

Hedonic and Utilitarian Consumption Motivations for Sharia Products in the Digital Era

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Abstract: The rapid expansion of digital commerce has significantly transformed the purchasing behavior of Muslim consumers, particularly university students who actively engage with e-commerce platforms. Consumption decisions regarding Sharia-compliant products are no longer determined solely by functional considerations but are increasingly influenced by hedonic motivations, utilitarian evaluations, and religious values. Despite extensive studies on consumer behavior, limited research has simultaneously examined the interaction among these three dimensions across different academic backgrounds. This study aims to analyze hedonic and utilitarian consumption motivations, compare the perceptions and purchasing experiences of Arabic Language Education and Management students, and examine the role of religiosity in shaping consumption behavior toward Sharia-compliant products. A qualitative descriptive-comparative approach was employed. Data were collected through semi-structured interviews, open-ended questionnaires, and documentation involving university students who had previously purchased Sharia-compliant products through e-commerce platforms. Data were analyzed using the Miles and Huberman interactive model consisting of data reduction, data display, and conclusion drawing. The credibility of the findings was ensured through source and method triangulation. The findings indicate that both hedonic and utilitarian motivations influence students' purchasing decisions but with different emphases. Arabic Language Education students primarily associate consumption with Islamic values, spiritual satisfaction, and Sharia compliance, whereas Management students emphasize product quality, efficiency, convenience, and economic value. Religiosity functions as a balancing mechanism that integrates emotional satisfaction with rational evaluation, enabling students to maintain consumption behavior consistent with Islamic principles. This study contributes by proposing the Religiosity-Integrated Consumption Motivation Model (RICMM), which conceptually explains how religiosity integrates hedonic and utilitarian motivations in shaping sustainable Muslim consumer behavior within the digital commerce environment.

Keywords: Hedonic Consumption Motivation, Utilitarian Consumption Motivation, Religiosity, Sharia Products, Digital Commerce, Muslim Consumer Behavior.

INTRODUCTION

Digital transformation has fundamentally changed consumer behavior worldwide. The rapid development of information technology, internet accessibility, and e-commerce platforms has reshaped how consumers search for information, evaluate products, and make purchasing decisions. University students represent one of the most active digital consumer groups because they are highly adaptive to technological innovation and continuously connected to digital marketplaces. Consequently, online shopping has become an inseparable part of their daily

lifestyle, influencing not only purchasing patterns but also consumption values and decision-making processes (Verhoef et al., 2021).

Alongside the rapid growth of digital commerce, the global halal industry has experienced remarkable expansion. Sharia-compliant products including halal food, cosmetics, fashion, pharmaceuticals, and financial services are increasingly recognized not merely as religious necessities but also as symbols of ethical consumption and modern Muslim identity. Digital platforms have accelerated access to these products, enabling Muslim consumers to compare prices, verify halal certification, and obtain product information more efficiently (Alimusa et al., 2025). As a result, purchasing Sharia-compliant products has become a multidimensional consumption activity involving economic, social, emotional, and spiritual considerations.

Consumer behavior literature generally distinguishes two major consumption motivations: hedonic and utilitarian motivation. Hedonic motivation emphasizes pleasure, enjoyment, emotional satisfaction, curiosity, and experiential value obtained during the shopping process. In contrast, utilitarian motivation focuses on rational evaluation, functional usefulness, efficiency, product quality, and economic value (Hu et al., 2023). Although these motivations appear conceptually different, both frequently interact during purchasing decisions, particularly within digital commerce environments where consumers receive abundant product information and marketing stimuli.

Within the Islamic perspective, consumption behavior extends beyond economic rationality and emotional gratification. Islamic consumption principles encourage Muslims to pursue products that are halal, beneficial (maslahah), ethical, and capable of generating spiritual well-being (barakah). Consequently, religiosity becomes an essential factor influencing how Muslim consumers evaluate products and regulate their purchasing behavior (Arifin et al., 2023). Highly religious consumers tend to balance emotional desires with rational considerations while ensuring that consumption remains consistent with Islamic teachings.

Previous studies have investigated hedonic motivation, utilitarian motivation, religiosity, and digital consumer behavior separately. Some studies emphasize the influence of hedonic motivation on impulsive buying, while others focus on utilitarian value as the primary determinant of purchasing decisions. Several researchers also identify religiosity as an important predictor of

halal product consumption. However, limited attention has been devoted to explaining how hedonic motivation, utilitarian motivation, and religiosity simultaneously interact in shaping Muslim students' purchasing behavior toward Sharia-compliant products across different academic backgrounds (Yener, 2022). This limitation indicates a significant research gap requiring further investigation.

The comparison between Arabic Language Education and Management students provides an important context for understanding these interactions. Students of Arabic Language Education generally possess stronger exposure to Islamic teachings and religious values, potentially influencing their consumption behavior. Conversely, Management students are more frequently trained to evaluate products from functional, economic, and managerial perspectives. These educational differences may produce distinct consumption motivations despite similar access to digital marketplaces.

This study offers a conceptual contribution by proposing the Religiosity-Integrated Consumption Motivation Model (RICMM), which explains how religiosity functions as a balancing mechanism between hedonic and utilitarian motivations within digital commerce. Rather than treating religiosity as an independent variable, the model positions it as an integrating construct that harmonizes emotional satisfaction and rational evaluation in shaping sustainable Muslim consumer behavior.

Based on this background, this study aims to: (1) analyze hedonic consumption motivation toward Sharia-compliant products, (2) examine utilitarian consumption motivation, (3) compare the perceptions and purchasing experiences of Arabic Language Education and Management students, and (4) explain the role of religiosity in integrating both consumption motivations within the digital commerce environment.

METHOD

Research Design

This study employed a qualitative descriptive-comparative approach to explore and compare hedonic and utilitarian consumption motivations in the purchase of Sharia-compliant products among students enrolled in the Arabic Education and Management Study Programs at Universitas

KH. A. Wahab Hasbullah (UNWAHA), Indonesia. A qualitative approach was considered appropriate because the study sought to understand participants' experiences, perceptions, considerations, and meanings associated with purchasing Sharia-compliant products through digital commerce platforms. The comparative dimension was employed to identify similarities and differences in consumption motivations between students from the two academic backgrounds.

Participants and Sampling

Participants were recruited using purposive sampling based on predetermined inclusion criteria relevant to the research objectives. Participants were required to: (1) be active students of either the Arabic Education or Management Study Program at UNWAHA; (2) have purchased Sharia-compliant products through e-commerce platforms, including Shopee, Tokopedia, or TikTok Shop, within the previous year; and (3) be willing to participate in an in-depth interview. A total of 10 students participated in the study, comprising five students from the Arabic Education Study Program and five students from the Management Study Program. The number of participants was considered adequate when the interviews reached thematic saturation, indicated by the absence of substantially new themes or categories emerging from the final interviews (Guest et al., 2020).

Data Collection

Data were collected through semi-structured in-depth interviews, open-ended questionnaires, and documentation. Each semi-structured interview lasted approximately 30–45 minutes and explored five principal areas: (1) participants' reasons for purchasing Sharia-compliant products through e-commerce platforms; (2) experiences following the purchase; (3) factors contributing to hedonic consumption motivation; (4) utilitarian considerations in evaluating and selecting Sharia-compliant products; and (5) the role of religiosity in purchasing decisions. Open-ended questionnaires were used to obtain complementary information concerning participants' perceptions and consumption experiences. Documentation, including relevant scholarly literature, research-related documents, and supporting archives, was examined to complement and contextualize the interview and questionnaire data.

Data Analysis

The collected data were analyzed using the interactive qualitative analysis model of Miles, Huberman, and Saldaña, comprising data reduction, data display, and conclusion drawing and verification. Before analysis, all interview recordings were transcribed verbatim to preserve the participants' original statements and meanings. The coding process was subsequently conducted in three stages. First, open coding was used to identify relevant keywords, significant statements, and descriptions of participants' consumption experiences. Second, axial coding was employed to establish relationships among related codes and organize them into broader categories. Third, selective coding was conducted to integrate the categories into the principal themes of the study (Saldaña, 2021). The resulting themes focused on hedonic consumption motivation, utilitarian consumption motivation, comparative differences between Arabic Education and Management students, and the role of religiosity in purchasing Sharia-compliant products.

Data Trustworthiness

The trustworthiness of the findings was established through source triangulation and method triangulation. Source triangulation involved comparing information obtained from participants representing the two study programs to identify convergent and divergent perceptions and experiences. Method triangulation was conducted by comparing findings obtained through semi-structured interviews, open-ended questionnaires, and documentation. In addition, an audit trail was maintained throughout the research process by systematically documenting the stages of data collection, coding, category development, thematic interpretation, and conclusion drawing. This procedure was intended to enhance the transparency, consistency, and traceability of the analytical process.

Research Focus

The methodological process was directed toward four analytical dimensions: (1) hedonic consumption motivation, (2) utilitarian consumption motivation, (3) differences in perceptions and purchasing experiences between Arabic Education and Management students, and (4) the role of religiosity in integrating hedonic and utilitarian motivations in the purchase of Sharia-compliant products. These dimensions provided the analytical basis for developing the comparative findings and the proposed Religiosity-Integrated Consumption Motivation Model (RICMM).

RESULT AND DISCUSSION

Result

Hedonic Consumption Motivation

The findings indicate that hedonic consumption motivation is present among both Arabic Language Education and Management students, although its expression differs according to their academic background and religious orientation (Najib et al., 2024). In both groups, purchasing Sharia-compliant products generates emotional satisfaction; however, the sources and meanings of such satisfaction are not identical. For Arabic Language Education students, hedonic consumption is closely associated with religious and spiritual values, whereas Management students derive greater enjoyment from the experiential and technological dimensions of digital shopping.

Arabic Language Education students tend to perceive the purchase of Sharia-compliant products as an expression of religious commitment. The availability of halal-certified products provides a sense of security, inner peace, and confidence that their consumption practices are consistent with Islamic principles. Thus, the pleasurable experience associated with consumption extends beyond the immediate enjoyment of purchasing and includes spiritual fulfillment and religious assurance. In this context, hedonic value is not detached from religious meaning but is integrated with the students' understanding of responsible Muslim consumption.

By contrast, Management students tend to experience hedonic motivation through the digital shopping experience itself. Attractive product presentations, promotional campaigns, cashback offers, free-shipping facilities, and user-friendly e-commerce interfaces contribute to shopping enjoyment (Faruq et al., 2023). These features create an engaging and convenient consumption experience that increases the emotional appeal of online shopping. Nevertheless, halal certification remains an important consideration, indicating that experiential enjoyment does not completely replace religious considerations in their purchasing decisions.

The findings therefore suggest that hedonic motivation operates through different value orientations. Among Arabic Language Education students, it is predominantly spiritually oriented, whereas among Management students, it is more strongly associated with experiential,

technological, and convenience-related dimensions. This distinction demonstrates that hedonic consumption should not be understood solely as pleasure-seeking behavior; within the context of Sharia-compliant consumption, pleasure may also emerge from the perception that consumption is religiously appropriate and spiritually meaningful.

Theme	Arabic Language Education Students	Management Students
Emotional satisfaction	Inner peace and spiritual assurance from purchasing halal products	Satisfaction derived from obtaining quality products and enjoying the purchasing process
Primary source of motivation	Religious values and Sharia compliance	Promotions, digital shopping features, and shopping experience
Shopping experience	Spiritual comfort and psychological reassurance	Enjoyable, convenient, and engaging online experience
Primary orientation	Spiritual and religious fulfillment	Experiential and technological enjoyment
Role of halal certification	Central to emotional and spiritual satisfaction	Important as a quality and compliance consideration

Table 1. Themes of Hedonic Consumption Motivation
Source: Research findings, processed by the authors (2026).

Utilitarian Consumption Motivation

The findings further demonstrate that utilitarian consumption motivation plays a substantial role in students' purchasing decisions, although the criteria used to assess product utility differ between the two groups. Both Arabic Language Education and Management students evaluate the practical benefits of Sharia-compliant products before purchasing; however, Arabic Language Education students incorporate religious and ethical considerations into their assessment, whereas Management students place greater emphasis on functional and economic value.

Management students tend to employ a more rational and efficiency-oriented decision-making process. They compare product quality, price, customer ratings, delivery costs, product specifications, and overall value before completing a transaction. The availability of detailed product information and the time-saving characteristics of e-commerce platforms are also perceived as important advantages (Najib et al., 2024). Accordingly, utility is primarily interpreted in terms of functionality, affordability, convenience, and efficiency.

Arabic Language Education students, in contrast, place greater emphasis on halal assurance, product safety, ingredient transparency, and compliance with Islamic principles. For these students, the utility of a product is not limited to its functional performance or economic value. A

product is considered more valuable when its consumption provides religious assurance, peace of mind, and a sense of blessing. Consequently, religious compliance becomes an integral component of how utility is interpreted.

These findings indicate that utilitarian motivation among Arabic Language Education students is religiously embedded, whereas Management students tend to construct utilitarian value through functional and economic considerations. The distinction further demonstrates that the meaning of product utility is context-dependent and influenced by consumers' values and educational backgrounds.

Theme	Arabic Language Education Students	Management Students
Primary benefit	Halal assurance and religious security	Product functionality and practical benefits
Purchase consideration	Religious compliance and product safety	Price, quality, usefulness, and efficiency
Supporting information	Halal certification and ingredient transparency	Customer ratings, reviews, product information, and specifications
Perceived utility	Religious assurance, peace of mind, and perceived blessing	Economic value, convenience, and functional performance
Primary objective	Ensuring consumption is consistent with Islamic principles	Maximizing functional and economic benefits

Table 2. Themes of Utilitarian Consumption Motivation
Source: Research findings, processed by the authors (2026).

Comparative Findings between Arabic Language Education and Management Students

The comparative analysis demonstrates that academic background contributes to differences in students' perceptions, evaluation criteria, and experiences regarding Sharia-compliant products purchased through digital marketplaces. Although both groups have access to similar digital commerce environments, they assign different meanings and priorities to the products they consume.

Arabic Language Education students tend to perceive Sharia-compliant products as an expression of Islamic values and religious commitment in everyday life. Their purchasing decisions are strongly associated with halal compliance, spiritual security, religious responsibility, and psychological comfort. Accordingly, product value is constructed not only through functional attributes but also through the extent to which consumption conforms to Islamic principles.

Management students, on the other hand, tend to perceive Sharia-compliant products primarily in terms of quality, safety, usefulness, economic value, and transaction efficiency. Their

purchasing decisions are influenced by product quality, competitive pricing, service quality, customer reviews, and convenience. Sharia compliance remains relevant, but it tends to operate alongside functional and economic criteria rather than constituting the dominant consideration (Triyawan et al., 2025).

The comparison also reveals differences in the perceived shopping experience. Arabic Language Education students associate Sharia-compliant consumption more strongly with inner peace, religious assurance, and spiritual satisfaction, whereas Management students emphasize practicality, efficiency, convenience, and economic benefits. Nevertheless, both groups are influenced by digital information and marketing stimuli, including online reviews, social media content, promotional campaigns, and influencer recommendations.

Thus, the findings do not indicate a complete separation between religious and economic motivations. Rather, both groups demonstrate an interaction between hedonic, utilitarian, and religious considerations, with different dimensions assuming greater prominence. Arabic Language Education students demonstrate a predominantly religious-spiritual orientation, while Management students demonstrate a predominantly functional-economic orientation.

Indicator	Arabic Language Education Students	Management Students
Product perception	Expression of Islamic and religious values	Quality, safety, and product value
Primary consideration	Halal compliance and religious values	Price, quality, usefulness, and efficiency
Dominant orientation	Religious-spiritual	Functional-economic
Source of satisfaction	Spiritual assurance and inner peace	Functional usefulness and economic value
Shopping experience	Spiritual and psychological comfort	Practicality and transaction efficiency
Role of religiosity	Central consideration	Supporting consideration
Influence of social media	Moderate	Relatively high
Response to promotions	Relatively selective	Relatively responsive

Table 3. Comparative Findings between Arabic Language Education and Management Students

Source: Research findings, processed by the authors (2026).

The Role of Religiosity in Hedonic and Utilitarian Consumption Motivation

The findings further demonstrate that religiosity functions as an integrative and balancing mechanism between hedonic and utilitarian consumption motivations (Güngördü Belbağ & Erbil, 2025). Rather than eliminating consumers' desire for pleasure or their rational evaluation of product benefits, religiosity provides a normative framework through which these motivations are evaluated and directed toward Sharia-compliant consumption.

Students demonstrating stronger religious orientations tend to evaluate products more carefully before purchasing them. Although they appreciate the convenience, attractiveness, and enjoyment offered by digital shopping platforms, they consistently consider halal certification, product safety, ingredient transparency, and conformity with Islamic principles. This indicates that religious values can constrain excessive consumption while simultaneously allowing consumers to obtain emotional and functional benefits from digital commerce.

Conversely, students with relatively weaker religious orientations appear more responsive to promotional campaigns, visual product appeal, discounts, social media trends, and other digital marketing stimuli. Nevertheless, their purchasing decisions are not determined exclusively by hedonic appeal. Product quality, usefulness, price, and functional benefits remain important considerations. This finding indicates that differences in religiosity influence the weight assigned to different consumption motivations, rather than producing an absolute distinction between religious and non-religious consumption behavior.

Accordingly, religiosity should not be conceptualized merely as an independent determinant of purchasing decisions. Instead, it functions as a regulatory and integrative mechanism that connects emotional satisfaction and rational evaluation with Islamic ethical principles. In this process, hedonic motivation provides emotional and experiential value, utilitarian motivation provides functional and economic value, while religiosity determines whether these motivations remain consistent with Sharia principles.

This finding provides the empirical basis for the proposed Religiosity-Integrated Consumption Motivation Model (RICMM). The model conceptualizes Muslim consumer behavior as the result of an interaction among the digital commerce environment, hedonic motivation, utilitarian motivation, and religiosity. Religiosity integrates and balances these motivations, directing purchasing decisions toward Sharia-compliant products and, ultimately, toward more responsible and sustainable Muslim consumer behavior (Aglozo & Cohen, 2025).

Discussion

Comparison with Previous Studies

The findings of this study demonstrate that university students' decisions to purchase Sharia products in the digital era are influenced by two primary dimensions of consumer motivation:

hedonic motivation and utilitarian motivation. Rather than functioning independently, these two motivations interact to shape purchasing decisions. However, the degree and manifestation of each motivation differ according to the students' academic backgrounds.

Students from the Arabic Language Education Program tend to perceive the consumption of Sharia products as an expression of Islamic values in their daily lives. Their purchasing decisions are motivated not only by the enjoyment of shopping but also by the sense of spiritual comfort, religious security, and confidence that the purchased products comply with Islamic principles (Ashfia, 2021). In contrast, Management students primarily emphasize utilitarian considerations, including product quality, functional benefits, price, transaction efficiency, ease of access to information, and overall economic value.

These findings are consistent with previous studies suggesting that hedonic motivation is associated with emotional satisfaction, shopping enjoyment, and experiential value, whereas utilitarian motivation is driven by rational evaluation, functional performance, and efficiency (Hu et al., 2023). Nevertheless, this study extends the existing literature by demonstrating that, within the context of Sharia product consumption, both motivations are substantially shaped by religiosity. Consequently, students with different academic backgrounds exhibit distinct patterns of consumer behavior despite participating in the same digital marketplace.

Theoretical Implications

The findings reinforce the Consumer Behavior Theory, which explains that purchasing decisions are simultaneously influenced by emotional and rational considerations. Hedonic motivation reflects consumers' desire for enjoyment, excitement, and psychological satisfaction throughout the shopping experience, whereas utilitarian motivation represents rational assessments of product usefulness, quality, and functional value (Laeli, 2023).

Furthermore, this study supports the concept of Islamic Consumer Behavior, which argues that Muslim consumers evaluate products not only based on economic benefits but also according to Islamic ethical principles (Khalek et al., 2023). The concepts of halal, maslahah (public benefit), barakah (blessing), and moral responsibility become integral components of purchasing decisions. Therefore, consuming Sharia products represents more than an economic activity; it also reflects the practical implementation of Islamic teachings in everyday life.

The findings are also consistent with the Theory of Planned Behavior (TPB). Positive attitudes toward Sharia products, supportive social norms within university and digital environments, and perceived behavioral control through accessible e-commerce platforms collectively strengthen students' intentions to purchase Sharia products. This indicates that purchasing behavior is simultaneously influenced by psychological, social, religious, and technological factors.

Practical Implications

The findings offer several practical implications for business practitioners, policymakers, and higher education institutions. For halal businesses and small and medium-sized enterprises (SMEs), marketing strategies should extend beyond emphasizing halal certification. Businesses should also improve product quality, provide transparent product information, enhance digital shopping experiences, and optimize customer services to increase consumer trust and satisfaction.

For e-commerce platforms, providing clear halal certification, comprehensive product descriptions, verified customer reviews, and dedicated halal product categories can strengthen Muslim consumers' confidence in purchasing Sharia products online. Such transparency enables consumers to make informed decisions while ensuring compliance with Islamic values (Ningsih et al., 2025).

For universities, these findings highlight the importance of strengthening Islamic economic literacy and responsible consumer education among students. Educational institutions can encourage students to balance emotional satisfaction with rational evaluation and religious commitment, thereby promoting more responsible and sustainable consumption behavior.

Research Contribution

The primary contribution of this study lies in demonstrating that religiosity functions as a balancing mechanism between hedonic and utilitarian motivations in the consumption of Sharia products within digital commerce (Zafar & Jafar, 2026). While previous studies have generally examined hedonic motivation, utilitarian motivation, or religiosity independently, this research integrates these three constructs into a comprehensive conceptual framework explaining Muslim students' purchasing behavior.

Another significant contribution is the comparative analysis between students from the Arabic Language Education Program and the Management Program. This comparison reveals that differences in academic background influence how students interpret Sharia products, evaluate purchasing benefits, and experience digital consumption.

Based on these findings, this study proposes the Religiosity-Integrated Consumption Motivation Model (RICMM) as a conceptual framework illustrating that the digital commerce environment stimulates both hedonic and utilitarian motivations, while religiosity acts as a moderating and balancing mechanism directing purchasing decisions toward sustainable Muslim consumer behavior. This model provides a theoretical foundation for future research on Islamic consumer behavior in the rapidly evolving digital marketplace.

NOVELTY

Religiosity-Integrated Consumption Motivation Model (RICMM)

The primary novelty of this study lies in the development of the Religiosity-Integrated Consumption Motivation Model (RICMM). This conceptual model explains that religiosity serves as an integrative mechanism that balances hedonic and utilitarian motivations in Muslim consumers' purchasing decisions regarding Sharia products in the digital era. Unlike previous studies that generally examine hedonic motivation, utilitarian motivation, or religiosity separately, this research demonstrates that these three constructs interact dynamically in shaping Muslim students' purchasing behavior across different academic backgrounds.

The model further proposes that the digital commerce environment acts as an external stimulus that simultaneously triggers hedonic and utilitarian motivations. Religiosity subsequently functions as a moderating and balancing factor, ensuring that both motivations remain aligned with Islamic principles. Ultimately, this interaction leads to informed purchasing decisions and promotes sustainable Muslim consumer behavior.

NO	Study Program	Gender	Experience	Purchasing Sharia Products
1	Arabic Language Education	Female	More than 2 years	
2	Arabic Language Education	Female	1–2 years	
3	Arabic Language Education	Female	More than 1 year	
4	Management	Female	More than 2 years	
5	Management	Female	1–2 years	
6	Management	Female	More than 1 year	

Table 4. Characteristics of the Informants

Theme	Sub-theme	Main Findings
Hedonic Motivation	Emotional satisfaction	Purchasing Sharia products provides happiness, comfort, and peace of mind.
	Promotional attraction	Discounts, cashback, and free shipping stimulate purchasing interest.
	Religious identity	Consumers feel proud to use halal and Sharia-compliant products.
Utilitarian Motivation	Functional benefits	Products effectively satisfy consumers' practical needs.
	Efficiency	E-commerce enables convenient and time-efficient shopping.
	Product quality	Consumers prioritize quality and halal certification.
Religiosity	Sharia compliance	Consumers deliberately choose halal products in accordance with Islamic teachings.
	Spiritual values	Consumption is perceived as a form of worship and a source of blessings.

Table 5. Themes and Sub-Themes of the Findings

Indicator	Arabic Language Education Students	Management Students
Dominant Motivation	Religious and spiritual values	Functional and economic benefits
Purchase Consideration	Halal compliance and blessings	Price, quality, and efficiency
Source of Satisfaction	Spiritual peace and religious assurance	Functional usefulness and economic value
Influence of Promotion	Relatively low	Relatively high
Role of Religiosity	Primary determinant	Supporting consideration

Table 6. Comparative Findings between Arabic Language Education and Management Students

Visualization Of The Research Model

Figure Research Framework

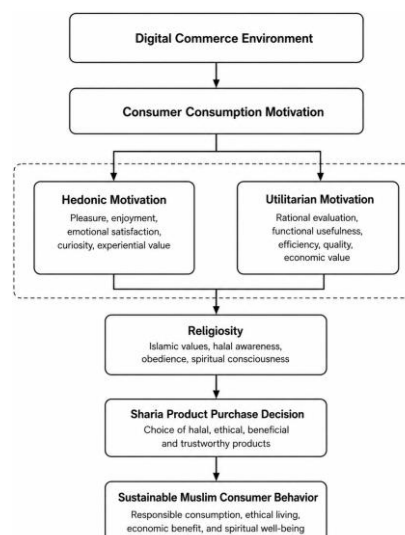


Figure 1. Research Framework of Hedonic and Utilitarian Consumption Motivation toward Sharia-Compliant Products

Figure 1 illustrates the conceptual research framework explaining the relationship between the digital commerce environment, consumer consumption motivation, religiosity, Sharia-compliant product purchase decisions, and sustainable Muslim consumer behavior. The digital commerce environment functions as the contextual stimulus that shapes consumer consumption motivation through two complementary dimensions, namely hedonic and utilitarian motivation. These motivations are subsequently integrated with religiosity, which directs consumption toward Sharia-compliant purchasing decisions and ultimately contributes to sustainable Muslim consumer behavior.

Religiosity-Integrated Consumption Motivation Model (RICMM)

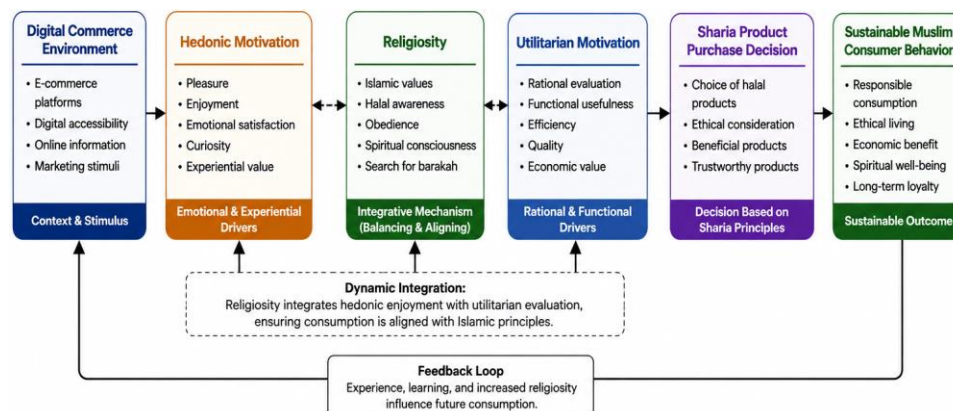


Figure 2. *Religiosity-Integrated Consumption Motivation Model (RICMM) for Sustainable Muslim Consumer Behavior in the Digital Era*

Figure 2 presents the Religiosity-Integrated Consumption Motivation Model (RICMM) developed from the findings of this study. The model explains that the digital commerce environment simultaneously stimulates hedonic and utilitarian consumption motivations. Religiosity functions as an integrative and balancing mechanism that aligns emotional satisfaction and rational evaluation with Islamic principles. This integration influences consumers' decisions to purchase halal, ethical, beneficial, and trustworthy products, which subsequently contributes to sustainable Muslim consumer behavior.

Explanation of the RICMM

The Religiosity-Integrated Consumption Motivation Model (RICMM) proposes that Muslim consumer behavior in the digital era is formed through the interaction of environmental, psychological, rational, and spiritual dimensions. The digital commerce environment provides

external stimuli through e-commerce platforms, digital accessibility, online information, and marketing activities. These stimuli generate both hedonic motivations, such as pleasure, enjoyment, and emotional satisfaction, and utilitarian motivations, including efficiency, product quality, functionality, and economic value. Religiosity integrates these two motivations by providing Islamic values, halal awareness, spiritual consciousness, and ethical guidance. Consequently, purchasing decisions are not determined exclusively by emotional or rational considerations but are directed toward Sharia-compliant products and ultimately toward more responsible and sustainable Muslim consumer behavior.

CONCLUSION

This study demonstrates that both hedonic and utilitarian consumption motivations significantly influence students' purchasing decisions regarding Sharia products through e-commerce platforms. However, these motivations differ according to the students' academic backgrounds. Students from the Arabic Language Education Program tend to prioritize religiosity, compliance with Islamic principles, and spiritual satisfaction in their consumption behavior. In contrast, Management students place greater emphasis on functional benefits, product quality, economic value, and purchasing efficiency. These findings indicate that Muslim students' consumption behavior is shaped by a combination of emotional, rational, and religious considerations within the digital marketplace.

From a theoretical perspective, this study contributes to the literature on Muslim consumer behavior by demonstrating that religiosity functions not only as a moral value but also as a balancing mechanism between hedonic and utilitarian motivations. Therefore, consumer behavior toward Sharia products should be understood through an integrated perspective that combines economic, psychological, and spiritual dimensions rather than relying solely on conventional consumer behavior theories.

Practically, the findings provide valuable insights for halal businesses, MSMEs, and e-commerce platforms in developing more effective marketing strategies for Sharia products. In addition to emphasizing product quality, competitive pricing, and transaction convenience, businesses should strengthen halal certification, transparency of product information, and Islamic

values in their marketing communications to enhance Muslim consumers' trust and purchasing intentions.

This study is limited to students from two academic programs at a single university; therefore, its findings cannot be generalized to all Muslim consumers. Future studies are recommended to involve respondents from multiple universities, apply mixed-methods approaches, and empirically test the proposed conceptual model using quantitative analysis to enhance its external validity and theoretical robustness.

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