Consumption Behavior for a Sustainable Community

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Abstract. The purpose of this study is to find out the behavior of Muslim consumers, especially Muhammadiyah members, as a community that cares about sustainability. Consumption in this study is food consumption. Before the questionnaires were distributed, the respondents were first taught literacy regarding Islamic consumption patterns. The analytical tool used is descriptive statistics. Muslim consumers really consider the cleanliness aspect of goods, then sequentially aspects of health, storage, benefits, presentation, and priority needs. This is important to become a sustainable community behavior. In other words, from an Islamic perspective, they have cared about the mashalah aspect of consumption.

Keywords: consumption behaviour, muslim consumer, priority

1 Introduction

Every human being needs consumption to live a life, and the higher the need, the more consumption will also increase. Each person's consumption level can vary according to their needs and income level \cite{1, 2, 3}. The level of income is the main factor determining consumption, even though a person's consumption can be different even though the level of income is the same.

The importance of consumption for human life shows the importance of understanding consumer behavior. The factors that affect consumption can be identified so that they can be used as a basis for understanding how they can affect consumers and, of course, for developing more effective marketing strategies.

The price of a commodity is still the main determining factor in the rise and fall of demand for a commodity. However, price is not the only factor; there are many others, namely, income, where the higher a person's income, the greater the tendency to increase consumption, and vice versa. In addition to other factors, namely taste, the increase in demand for a commodity greatly affects a person's taste for that item or commodity \cite{4, 5}, in the perspective of Islamic theory, the demand is not much different from conventional, only There are shari'ah limitations that must be considered. As explained in QS. An-Nahl (16): 114, \begin{quotation}Then eat what is lawful and good from the sustenance that Allah has given you; and be grateful for the favors of Allah, if you only worship Him.\end{quotation} Besides that, in QS. Al-Baqarah (2): 168, \begin{quotation}O people, eat what is lawful and good from what is on earth, and do not follow the steps of the devil, because in fact the devil is a real enemy for you,\end{quotation} In another verse, it is explained what is permissible for human consumption, which is stated in QS. Al-Baqarah (2): 173, \begin{quotation}Indeed, Allah only has forbidden for you carrion, blood, pork, and animals which (when slaughtered) are called (name) other than Allah \cite{108}, but whoever is forced to (eat) while He does not want If he does not (also) exceed the limit, then there is no sin for him. Verily, Allah is Forgiving and Most Merciful.\end{quotation}
Consumer behavior is also influenced by buying decisions [6]. Buyer characteristics include four main factors: cultural, social, personal, and psychological. The relationship between these factors and the consumer's decision to consume is determined by the consumer himself because there are many existing and influencing factors here.

The concept of consumption means spending by households on goods and services with the aim of meeting the needs of those who make these purchases. Public spending on food, clothing, and other items that meet their needs is classified as expenditures or consumption expenditures. Goods that are produced specifically for use by the community to meet their needs are called consumer goods [7].

Consumer behavior, like behavior in general, is influenced by cultural, social, personal, and psychological characteristics. Cultural factors are considered to have the greatest influence on one's desires and behavior. Religion is a key element in the culture of life that influences buying behavior and decisions [8, 9, 10]. In general, religion regulates what is permissible and what is prohibited, including consumption behavior. Thus, it can be said that religion is a belief and values in interpreting life that are expressed into a habit. Religion can affect consumer behavior and behavior in general, especially in the decision to buy food and eating habits [11, 12, 13].

Therefore, as adherents of Islam, the decision to choose and buy goods will not only pay attention to the needs and costs that must be incurred, but the most important thing is the extent to which the goods consumed will provide the maximum maslahah (benefits and blessings) [14].

2 Methodology

The data in this study are primary data collected by using lecturers and staff at the University of Muhammadiyah Malang as respondents. The University of Muhammadiyah Malang (UMM) was chosen because it is a university that has an Islamic vision, and every individual member of UMM is required to develop their own religiosity. The sampling technique used a random sampling of 50 respondents. The analytical tools used are descriptive statistics.

3 Results and Discussion

Table 1. Respondents' Consumption Behavior

<table>
<thead>
<tr>
<th>No</th>
<th>Consumption Aspect</th>
<th>Very Care</th>
<th>Care</th>
<th>Medium</th>
<th>Not Care</th>
<th>Very Indifferent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Benefit</td>
<td>43%</td>
<td>51%</td>
<td>6%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>2.</td>
<td>Storage</td>
<td>47%</td>
<td>49%</td>
<td>4%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>3.</td>
<td>Food serving</td>
<td>36%</td>
<td>53%</td>
<td>9%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>4.</td>
<td>Health</td>
<td>49%</td>
<td>45%</td>
<td>6%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>5.</td>
<td>Cleanliness</td>
<td>64%</td>
<td>32%</td>
<td>4%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>6.</td>
<td>Priority Needs</td>
<td>34%</td>
<td>53%</td>
<td>13%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: Primary data (processed)

Based on the results of the questionnaire and the lecturers and staff of the University of Muhammadiyah Malang, most aspects that are highly considered in consumption are aspects of product hygiene, followed sequentially by aspects of health, storage, benefits, food serving, and priority needs. So that overall respondents care about aspects of maslahah in consumption.

A Muslim consumer should really consider the maslahah aspect of consumption rather than just satisfying desires. Mashlahah in consumption is very important because Allah
commands Muslims to always consume what is lawful and good (QS. Al-Maidah: 88). Of course, in this verse, it means that it is not enough to just pay attention to the halal aspect but to be equipped with good food (goods). Thus, a Muslim consumer must pay attention to the good aspects of the goods consumed, including benefits, storage, presentation, health, and cleanliness. The food eaten in the form of carbohydrates, vitamins, and minerals is a substance that is directly absorbed by the human body to carry out activities. As a result, eating habits have a big impact on physical activity. So that food that is halal and thayyib (good and healthy) will have a positive influence on activities. On the other hand, unclean food also has a negative effect.

The storage aspect is also very important because storage is a process to keep food free of bacteria. Food has different types and durability, so the place and treatment in the storage process are also different. Proper storage processes are needed to maintain the durability and quality of food. If the storage process is not correct, the quality of the food will decrease, and the food will spoil more easily.

Another aspect that needs to be considered in consumption is presentation, because in consuming food, consumers must pay attention to hygiene when serving food. With the correct serving process and in accordance with procedures, food hygiene will be maintained. In addition to maintaining food hygiene, proper serving can also improve the visual quality of food.

Health is another important aspect of consumption. Food is an important factor for humans to carry out their daily activities, so the food consumed should not be arbitrary. Consuming healthy foods can increase energy and endurance. Healthy food can also help meet the nutritional needs of the body. Consuming healthy and nutritious food will reduce the possibility of dangerous diseases.

The most important aspect that must be considered in consumption is cleanliness. Healthy food is no longer healthy and beneficial to the body if it is not clean. So, to maintain the quality and benefits of food, it must be clean. Clean, healthy food will provide benefits and a positive influence on the body if consumed. Consumption of clean food can guarantee health and protect the body from disease. In addition to the cleanliness of the food itself, the environment in which the food is placed must also be clean. Thus, the cleanliness and hygiene of food will be maintained.

The priority of needs is also an aspect that is no less important. By knowing their priorities, consumers can manage their consumption. Unlike wants, needs must be met immediately. The higher the priority needs, the greater the need to consume. By knowing the priority needs of consumers, they no longer consume based on desire but based on needs.

Islam teaches that humans are the owners of everything in the heavens and on earth, including the wealth that humans acquire. Human ownership of their property is only trustful. In the hereafter, humans will be held accountable for whether wealth is used properly and obtained in what way, whether it is in accordance with His instructions and provisions or not. All property is only a means of worshipping Him. In fact, the assets we get are a means to an end [15].

Islam teaches people to live their lives in accordance with what Allah SWT has planned. Humans basically need consumption to survive, and the higher the need, the more consumption will also increase. Consumption by each person can vary according to needs and income levels. Different incomes are the main determinants of consumption. The basis of humans consumption is monotheism, so that what is done is solely for the worship of Allah SWT, and the consumption that is carried out gets rewards on his side. As explained in QS Adz-Dzaariyat: 56 "And I did not create jinn and humans except that they worship Me". Umar Radiyallahu Anhu, a Muslim who is in charge of providing for his family's proper level of consumption and denies those who ignore it, served as an example of the same thing.
Consumption has enormous benefits for the economy. Because human life is inseparable from consumption. The essence of consumption must be based on the concept of maslahah, or being able to provide benefits to oneself and others, because every action will be rewarded in the hereafter. As explained in QS Al-Baqarah: 168, which means: "O people, eat what is lawful and good from what is on earth, and do not follow the steps of the devil; for in fact, the devil is a real enemy for you." It is important for every Muslim to pay attention to consumption behavior, namely that he must always refer to the goals of the Shari'a, namely maintaining benefits and avoiding harm.

Maslahah can be interpreted as something that is useful for the worldly and hereafter; some of the conditions for maslahah are halal, useful, and thoyib. Humans, as caliphs, are given the power to carry out the task of taking advantage of and benefiting as much as possible from God's creation. In terms of consumption, humans can freely consume but will be responsible for this freedom both for the balance of nature, society, themselves, and in the hereafter [16]. This is in line with QS Al-Maaidah: 87, which means “O you who believe, do not forbid what Allah has made lawful for you, and do not transgress. Verily, Allah does not like those who transgress the limits.

In conventional economics, consumption is always aimed at obtaining satisfaction (utility). However, in Islam, consumption is not only aimed at seeking satisfaction but rather considers the aspect of mashlahah as the goal of Islamic law. Excessive consumption is prohibited in Islam because it includes israf (waste) or tabzir (wasting wealth without use). Islam teaches a reasonable and balanced consumption pattern. Consumption according to what is needed, not what is wanted. This consumption behavior can be practiced in the holy month of Ramadan, which is the holy month of Muslims.

4 Conclusions

Muslim consumers really consider the cleanliness aspect of goods, then sequentially aspects of health, storage, benefits, food serving, and priority needs. So that overall respondents care about aspects of mashlahah in consumption. This is important for realizing a sustainable life.

References


