

Maqashid al-Shariah and the Transformation of Digital Marketing in the Era of Artificial Intelligence: A Systematic Literature Review Toward Ethical and Sustainable

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Abstract

The development of Artificial Intelligence (AI) has driven the transformation of digital marketing through personalization, automation, consumer behavior analysis, and the use of data in marketing decision-making. However, it has also raised various ethical issues, including privacy protection, algorithmic transparency, manipulation of consumer preferences, the dissemination of inaccurate information, and the reinforcement of consumptive behavior. These conditions indicate the need for an ethical framework that is not only oriented toward technological effectiveness and economic profit, but also toward human welfare and sustainability. This study aims to analyze the role of Maqashid al-Syariah as an ethical framework for directing the transformation of AI-based digital marketing toward ethical and sustainable marketing practices. Using a Systematic Literature Review (SLR) method, this study reviews literature discussing Maqashid al-Syariah, digital marketing, Artificial Intelligence, marketing ethics, and sustainability. The findings are directed toward formulating a conceptual framework that integrates the principles of protecting religion (hifz al-din), life (hifz al-nafs), intellect (hifz al-'aql), lineage (hifz al-nasl), and wealth (hifz al-mal) with the principles of justice, trustworthiness, transparency, honesty, consumer protection, and public welfare. This framework is expected to broaden the perspective of digital marketing from a focus solely on technology and profit toward value-based marketing that is responsible, inclusive, and sustainable. This study contributes to the development of Islamic economics and marketing studies by offering Maqashid al-Syariah as a normative foundation for addressing ethical challenges in marketing in the era of Artificial Intelligence.

Keywords: Maqashid al-Syariah, Artificial Intelligence; digital marketing; marketing ethics; sustainability; Systematic Literature Review.

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INTRODUCTION

The development of digital technology and Artificial Intelligence (AI) shows that both have become important parts of modern marketing activities. The use of these technologies helps companies identify consumer needs, determine target markets, provide product recommendations, and improve the efficiency of marketing communication. Nevertheless, these developments have also raised concerns about the ethical boundaries of their application. Intensive collection and use of consumer data may create privacy issues. In addition, the use of algorithms to manage advertisements and recommendations can influence consumer decisions without users being fully aware of it. Therefore, the success of technology-based marketing should not be measured only by effectiveness and the profits obtained by companies, but should also consider the principles of honesty, transparency, fairness, consumer protection, and the social impacts resulting from the use of these technologies. The presence of Artificial Intelligence (AI) strengthens these changes through consumer data processing, recommendations, content creation, and communication automation. AI is applied through consumer data analytics, personalization, algorithmic marketing, generative AI, and marketing automation to improve efficiency, reach, and customer engagement (Yulianti et al., 2025; Huda., 2025). This shows that AI is increasingly becoming an important part of modern marketing strategies.

Maqashid al-Syariah is also closely related to the objectives of sustainable marketing because both place human welfare and sustainability as important concerns. Therefore, AI-based marketing is not only required to be economically effective, but must also consider social interests, consumer protection, and environmental impacts (Dovi, I, M, 2026). Research on digital marketing based on Maqashid al-Syariah shows that digital marketing practices can be aligned with the objectives of sharia when they are conducted transparently, fairly, responsibly, and without practices that harm consumers.

However, there is still a separation between studies of AI marketing and Islamic marketing. AI marketing literature generally emphasizes efficiency, personalization, customer engagement, privacy, transparency, and algorithmic bias, while Islamic marketing studies focus more on honesty, fairness, trustworthiness, sharia compliance, and public welfare (Yulia & Nanda, B, N, 2026).

Therefore, a study is needed to bring these two fields together through a Maqashid al-Syariah framework.

This study aims to examine the role of Maqashid al-Syariah as an ethical foundation for directing the implementation of AI-based digital marketing so that it can operate ethically and sustainably. Using a Systematic Literature Review (SLR), this study examines the use of AI in digital marketing, the various ethical issues that arise, and the application of the five principles of Maqashid al-Syariah, namely *hifz al-din*, *hifz al-nafs*, *hifz al-'aql*, *hifz al-nasl*, and *hifz al-mal*. This study is expected to provide a basis for developing digital marketing practices that uphold the values of justice, trustworthiness, honesty, transparency, consumer protection, and public welfare.

LITERATURE REVIEW

Maqasid al-Sharia as an Ethical Framework for Digital Marketing Transformation

Maqasid al-Shari'ah is a concept in Islamic economics that emphasizes the achievement of the common good and the protection of human beings. This principle can serve as a foundation for addressing technological developments, including artificial intelligence (AI). Research Hasmia dan Aminullah, (2025) explains that Maqasid al-Syari'ah can serve as an ethical framework for AI development because it emphasizes the protection of religion, life, reason, lineage, and property. Applying these principles can help ensure that technological advancements are not solely focused on efficiency but also take into account human interests and the common good.

In digital marketing, Maqasid al-Syari'ah can be applied through the provision of honest information, price transparency, consumer protection, and the responsible use of technology. Research conducted (Muhammad, 2025) This indicates that the marketing of halal products through digital media can be linked to the principles of Maqasid al-Shari'ah. Honest and non-misleading marketing relates to the protection of reason, while price transparency and consumer protection relate to the protection of property. This demonstrates that the principles of Maqasid al-Shari'ah can be applied in practice to digital marketing activities.

The development of AI in marketing also raises new ethical issues, especially when the technology is used to automatically generate promotional content. Research Devi S dan Mustaklima., (2026) indicates that the use of AI-based videos in promotions can pose a risk of misleading information. This situation underscores the importance of honesty, transparency, and accountability in the use of

AI for marketing activities. Maqasid al-Syari'ah can serve as a foundation for ensuring that the use of AI continues to prioritize consumer interests and does not merely pursue profit.

Research Yuga *et al.*, (2026) It also shows that studies on AI ethics still largely rely on general ethical frameworks, whereas an Islamic approach particularly Maqasid al-Shari'ah still needs to be developed. Maqasid al-Shari'ah can provide a perspective that prioritizes human welfare as one of the foundational principles in the use of technology. This perspective is relevant to digital marketing because the use of AI can influence the information consumers receive, their purchasing decisions, and the use of consumer data.

The Transformation of Digital Transparency in the Age of Artificial Intelligence

Advances in artificial intelligence have transformed the way companies conduct digital marketing. AI can be used to analyze consumer behavior, create content, provide product recommendations, and personalize marketing. These changes offer convenience to companies, but they also raise issues regarding data usage, privacy, transparency, and accountability to consumers. According to Yuga, B *et al.*, (2026) A literature review shows that AI-based digital marketing is closely linked to data privacy issues. Excessive use of consumer data can raise ethical concerns if consumers are unaware of how their data is collected and used.

Transparency issues relate not only to the use of consumer data but also to how AI technology functions in marketing activities. Research conducted by Harinder *et al.*, (2025) A systematic review of hundreds of publications found that ethics is one of the key issues in the application of AI in marketing. The use of AI must be accompanied by a sense of responsibility to ensure that the technology is not used to manipulate consumers. Transparency is crucial because consumers need to be aware of the information that influences their experiences and decisions in the digital environment.

Research Alexios dan Maragoudakis, (2026) indicates that research on digital marketing ethics in the AI era is evolving around several issues, such as data protection, algorithmic transparency, fairness, dark patterns, and openness regarding the use of AI. These findings suggest that transparency in digital marketing has a broader scope than simply providing information about products. Transparency also relates to openness regarding the use of technology and how consumer data is utilized in the marketing process. This openness is crucial because the use of AI in marketing not only affects a company's operations but can also influence consumers' experiences,

choices, and interests. A human-centered approach is an essential component of AI implementation in marketing Yuga, B *et al.*, (2026) Technology should not be evaluated solely based on its ability to improve marketing efficiency; it must also be assessed in terms of its impact on consumers. Principles such as responsibility, fairness, transparency, and consumer protection are essential to ensure that the development of AI delivers benefits without neglecting human interests.

RESEARCH METHOD

This study employs a Systematic Literature Review (SLR) method, using secondary data in the form of scientific literature that discusses artificial intelligence (AI), digital marketing, marketing ethics, Maqashid al-Sharia, and sustainability. The literature was collected using keywords relevant to the study and then selected based on alignment with the research focus, substantive relevance, and the availability of sufficient information (P1). The data were analyzed descriptively and qualitatively through thematic synthesis by identifying and comparing findings from previous studies.

The analysis focused on the five principles of Maqashid al-Sharia namely, *hifz al-din*, *hifz al-nafs*, *hifz al-‘aql*, *hifz al-nasl*, and *hifz al-mal* which are linked to the principles of justice, trustworthiness, transparency, honesty, consumer protection, and the public interest (P2). The analysis aims to examine ethical issues in AI-based marketing, including privacy protection, algorithmic transparency, manipulation of consumer preferences, inaccurate information, and consumerist behavior.

The results of this synthesis are used to formulate a conceptual framework that positions Maqashid al-Sharia as the ethical foundation for guiding AI-based digital marketing (P3). This ensures that the focus is not only on technology and economic profit but also on the public interest, responsibility, consumer protection, and sustainability.

FINDINGS AND DISCUSSION

AI Transformation and Ethical Challenges in Marketing

The development of Artificial Intelligence (AI) has brought changes to digital marketing activities. AI technology enables companies to analyze consumer behavior, understand market needs, provide product recommendations, personalize messages, and automate various marketing activities. The use of AI also allows companies to process large amounts of consumer data so that marketing strategies can be adjusted to the characteristics and behavioral patterns of users.

These conditions show that AI no longer functions only as a supporting tool, but has become part of marketing decision-making processes and interactions. Research conducted by Erik, (2022)

explains that AI has reshaped strategies, activities, interactions, and relationships between companies and consumers in marketing. Meanwhile, Yulianti et al., (2025) show that the development of AI has increased the effectiveness of digital marketing while also creating new issues related to ethics and data privacy.

Although it provides various conveniences, the use of AI in marketing also creates ethical challenges. One of the main issues is the protection of consumers' personal data. The use of data for marketing purposes needs to be carried out responsibly so that it does not diminish consumers' rights to privacy. Consumers also need to receive adequate information about how their data are collected, processed, and used in marketing activities. According to Jose, R et al., (2024), the use of data-based technologies, behavioral tracking, real-time tracking, and consumer analytics systems raises important issues concerning AI marketing, privacy, and ethics. The study also emphasizes the importance of approaches such as privacy-by-design and privacy-by-default in the development of AI-based marketing.

Another challenge concerns the use of algorithms to determine advertisements and product recommendations. Algorithms can determine the information displayed to consumers based on data about their behavior and preferences. Such personalization can increase the relevance of marketing communication, but at the same time can create problems when it is used to influence consumers excessively. According to Erik, (2022), the implementation of AI in marketing creates various ethical tensions because technology can be used to influence relationships between companies, consumers, and other stakeholders. H. Harinder and Chatur, (2024), through a review of 445 publications on AI ethics in marketing, also identified issues such as privacy, data protection, algorithmic bias, transparency, trust, and manipulation as important themes in discussions of AI marketing ethics.

The use of AI also needs to be considered in the production of information and promotional content. Generative AI technology can be used to produce text, images, videos, and various forms of marketing communication quickly. However, this technology may generate inaccurate information or information that does not correspond to actual product conditions if verification is not conducted. Breda, M., (2024) shows that Generative AI has the potential to improve creativity and efficiency and support sustainable marketing, but it also has ethical limitations and risks, including the possibility of inaccurate information and ethics-washing practices. Therefore, the use of AI to

produce marketing content still requires human supervision and responsibility.

Based on these conditions, the implementation of AI in marketing should consider not only effectiveness and company profits, but also its impacts on consumers and society. The principles of honesty, transparency, data protection, fairness, and responsibility are important to ensure that technology is not used to harm consumers. The use of AI for social good is one approach to directing technology so that it provides not only economic benefits but also supports social and environmental well-being (H. Harinder & Chatur, 2024). Thus, the development of AI in marketing requires an ethical framework that can balance the interests of companies with the rights and interests of consumers.

Maqashid al-Sharia as an Ethical Framework for AI Marketing

Maqashid al-Syariah is a concept that emphasizes the objectives of sharia in realizing public welfare and preventing harm. In the context of AI-based digital marketing, Maqashid al-Syariah can be used as an ethical framework to assess whether the use of technology has considered the interests of consumers and society. Research by Januariansyah and YUSDANI., (2025) shows that digital marketing can be directed to align with Maqashid al-Syariah through the application of the principles of transparency, fairness, and responsibility. This perspective indicates that marketing activities should be assessed not only based on their effectiveness in achieving business objectives, but also based on their impacts on human welfare.

The application of Maqashid al-Syariah can be linked to five aspects of protection, namely *hifz al-din*, *hifz al-nafs*, *hifz al-'aql*, *hifz al-nasl*, and *hifz al-mal*. These five aspects represent fundamental interests that are important components of the Maqashid al-Syariah framework. In the economic context, these dimensions can be used to assess whether an economic activity provides benefits or instead causes harm to people.

First, *hifz al-din*, or the protection of religion, concerns efforts to ensure that marketing activities do not conflict with sharia principles. In the use of AI, this principle can be realized through honest promotional messages, the selection of products that comply with halal requirements, and avoidance of marketing content that conflicts with Islamic values. Moneer et al., (2023) explain that marketing from an Islamic perspective has an ethical foundation emphasizing honesty, fairness, and consumer protection. Thus, AI as a marketing tool needs

to be directed so that its use remains within the boundaries of sharia values and principles.

Second, *hifz al-nafs*, or the protection of life, concerns efforts to maintain human safety and well-being. In digital marketing, companies need to consider the impacts of products and promotional messages on consumers. Product information needs to be presented clearly so that consumers can understand the benefits and risks of a product before making a purchase. The application of Maqashid al-Syariah in digital marketing is related to consumer protection and product safety (Januariansyah & YUSDANI., 2025). Therefore, the use of AI should be directed toward providing adequate information without neglecting consumer safety and well-being.

Third, *hifz al-'aql*, or the protection of intellect, emphasizes the importance of preserving people's ability to think and make decisions. In AI marketing, this can be implemented through the delivery of accurate, clear, and non-misleading information. The use of algorithms should also avoid practices that intentionally exploit consumer vulnerabilities to encourage excessive purchasing decisions. In this context, Islamic marketing ethics, which emphasize honesty and fairness, can serve as guidance so that consumers retain the freedom to make choices based on adequate information.

Fourth, *hifz al-nasl*, or the protection of lineage, can be associated with responsibility for producing marketing content that is consistent with moral values and considering its impacts on families and society. The use of AI in developing promotional content needs to consider the characteristics of target groups, including children and groups that are vulnerable to advertising influence. The Maqashid al-Syariah perspective places the protection of lineage as one of the dimensions that must be preserved; therefore, the use of technology and economic activities should not produce social impacts that harm future generations.

Fifth, *hifz al-mal*, or the protection of wealth, concerns efforts to protect consumers' ownership and economic interests. In AI-based marketing, this aspect can be implemented through data protection, clear prices, transparent costs, and avoidance of promotional practices that encourage consumers to make unreasonable purchases. Research conducted by Januariansyah and YUSDANI., (2025) shows that consumer protection and data privacy are issues that need to be considered in the implementation of digital marketing based on Maqashid al-Syariah.

Thus, Maqashid al-Syariah can serve as a guide for directing the use of AI while continuing to consider public welfare. These five

aspects help position consumers not merely as marketing targets, but as parties who have rights to accurate information, data protection, transaction security, and freedom in making decisions. Therefore, Maqashid al-Syariah can serve as a bridge between the technological capabilities of AI and the need to preserve ethical values in digital marketing.

Toward Ethical and Sustainable Marketing

The integration of AI with the principles of Maqashid al-Syariah can be one approach to realizing ethical and sustainable digital marketing. Ethical marketing is not only related to compliance with regulations, but also includes companies' responsibility to provide information and treat consumers fairly. Moneer et al., (2023) discuss an Islamic marketing approach that emphasizes consumer protection, honesty, fairness, and trust in relationships between sellers and consumers.

One step that can be taken is to increase transparency in the use of technology. Companies need to provide honest product information, clarify prices and promotional terms, and protect consumer data. In the context of AI marketing, transparency also concerns how consumer data are used and how algorithms generate recommendations or determine the advertisements received by consumers. Jose, R et al., (2024) emphasize the importance of ethical data management and privacy protection in AI-based digital marketing. Meanwhile, Harinder, R et al., (2025) identify transparency, data protection, algorithmic bias, and trust as important issues in AI marketing ethics.

Islamic economics also emphasizes the importance of balance in consumption activities. Consumers need to consider their needs and the benefits before making purchases so that consumption does not develop into excessive behavior. In this context, AI-based marketing should be used to provide relevant information and help consumers understand the available choices, rather than merely encouraging them to purchase as much as possible. The Maqashid al-Syariah perspective places public welfare as an important objective in economic activities, while Islamic marketing ethics emphasizes responsibility, fairness, and the protection of consumer interests.

In addition to protecting consumers, ethical marketing can also support sustainable relationships between companies and society. Honesty, openness, and responsibility can build trust in long-term relationships between companies and consumers. From an AI perspective, Erik, (2022) shows that the use of AI for social good can be directed toward social and environmental well-being so that technology is not oriented solely toward commercial interests.

Sustainability in AI-based marketing also needs to consider the impacts of technology on the environment and society. The use of Generative AI can improve the efficiency of marketing processes and help companies develop various forms of communication more quickly. However, this technology still involves risks when used without considering ethical aspects and long-term impacts. Therefore, sustainability requires the integration of technological efficiency, ethical responsibility, and evaluation of marketing impacts.

Based on the discussion, AI and Maqashid al-Syariah can be understood as two complementary elements. AI provides technological capabilities to improve marketing effectiveness, while Maqashid al-Syariah provides a value-based foundation to guide its use. Their integration can encourage digital marketing that is not only innovative and efficient, but also transparent, fair, responsible, and oriented toward public welfare. Januariansyah and YUSDANI., (2025) show that digital marketing can be aligned with Maqashid al-Syariah when conducted transparently, fairly, and responsibly, while Erik, (2022) emphasizes the importance of directing AI in marketing toward social and environmental well-being. Thus, Maqashid al-Syariah can be positioned as an ethical foundation for directing the transformation of AI marketing toward more responsible and sustainable marketing practices.

CONCLUSIONS

Based on the Systematic Literature Review (SLR), this study shows that the development of Artificial Intelligence (AI) has transformed digital marketing practices through consumer data analysis, personalization, product recommendations, generative AI, and communication automation. These technologies provide companies with opportunities to improve marketing efficiency, accuracy, and reach. However, the development of AI also presents several ethical issues, particularly concerning consumer privacy and data protection, algorithmic transparency, bias, manipulation of preferences, the dissemination of inaccurate information, and the potential to encourage consumptive behavior. Therefore, the implementation of AI in marketing should not consider only technological aspects and economic benefits, but also its impacts on consumers and society.

The literature synthesis shows that Maqashid al-Syariah can be used as an ethical framework for directing the use of AI in digital marketing. The five principles of Maqashid al-Syariah, namely *hifz al-din*, *hifz al-nafs*, *hifz al-'aql*, *hifz al-nasl*, and *hifz al-mal*, can be

associated with the need to maintain information honesty, consumer safety and well-being, freedom in decision-making, responsibility toward society, and the protection of economic interests and consumer data. The application of these principles can be strengthened through the values of fairness, trustworthiness, transparency, honesty, responsibility, consumer protection, and public welfare.

The findings also show a gap between AI marketing and Islamic marketing studies. AI marketing studies focus more on technological capabilities, efficiency, personalization, data, and consumer interaction, whereas Islamic marketing studies emphasize fairness, honesty, trustworthiness, compliance with sharia principles, and public welfare. Integrating these two perspectives provides a conceptual basis for developing AI-based digital marketing that is not only oriented toward achieving business objectives, but also considers consumer rights, social responsibility, and sustainability.

Thus, Maqashid al-Syariah can be positioned as an ethical framework that provides value-based direction for the use of AI in digital marketing. AI functions as an instrument for improving marketing capabilities and efficiency, while Maqashid al-Syariah provides boundaries and orientation so that the use of technology continues to consider public welfare and avoid harm. This framework can serve as a conceptual foundation for developing digital marketing practices that are more transparent, fair, responsible, consistent with sharia principles, and attentive to sustainable relationships among companies, consumers, and society.

LIMITATION & FURTHER RESEARCH

This study has limitations because it employs a systematic literature review method using secondary data; consequently, the research findings depend on the availability, quality, and relevance of the analyzed literature. This study also did not use primary data that could describe the experiences of consumers and business actors in the implementation of AI-driven digital marketing. Furthermore, the resulting Maqashid al-Syariah framework remains conceptual and has not been empirically tested; therefore, it cannot yet demonstrate a direct relationship between the application of these principles and trust, satisfaction, purchasing decisions, or marketing performance.

Future research could test the formulated framework through surveys, interviews, or case studies involving consumers and business operators. Future studies could also develop more operational indicators to measure the application of the five Maqashid al-Syariah principles in AI-driven digital marketing. The development of these

indicators is crucial so that Maqashid al-Syariah serves not only as a normative foundation but can also be used to empirically evaluate AI-based digital marketing practices. Additionally, future research could conduct comparisons based on industry sectors, digital platforms, and consumer characteristics to gain a broader understanding of the application of Maqashid al-Syariah in AI-based marketing.

Declaration of interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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