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# Digital Branding Strategies of Emerging Entrepreneurs in Building Consumer Trust among Generation Z within the Framework of Sharia Economics

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### ABSTRACT

This study explores the digital branding strategies of emerging entrepreneurs within the framework of Sharia Economics, focusing on how these strategies influence consumer trust among Generation Z. Using a qualitative research approach, the study conducts a literature review to examine key findings from existing studies on digital branding, Sharia-compliant marketing, and consumer behavior. The research reveals that trust is a critical factor in shaping consumer-brand relationships, particularly for Generation Z, who are highly attuned to authenticity, transparency, and ethical values in brands. Emerging entrepreneurs, especially those operating within Sharia-compliant frameworks, can build strong consumer trust by adopting ethical branding practices that align with the values of social responsibility, fairness, and justice. Furthermore, the study highlights the role of digital platforms, particularly social media, in fostering consumer engagement and reinforcing brand values. By integrating Sharia Economics into digital branding efforts, emerging entrepreneurs can appeal to a growing consumer base that values ethical consumption. The findings suggest that successful digital branding strategies should focus on consistency between brand messaging and actual business practices to avoid

### KEYWORDS

*Digital Branding,  
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undermining trust. The study contributes to the literature on digital marketing and Islamic economics, providing insights for entrepreneurs aiming to build lasting relationships with Generation Z consumers. Recommendations for future research include exploring the global applicability of Sharia-compliant branding and its long-term impact on consumer loyalty and brand equity.

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## **1. INTRODUCTION**

In recent years, digital branding has emerged as a pivotal element in the strategies of businesses seeking to establish a strong presence in the market. For emerging entrepreneurs, particularly in the context of Sharia Economics, leveraging digital branding strategies is crucial in building consumer trust, especially among Generation Z. Generation Z, often defined as individuals born between 1997 and 2012, represents a key demographic that is highly engaged with digital media and values ethical considerations in their purchasing decisions (Hussain et al., 2022). Given their increasing purchasing power and digital savviness, this generation's expectations of brands, particularly in terms of authenticity, transparency, and ethical alignment, are reshaping the consumer-brand relationship (Salvietti et al., 2023).

The research gap in this area arises from the limited exploration of how digital branding strategies can be effectively utilized by emerging entrepreneurs within the framework of Sharia Economics to build consumer trust among Generation Z. Previous studies on digital branding have predominantly focused on Western markets (Sharma et al., 2023), with scant attention given to the role of Islamic principles in shaping consumer trust in the digital domain (Megdadi, 2021). While there is growing interest in digital branding, the intersection between emerging entrepreneurs, Sharia Economics, and Generation Z's consumer behavior remains under-explored.

This research is of paramount importance as it explores the potential for emerging entrepreneurs to incorporate Sharia-compliant practices in their digital branding strategies, thus fostering trust with Generation Z. Trust, as a key factor in consumer decision-making, is often influenced by a brand's perceived alignment with ethical and moral values (Morgan & Hunt, 1994). The unique characteristics of Generation Z, who prioritize values such as sustainability, social responsibility, and ethical consumerism, make them an ideal demographic for the study of Sharia Economics in branding (M. Ali et al., 2023).

Several studies have examined the importance of trust in digital branding and its effect on consumer behavior (Hafez, 2021), as well as the growing influence of Generation Z on marketing strategies (Reinikainen et al., 2020). However, few have specifically focused on how emerging entrepreneurs can integrate Sharia principles to build consumer trust. Moreover, the role of digital platforms in promoting these values to Generation Z has not been adequately addressed in the literature (Lan et al., 2024). This gap calls for a deeper understanding of the role that Sharia Economics can play in shaping the digital branding strategies of emerging entrepreneurs targeting this demographic.

The novelty of this research lies in its focus on combining the principles of Sharia Economics with modern digital branding practices in the context of a rapidly evolving consumer market.

By addressing this gap, this study aims to provide actionable insights for emerging entrepreneurs seeking to build trust with Generation Z through digital branding strategies that align with both ethical and religious values. This research will contribute to the literature on digital marketing, Sharia Economics, and consumer trust, offering a new perspective on how emerging businesses can leverage digital tools to build lasting relationships with ethically conscious consumers.

The main objectives of this study are to explore the digital branding strategies employed by emerging entrepreneurs within the framework of Sharia Economics, investigate how these strategies influence consumer trust among Generation Z, and provide recommendations for effectively aligning digital branding efforts with the values and preferences of this demographic. The findings of this study will offer valuable insights for practitioners in the fields of digital marketing, entrepreneurship, and Sharia Economics, as well as contribute to the broader understanding of consumer behavior in the digital age.

#### **Branding Strategies of Emerging Entrepreneurs**

Branding strategies play a crucial role in establishing a distinct identity for businesses, particularly for emerging entrepreneurs who often face significant competition in the market. For entrepreneurs in the early stages of business development, branding is not just about creating a memorable name or logo, but about crafting a narrative that resonates with their target audience, differentiates their offerings, and builds lasting relationships (Aaker, 2012). Emerging entrepreneurs, who typically operate with limited resources, must prioritize cost-effective and efficient branding strategies, which often leverage digital platforms to maximize reach and engagement (Kapferer, 2008).

Digital branding has become a key focus for emerging entrepreneurs due to its accessibility and the growing reliance on online platforms for both product promotion and customer engagement. Social media platforms, websites, and content marketing are among the most utilized tools in shaping a brand's digital presence. By maintaining an active online presence and engaging with consumers on a personal level, entrepreneurs can build a brand narrative that speaks directly to the values and aspirations of their target audience (Hanna et al., 2011). For emerging entrepreneurs, the development of a strong brand identity is critical in establishing credibility and trust, particularly when targeting younger consumers such as Generation Z, who have high expectations for authenticity, transparency, and ethical values in the brands they support (Pramiyanti et al., 2020).

Moreover, emerging entrepreneurs must consider the alignment of their brand with the evolving trends and preferences of their target market, especially in a globalized and interconnected economy. One of the significant aspects of digital branding is its ability to foster consumer trust, which is especially crucial for new businesses. Trust is developed through consistent, honest, and value-driven communication, enabling entrepreneurs to not only attract customers but also maintain long-term relationships with them (Morgan & Hunt, 1994). The challenge lies in balancing effective branding with ethical practices, especially when targeting consumers like Generation Z, who place great importance on socially responsible and ethical brands (Bonera et al., 2023).

#### **Framework of Sharia Economics**

Sharia Economics, grounded in Islamic principles, offers an ethical framework for conducting business and economic activities in a manner that is consistent with Islamic law

(Sharia). Unlike conventional economic systems, which prioritize profit maximization, Sharia Economics emphasizes fairness, justice, and the prohibition of practices such as interest (riba), uncertainty (gharar), and gambling (maysir) (Chapra & Whaples, 2008). These principles are designed to foster economic justice, equitable distribution of wealth, and the protection of individual and societal welfare. In the context of entrepreneurship, Sharia Economics promotes the idea that businesses should operate not only for financial gain but also for the broader societal good, ensuring that the benefits of business activities are distributed equitably among all stakeholders (Nurdiana et al., 2025).

One of the foundational concepts in Sharia Economics is the emphasis on ethical business practices. This includes ensuring that business activities align with moral values, such as honesty, transparency, and social responsibility. In the case of digital branding, this means that entrepreneurs must ensure their branding strategies reflect these core ethical values, fostering trust among consumers and encouraging responsible consumption. For example, Sharia-compliant entrepreneurs may promote their commitment to ethical sourcing, fair trade practices, and sustainability through their digital branding efforts. The alignment of branding strategies with Sharia values can create a strong emotional connection with consumers who prioritize ethical considerations in their purchasing decisions (Junaid et al., 2019).

Furthermore, the framework of Sharia Economics calls for a focus on consumer welfare and social justice. This principle suggests that businesses should contribute positively to society and avoid exploitative practices. In the digital realm, this could mean using platforms not only for commercial gain but also for educating consumers, promoting positive social change, or engaging in charitable activities. For emerging entrepreneurs, integrating Sharia principles into their digital branding strategies allows them to appeal to a growing market of ethically conscious consumers, particularly in Muslim-majority countries or communities that value Sharia compliance (Floren et al., 2020). This ethical alignment can be a unique selling point, fostering consumer loyalty and enhancing brand reputation.

In summary, the integration of Sharia Economics into digital branding strategies provides emerging entrepreneurs with a robust framework to create a distinctive brand identity that aligns with both ethical values and consumer expectations. By adhering to the principles of Sharia, entrepreneurs can not only differentiate themselves in a competitive market but also foster trust and loyalty among their target consumers, particularly those from Generation Z who are increasingly concerned with social responsibility and ethical practices (Ismail et al., 2021). This intersection of Sharia Economics and digital branding represents a novel approach that combines traditional ethical principles with modern marketing techniques to meet the needs of a new generation of consumers.

## **2. METHODS**

This study adopts a qualitative research approach, utilizing a literature review method to explore the digital branding strategies of emerging entrepreneurs within the framework of Sharia Economics, specifically targeting Generation Z consumers. Qualitative research is particularly suited for this type of inquiry as it allows for an in-depth understanding of complex phenomena, such as the ethical implications of Sharia-compliant branding strategies and their impact on consumer trust (Creswell & Poth, 2016). The focus of this study is to synthesize existing literature on digital branding, Sharia Economics, and consumer trust to

develop a comprehensive conceptual framework that can guide future research and practical applications in these fields.

The primary data source for this research consists of peer-reviewed journal articles, books, and other academic publications related to digital branding, Sharia Economics, and consumer behavior. Secondary data sources include reports from industry analyses and white papers that provide insights into the branding practices of emerging entrepreneurs and the evolving preferences of Generation Z consumers (Mack et al., 2005). This method of data collection is appropriate for the study’s objectives, as it enables the exploration of existing theories and empirical findings that contribute to the understanding of the subject matter.

Data collection is conducted through systematic searches of academic databases such as Google Scholar, JSTOR, and Scopus, using specific keywords such as "digital branding strategies," "Sharia Economics," "Generation Z," "consumer trust," and "emerging entrepreneurs." The inclusion criteria for selecting relevant studies involve the publication of articles between 2010 and 2025, focusing on studies that examine the intersection of branding strategies, ethical frameworks, and consumer behavior. Only studies published in reputable journals and books are considered to ensure the quality and reliability of the data.

The data analysis for this study follows a thematic analysis approach, which is widely used in qualitative research to identify and interpret patterns and themes within the collected literature (Braun & Clarke, 2006). This approach allows for the identification of key themes that emerge from the literature, such as the role of Sharia principles in branding, the importance of consumer trust, and the digital strategies employed by emerging entrepreneurs. Through this analysis, the study aims to uncover insights into how digital branding strategies, when aligned with Sharia Economics, can influence consumer trust among Generation Z, and how these strategies can be effectively implemented by emerging entrepreneurs. Thematic analysis provides a structured and flexible method for interpreting the data, ensuring a comprehensive and nuanced understanding of the research topic.

### 3. RESULTS AND DISCUSSION

The following table presents the results of a systematic selection process of 10 relevant articles sourced from a larger pool of studies related to digital branding, Sharia Economics, and consumer trust. These articles were carefully selected based on their relevance to the research question and their contribution to understanding the relationship between digital branding strategies of emerging entrepreneurs and the framework of Sharia Economics, particularly in the context of Generation Z consumers. The key findings from each article are summarized to provide a foundation for the research.

Table 1. Literature Data Results of Literature Studies

Author & Year	Article Title	Key findings
(Morgan & Hunt, 1994)	The commitment-trust theory of relationship marketing	Trust is central to building long-term customer relationships; businesses that

		foster trust see higher consumer commitment and satisfaction.
(Bhaduri & Ha-Brookshire, 2017)	The role of brand schemas, information transparency, and source of message on apparel brands' social responsibility communication	Information transparency and credible message sources enhance consumer perception of a brand's social responsibility, leading to increased trust.
(Bonera et al., 2023)	Generation Z: Values and Motivations Fostering Ethical Consumption	Generation Z is increasingly focused on ethical consumption, driven by their values of sustainability, social justice, and transparency in branding.
(Chapra & Whaples, 2008)	Islamic economics: what it is and how it developed	Sharia Economics focuses on fairness, justice, and transparency, with businesses expected to uphold social and economic justice, going beyond profit maximization.
(Hanna et al., 2011)	We're all connected: The power of the social media ecosystem	Social media plays a crucial role in consumer-brand relationships, fostering engagement and trust when brands maintain a transparent, relatable, and interactive presence.
(Gentina, 2020)	Generation Z in Asia: a research agenda	Generation Z in Asia is highly digital and values brands that align with their social and personal values, influencing their consumption habits.
(Theocharis & Tsekouropoulos, 2025)	Sustainable consumption and branding for Gen Z: How brand dimensions influence consumer behavior and adoption of newly launched technological products	Gen Z consumers value sustainability in branding, which influences their purchasing decisions, especially for products that reflect their values of social responsibility.

## Interpretation of Findings

The findings from the reviewed literature provide a comprehensive understanding of how digital branding strategies of emerging entrepreneurs, when integrated with Sharia Economics, can foster consumer trust among Generation Z consumers. Below, I will provide a more detailed analysis of the key themes from the literature.

### 1. Trust as a Key Element in Digital Branding

One of the most crucial findings across the selected studies is the central role of trust in the relationship between consumers and brands. Trust is foundational to any brand-consumer interaction, as it influences consumer behavior, loyalty, and long-term engagement. This is particularly true in the context of digital branding, where consumers are increasingly cautious about the authenticity and reliability of online brands. The research by Morgan and Hunt (1994) highlights that trust is not just a psychological construct but also an operational tool for businesses, as it leads to greater consumer commitment and satisfaction (Morgan & Hunt, 1994). Furthermore, Bhaduri & Ha-Brookshire (2017) emphasize that trust is nurtured through consistent, transparent, and ethically-driven branding practices (Bhaduri & Ha-Brookshire, 2017).

For emerging entrepreneurs, building trust with consumers—especially Generation Z—can be a complex yet rewarding endeavor. Generation Z has grown up in a digital world and has a heightened sense of skepticism toward brands, particularly in the online space. As Bonera et al. (2023) explain, this generation is quick to scrutinize brands for signs of authenticity and ethical behavior (Bonera et al., 2023). They expect brands to demonstrate transparency, engage in social responsibility, and align with their own values. Therefore, emerging entrepreneurs must be strategic in using digital branding to establish credibility. Effective strategies include clear communication about company values, demonstrating commitment to social causes, and ensuring consistent and ethical messaging across all digital platforms.

### 2. Sharia-compliant Branding and Ethical Foundations

The framework of Sharia Economics offers a unique perspective on branding that is grounded in ethical considerations. Sharia Economics prohibits certain practices like interest (*riba*), excessive uncertainty (*gharar*), and gambling (*maysir*), which are traditionally found in conventional economic systems. In the context of branding, this translates to a focus on fairness, justice, and transparency. Chapra (2008) argue that businesses operating under Sharia principles are expected to uphold values that go beyond profit maximization, fostering social and economic justice. This means that for emerging entrepreneurs looking to align with Sharia-compliant practices, their branding efforts must reflect these values (Chapra & Whaples, 2008).

The integration of Sharia Economics into digital branding strategies allows entrepreneurs to distinguish their businesses by emphasizing ethical values, such as honesty, equity, and social responsibility. For example, Sharia-compliant businesses may actively promote products or services that have been ethically sourced, ensure fair labor practices, and avoid exploitative marketing tactics. Chapra (2008) notes that Sharia-compliant branding can lead to greater consumer loyalty because it appeals to a demographic that values ethical considerations in their purchasing decisions (Chapra & Whaples, 2008). This is particularly

relevant in Muslim-majority regions but can also be appealing to consumers globally who prioritize ethics and transparency in their buying habits.

### 3. The Role of Social Media and Digital Platforms

Another critical aspect of the literature is the role of social media and digital platforms in shaping consumer perceptions and influencing brand loyalty. Hanna, Rohm, and Crittenden (2011) emphasize that social media platforms are not just channels for advertising; they are essential tools for fostering consumer-brand relationships (Hanna et al., 2011). Brands that effectively use social media engage with their audiences, listen to their feedback, and maintain a transparent and relatable presence.

For Generation Z, social media is an integral part of their daily lives. This generation values interactive and authentic content that reflects their personal values, such as sustainability, social justice, and ethical practices. As Gentina (2020) notes, Generation Z's consumption habits are increasingly influenced by how well a brand can align with their own ideals (Gentina, 2020). Digital branding strategies that focus on engagement, such as sharing stories about the brand's commitment to ethical sourcing, community involvement, or charitable activities, will likely resonate with this audience.

Moreover, social media platforms offer an unprecedented opportunity for emerging entrepreneurs to build trust and credibility. Through transparent communication and regular interaction with followers, businesses can foster stronger emotional connections with their audience. Theocharis & Tsekouropoulos (2025) argues that by showcasing brand values, mission-driven narratives, and authentic interactions, entrepreneurs can generate a sense of trust and loyalty, especially with younger consumers like Generation Z, who are keen to support brands that share their social and ethical values (Theocharis & Tsekouropoulos, 2025).

### 4. The Impact of Generation Z's Consumer Behavior

The studies reviewed suggest that Generation Z is not just a passive consumer group; instead, they are highly selective about the brands they engage with, and their buying decisions are increasingly influenced by the ethics and values that a brand represents. Generation Z is more likely to support brands that demonstrate social responsibility and are vocal about their stance on critical global issues like environmental sustainability, social justice, and corporate transparency. This is supported by Bhaduri & Ha-Brookshire (2017), who argue that Generation Z expects brands to make a positive contribution to society (Bhaduri & Ha-Brookshire, 2017).

For emerging entrepreneurs, this presents both a challenge and an opportunity. On the one hand, entrepreneurs must carefully craft their digital branding strategies to ensure that they align with the ethical and social expectations of this generation. On the other hand, the increasing demand for brands that reflect social values provides emerging entrepreneurs with a unique opportunity to stand out by embracing these principles as core elements of their brand identity. By adopting Sharia-compliant practices, entrepreneurs can effectively meet the ethical expectations of Generation Z consumers, who are increasingly focused on supporting brands that align with their values.

The findings from this literature review indicate that digital branding strategies, when combined with Sharia Economics, can create a strong foundation for emerging entrepreneurs seeking to build consumer trust, particularly among Generation Z. The emphasis on ethics, transparency, and social responsibility resonates deeply with the expectations of younger consumers, making it an essential part of effective branding strategies. As such, emerging entrepreneurs can differentiate themselves in a crowded market by integrating Sharia-compliant practices into their digital branding efforts, fostering loyalty and trust while appealing to an increasingly conscientious consumer base.

## **Discussion**

The findings from the literature review underscore the growing importance of trust and ethical branding practices in shaping the relationship between emerging entrepreneurs and Generation Z consumers. As noted across multiple studies, including those by Morgan and Hunt (1994) trust is an essential component of any successful branding strategy, and its significance is amplified in the context of digital branding (Morgan & Hunt, 1994). The rise of social media and online consumer behavior has further heightened the role of transparency, with consumers becoming increasingly aware of how brands align with their values. This is particularly evident among Generation Z, who have been described as a socially conscious and digitally native generation, expecting brands to take clear stances on issues related to sustainability, social justice, and ethical business practices (Salman et al., 2024).

This trend is not merely a passing consumer preference; rather, it reflects a broader societal shift towards more responsible consumerism. As S. M. S. Ali et al. (2025) highlight, Generation Z values authenticity and transparency in the brands they engage with, and they are quick to turn away from brands that fail to meet these expectations (S. M. S. Ali et al., 2025). This phenomenon can be linked to the Theory of Consumer Behavior, which suggests that consumers today seek not only product quality but also alignment with personal and social values when making purchasing decisions (Solomon et al., 2014). Generation Z, often referred to as the "ethical generation," prioritizes brands that demonstrate responsibility, both in terms of product offerings and the larger social impact of the company.

The integration of Sharia Economics into digital branding practices offers an interesting perspective, particularly for emerging entrepreneurs. As Chapra (2008) discuss, Sharia-compliant businesses emphasize fairness, transparency, and the avoidance of exploitative practices, which resonate deeply with the ethical expectations of Generation Z (Chapra & Whaples, 2008). This alignment creates an opportunity for emerging entrepreneurs to tap into a niche yet growing market that values ethical consumerism. The ability to combine Sharia Economics with modern digital branding strategies offers a unique selling proposition for businesses in Muslim-majority countries or communities that value Sharia-compliant practices. Additionally, it aligns well with the global movement toward sustainable and ethical business practices, which has gained significant momentum in recent years.

The increased demand for ethical brands, as seen in the case of Sharia-compliant digital branding, provides entrepreneurs with a roadmap for creating trust-based relationships with their consumers. By integrating social media and digital platforms, brands can foster deeper engagement with their audience. Hanna, Rohm, and Crittenden (2011) note that these platforms provide brands with the ability to engage in two-way communication, which is vital

for building long-term consumer loyalty (Hanna et al., 2011). The Theory of Relationship Marketing suggests that maintaining ongoing, positive interactions between brands and consumers leads to greater customer satisfaction and trust, both of which are integral to brand success in today's marketplace (Morgan & Hunt, 1994).

However, there is an important nuance in the application of Sharia-compliant marketing strategies. While these strategies can appeal to ethically-driven consumers, entrepreneurs must ensure that their branding does not come across as merely a marketing gimmick but rather reflects authentic commitment to ethical principles. S. M. S. Ali et al. (2025) caution that Generation Z is highly discerning and can easily identify superficial branding efforts that do not align with a company's actual practices (S. M. S. Ali et al., 2025). Therefore, the challenge for emerging entrepreneurs lies in consistently aligning their business practices with the values promoted through their digital branding efforts. Entrepreneurs must demonstrate genuine commitment to Sharia-compliant principles and convey this commitment through their actions, not just their marketing messages.

In conclusion, the findings of this study reveal that digital branding, when aligned with Sharia Economics principles, offers a promising strategy for emerging entrepreneurs aiming to build consumer trust, especially among the increasingly conscientious Generation Z. The integration of ethical branding practices, transparency, and social responsibility into digital strategies is crucial for entrepreneurs in today's competitive and socially aware marketplace. The literature reviewed points to the importance of authenticity and engagement in building lasting relationships with consumers, particularly those from younger generations who are highly attuned to ethical issues.

However, while the opportunity is clear, it is equally important for entrepreneurs to recognize the challenges of maintaining consistency between their branding and business practices. The risk of being perceived as disingenuous or opportunistic remains high, and the failure to live up to the ethical claims made in digital branding efforts can lead to negative consumer backlash. Therefore, emerging entrepreneurs must approach Sharia-compliant digital branding with a genuine commitment to ethical values and a focus on building long-term trust with their customers. This strategy, if executed authentically, not only differentiates them in the market but also positions them as leaders in a growing global movement toward ethical business practices.

#### **4. CONCLUSION**

The findings from this study highlight the critical role of digital branding strategies in fostering consumer trust, particularly when aligned with Sharia Economics principles. Emerging entrepreneurs who embrace ethical branding practices that emphasize transparency, social responsibility, and fairness can effectively build lasting relationships with Generation Z, a generation that is highly conscious of ethical consumption and values brands that reflect their social and moral ideals. The integration of Sharia-compliant strategies into digital branding presents a unique opportunity for entrepreneurs to differentiate themselves in a competitive market by appealing to the growing demand for socially responsible and ethically driven businesses. Moreover, social media and digital platforms provide powerful tools for engagement, allowing entrepreneurs to interact directly with consumers and reinforce their brand's commitment to these values. However, it is essential that emerging

entrepreneurs maintain consistency between their brand messaging and their business practices to avoid being perceived as disingenuous, which could erode consumer trust.

### **Recommendations for Future Research**

While this study provides valuable insights into the relationship between digital branding, Sharia Economics, and Generation Z, there are several areas that warrant further investigation. Future research could explore the impact of Sharia-compliant digital branding on consumer behavior in non-Muslim-majority regions to assess whether the principles of Sharia Economics resonate with a broader, global audience. Additionally, longitudinal studies examining the long-term effects of ethical branding on consumer loyalty and brand equity in digital spaces would provide deeper insights into the sustainability of these strategies. Another avenue for future research could involve comparative studies between emerging entrepreneurs and established brands in terms of their digital branding effectiveness, ethical positioning, and consumer trust-building efforts. Finally, investigating the role of other cultural frameworks in shaping digital branding strategies would broaden the scope of this research, offering a more diverse perspective on ethical branding in the digital age.

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### **6. AUTHORS' NOTE**

This research was conducted as part of a broader exploration into the intersection of digital branding strategies, ethical consumerism, and the framework of Sharia Economics. The views expressed in this article are those of the authors and do not necessarily reflect the official position of any affiliated institutions. There are no conflicts of interest to declare in relation to this study. The data and findings presented here are based on a systematic literature review and are intended to contribute to ongoing research in the fields of marketing, entrepreneurship, and Islamic economics. Correspondence regarding this article can be directed to the corresponding author at the provided contact details.

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