



# A Systematic Literature Review: Examining The Consumer Ethnocentrism From The Islamic Perspective Using Evidences From Scopus-Indexed Publications

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## ABSTRACT

The purpose of this paper is to investigate consumer ethnocentrism from the perspective of Islam by systematically reviewing peer-reviewed journal articles from the Scopus database. This study encompasses key elements such as halal products and the behaviors of Muslim consumers. This study aims to provide insights for marketers and policymakers to promote inclusivity and understanding in diverse consumer environments. This research employs a systematic literature review (SLR) to examine consumer ethnocentrism through an Islamic lens. Utilizing the ROSES framework, the SLR includes four phases: research question formulation, systematic search, screening, and data extraction. The search conducted in the Scopus database yielded 36 studies focusing on qualitative insights to create a conceptual framework for consumer ethnocentrism in Islamic contexts. Key themes unveiled include religiosity, demographics, and globalization's impact on Islamic identity, among others. The review reveals that consumer ethnocentrism among Muslim consumers is significantly influenced by religious values, with higher levels of religiosity correlating with a preference for local and halal products. Additionally, demographic factors play a crucial role in shaping ethnocentric tendencies, while the tension between globalization and Islamic identity presents unique challenges. These findings underscore the need for culturally sensitive marketing strategies that align with Islamic principles. This study is limited to a

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conceptual analysis based on secondary sources. Future empirical research is necessary to validate the proposed themes and to explore consumer attitudes in specific Islamic contexts. Additionally, other databases such as Google Scholar and WoS should be included for examination. Marketers must understand the underlying motivations of Muslim consumers to develop effective strategies that resonate with their values. By incorporating Islamic perspectives into consumer behavior analysis, businesses can enhance brand loyalty and inclusivity, ultimately supporting sustainable growth in diverse markets.

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## INTRODUCTION

Consumer ethnocentrism has emerged as a significant factor shaping market dynamics and consumer behavior globally. These concepts have garnered substantial attention in marketing research over the past three decades, influencing consumer choices and market strategies (Baber et al., 2023, 2024). Consumer ethnocentrism, characterized by the preference for domestic products over foreign ones, often stems from moral and economic considerations (Trivedi et al., 2024). The interplay between these consumer biases and religious beliefs, particularly within the context of Islam, presents a complex and intriguing area of study. Islam, as a guiding force for millions of individuals worldwide, significantly shapes the beliefs, values, and behaviors of its adherents. The Islamic perspective on consumer ethnocentrism is particularly noteworthy, given the religion's emphasis on equality, respect for diversity, and unity among people, irrespective of race or nationality (Abdul-Latif & Abdul-Talib, 2022). This unique lens offers valuable insights into the principles and teachings that guide Muslims in their consumer choices, contributing to a broader understanding of consumer behavior, religious influences, and cultural integration within diverse societies. Examining these consumer phenomena through an Islamic perspective is crucial, as it can illuminate potential strategies and interventions to address and mitigate consumer ethnocentrism.

By exploring how Islamic elements can foster inclusive consumer practices, this research can promote cultural understanding, respect, and equality at the individual, community, and societal levels (Baber et al., 2024). Such insights are particularly relevant in today's interconnected global marketplace, where understanding the role of religious and cultural factors in shaping consumer attitudes and behaviors is essential for promoting harmonious economic relationships and social cohesion. The significance of this research lies in its potential to guide various stakeholders, including marketers, policymakers, and academics. By understanding the Islamic elements researched in consumer ethnocentrism, the study can provide a foundation for addressing consumer biases (Baber et al., 2023). This exploration of Islamic perspectives on consumer ethnocentrism can reveal how these viewpoints might be harnessed to create a more inclusive consumer environment. Synthesizing existing research on these topics, viewed through the prism of Islamic principles, can offer valuable insights that enhance marketing strategies and foster cultural sensitivity. By examining the complex relationship between consumer ethnocentrism and the Islamic perspective, this research aims to uncover themes that can contribute to a more inclusive and equitable consumer environment globally. The findings from this investigation can unveil the development of culturally sensitive marketing strategies, guide policy decisions, and direct future research in this important area, ultimately fostering a more harmonious and understanding global marketplace.

## DEFINITION AND SCOPE OF CONSUMER ETHNOCENTRISM

Consumer ethnocentrism has been a significant area of study in international marketing research since its introduction by Shimp and Sharma in 1987 (Siamagka & Balabanis, 2015; Trivedi et al., 2024). The concept refers to consumers' tendency to favor domestic products over foreign alternatives, often based on moral and economic considerations. Initially conceptualized as a unidimensional construct, consumer

ethnocentrism was defined as the belief in the inappropriateness and immorality of purchasing foreign-made products (Shimp & Sharma, 1987). However, recent research has challenged this view, suggesting a multidimensional nature of the construct (Siamagka & Balabanis, 2015) (Siamagka & Balabanis, 2015; Sharma et al., 2023). Siamagka and Balabanis (2015) proposed an extended conceptualization encompassing five dimensions: prosociality, cognition, insecurity, reflexiveness, and habituation. This multidimensional approach provides a more nuanced understanding of consumer ethnocentrism, reflecting its complexity in the modern globalized marketplace.

The Consumer Ethnocentric Tendencies Scale (CETSCALE), developed by Shimp and Sharma (1987), has been the primary instrument for measuring consumer ethnocentrism. However, concerns have been raised regarding its unidimensional nature and potential biases (De Ruyter et al., 1998). In response to these limitations, Siamagka and Balabanis (2015) developed the Consumer Ethnocentrism Extended Scale (CEESCALE), which addresses these limitations and incorporates the multidimensional aspects of the construct. The CEESCALE has demonstrated superior predictive validity compared to the CETSCALE in multiple studies (Siamagka & Balabanis, 2015). This new measure enables managers to predict the acceptability of their products in different markets more accurately. It allows organizations, policymakers, and market research agencies to monitor annual changes in consumer ethnocentrism more systematically.

Research has identified various antecedents of consumer ethnocentrism, including socio-psychological, political, economic, and demographic factors (Shankarmahesh, 2006). Ethical idealism and susceptibility to interpersonal influence have been positively associated with consumer ethnocentrism (Siamagka & Balabanis, 2015). Conversely, cultural openness and cosmopolitanism have been negatively linked to ethnocentric tendencies. The consequences of consumer ethnocentrism are significant for international marketing. Ethnocentric consumers exhibit a stronger preference for domestic brands and a greater reluctance to purchase foreign products (Klein et al., 1998; Wang & Chen, 2004). Consumer ethnocentrism levels and manifestations vary across cultures and countries (Balabanis et al., 2001; Sharma et al., 1995). Factors such as economic development, cultural values, and historical context influence the degree and nature of ethnocentric tendencies.

The study of consumer ethnocentrism has significant implications for international marketing strategies. It informs decisions related to market entry, positioning, branding, and product adaptation (Magnusson et al., 2011; Nijssen & Douglas, 2004). Understanding the multidimensional nature of consumer ethnocentrism allows marketers to develop more nuanced and practical strategies to address ethnocentric biases in different markets. While considerable progress has been made in consumer ethnocentrism research, several areas warrant further investigation. Longitudinal studies could provide insights into the temporal dynamics of consumer ethnocentrism and its responsiveness to changing social and economic conditions. Additionally, exploring the impact of domestic product availability on ethnocentric tendencies could yield valuable insights for international marketers (Nijssen & Douglas, 2004). Consumer ethnocentrism remains a critical concept in international marketing. The evolution from a unidimensional to a multidimensional construct, coupled with improved measurement tools, has enhanced our understanding of this phenomenon (Siamagka & Balabanis, 2015; Trivedi et al., 2023). As globalization continues to shape consumer behavior, further research on consumer ethnocentrism will be essential for developing effective international marketing strategies (Baber et al., 2024; Tahali et al., 2022).

## **EQUALITY FROM THE ISLAMIC PERSPECTIVE**

Islam emphasizes the equality of all individuals, regardless of race, ethnicity, or nationality. The Quran explicitly states that all human beings are equal in the sight of God and that racial or ethnic superiority holds no value.

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَاكُمْ

O mankind, indeed, We have created you from male and female and made you peoples and tribes that you may know one another. Indeed, the most noble of you in the sight of Allah is the most righteous of you.

Surah al-Hujurat 49:13

From an Islamic perspective, ethnocentrism and racism are inconsistent with the teachings of Islam. Muslims are encouraged to treat others with fairness and respect in all aspects of life, including consumer and commercial interactions. This verse highlights the importance of recognizing and embracing diversity among human beings, emphasizing that superiority is not based on race or ethnicity. Allah (SWT) values differences among His creations based on righteousness and piety. From these verses and hadith, it is evident that Islam promotes equal rights for all, as Allah (SWT) views all humans as equal and considers racial or ethnic superiority unimportant. Therefore, Muslims should strive to be fair and respectful in all aspects of their daily lives, including in consumer and commercial interactions.

### CONSUMER ETHNOCENTRISM AND ISLAMIC PERSPECTIVE

Consumer ethnocentrism, a concept influencing consumption patterns and attitudes toward foreign products, has been extensively studied in the context of Muslim consumers. Research has shown that religiosity and ethnocentrism play significant roles in shaping the purchasing behavior of Muslim consumers, particularly regarding foreign goods. A study in Morocco examined the impact of consumer ethnocentrism and halal trust on attitudes toward products from non-Muslim countries, focusing on Made in Italy Halal products (Mainolfi & Resciniti, 2018). In Malaysia, studies have explored the relationship between religiosity, ethnocentrism, and corporate image in young Muslim consumers' perceptions of foreign goods (Haque et al., 2011). These studies found that corporate image and ethnocentric behavior were the most significant factors influencing young Muslim consumers' perceptions of foreign-made products (Haque et al., 2012). Research on Malay Muslim consumers revealed that religiosity and ethnocentrism were crucial factors in their purchase decisions regarding foreign goods (Haque et al., 2011). While these findings underscore the influence of religious identity and national loyalty on consumer choices, such tendencies must be viewed through the ethical lens of Islam. Islamic teachings emphasize fairness, justice, and integrity in trade, discouraging bias or exclusion based solely on a product's origin. As reflected in the Quranic verse below, these principles stand in contrast to discriminatory or ethnocentric consumer behavior.

وَيْلٌ لِّلْمُطَفِّفِينَ ۝ ١ الَّذِينَ إِذَا أَكْتَالُوا عَلَى النَّاسِ يَسْتَوْفُونَ ۝ ٢ وَإِذَا كَالُوهُمْ أَوْ وَزَنُوهُمْ يُخْسِرُونَ

Woe to those who give less [than due]. Who, when they take a measure from people, take in full. But if they give by measure or by weight to them, they cause loss.

Surah al-Mutaffifin, 83:1-3

The interplay between religious commitment and ethnocentric tendencies has also been observed in other Muslim populations. A study on Arab-Muslim Americans found that religious commitment and ethnocentric tendencies negatively influenced their acculturation process and, consequently, their ethnocentric attitudes toward their home country (Al Ganideh & Awudu, 2021). In Pakistan, a conservative Islamic country, research on young consumers revealed significant relationships between religiosity, animosity, and ethnocentrism in influencing judgments about US products and purchase actions (Sadiq, 2023). Additionally, a study in Malaysia examined how animosity, religiosity, and ethnocentrism interact to affect judgment about US products and purchase actions of consumers in a progressive Islamic country (Z. Ahmed et al., 2013). These findings underscore the complex relationship between religious identity,

cultural values, and consumer behavior in Muslim populations, highlighting the need for marketers to consider these factors when targeting Muslim consumers (Haque et al., 2012). Furthermore, research has shown that Muslim consumers represent a significant and potentially homogeneous consumer group, estimated to be around one billion strong. However, they remain under-researched compared to other major consumer segments (Alserhan & Alserhan, 2012).

## METHODOLOGY

Following previous studies (Mohamed Shaffril et al., 2021, 2024), this SLR utilizes ROSES due to its robust methodological framework that enhances reporting quality (Haddaway et al., 2018). ROSES is favored over Preferred Reporting Items for Systematic Review and Meta-Analysis (PRISMA) (Qayyum et al., 2023) because it addresses key challenges in non-medical SLRs, such as excessive focus on meta-analysis and inconsistent terminology. Furthermore, ROSES accommodates a variety of research designs, including quantitative, qualitative, and mixed methods. The SLR methodology is organized into four sections. It begins with formulating the research question, guided by the Population, Interests, and Context (PICO) framework and insights from prior SLRs. The systematic search process encompasses identification, screening, and eligibility assessment. It is then followed by data extraction and inductive thematic analysis.

The research question is crucial for guiding the SLR process. Also, following Mohamed Shaffril (2024), the PICO framework was used (Lockwood et al., 2015). The question was formulated around keywords related to Muslim consumers (population), consumer ethnocentrism (interest), and Islamic perspectives and elements (context). Thus, the research question is: How is consumer ethnocentrism examined from the perspective of Islam? This SLR involves systematic search strategies, which consist of three primary processes: identification, screening, and eligibility, as follows:

### Identification

The initial phase of this study involved the identification of appropriate keywords or research terms to guide the search process. Based on the research question, three primary keywords were established: consumer ethnocentrism, ethnocentrism, and ethnocentric. See Table 1 below. The search was conducted primarily through the Scopus database. Scopus was chosen for its numerous advantages, including advanced search capabilities, extensive multidisciplinary coverage, and a comprehensive range of journals addressing vast areas, including consumer ethnocentrism (Mohamed Shaffril et al., 2024). The search string was meticulously developed, incorporating essential functions such as field codes, phrase searching, Boolean operators, truncation, and wildcard usage. This process ultimately led to the selection of 986 articles for the screening phase. The search keywords “Islam” OR “Muslim” OR “Moslem” OR “Islamic” were used and yielded a refined selection of 155 articles. The search strategy was constructed using the following keyword combinations as stated in Table 1.

Table 1. Search strings

| Theme                  | Search String                                     |
|------------------------|---------------------------------------------------|
| Consumer Ethnocentrism | “consumer” AND “ethnocentrism”, OR “ethnocentric” |

Source: Authors (2026)

### Screening

The criteria as depicted in Table 2 below were followed to further screen for relevant literature. It included journal articles, book chapters, reviews, and conference papers related to consumer ethnocentrism with Islamic elements and perspectives. Only selected research publications written in English that focused on the keywords “consumer” AND “ethnocentrism” OR “ethnocentric” were chosen as samples. The papers were collected from the Scopus database by searching through titles, keywords, and abstracts. Two records

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were removed because the articles were published in 1990 and 2010. One record was removed due to document type. The selected articles span the years 2011 to 2024 and encompass five subject areas, namely “Business, Management, and Accounting,” “Social Sciences,” “Economics, Econometrics and Finance,” “Arts and Humanities,” and “Multidisciplinary” studies. The inclusion and exclusion criteria used in the screening phase are summarized below:

Table 2. Inclusion and exclusion criteria

| Criterion | Inclusion                                                                                                                                           | Exclusion                                                                                                                                                                       |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Study     | “consumer” AND “ethnocentrism” OR “ethnocentrism” OR “ethnocentric”<br><br>Journal articles, book chapters, reviews, and conference papers          | Below 2011<br><br>Note                                                                                                                                                          |
| Language  | English                                                                                                                                             | Other languages                                                                                                                                                                 |
| Area      | “Businesses, management, and accounting”, “Social sciences”, “Economics, econometrics and finance”, “Arts and humanities”, and “Multidisciplinary.” | Environmental Science<br>Medicine<br>Energy<br>Neuroscience<br>Mathematics<br>Immunology and Microbiology<br>Health Professions<br>Biochemistry, Genetics and Molecular Biology |

Source: Authors (2026)

## Eligibility

The eligibility assessment is a crucial phase in our SLR. During this stage, a meticulous evaluation of the relevance of each selected article was conducted through the analyses of the title, abstract, and, when necessary, the full content. This rigorous screening process resulted in the exclusion of 110 articles that failed to address issues related to Muslim consumers or have any Islamic elements. For instance, articles that merely referenced Islamic concepts such as Halal, or mentioned Muslim consumers in their literature reviews without establishing a meaningful connection to the research focus, were excluded. This careful selection process is vital for ensuring that our review remains aligned with the specific nuances of consumer ethnocentrism as it pertains to Muslim consumers. Refer to Figure 1.

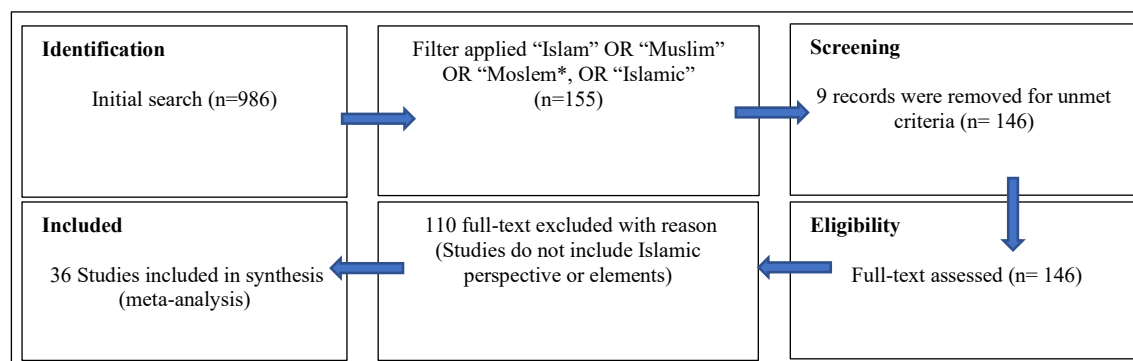


Fig. 1. Flowchart

Source: Authors (2026)

## Data extraction and analysis

The remaining 36 articles were thoroughly reviewed, with the first authors systematically extracting data aligned with our research question. This extraction primarily focused on the results and discussion sections, although additional sections were consulted as necessary to ensure comprehensive coverage. Given that this SLR adopts a qualitative approach, relevant data were extracted in the form of statements rather than numerical data. While the articles predominantly presented quantitative findings, the qualitative explanations accompanying these data were emphasized, and raw numbers and statistical outcomes were deliberately excluded. Subsequently, the extracted data were organized systematically into a table, which a co-author then validated. This validation process is essential, as it not only ensures the relevance of the selected data but also serves to minimize bias in the data selection process. By adhering to these rigorous methodological standards, the reliability and validity of the findings in the context of consumer ethnocentrism are intended to be enhanced.

## RESULTS AND DISCUSSION

### Background of the selected studies

A total of 36 articles were analyzed in this present SLR, whereby more than half of these articles had explored Indonesia (5), Bangladesh (4), Malaysia (4), Lebanon (3), Turkey (2), UAE (2), and Pakistan (2). Meanwhile, one study was conducted each in the USA, Azerbaijan, Germany, Iran, Egypt, The Netherlands, India, Tunisia, Canada, Spain, the UK, Austria, Saudi Arabia, Jordan, New Zealand, and Algeria. In terms of the year of publication, eight articles were published in 2023, followed by four articles each in 2011, 2016, 2021, and 2024. Two articles were published in 2012, 2013, 2014, 2020, and 2022, and one article was published in 2017 and 2019, respectively. As for research design, most articles were quantitative (32 articles), (2) deployed the mixed-method approach, (1) was qualitative, and (1) employed conceptual method. The list of eligible studies included in the review, along with key bibliographic details, is provided in Table 3.

Table 3. Eligible studies

| No | Author name                                                          | Year | Article                                                                                                        | Source Title                                                                 | Total Citations | Country    |
|----|----------------------------------------------------------------------|------|----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|-----------------|------------|
| 1. | Al Ganideh S.F.; Awudu I.                                            | 2021 | Arab-Muslim Americans' personality riddle and consumer ethnocentrism                                           | Journal of Global Marketing                                                  | 7               | USA        |
| 2. | Akbarov S.                                                           | 2022 | Consumer ethnocentrism and purchasing behavior: moderating effect of demographics                              | Journal of Islamic Marketing                                                 | 36              | Azerbaijan |
| 3. | Jin B.E.; Shin D.C.; Yang H.; Jeong S.W.; Chung J.-E.                | 2024 | Consumer religiosity, cosmopolitanism and ethnocentrism in Indonesia                                           | International Journal of Retail and Distribution Management                  | 2               | Indonesia  |
| 4. | Güngördü Belbağ A.                                                   | 2023 | Diversity and consumer dispositions towards foreign countries in an emerging market                            | International Journal of Emerging Markets                                    | 3               | Turkish    |
| 5. | Sevim N.; Hall E.E.; Abu-Rayya H.M.                                  | 2016 | The role of religion and acculturation in the consumer ethnocentrism of Turkish immigrants in Germany          | Religions                                                                    | 6               | Germany    |
| 6. | Nugraha Y.D.; Permiana R.M.T.; Harahap D.A.; Shaikh M.; Fauziah H.I. | 2023 | The interaction effect of consumer affinity and patriotism among millennial Muslim women consumers             | Journal of Islamic Marketing                                                 | 2               | Indonesia  |
| 7. | Balikcioglu B.; Kanlitepe M.A.                                       | 2023 | Turkish consumers' national identification and willingness to buy from Syrian-owned supermarkets: A sequential | Management and Marketing for Improved Retail Competitiveness and Performance | 0               | Turkey     |

|     |                                                        |      |                                                                                                                                                                                          |                                                        |     |                           |
|-----|--------------------------------------------------------|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|-----|---------------------------|
|     |                                                        |      | mediation model of consumer ethnocentrism and consumer racism                                                                                                                            |                                                        |     |                           |
| 8.  | Khan M.H.; Jin J.                                      | 2024 | If you are different, you are inferior: how does ethnocentric behaviour disengage employees?                                                                                             | International Journal of Conflict Management           | 0   | Bangladesh                |
| 9.  | Abdul-Latif S.-A.; Abdul-Talib A.-N.                   | 2017 | Consumer racism: a scale modification                                                                                                                                                    | Asia Pacific Journal of Marketing and Logistics        | 17  | Malaysia                  |
| 10. | Ahmed Z.U.; Zbib I.J.; Sikander A.; Gilbert Noujaim R. | 2012 | Does country of brand origin (COBO) matter for the Lebanese consumers?                                                                                                                   | EuroMed Journal of Business                            | 20  | Lebanon                   |
| 11. | Sepehr S.; Kaffashpoor A.                              | 2012 | Measuring the Ethnocentric Tendencies of Iranian Consumers: An Assessment of Validity and Reliability of the CETSCALE                                                                    | Journal of International Consumer Marketing            | 7   | Iran                      |
| 12. | El-Bassiouny N.; Taher A.; Abou-Aish E.                | 2011 | An empirical assessment of the relationship between character/ethics education and consumer behavior at the tweens segment: The case of Egypt                                            | Young Consumers                                        | 14  | Egypt                     |
| 13. | Josiassen A.                                           | 2011 | Consumer disidentification and its effects on domestic product purchases: An empirical investigation in the Netherlands                                                                  | Journal of Marketing                                   | 141 | The Netherlands           |
| 14. | Narang R.                                              | 2023 | Mediating role of spirituality and religiosity in relationship between ethnocentrism and purchase intention towards foreign goods                                                        | International Journal of Business and Emerging Markets | 2   | India                     |
| 15. | Karoui S.; Belaid S.; Khemakhem R.                     | 2023 | Islamic religiosity and consumer ethnocentrism in post-Arab Spring countries                                                                                                             | International Journal of Emerging Markets              | 3   | Tunisia                   |
| 16. | Haque A.; Rahman S.; Ahmed I.S.                        | 2011 | Factors influencing purchase of foreign goods by Malay Muslim consumers: A structural equation modeling approach on religiosity and ethnocentrism perspectives                           | Social Sciences                                        | 0   | Malaysia                  |
| 17. | Wilkins S.; Butt M.M.; Shams F.; Pérez A.              | 2019 | The acceptance of halal food in non-Muslim countries: Effects of religious identity, national identification, consumer ethnocentrism and consumer cosmopolitanism                        | Journal of Islamic Marketing                           | 66  | Canada, Spain, and the UK |
| 18. | Schlegelmilch B.B.; Khan M.M.; Hair J.F.               | 2016 | Halal endorsements: stirring controversy or gaining new customers?                                                                                                                       | International Marketing Review                         | 31  | Austria                   |
| 19. | Haque A.; Sarwar A.; Anwar N.                          | 2015 | The effect of country of origin image, ethnocentrism, and religiosity on purchase intentions: An empirical investigation on Bangladeshi consumers                                        | Indian Journal of Marketing                            | 11  | Bangladesh                |
| 20. | Kusumawardani K.A.; Yolanda M.                         | 2021 | The Role of Animosity, Religiosity, and Allocentrism in Shaping Purchase Intention through Ethnocentrism and Brand Image                                                                 | Organizations and Markets in Emerging Economies        | 3   | Indonesia                 |
| 21. | Sohail M.S.; Opoku R.A.                                | 2016 | Applying the Animosity Model in Foreign Product Purchases: Evidence from an Emerging Nation                                                                                              | Journal of International Consumer Marketing            | 10  | Saudi Arabia              |
| 22. | Danilwan Y.; Dirhamsyah; Pratama I.                    | 2020 | The impact of consumer ethnocentrism, animosity and product judgment on the willingness to buy; [Wpływ etnocentryzmu konsumentów, wrogości konsumenckiej i oceny produktu na chęć kupna] | Polish Journal of Management Studies                   | 11  | Indonesia                 |

|     |                                                                                |      |                                                                                                                                                              |                                                    |     |                                     |
|-----|--------------------------------------------------------------------------------|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|-----|-------------------------------------|
| 23. | Bakti I.G.M.Y.;<br>Sumaedi S.;<br>Rakhmawati T.;<br>Damayanti S.;<br>Yarmen M. | 2020 | The Model of Domestic Product<br>Quality Syndrome                                                                                                            | SAGE Open                                          | 1   | Indonesia                           |
| 24. | Jafari A.; Sandikci<br>Ö.                                                      | 2015 | 'Islamic' consumers, markets, and<br>marketing: A critique of El-<br>Bassiouny's (2014) "The one-<br>billion-plus marginalization"                           | Journal of Business<br>Research                    | 29  | UAE                                 |
| 25. | Potluri R.M.;<br>Johnson S.;<br>Koppalakrishnan<br>P.                          | 2022 | An exploratory treatise on the<br>ethnocentric tendencies of<br>Emirati Gen Z consumers                                                                      | Journal of Islamic<br>Marketing                    | 9   | UAE                                 |
| 26. | Indarti I.; Peng<br>L.H.                                                       | 2024 | Cultural Citizenship And Hijab<br>Fashion: Insights Of Consumer<br>Identity                                                                                  | Trames                                             | 0   | Indonesia<br>(various<br>countries) |
| 27. | Khraisat S.A.;<br>Karadas G.                                                   | 2024 | Exploring Cultural Intelligence,<br>Brand Globalness, and Consumer<br>Ethnocentrism: Unveiling<br>Purchase Intentions in the Fast<br>Food Industry in Jordan | Journal of Global<br>Marketing                     | 0   | Jordan                              |
| 28. | Wisker Z.L.L.                                                                  | 2023 | Inclusive marketing: Muslims'<br>influence on marketers' behaviour<br>in non-Muslim majority country:<br>evidence from New Zealand                           | Journal of Islamic<br>Marketing                    | 2   | New<br>Zealand                      |
| 29. | Farah M.F.                                                                     | 2021 | Consumer perception of Halal<br>products: An empirical<br>assessment among Sunni versus<br>Shiite Muslim consumers                                           | Journal of Islamic<br>Marketing                    | 23  | Lebanon                             |
| 30. | Ahmed Z.; Anang<br>R.; Othman N.;<br>Sambasivan M.                             | 2013 | To purchase or not to purchase<br>US products: Role of religiosity,<br>animosity, and ethnocentrism<br>among Malaysian consumers                             | Journal of Services<br>Marketing                   | 73  | Malaysia                            |
| 31. | Cleveland M.;<br>Laroche M.;<br>Hallab R.                                      | 2013 | Globalization, culture, religion,<br>and values: Comparing<br>consumption patterns of Lebanese<br>Muslims and Christians                                     | Journal of Business<br>Research                    | 146 | Lebanon                             |
| 32. | Haque A.;<br>Rahman S.;<br>Haque M.                                            | 2011 | Religiosity ethnocentrism and<br>corporate image towards the<br>perception of young muslim<br>consumers: Structural equation<br>modeling approach            | European Journal of<br>Social Sciences             | 16  | Malaysia                            |
| 33. | Sadiq; Ahmad<br>M.S.                                                           | 2023 | Buying US products and services:<br>religiosity, animosity, and<br>ethnocentrism of young<br>consumers                                                       | Journal of Islamic<br>Marketing                    | 5   | Pakistan                            |
| 34. | Deb M.; Sinha G.                                                               | 2016 | Impact of culture on religiosity,<br>cosmopolitanism and<br>ethnocentrism                                                                                    | Asia Pacific Journal of<br>Marketing and Logistics | 28  | Bangladesh                          |
| 35. | Mkedder N.;<br>Bakır M.                                                        | 2023 | A Hybrid Analysis of Consumer<br>Preference for Domestic<br>Products: Combining PLS-SEM<br>and ANN Approaches                                                | Journal of Global<br>Marketing                     | 7   | Algeria                             |
| 36. | Chaudhry N.I.;<br>Mughal S.A.;<br>Chaudhry J.I.;<br>Bhatti U.T.                | 2021 | Impact of consumer<br>ethnocentrism and animosity on<br>brand image and brand loyalty<br>through product judgment                                            | Journal of Islamic<br>Marketing                    | 18  | Pakistan                            |

Source: Authors (2026)

## The Developed Themes

### Acculturation and Consumer Ethnocentrism in Islamic Contexts

The interplay between acculturation and consumer ethnocentrism holds particular significance within Muslim populations. Acculturation involves adapting to a new culture while preserving one's religious and

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cultural identity, a process that is especially crucial for ethnic minorities such as Arab-Muslim Americans (Al Ganideh & Awudu, 2021). Key factors influencing this adaptation include ethnic identification, religious commitment, and patriotic feelings toward one's home country. Understanding these elements is essential for grasping how Muslim consumers navigate their identities in increasingly multicultural environments (Cleveland et al., 2013; Sevim et al., 2016).

### **Religiosity as a Driving Force**

In Indonesia (Jin et al., 2024), Tunisia (Karoui & Khemakhem, 2019) and India (Narang, 2016), research consistently highlights the influence of religiosity on consumer behavior among Muslims. Higher levels of religiosity often correlate with increased ethnocentric tendencies, leading consumers to favor local or halal products over global brands. This preference aligns with the Islamic principle of supporting local economies and adhering to dietary laws (Kusumawardani & Yolanda, 2021). Consequently, marketers are encouraged to respect and integrate religious values into their strategies, recognizing that a deep understanding of halal compliance and ethical consumption is vital for effectively appealing to Muslim consumers (Farah, 2021; Schlegelmilch et al., 2016; Wilkins et al., 2019).

This preference for halal and ethically compliant products is not only rooted in religious identity but also reflects the Islamic emphasis on caution and moral clarity in consumption. As the Prophet Muhammad ﷺ advised, "Halal is clear and Haram is clear, and between them are doubtful matters which many people do not know. So whoever avoids the doubtful matters has protected his religion and his honor" (Sahih al-Bukhari, Book 2, Hadith 39). This hadith reinforces the inclination of devout Muslim consumers to avoid ambiguous or questionable products, illustrating how religiosity informs prudent and ethically motivated consumption decisions in line with Islamic teachings.

### **Consumer Animosity and Its Roots**

Consumer animosity in Turkey (Güngördü Belbağ, 2023) and Pakistan (Sadiq, 2023) towards products from certain countries, such as the USA, Germany, and France, frequently stems from historical grievances and geopolitical tensions that resonate with Islamic values and experiences. This animosity can significantly impact purchasing behavior, prompting consumers to reject products from nations perceived as antagonistic to Islam (Al Ganideh & Awudu, 2021; Güngördü Belbağ, 2023; Sevim et al., 2016).

The relationship between animosity and ethnocentrism suggests that Muslim consumers prioritize products that align with their cultural and religious values, often leading to the rejection of foreign goods that conflict with their identity (Abdul-Latif & Abdul-Talib, 2017; Schlegelmilch et al., 2016; Sohail & Opoku, 2016).

### **Demographic Factors and Islamic Perspectives**

Demographic variables such as age, gender, and education also play a notable role in shaping consumer behavior. For instance, younger Muslim consumers may exhibit different ethnocentric tendencies compared to older generations, reflecting changing attitudes toward globalization and cultural identity (El-Bassiouny et al., 2011; Haque et al., 2011; Sadiq, 2023). Additionally, the role of education in reducing ethnocentrism highlights the importance of informed consumer choices among Muslims, where greater awareness of ethical and religious considerations can influence purchasing decisions (Balikcioglu & Kanlitepe, 2023; El-Bassiouny et al., 2011; Jafari & Sandıkcı, 2015).

## Globalization vs. Islamic Identity

The studies reveal a tension between acculturation to global consumer culture and the preservation of traditional Islamic identity. As Muslims engage with global markets, they may face challenges in maintaining their cultural heritage and religious principles (Cleveland et al., 2013; Kusumawardani & Yolanda, 2021; Sadiq, 2023). Findings suggest that while Muslims may adopt global cultural traits, they concurrently seek to reinforce their Islamic identity through consumption choices that reflect their values, such as preferring halal-certified products (Balikcioglu & Kanlitepe, 2023; Indarti & Peng, 2024; Wilkins et al., 2019).

## Market Implications for Muslim Consumers

A nuanced understanding of Islamic perspectives on consumer behavior can inform more effective marketing strategies. Businesses can gain a competitive edge by recognizing the significance of halal attributes, ethical consumption, and cultural sensitivity in their offerings (Z. U. Ahmed et al., 2012). Furthermore, marketers should strive to foster trust and inclusivity by avoiding stereotypes and ensuring that their products align with the values and beliefs of Muslim consumers (Wisker, 2023). This approach not only enhances brand loyalty but also promotes deeper consumer engagement (Chaudhry et al., 2021).

## Impact of the Study

This study enhances the understanding of consumer behavior in Islamic contexts by highlighting the role of cultural identity and religiosity in shaping preferences. It provides marketers with practical insights to develop culturally sensitive strategies that resonate with Muslim consumers. By emphasizing the importance of ethical consumption and halal compliance, the research encourages businesses to foster inclusivity and trust. Ultimately, it offers a framework for creating equitable market environments aligned with Islamic values, promoting fairness, and reducing prejudices in consumerism.

## CONCLUSION

The findings of this review underline the potential for Islamic values to influence consumer behavior positively, promoting a more equitable market landscape. By applying Islamic principles, businesses and policymakers can encourage consumers to overcome ethnocentric biases. The impact of Islamic teachings on consumerism suggests broader implications for multinational businesses and policymakers. For instance, businesses operating in Muslim-majority regions may benefit from adapting their marketing to reflect Islamic values, creating an inclusive and equitable consumer environment. This systematic review highlights the role of Islamic teachings in shaping inclusive consumer practices and offers a framework for understanding consumer ethnocentrism through an Islamic ethical lens. By leveraging these principles, there is potential to foster an inclusive market environment in line with Islamic values, contributing to global efforts to reduce consumer prejudice. These Islamic teachings, deeply embedded in both Qur'anic verses and Prophetic traditions, underscore the need for consumer behavior rooted in ethics, justice, and spiritual mindfulness. Future research and policies may further explore the potential of Islamic ethics in promoting fairness and inclusivity in consumerism.

This study was limited by its reliance on secondary sources, which restricts the direct exploration of consumer attitudes within specific Islamic contexts. Future research could incorporate primary data, including interviews or surveys with Muslim consumers, to provide deeper insights into how Islamic teachings practically influence consumer decisions. Further studies could also investigate the impact of

Islamic educational programs on consumer behavior, measuring the effects of specific Quranic teachings on reducing ethnocentrism. Additionally, comparative studies between Muslim and non-Muslim consumers in multicultural societies could yield valuable insights into how religious teachings shape inclusivity in diverse markets. Additionally, future research should also include databases such as Google Scholar and WoS.

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## CONFLICT OF INTEREST

The authors affirm that there are no personal, financial, or professional conflicts of interest related to the publication of this article. The study was conducted independently without influence from any external stakeholders or funding bodies.

## AUTHORS' CONTRIBUTION

The conceptualization of the research idea, design of the review protocol, and supervision of the research process were carried out by Samshul Amry. Afiza, Mohammad Khalil, Baiduri Zaiyyanna, Asmat Nizam and Umidjon were responsible for conducting the systematic literature review, data extraction, and drafting the manuscript. Samshul Amry and Afiza managed the final validation of themes, editing, and critical revisions. All authors read and approved the final version of the manuscript for submission.

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