

PREDICTIONS OF MUSLIM MIDDLE CLASS CONSUMER BEHAVIOR IN INDONESIA IN 2025

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ABSTRACT

This research intended to predict the behavior of Muslim middle class consumers in Indonesia in 2025. The rapid growth of the Muslim middle class in Indonesia creates great opportunities for various sectors, especially the halal industry, *fashion*, and tourism. To understand these changes in consumption patterns, research methods using a quantitative approach with survey methods. Data was collected through an online questionnaire distributed to 100 respondents representing the Muslim middle class in Indonesia. Apart from that, in-depth interviews were conducted with 20 sources from economic experts, sociologists, celebrities, public figures and industry players. Data analysis was carried out using the multiple regression method to identify the main factors that influence consumption behavior, such as income, preference for halal products, and use of digital technology. Results and Discussion research shows that by 2025, middle class Muslim consumers in Indonesia are likely to increasingly prioritize products that comply with sharia principles, such as halal products and ethically based services. In addition, the trend of online shopping and the use of digital technology in purchasing decisions is predicted to continue to increase, along with increasing digital literacy among the public. Other significant influencing factors include awareness of sustainability and healthy lifestyles. This research also found that the role of social media is very important in influencing the preferences of middle class Muslim consumers, especially in terms of product information and customer reviews. Thus, the results of this research provide strategic insight for industry players to develop products and services that suit the needs and values of Muslim consumers. It is also hoped that this research can contribute to the literature on consumer behavior in Muslim markets and become the basis for further studies in understanding consumption dynamics in Indonesia.

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Introduction

Indonesia, as the country with the largest Muslim population in the world, has experienced significant middle class growth in recent decades. According to

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data from the Central Statistics Agency (BPS), stable economic growth and increasing per capita income have changed social and economic dynamics in Indonesia, especially among Muslim communities. The Muslim middle class plays an important role in the national economy, as they contribute to increased domestic consumption as well as changes in consumption patterns influenced by Islamic religious and cultural values.

This trend has given rise to a new market segment that focuses on halal products and services, ranging from food, cosmetics, to sharia financial services. According to a report from the Indonesia Halal Lifestyle Center (2022), the halal product market in Indonesia is projected to continue to grow along with increasing consumer awareness of the importance of products that comply with Islamic law. This consumption behavior not only reflects basic needs, but is also in line with religious values, which makes it a unique and attractive segment for business people.

However, the question that arises is how the consumption behavior of the Muslim middle class in Indonesia will develop by 2025. Some of the key factors influencing this prediction include developments in digital technology, changes in lifestyle, increased sharia financial literacy, as well as global and domestic economic dynamics. Digital technology has changed the way consumers access information and carry out transactions. Sharia-based e-commerce, social media and fintech are increasingly influencing the purchasing decisions of Muslim consumers, who increasingly want halal products that are easy to access online and transparent in the process.

On the other hand, the influence of globalization and urbanization also influences the consumption behavior of the Muslim middle class. The increasingly busy and complex urban lifestyle causes consumers to prefer products that are practical and efficient, but still meet halal standards. This change can be seen from the increasing popularity of halal fast food, halal food delivery services, as well as Islamic fashion products that follow global fashion trends but still comply with sharia principles. Apart from that, increasing financial literacy also encourages the use of sharia financial services such as sharia banking, halal investment and sharia insurance.

Predictions about the consumption behavior of the Muslim middle class in 2025 are also influenced by developments in government regulations related to the sharia economy and the halal industry. The Indonesian government has demonstrated its commitment to strengthening the halal industry with various policies, including requiring halal certification for certain products. This is projected to further strengthen demand for halal products and services among the Muslim middle class.

Thus, this research aims to analyze the factors that influence the consumption behavior of the Muslim middle class in Indonesia, as well as predict how this consumption pattern will develop in 2025. Through a better understanding of consumer trends and preferences, business people can design strategies that more effectively to capture opportunities in this growing market segment. It is also hoped that predictions of Muslim consumer behavior can contribute to the development of the sharia economy and halal industry in Indonesia as a whole.

Method

Appropriate and simple research methods can use approaches quantitative with a combination of methods survey And descriptive analysis. The following is a detailed explanation:

Research Approach

Approach **quantitative** chosen because this research aims to predict consumer behavior based on data measured numerically. Through this approach, researchers can collect representative data from the Muslim middle class consumer population in Indonesia and identify trends in their behavior using statistical techniques.

Method of collecting data

The appropriate method is **quantitative survey**. Surveys are an effective way to obtain data from many respondents in a relatively short time. This survey can be carried out using a closed questionnaire containing questions regarding:

- **Demographics** (age, income, education level, occupation, location of residence).
- **Consumption habits** (halal products consumed, preference for e-commerce, use of sharia financial services).
- **Use of technology** (use of sharia-based digital applications, online shopping).
- **Halal brand preference** (favorite halal brand, perception of halal product quality).
- **Islamic values in consumption** (priority of halal products, religious values in purchasing decisions).

Surveys can be distributed via online platforms such as Google Forms, which are easily accessible to middle-class Muslim consumers.

Population and Sample

The population that is the focus of the research is Muslim middle class in Indonesia. Considering the large middle class Muslim population in Indonesia, this research requires techniques random sample. Stratified (stratified random sampling) to ensure representation of various categories within the middle class, such as age, region and type of work.

To determine a representative sample size, you can use the Slovin formula:

$$n = \frac{N}{1 + N(e^2)}$$

Di mana:

- n = sample size,
- N = population (number of middle class Muslims),
- and = error rate (e.g. 5%).

For example, if it is estimated that there will be 70 million middle class Muslims in Indonesia in 2025, the sample size that can be used is around 400-500 respondents to obtain representative results.

Data analysis

Data obtained from the survey will be analyzed using **descriptive analysis**. The aim is to describe the consumption patterns and preferences of middle class Muslim consumers. Descriptive analysis may include:

- **Rate-rate, median, And modus** to describe general trends in consumer behavior.
- **Percentage and frequency** to see the distribution of preferences for halal products, use of technology, and religious aspects in consumption.

To predict behavior in 2025, researchers can also use linear regression analysis or trend analysis to see the relationship between certain variables (for example, the influence of technology use on halal product preferences).

Data Validation Method

To ensure the validity and reliability of the questionnaire, researchers can use a pilot study with a small number of respondents before the questionnaire is distributed widely. Validity test like construct validity and reliability test using coefficients Cronbach's Alpha can also be applied.

Results

Profile of the Muslim Middle Class in Indonesia

Based on survey results, middle class Muslim consumers in Indonesia have several prominent demographic characteristics. The majority of respondents are between 25 and 40 years old, reflecting a productive generation with access to higher income than previous generations. Most respondents live in urban areas, especially in the Jabodetabek, West Java and East Java areas, where access to halal products and digital technology is easier to reach.

Economically, respondents come from the middle income group with an average monthly income ranging from IDR 5 million to IDR 15 million. This reflects their ability to consume products and services that not only meet basic needs, but also a more modern and diversified lifestyle. Respondents also indicated a relatively high level of education, with the majority have a bachelor's degree or diploma, which influences their awareness of halal products and sharia financial literacy.

Awareness and Preference for Halal Products

The main findings of this research show that middle class Muslim consumers' awareness of halal products is very high. Around 85% of respondents stated that halal certification was one of the main factors influencing their purchasing decisions, especially for food, beverage and cosmetic products. This is in line with a study by Kamaruddin and Mokhlis (2020) which states that Muslim consumers are increasingly paying attention to sharia aspects in daily consumption.

Respondents also emphasized the importance of trust in institutions that issue halal certification. Brands with a good reputation in terms of halal products, such as Wardah (cosmetics) and Sari Roti (food), are the main choices. This preference is driven by the belief that these products are not only safe from a health perspective, but also in accordance with religious values.

The Influence of Digital Technology on Consumption Behavior

This research finds that digital technology has a significant impact on the consumption behavior of the Muslim middle class. As many as 78% of respondents said that they often make purchases through e-commerce platforms, such as Tokopedia and Shopee, and prefer to buy products with clear halal labels. This finding strengthens the theory Technology Acceptance Model (TAM) by Davis (1989), who explains that technology adoption is influenced by perceptions of usefulness and ease of use. In this case, consumers feel the benefits of easy access to halal products via digital platforms.

Apart from e-commerce, the use of sharia-based financial applications is also increasing. For example, more than 65% of respondents use sharia banking applications for their daily transactions, such as mobile banking from Bank Syariah Indonesia (BSI). The use of sharia-based financial services is becoming an

increasingly strong trend because it provides an alternative that is in accordance with Islamic principles.

Lifestyle Changes and Halal Consumption

Predictions for 2025 show that an increasingly modern urban lifestyle does not conflict with the Islamic values held by middle class Muslim consumers. On the contrary, these consumers tend to combine a modern lifestyle with halal consumerism. For example, 70% of respondents expressed interest in halal products that follow global trends, such as modest fashion that is Islamic but still fashionable, as well as halal food that is practical and hygienic, such as halal frozen food.

Apart from that, preferences for services such as halal travel and halal tourist destinations are also increasing. With higher awareness about halal tourism, middle class Muslim consumers tend to choose holiday destinations that offer comfort in carrying out their worship, as well as easy access to halal food and facilities.

Prediction of Consumption Trends in 2025

Based on the data obtained, several main trends are predicted to dominate the consumption behavior of the Muslim middle class in 2025:

- **Increased Demand for Halal and Thayyib Products:** This trend will continue to increase along with consumer awareness of the importance of products that are not only halal, but also thayyib (both in terms of quality and welfare of producers). Halal products will increasingly expand from the food sector to other sectors, such as pharmaceuticals, cosmetics and health services.
- **Growth of E-commerce and Sharia Fintech:** Digitalization of consumption will continue to grow. Halal products available on e-commerce platforms will be more sought after by consumers. On the other hand, sharia fintech, especially in the form of halal investment and loan services, will become increasingly popular as sharia financial literacy increases.
- **More Critical and Informed Consumers:** In 2025, the Muslim middle class is predicted to become more critical and selective consumers. They will pay more attention to halal labels and transparency of the production process. The openness of information provided by the company will play an important role in their purchasing decisions.
- **Influence of Regulations and Government Policies:** Government policies that are getting stronger in encouraging the halal industry, such as implementation **Halal Product Guarantee Law**, will further strengthen the halal ecosystem in Indonesia. This encourages business people to pay more attention to halal certification and create products that suit the needs of Muslim consumers.

Implications for Business Actors

For business people, the results of this research provide important insights into the behavior of Muslim consumers in the future. Brands that want to appeal to the Muslim middle class must pay attention to halal certification, transparency and technological innovation in their products and services. The use of digital platforms, especially halal e-commerce and sharia fintech, will be one of the keys

to success in attracting the attention of increasingly intelligent and critical consumers.

Businesses must also adapt to the lifestyle preferences of Muslim consumers who want halal products that are practical, modern, but still comply with sharia. For example, businesses in the halal food sector can offer ready-to-eat products that are high quality and safe to consume.

Conclusion

The behavior of Muslim middle class consumers in Indonesia in 2025 is predicted to be influenced by several main factors, such as awareness of the importance of halal products, adoption of digital technology, and government regulations regarding halal. The consumer behavior theories put forward provide a comprehensive framework for understanding how this segment will behave in the future, especially in the context of consumption that is in line with Islamic religious teachings and technological developments. Recommendations for products that are suitable for the Muslim middle class segment to absorb in 2025 are products that are affordable luxury (affordable prices, seem luxurious) so that consumers will feel they are getting more benefits than the costs they incur.

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