

Consumptive Patterns and Cultural Hedonism of the Muslim Millennial Generation in Terms of an Islamic Economic Perspective

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ABSTRACT

This research washes away about pattern consumptive and generational hedonism culture millennials Islam reviewed fthe rom perspective Islamic economics. This research is study descriptive, where something incident or phenomenon described to get results are accurate and interpreted using words accurately written. The author uses type study literature that is method scientifically systematic covering the collection of ingredients literature related to the goal research. Research results conclude that Islam has make consumption is important Because when a Muslim consumes good things, it brings blessings in his life. If economic capitalist make happiness as a goal end activity economy to create attitude hedonism, then Islamic economics does not do it. Make Benefit as the key the happiness of the world and the hereafter. Shop in Islam do only with intention worship to Allah SWT. Generation the biggest millennials influence to trends, especially fashion, must be capable enter habit consumption Islamic economics to in his life without excessive in spend treasure and always remember that Treasure own the rights of others and always limit self. so that No affected by trends moment this. happen with prioritize what is needed and eliminates what is wanted or not really required

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Introduction

Development technology information push grows and develop technology start-up and business online sales (e-commerce). The e-commerce business in Indonesia is growing in the middle pandemic, where business digital-based commerce experience growth by 33.2 percent in 2021 which will reach IDR 253 trillion to IDR 337 trillion in 2022. Increase the amount transaction through e-commerce too, no regardless from policy government in push digital acceptance to society, as well Keep going accelerate development of fintech and digital banking.(shopify, 2019)

Change This Of course bring impacts and change the pattern of life consumptive in the middle public specifically generation millennial Muslims in Indonesia. Moment This generation of millennials more like uses technical information in the form of mobile phones and other gadgets that provide convenience in transacting whatever. In 2021 results research Institute for Economic and Social Research, Faculty of Economics and Business, University of Indonesia (LPEM FEB UI). enhancement sale or online shop consumers in particular during the covid 19 pandemic.(Molla & Licker, 2005)

There are many reason why online shopping to be trends and culture new. One of them is more online shopping is easy and cheap. more people Like use up time they shop online than go to the store for buy their stuff want. The convenience offered by online shopping sites is becoming powerful booster for consumer For still shop. this increase behavior purchase consumers on e-commerce sites impulsive or without planning. Online shopping website gives consumer convenient service when they look for something new and interesting. The conveniences offered leads to habit consumers do purchase impulsive even impressed arrogant. Online shopping has excess alone compared offline shopping. Online shopping is not only thrifty and effective, however usually can rewarded with promotion interesting like discount, Paylater, cashback, price special or offer other.(Garín-Muñoz et al., 2019)

Suryani & Achiria, 2019 states that consumer moment This sometimes difficult differentiate between needs (hajjah) and wants (raghbah). demands style life moment This leads to attitude unnecessary waste unavoidable, because thought about consumption continuously flooded them. Behavior consumptive usually excessive in matter consume something, meanwhile behavior hedonic tend look for pleasure moment.

Hedonism This usually No Can distinguished with culture popular following dynamics life child young. Easy young man influenced by friends peers copy or follow Act fashionable behavior among his friends without evaluate is Act in demand the proper or no. Hedonism forbidden in Islam. Islam teaches man No only consume what is lawful and good, but also consume all something For fulfil needs and demands life human. However, Islam forbids it gather wealth, save and save it, as well squander it For things that don't useful.(Razali, 2020)

Generation millennials Muslim as generation seeker teak self often influenced by the environment, either in a manner positive nor negative. This usually happen Because emotion child young who don't stable. At this time, son young develop habit shopping you can develop become habit shopping.(Lesmana & Santoso, 2019)

When talking about indicator behavior consumers, yes So about somebody buy something Because This about guard appearance and price self, no only just guard status symbol. If p This happen Again, researcher say matter That Can leads to style life hedonistic millennials.(Ismail, 2020)

Phenomenon hedonism among generation Muslim millennials spread in cities big Because development increasingly technology fast, so style life is very important For support life them, sometimes matter This lower method think they For address various problem in life. Phenomenon hedonism has become culture new among generation millennials Muslim moment This in a manner hereditary, sometimes No become desire everyone. However Already become need Because seen based on pattern think public moment this. Example of general is multi-location work, eg coffee shop or places similar, where owner only accept and ask for fulfilling employees criteria certain, like Power pull Attractive and modern physics and modes that are always up to date. you drive As teenagers, they in a manner experience learn trendy stuff as well as science and technology like style fashion, style hair, equipment, and language social.(Setianingsih, 2019)

Literature Review

Base Al-Qur'an And Hadith

In Islam, it matters For notice values or rules set by God. level consumption domestic, depending on the income generated, increasingly tall income, increasingly tall consumption domestic and vice versa. Consumer choose goods need tree For consumption with consider mark To use goods the. Limited budget income received public cause public postpone For consume valuables to use high. Islamic no forbid man For look for living much, however, need noticed that property owned and enjoyed by others rights.(Furqon, 2018)

Abu Said Al- Khodry RA said: When we were on the way with the Prophet SAW, suddenly there are people who drive it while turn left and right as if expect help to eat, then the Prophet SAW said :

"Which has advantages vehicle must help those who do not have a vehicle. And those who got benefit from regulation must help those who don't have regulations." Then the Prophet mentioned various type riches until We feel that humans have no rights on anything but what he needed. (Muslim HR).(Furqon, 2018)

From the corner view Islamic economics, goals consumption is to get profit in a manner physical, mental, intellectual and material. If the goal consumption just to fulfill desire or satisfaction, it is not justified according to knowledge economy capitalism in consumption Islamic economics. If someone consume based on need- than principle satisfaction, then satisfaction of that need increases maslaha as well as satisfaction, however when consumption based on desire, that's just creating a sense of satisfaction and more much more in the afterlife more from time to time, this means that when someone does not want a need, fulfill desire it only will bring satisfaction.(adhi, 2020)

Consume Islam always paying attention to halal-haram, commitments and consequences with the rules and sharia law, which regulates consumption to achieve benefit optimal consumption and avoidance deviation from road truth and prevent effect harm self myself and others.(SARI, 2014)

Consumptive Patterns

Term consumer usually used in related matters with behavior consumer in life human. Moment this one habit consumption in public is style life that considers material as satisfaction alone, style life like That can raises symptom consumption, meanwhile consumption can interpreted as style life individual or society. people who want buy or use less goods and services or No needed. (Usman, 2021)

More carry on Kartodiharjo explain that behavior consumer like development social economy influenced by factors culture, the importance of fashion or product some easy diverted. Besides that is, the purchase motive product often is attitude someone, e.g. B. that people do not Want to left behind Friend or disease culture called " prestige ". Besides that, there is symptom socio-psychological form desire To imitate, where teenager compete For get supremacy. Consumerism raises habit buy product For consumed, however

there are also other motives. Example consumption type This Lots once, for example various well-known brand products are very popular, though they're expensive, like " dart shirts or Gucci bags ". Products no something that can fulfil need base human, however Act as known symbol as a status symbol. (Nasution, 2017)

Another opinion from state that behavior consumer is trend somebody For do something in a manner excessive moment shop or buy something without planning. Consequently, they spend money on indiscriminate blind and not rational only For get according to things they Can become symbol right special. (Septiana, 2015)

Based on description above, can concluded that behavior consumer is behavior someone whose goal consume or buy goods or service in a manner overkill, no rational, extravagant in a manner economy, priority pleasure above needs, as well in a manner psychological afraid and not safe.

Hedonism

The word hedonism originate from the Greek word hedonism, from Hedone, meaning " joy ". (Prastiwi & Fitria, 2020) revealed : " This understanding is trying explain that what is good satisfies desire human and improve pleasure itself ".

The term hedonism originate from the Greek word (hedone) for pleasure, which refers to several mutual theory relate about what's good for us, how We behave, and what motivates us to behave as we are do. (Arinda, 2021)

(Kippelen, 2018) among millennials, factor environment influence appearance hedonism evolutionary, they are copy style famous people live, even want to famous. No way deny hedonism, because people have always been own feeling happy, but at the same time they in a manner automatic try avoid guilt. (Zubaidi, 2019)

Characteristic from style life hedonic is happiness achieved with look for pleasant sensations and as much Possible avoid sensation that is not fun. For example is that food pleasant when own effect health, however Eat excessive cause disease. (Suriati, 2021)

Lifestyle somebody is function from characteristic or characteristics formed individuals in interaction with environment, the person who was No extravagant (thrifty) to be wasteful in dealing with extravagant people. (Suriati, 2021)

Lifestyle social reflected hedonic in symbols certain, like brand used in life everyday and all something related with and get denotes high social status.

As for characteristic features style life hedonic according to Rahardjo And Please (2007) namely :

- a. See view stylistics direct means obtain riches from results end, not the process to achieve results end. This leads to attitude
- b. Then, that is rationalization or justification on pleasure the.
- c. Become seeker modernity physical. This person believes that own product technology tall is something pride.
- d. Own ratio above average enjoyment. This relativity means something already entered level enjoyment or Can called nice for public common, but not tasty for him.
- e. Fulfil Lots desire appears in a manner spontaneous. In bastion description pleasure was very little, so if people want something, they must quick fill it.
- f. When he get into trouble he thinks difficult, it seems the world really hates it.
- g. How many much money you have will finished and or little remains in the scale of money dedicated to life class medium and will not There is disaster that happened when you have money. tree discussion food that 's it complex and multiple kind, no clothes, houses, goods luxury.

Generation Millennials

Generation millennials own another name ie Generation Y or Boomers. They more often referred to as generation millennials Because this generation is growing between ages 18 to 38 years. Generation millennials is those born between 1980 and 2000. (W et al., 2020)

Growth generation to generation and style modernization. This makes children this generation is more modern than generation before. In this generation they tend more Lots use modernization to create more view cool. Because of him born in the age of technology, where life better and his physical needs relatively calm, safe and easy. The adopting generation perspective different only exist in this generation. (Zis et al., 2021)

In this millennial era, they of course tend follow trend current. View and apply what 's on trend. However, generation millennials tend not to care about the social needs around them. Most millennials more proud of style life hedonistic.

Millennials tend to be curious about what's going on growing up. And they deal with it in different ways to overcome their cravings. They are very ambitious to do all their actions such that they can easily do it perfectly. Entering millennials generation Millennials are very close to their activities. Especially because of hedonistic life. (Rais et al., 2018)

Generation millennials is a generation born between 1980 and 2000, with those born in that year showing interesting characteristics. Interesting characteristics from this generation are creative, productive, innovative, but also consumptive. Because these generations intersect straight with progress technology. So that makes it easy for all something good it's communication to do all type transaction (Arifin, 2021)

Method

This research is descriptive, where something incident or phenomenon described to get results are accurate and interpreted using the written word. Writers use type study literature (Surani, 2019), namely the method scientific study literature in a manner systematic covering collection ingredients literature related to the goal research. Collection techniques using method libraries and organizations as well as presentation information, from various materials needed by reading books and works relevant scientific studies, including those published in various print and electronic media (Danandjaja, 2014). The data analysis technique used in this study is qualitative analysis using method reasoning inductive. Qualitative data analysis done in a manner inductive, that is analysis based on the data obtained, which then developed become hypothesis. Based on hypothesis that is formed of these data, carried out data search repeatedly to determine if hypothesis accepted or rejected based on collected data.

Results And Discussion

This study was conducted among millennial Muslim generation who don't inseparable from the internet in their daily lives. According to Simamora & Fatira AK (2019), shopping is no longer driven by needs, but by a strong desire to buy goods online, influenced by advertising, and various product models that are popular in time relatively short popularized by style live. and trend driven to hyperbole, contains convenient online application consumer shop and offer a number of other features like Free shipping, discounts, convenience use and payment.

This resulted generation Muslim millennials more Lots use up time to shop online than buy desired product in a manner direct and follow the trend is there to meet his wish. According to Gultekin and Ozer (2012), emergence online shop too support acceleration fashion trends and styles in Indonesia. An online shop that appeared with the intention of making things easier consumer shop, so consumer tend more often buy. Consumers with levels excitement high emotional often experiencing hedonic shopping.

Most people at least Once shop online through the Marketplace platform. Only approx six percent from those surveyed state that they No use marketplaces for shop. it summarized in report Indonesia Digital Literacy Status Survey. Survey results Work The same between Katadata Insight Center (KIC) and the Ministry of Communication and Informatics (Kominfo). filter information of 10,000 respondents in 34 provinces. Following summary Market Purchase Survey results :

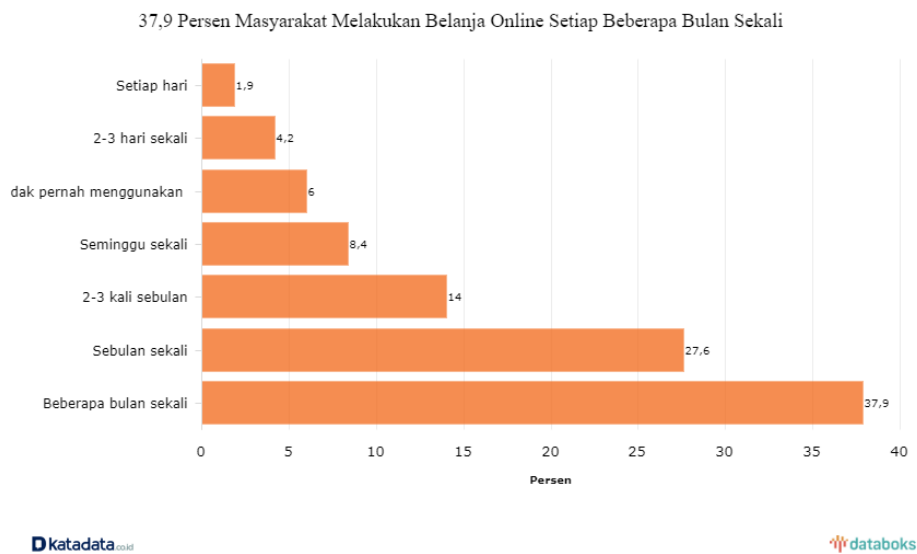


Figure 1.
Frequency Community Online Shopping by Marketplace

From the graph above, 37.9 percent respondent shop online every a number of month once. About 27 percent respondent say they shop online a month once. kindly more intensive, about 14 respondents confess shop online two to three times deep month. This including around eight percent from those surveyed who said that they shop online a week once. And at least two percent respondent say they do it every day i.

Research show that style life consumerism and hedonism has gripping society, in particular generation millennials muslim. Shopping motive hedonic is desire somebody For pleasure self himself, who can embodied with visit mall or mall and enjoy mall atmosphere myself, though No buy whatever or only have a look. (Tjipton, 2008). Motivation shop divided into two aspects that is utilitarian aspects and aspects hedonic (Samuri et al., 2018). Behavior utilitarian purchases are characteristics related task individuals who can achievable, product oriented, rational, and motivation driven extrinsic. Behavior shopping hedonic more oriented to relaxation, enjoyment, stimulation intrinsic and motivational.

In this research, discussion tend more focus on behavior consumer among Islamic generation millennials, meanwhile study previously by Samur et al. (2018) focuses on behavior consumer in a manner general. In research before, there is a number of factor pusher the occurrence of hedonic shopping such as proposed by Ozen & Engizek (2014). other :

- a. Adventure/explore shopping, that is adventure or exploration shopping done consumer For do something Which new And interesting, And practice enjoyment Which felt during shopping process
- b. Value shopping, that is the resulting pleasure when consumer hunt For bargaining look for discount and promotions others
- c. Idea shopping, that refer symptom when consumer go shopping Because theywant to know about trend new and fashion new.
- d. social shopping that is activity socialize moment shopping, own pleasure shop with friends And family, And interact with person else on moment shopping
- e. Relaxation shopping that is activity shopping For overcome stress, And changeatmosphere heart consumer from switch to positive mood

However for generation millennials Muslims in consumption economy Islam there is things Which need noticed that is ethics in consumption Islamic. As for ethics consumption Islam must notice a number of matter according to Pujiyono (2006), in in between are :

1. Type goods Which consumed is goods Which Good And lawful (halal thoyyib) namely :
 - a. Substance, by the way material goods the has mentioned in sharia law in where origin sharia law
 - 1) Halal, where original law food is can except which prohibitedAl-Baqarah 168-169, An- Nahl : 66-69)
 - 2) Haram, where only some type forbidden food such as :pig, blood (Al-Baqarah: 173, Al- Maidah : 90)
 - b. Process means in the process already meet rule sharia, his mustache :
 - 1) Before eat basmalah, done hamdalah, using hand right, clean

- 2) Way get it no prohibited, for example : riba (Ali irnran : 130.confiscation (An- Nissa : 6), gambling (Al- Maidah : 91), cheating, weighing, do not mention Allah when slaughtered, strangled, beaten, fell, horned except for those who had time slaughtered one month his death (Al-Maidah:3)
2. Benefits / uses goods Which consumed, It means more give benefit and far from detrimental to himself nor people other.
3. Quantity goods consumed are not excessive and not too late A little or miserly / miserly, but middle (Al-Furqan : 67), as well when own riches excess must Want to share through zakat, infaq, alms nor waqf and when lack must Be patient And feel Enough with What Which has.

Besides That must apply principles consumption economy islamic. Principlesbase consumption Islamic This will own consequence for culprit including :

1. Somebody Which do consumption must have faith to life God Andhereafter where every consumption will caused for his life in the afterlife. In Islam consumption shared become three, to meet personal needs, fulfil need that family become his dependents And in framework fisabilillah. Third. type consumption here it is Which become choice And priority man character put first or end it
2. In fact all grace and pleasure from everything the resource accepted by humans is God 's creation and property absolute and will come back to Him (Al- Baqarah : 29). Humans only as carriertrust above earth for prosper it the consequences is humansshould using trust property that has awarded to him on street which stipulated
3. Level knowledge And piety will influence behavior consumptionsomeone. Someone is rated based on his piety. " Truly. themost glorious among you guys on side God is Which most be pious ".

By applying the consumption model This is Islamic, what is consumed precisely Can become blessings and benefits. A Muslim must enjoy something useful (maslahat) and not. Damage (Madhorot). Draft benefit related to maqoshiq (diin, nafs, nasl, aql, maal) sharia, meaning must fulfil conditions to support one's religion, remain Muslim, guard body still healthy and strong to support generation good man, not destructive method think, and in order for his treasure blessings and on growing (Pujiyono, 2006). Behavior control self is method somebody direct or control behavior. Someone with control high self make evaluation is decision behavior consumer the is activity purchase based on needs or desire mere. Control good self can prevent appearance consumerism Because can control behavior cognitive and retrieval decision (Sukma & Sophisticated, 2021). Hence, generation millennials Muslim must adopt habit Islamic shopping in his life. More notice what is needed and what is given what one wants (not really required) and always get used to myself to share Because part from treasure the own the right of others to transfer it.

Conclusion

Islam has make consumption is important Because when a Muslim consumes good things, it brings blessings in his life. If economy capitalist make happiness as a goal end activity economy to create attitude hedonism, then Islamic economics does

Make Benefit as the key the happiness of the world and the hereafter. Shopping in Islam is done only with intent worship to Allah SWT. Generation the biggest millennials influence to trends, especially fashion, must capable enter habit consumption Islamic economics into his life without overspending treasure and always remember that Treasure own the rights of others and always limit self. so it is not affected by the trend at this time. happen with precedence what is needed and eliminates what one wants (not really required).

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