah* also plays an important role in Muslim consumers' purchasing decisions. Many consumers understand *maslahah* not only in the context of personal benefits, but also in terms of the common good (*maslahah 'ammah*) (Sugitanata, 2024). This can manifest in a preference for products from small and medium-sized businesses, cooperatives, or companies that are known to have good social responsibility practices. Some consumers even make social impact a key consideration in their purchasing decisions, demonstrating the implementation of *maslahah* that extends to the societal dimension (Hafezd As'ad & Aji, 2020).

The implementation of *maslahah* is also reflected in how Muslim consumers respond to innovation and modern products (Arifin, 2024). The concept of *maslahah* encourages consumers to evaluate new products not only in terms of usability or modernity, but also from the perspective of conformity with Islamic values and their impact on Islamic lifestyles. This could explain why some innovative technology or financial products, while attractive in terms of features, may be less desirable if they are considered to have the potential to alienate consumers from Islamic practices or communal values (Syamsuri, et al., 2024).

Finally, the author explained that the implementation of the concept of *maslahah* in Muslim consumers' purchasing decisions is a complex and multidimensional phenomenon. This reflects consumers' efforts to align modern consumption needs with Islamic ethical principles. Although its implementation varies between individuals, *maslahah* consistently serves as a moral compass that directs consumers to choices that are not only personally beneficial, but also socially and spiritually beneficial. A better understanding of how these concepts are applied in practice can provide valuable insights for marketers, policymakers, and researchers in understanding and responding to the unique needs of the Muslim consumer market.

b. The main factors that affect consumer preferences in choosing products

Based on the search that has been carried out on 10 selected papers from the last 5 years, the author summarizes these researches in the following table:

Table 1. Description of selected articles regarding Muslim consumer preference factors in daily product selection

No	Name	Title	Year
1	Rahayuningsih dkk	Decision to Consume Halal Food Products in Solo	2024
2	Ardiansyah	Dampak Sertifikat Halal dan Kebersihan terhadap Tingkat Konsumsi dengan Keputusan Pembelian sebagai Variabel Intervensi	2024
3	Utami	Preferensi Konsumen Berdasarkan Label Sertifikasi Halal Produk Pangan Lokal	2021
4	Hafezd As'ad & Aji	Faktor Yang Mempengaruhi Preferensi Konsumen Kedai Kopi Modern di Bondowoso	2020
5	Sururi	Preferensi Konsumen dalam Pembelian Produk yang Dipasarkan di Supermarket TIP TOP Cabang Ciputat	2021
6	Angriva dkk	Persepsi dan Preferensi Konsumen Terhadap Produk	2020

		Madu PT Kembang Joyo	
7	Azzahra & Galuh	Analisis Faktor – Faktor yang Mempengaruhi Preferensi Konsumen dalam Pembelian Produk Food and Beverage di Shopee	2023
8	Al-farisi	Preferensi Masyarakat Terhadap Pembelian Produk Makanan Halal di Dusun Mlangi Yogyakarta	2020
9	Salsabila & Hana	Preferensi Konsumen Muslim: Eksistensi Makanan Halal Modern Terhadap Minat Beli Jajanan Tradisional pada Generasi Muda	2023
10	Ansyarif dkk	Faktor-faktor yang Mempengaruhi Tingkat Preferensi Konsumen Dan Pengambilan Keputusan dalam Memilih Daging Sapi di Pasar Tradisional Kecamatan Sape, Kabupaten Bima	2021

Source: Data processed in 2025

Based on the author's search in 10 papers contained in the selected google scholar, in the selection of daily products, the author found several main factors that affect consumer preferences in choosing daily products, in this case it also shows the validity of masalah in the Sharia economy.

The discussion of factors in meat purchase was discussed in the research of engineers et al. stated that product attributes are the main factor (Ansyarif, et al., 2021), Especially the color of red meat, the meat part has deep, the texture of the meat is tender, and the fresh/distinctive aroma. Environmental factors, especially family influences, also play an important role in decision-making. Individual factors such as consumer resources (income, time) also influence. In addition, psychological factors in the form of consumer information and knowledge about the product are also considerations. Consumer demographic characteristics such as gender (majority female), age (31-50 years), occupation and income level also affect preferences. Overall, the combination of product attributes, environmental factors, individual characteristics and consumer psychology is the main determinant of preferences in choosing beef in these traditional markets.

In addition, factors that affect various important aspects such as psychological, personal, social, and cultural factors. Psychological factors include consumers' perception of a product, their motivation, and beliefs formed from previous experiences and learning. Personal factors include the consumer's age, life cycle, occupation, and lifestyle. Social factors are related to the influence of reference groups, family, and social roles and status. Meanwhile, cultural factors include sub-cultures and social classes that also affect consumption patterns. Halal lebelization and halal awareness are also important aspects.

Factors that affect consumer preferences in choosing products marketed in supermarkets further include internal and external factors (Sururi, 2021). External factors include culture, social class, family, as well as reference and social groups that influence consumer behavior. Meanwhile, internal factors include consumer motivation and perception of the product. Consumers also tend to be influenced by product labeling such as halal labels, which serve as a guarantee that the product meets halal standards, thereby increasing consumer confidence in the purchase decision-making process. Halal labels are important for Muslim consumers to be able to ensure that the products they consume and use have passed halal tests and avoid prohibited and damaging elements.

Other research also said that some of the main factors that affect consumer preferences in choosing halal culinary products are halal product knowledge, religiosity, and *halal awareness*. Halal product knowledge refers to consumers' understanding of the production process, ingredients, and halal certification. Religiosity reflects the level of religious beliefs and practices of consumers, which affects their adherence to Islamic principles in food selection.

Halal awareness involves consumer awareness of the importance of halal products, including an understanding of halal labels and the certification process. That consumers with a higher level of religiosity and greater halal awareness tend to pay more attention to halal aspects in their purchasing decisions (Rahayuningsih & Pancasari, 2024).

Further research shows that halal certification labels only affect consumer preferences by 28.5%, which means that there are other factors that are more influential but not discussed in this study. The article mentions several other factors that can affect consumer preferences, such as lower prices, ease of access to obtain products, packaging design (including brand names, typography, colors, and images), and information about the product's shelf life. In addition, consumer trust in producers or sales environments that are considered to have guaranteed the halalness of products can also affect preferences, especially among Muslim consumers. These factors show that consumer preferences in choosing local food products are influenced by various aspects which include halal assurance, quality, price, and ease of access (Utami, 2021).

The next study also explained that the factors that affect consumer preferences in choosing halal food products in Mlangi Hamlet in Yogyakarta consist of four main factors, namely cultural factors, social factors, personal factors, and psychological factors. Cultural factors are related to the culture and social class of consumers. Social factors include the influence of reference groups, family, and social status. Personal factors include age, life cycle stage, occupation, economic conditions, lifestyle, and consumer personality and self-concept. Meanwhile, psychological factors consist of motivation, perception, learning, as well as consumer beliefs and stances (Al-Farisi, 2020).

Also with hafeez as'ad research (Hafezd As'ad & Aji, 2020), stated that there are four main components in choosing a product, namely *brand image*, service or service, coffee quality, and modern touch. The image of the store includes menu variations, prices, ease of access to locations, promotions, and previous experiences. Good service, speed, comfort of the place, and supporting facilities are significant service factors. In addition, the quality of the coffee and the barista skills in serving also influence consumer decisions. These factors shape consumer preferences in choosing a modern coffee shop.

Based on the discussion in the next study, the factors that affect consumer preferences in choosing products, in this case honey, are packaging, type of honey, taste, and price. Packaging is the most considered factor by consumers with the highest level of importance at 37,018%, followed by the type of honey (36,309%), taste (14,641%), and price (12,031%). These factors reflect consumer considerations regarding the quality, value, and convenience of using the product. Understanding these preferences allows companies to tailor their product and marketing strategies to meet consumer needs and wants more effectively (Angriva, et al., 2020).

The factors that influence consumer preferences later in choosing a product include several important aspects, including product innovation, price, place, and religious values. Modern halal food attracts the younger generation due to its variety of flavors, ease of access, and affordable price offers through promotions and discounts. In addition, the influence of social media plays a big role in shaping the preferences of the younger generation towards modern halal food. However, some consumers still choose traditional snacks because of their authentic taste, cultural values, and views on health (Salsabila & Hana, 2023).

Based on a research article conducted by Azzahra et al.²⁷ Consumer preferences in choosing *food and beverage* products on the Shopee platform are influenced by three main factors, namely halal labels, product quality, and price perception. This study shows that halal labels and product price perceptions have a significant effect on consumer preferences in purchasing decisions, especially for Muslim consumers who prioritize halal products in accordance with sharia. However, product quality does not have a significant influence on

purchasing decisions. Consumers are more focused on product safety (halal label) and competitive prices than perceived quality.

3.2 Discussion

Thus, the author makes a tabulation of factors that affect consumer preferences in choosing products based on the 10 selected articles above as follows:

Table 2. Factors that affect consumer preferences in product selection

No	Factor	Sub Factor
1	Product Attributes	<ul style="list-style-type: none"> ✓ For meat products: Color, texture, aroma ✓ For honey products: Packaging, types, taste ✓ For food products: Quality and menu variety
2	Psychological Factors	<ul style="list-style-type: none"> ✓ Perception of the product ✓ Purchase motivation ✓ Trust and learning from experience ✓ Product knowledge
3	Personal Factors	<ul style="list-style-type: none"> ✓ Age and stages of the life cycle ✓ Employment and economic conditions ✓ Lifestyle ✓ Personality and self-concept
4	Social Factors	<ul style="list-style-type: none"> ✓ Family influence ✓ Reference groups ✓ Social roles and status
5	Cultural Factors	<ul style="list-style-type: none"> ✓ Sub-culture ✓ Social class ✓ Cultural values
6	Label Halal	<ul style="list-style-type: none"> ✓ Product halal guarantee ✓ Increasing Muslim consumer confidence
7	Religiosity	<ul style="list-style-type: none"> ✓ Levels of religious beliefs and practices ✓ Influence compliance with Islamic principles in product selection
8	Halal Awareness	<ul style="list-style-type: none"> ✓ Awareness of the importance of halal products ✓ Understanding labels ✓ Halal certification
9	Price	<ul style="list-style-type: none"> ✓ Price perception ✓ Offers ✓ Discount ✓ Promotion
10	Location/Venue	<ul style="list-style-type: none"> ✓ Ease of access ✓ Comfort of place (for food/beverage products)
11	Service	<ul style="list-style-type: none"> ✓ Quality of service ✓ Speed of service ✓ Supporting facilities
12	Brand Image	<ul style="list-style-type: none"> ✓ Brand or store image ✓ Previous experience with the product/brand
13	Social Media	<ul style="list-style-type: none"> ✓ Influence on the preferences of the younger generation ✓ Means of promotion and product information
14	Product Innovation	<ul style="list-style-type: none"> ✓ Flavor variations ✓ Product Type ✓ A modern twist on traditional products

Source: Data processed in 2025

From the table above we can see that consumer preferences in product selection are greatly influenced by various factors that can be seen above and include aspects of religiosity, halal labels, and awareness of halal principles (*halal awareness*). In the perspective of *maslahah*, consumers not only consider individual satisfaction, but also aspects of benefit for society as a whole. Halal labels are important for Muslim consumers because they ensure that the products they choose are in accordance with Islamic law, free from haram substances, and produced in an ethical manner. This helps consumers to maintain a balance between worldly needs and religious demands.

Religiosity is the main factor that affects consumer preferences, especially for those who pay close attention to religious guidance in daily life. Consumers with high levels of religiosity tend to be more careful in choosing products, not only focusing on material benefits, but also considering whether the product supports their spiritual practice. They are more aware of the importance of choosing halal products as part of worship, while maintaining a balance between individual rights and social welfare. This reflects the principle of *maslahah*, where individual actions must support the broader good.

Awareness of halal products (*halal awareness*) is also an important aspect that affects consumer choices. Consumers with high halal awareness tend to be more concerned about the entire production, distribution, and consumption process of the products they use. They are looking for products that are not only halal, but also *tayyib*, which is good and beneficial for health, the environment, and society. The principle of *maslahah* in this context encourages consumers to consider the long-term impact of their choices, both for themselves and the wider community, so that there is a synergy between personal interests and public interests.

4. CONCLUSION

The study found that Muslim consumer preferences are influenced by various factors, both internal and external. These factors include product attributes, price, and quality, as well as the values of religiosity, halal awareness, and halal labeling. Muslim consumers tend to be more selective in choosing products, by ensuring that the products chosen are in accordance with Islamic sharia principles, especially in terms of halalness and benefits. This shows that their purchasing decisions are not only based on material aspects, but also involve moral and spiritual considerations.

The results show that the concept of *maslahah* plays an important role in Muslim consumer preferences. *Maslahah*, which emphasizes welfare and benefits for individuals and society as a whole, is applied in various forms, such as choosing halal products, *tayyib*, and supporting social and environmental welfare. Consumers who prioritize *maslahah* tend to choose products that not only meet their worldly needs, but also support their spiritual and social values.

Although halal labels are recognized as an important factor in Muslim consumer preferences, this study shows that other factors such as price, ease of access, and trust in the manufacturer also influence purchasing decisions. Muslim consumers do not only rely on the halal label as the only determinant, but consider other factors that support the convenience and comfort of daily consumption. This research provides insight that understanding of Muslim consumer preferences from the perspective of *maslahah*, it includes not only individual interests but also social and environmental well-being. Marketers, researchers, and policymakers need to consider these factors in order to understand and respond effectively to the unique needs of Muslim consumers.

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