

ANALYSIS OF CONSUMER BEHAVIOR IN ONLINE SHOPPING: ISLAMIC PERSPECTIVE

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Abstract

The development of the digital era has triggered changes in consumer behavior in using technology for transactions. The emergence of online shops and marketplaces or online shopping sites has become one of the lifestyle choices of today's people to shop practically and efficiently. However, in making purchases, a Muslim must remain obedient to the corridors and values of sharia. The purpose of this study is to investigate how moslem consumer behavior in online shopping is obedient to guiding consumption principle in Islam. The method used in this research is a literature study which uses secondary data obtained from existing research and references. This study concludes that many findings from previous studies in Muslim-majority countries such as Saudi Arabia and Malaysia show non-compliance with Muslim consumer behavior towards sharia corridors and values as quoted in the Qur'an and As-Sunnah, especially in avoiding israf (one of the guiding principles of consumption in Islam is not to consume excessively/hedonism). There is no difference found regarding the method of the buying (online/offline). Both methods online and offline buying behavior have a positive significant relationship in consuming with hedonism style. Muslim consumers must behave moderately where they do not act excessive consumption which leads to tabdhir (wastefulness) and also israf (excesiveness) or deficiency to lead to bukhl (miserliness) as Al-Quran and As-Sunnah cited.

Keywords: *Islamic Consumption, Online Shopping, Consumer Behavior, Israf, Bukhl.*

Introduction

The development of technology has encouraged business and commerce to grow rapidly because information can be obtained quickly and easily to the emergence of new things in the field of trade, namely trade with electronic systems or the usual called e-commerce. E-commerce is the practice of disseminating, purchasing, selling, marketing goods and services via the internet (Fauzia 2018). The ease and speed provided by *E-commerce* in transacting online has made many people prefer to transact online compared to ordinary transactions or offline. The number of internet users in Indonesia which continues to increase from year to year has a very pronounced impact on the progress of e-commerce in Indonesia. It was recorded that in 2021 the value of *e-commerce* transactions in Indonesia reached IDR 526 trillion and is expected to continue to increase in the following year.

Along with the development of *e-commerce*, consumer behavior arising from online buying and selling activities has emerged. Consumer behavior is the act that is directly involved in obtaining, consuming, and consuming a product or service, including the decision process in purchasing. With the increasing number of online buying and selling transactions, it is very important for people to understand consumer behavior. As a Muslim, it is necessary to pay attention to whether the consumer behavior carried out is in accordance with the teachings of Islam or not. Online shopping is an important decision made by individuals when making buying and selling transactions online (Widiyanto and Prasilowati 2015). By knowing the consumer behavior in online transactions, it is necessary to analyze consumer behavior based on an Islamic perspective.

Literature Review

Consumer Behavior in Online Shopping

Electronic commerce, which allows business to be conducted over the Internet, has become a major trend in this century. Many businesses are moving online. Online buying behavior is the process of buying products or services through the internet. The online buying process has different steps like physical buying behavior. The peculiarity of the buying process through the internet is when potential consumers use the internet and search for information related to the goods or services they need. However, there are no guidelines or theories to show how e-store features affect consumer purchases. (Liang and Lai 2002) used a consumer-oriented perspective to derive functional requirements for e-store design.

In the past, several studies have been conducted on typical online shopping behavior. How decisions during shopping trips can affect decisions in choosing what to buy (Kahn and Schmittlein 1989). For consumers, the main potential advantage of shopping online over offline is the reduced cost of searching for products and information related to the product to be purchased (Lynch Jr and Ariely 2000). Consumers relatively visit two different stores on the same day when shopping and consumers benefit by saving 5% more per item when buying systematically (67%) with a large shopping basket or buying multiple items at the same time (Fox and Hoch

2005). Household consumers who shop alternately at online stores and offline stores in the same wholesale chain turned out to be in 12 very different product categories, these household consumers showed lower price sensitivity when they shopped online than when they shopped offline. (Chu, Chintagunta, and Cebollada 2008). Transaction fees for shopping can be quite large and play an important role in the choice between online and offline channels. The types of transaction costs in question, such as travel time and transportation costs, in-store shopping time, pick-up costs, cart transportation costs, quality inspection fees, and inconvenience fees (Chintagunta, Chu, and Cebollada 2012).

Consumer behavior in online shopping is related to the perception of benefits. Perceived benefits are consumers' beliefs whether they will get better when shopping online or not. This includes the choice of online sites where to shop. If the consumer believes that he will get a greater profit when buying online than buying through a conventional store, then he will certainly prefer this shopping option in fulfilling his needs. online search. Online search and perceived benefits have a positive effect on shopping frequency, and this also has a positive effect on online purchases. This shows that the perceived benefits of online purchases will affect the buying behavior of consumers. When going to make purchases online, consumers are motivated to maximize the benefits they will get. By knowing consumer online buying behavior, marketers can formulate appropriate marketing strategies in order to provide maximum benefits in accordance with what is expected by consumers (Harahap 2018).

Another factor that influences online buying behavior is the perception of risk. Risk is the uncertainty and consequence associated with consumer actions. In relation to the purchase, the perception of risk is the consumer's perception of uncertainty and the negative consequences that may be received for the purchase of a product or service. (Harahap 2018).

(Forsythe et al. 2006) Online buying behavior consists of three things, namely:

1. Visiting (search):

Prospective buyers first access the e-commerce site. This visit is done after identifying the needs to be purchased. However, there are also those who just want to spend their time looking at the products, services or promos offered by e-commerce.

2. Purchasing:

After a person makes a visit or search and finds a product or service that is suitable for him, he will then make a purchase. There are several reasons behind a person's purchase on an e-commerce site. First, someone makes a purchase because they really need the goods or services. Second, someone makes a purchase because they are interested in the promos offered by e-commerce service providers.

3. Multi-channel shopping:

Is a feature provided by e-commerce sites in the form of providing various channels or ways of purchasing for consumers. It aims to maximize the value of consumer spending. Consumers who will buy can buy products in a way they like. An example is the purchase of an XL prepaid card. Consumers can make purchases through

various types of e-commerce such as Tokopedia, shopee, blibli, Lazada, JD.id, Bukalapak.

(Svatosová 2013) Consumer behavior when shopping online has changed depending on the following:

- Internet environment:

Internet users can find objective and subjective information about products and companies more easily than ever before. Online companies count not only with each other, but also with potential online customers (positive and positive referrals, internet communities, social networks and social media etc.). Social media provides interactive communication between its users. With social media, marketing activities have to be reformulated.

- Modern forms of marketing activities:

Traditional forms of marketing do not exist in an effective internet environment. With the development of e-commerce, new marketing activities have to be created marketing on social networks and media, viral marketing, online marketing of words and online buzz, online interactive communication. Potential online shoppers are only interested in marketing activities that can offer added value to them (online games and competitions, community identification with products and companies, online sharing and others).

- Internet community:

Internet users discuss about the brand's lifestyle about products and products, find detailed information about their products. Internet community opinions (on social media, discussion forums etc.) influence the final online buying decision process. Internet companies in their marketing must join the internet community and manage online communications.

- Online shopping subject:

Online shoppers buy the most with electronics and engineering, books, tickets or clothing and cosmetics. Purchase of food online is now a rarity (as long as it is expected to increase the purchase of goods online). The hope is that co-purchasing will move the online environment. Standard products such as books, CDs and tickets are more likely to be purchased online. Because the quality uncertainty in such products is very low, and no physical assistance is required

- Demographic structure of online shoppers:

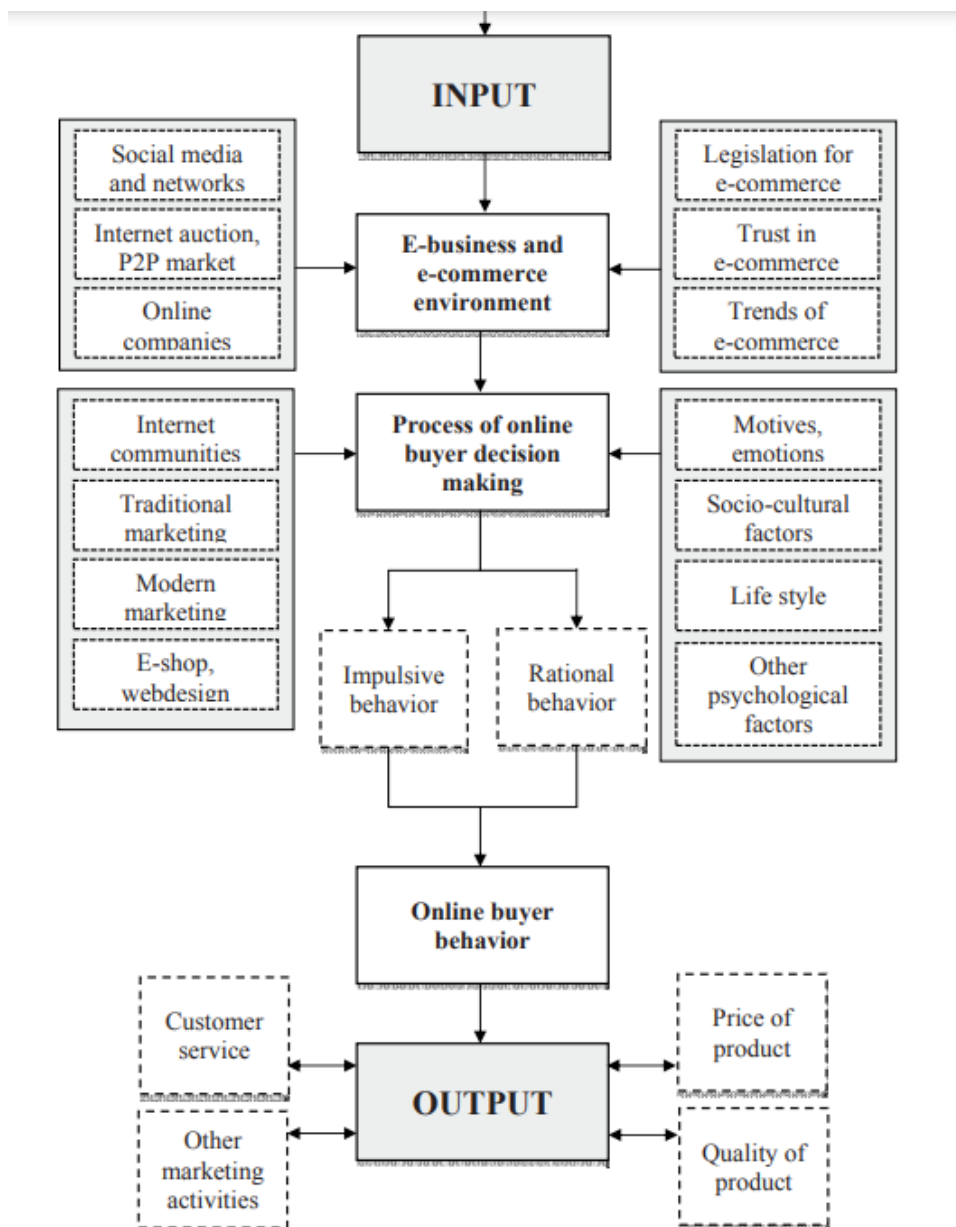
Today, online shoppers are most often between the ages of 18 and 40 and come from the middle-income class. There is a difference in online behavior between the "Facebook generation" and the generation that lives most of their lives without online communication. The older online generation (up to 50) is on the rise—companies should focus on them.

- Approach to online shopping motives:

The main motives of online shopping are lower costs, convenience of shopping (non-stop and everywhere), saving time and buying non-traditional and exclusive items. Another motive could be an increasing trend of online shopping in general or

changing consumer lifestyles. The question is whether these motives depend on the social status and role, age, education or income of online shoppers. The older generation find and try products in traditional markets, after which they do online shopping. The younger generation makes all purchasing decision-making processes online.

(Svatosová 2013) Based on the figure below, the online buyer's decision-making process is influenced by two groups of factors. External factors (derived from the seller and the internet community) and internal factors (such as motives, emotions, socio-cultural factors and other psychological factors). Online shopper decision making can be both impulsive and rational. Finally, the process ends with the online purchase of the output of this process which has an impact on the price and quality of the products offered in the online and offline environment, customer service and other marketing activities.



There are many reasons people choose to shop online, among others, consumers can buy goods at any time without going to the store; consumers can get the same product at a lower price by comparing different websites at the same time; consumers can avoid pressure when interacting face-to-face with salespeople; consumers can avoid traffic jams in stores, and more. These factors can be summarized into four categories namely, convenience, information, available products and services, cost and time efficiency. (Katawetawaraks and Wang 2011).

Kotler & Armstrong (2003), also summarizes several factors that influence consumer behavior when shopping online, namely:

1. Convenience: consumers don't have to struggle with traffic, no need to find parking and walk to the store.
2. Completeness of Information: consumers can interact with the seller's site to find information, products or services that consumers really want, then order or download information on the spot.
3. Time: consumers can check prices and order merchandise 24 hours a day from anywhere.
4. Consumer confidence: the effect of regret and disappointment of purchasing on the evaluation of the next election, events and consumer actions that initiate actual buying behavior, security of delivery of goods, confidentiality of personal data including the use of credit cards.

Online Shopper Profile

(Harahap 2018) describes the results of a collaborative research between Google and GfK which reveals that, in Indonesia, there are 4 types of profiles of users or online shoppers, namely;

1. Innovators: These are those who have high incomes, are online with more than one device, pay attention to the warranty of a product they want to buy, and prefer to make payments using internet banking, and prefer if the online store they visit has a variety of payment methods, including also vary in the variety of credit cards on offer. In addition, Innovator profile types are those who much prefer to use smartphone applications for shopping compared to other channels such as websites, both desktop and mobile versions.
2. Early Adopter: The type of user or online shopper in Indonesia is an Early Adopter. This type, tends to have low incomes, goes online with more than one device, uses search engines (such as Google) to find information about the product to be purchased, and uses a laptop more to access the targeted online store. In addition, the Early Adopter type are those who like to transact using internet banking or ATM transfers, it is also known that this type is those who like to hunt for discounts at online shops scattered in cyberspace.
3. Gaptex (Gap-Tech): This type is known as Gaptex alias Gap-Tech, which is the type with people who are distant from technology. In this type, those

who enter it tend to have high incomes, are online with only one device, prefer to access the mobile version of the website (M-Site) rather than the application or desktop version, and prefer to pay using the ATM transfer method. In line with the Early Adopter type, the Gapték type is also the type of discount hunter in scattered online stores. Interestingly, people who belong to the Gapték type prefer to get direct information from a brand or product brand they want to buy, not from foreign information about a product they want to buy.

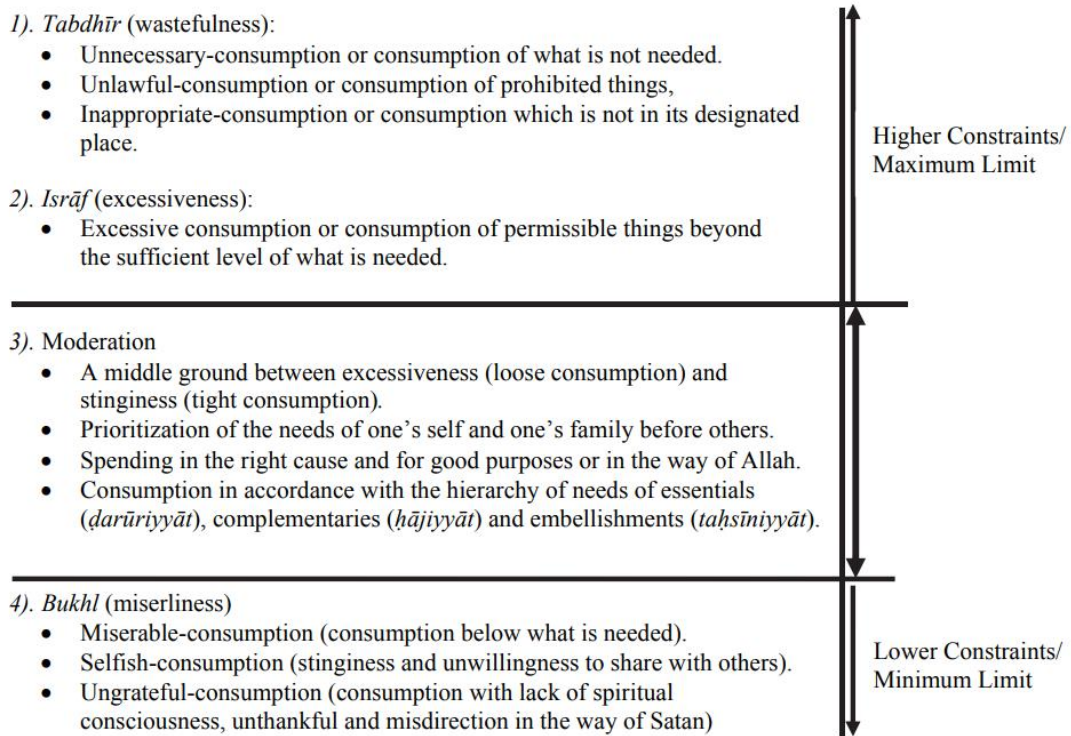
4. Late Bloomers: The Late Bloomers type has characteristics such as tending to have low income, being online with only one device, utilizing all online store channels, both desktop, m-site, and application, and in this type, people are not too concerned with online store. As long as the item to be purchased is available, people who enter this type will immediately buy it. It is also known that the people who enter the Late Bloomers type are people who prefer the COD (cash on delivery) method or pay directly for the products they buy.

In general, the three types, namely Early Adopters, Gapték, and Late Bloomers, tend to hold the concept of tangibility concerns. That is, they are very likely not to buy products from online stores if a product or item they want to buy cannot be touched or felt by people who fall into this type. In addition, offline information or word of mouth of a product and online store is one of the important factors for users or buyers of online store products to make decisions. The more recommended, the higher the chances of a product being purchased or an online store visited.

Islamic Perspective Consumer Behavior

(Furqani 2017) in his work explains the framework of consumer behavior in consuming according to an Islamic perspective, it can be concluded as follows:

Figure (1) Qur'ānic Framework in Consumption



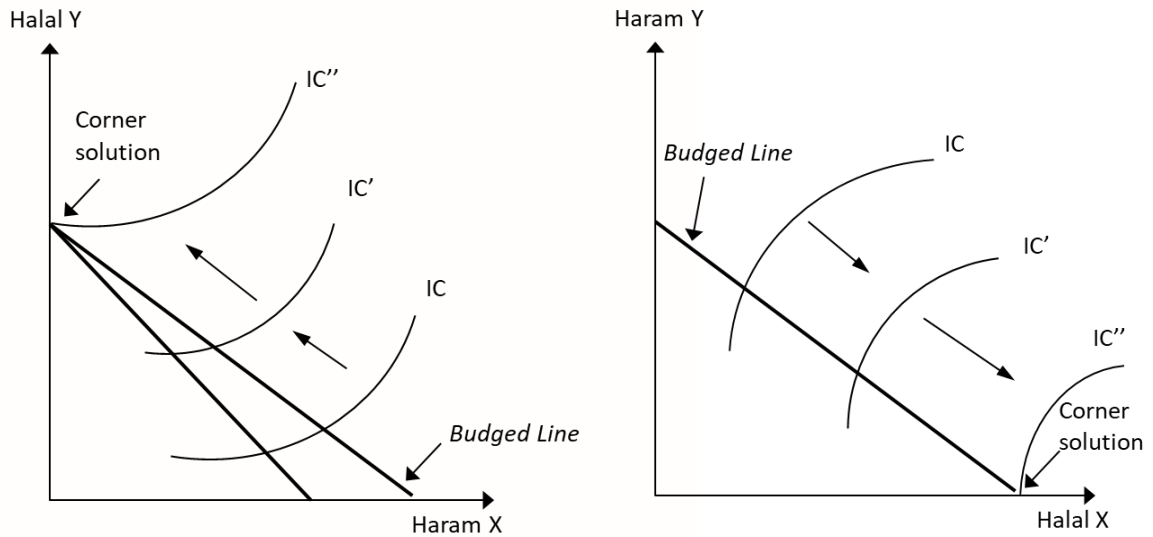
Consumer behavior in the Islamic perspective is limited by an upper limit called *Tabdhir* and *Israf* and a lower limit called *Bukhl*.

I. *Tabdhir*

The word *tabdhir* means consuming something that is not in the right way or purpose. This action refers to two meanings: (1) unnecessary consumption i.e. consuming unneeded or unnecessary goods just to fulfill wants or desires; (2) unlawful consumption or consumption of prohibited things, such as wine, gambling, luxury display, etc.; and (3) inappropriate consumption or inappropriate consumption so that it becomes wasteful such as students who spend money not to pursue knowledge (whether for tuition fees, buying books and equipment, or to travel to meet teachers), but spend it on items unnecessary recreation such as movies or concerts. (Qur'an 17:26-27).

Meaning: *And give to close families their rights, to the poor and those who are on the way and do not squander (your wealth) extravagantly.*

In Islamic economics, the discussion of consumer choices to consume halal goods can be explained in the following curve:



The choice between halal goods and haram goods can be illustrated by the utility function whose bowl opens towards the top left. The X axis is depicted as haram goods, while the Y axis is described as halal goods. The movement of the utility function to the upper left shows that more and more halal goods are consumed and fewer haram goods are consumed. More and more halal goods mean increasing utility, while fewer haram goods mean reducing difficulties. This situation will provide a higher level of satisfaction.

II. Israf

Isrāf means excessive consumption or consumption beyond a sufficient level of what is required. Excessive consumption can lead to inefficiency of resource utilization and also unequal distribution due to wasted resources that should be channeled to them to people in need.

III. Moderation

God-conscious consumers will ensure consumption in moderation and only consumption between excessive and stingy, by prioritizing the needs of oneself and one's family before others. his consumption will be in the right direction and for a good cause or in the way of Allah, and his consumption will also have to conform to the hierarchy of essential (*ḍarūriyyāt*), complementary (*ḥājiyyāt*) and embellished (*taḥsīniyyāt*) needs.

Islam forbids consumers to take extreme actions (up to the upper limit) in the form of excessive consumption (*isrāf*) by consuming things that are beyond the permissible level of what is needed or wasteful consumption (*tabdhr*) by consuming what is not needed / unnecessary or consuming things that are prohibited or things that are not desired by the shari'ah.

Likewise, for consumption at the lower limit is not profitable. It is stingy consumption by preventing consumption of what is needed for the individual or his family, preventing from sharing consumption with others, or preventing spending

for a right cause and for a good cause or in the way of Allah.

In the analysis of consumer behavior in the perspective of Islamic economics, both positive and negative types of behavior based on value categories that can be seen in actual reality will be studied. Actual behavior analysis will always be integrated with normative value guidelines because the aim is not to describe the facts as they are but to enlighten the actual reality. It is with 'what should be' within the framework of Islam. The values specified in the Qur'an and As-Sunnah are used as benchmarks and parameters in analyzing consumer behavior in an Islamic perspective and, if applied, can lead to better practices in the economic system.

IV. Bukhl

The word Bukhl means stingy consumption. (Quran 4:37). Bukhl (miser) is the opposite of tabdhir. Bukhl refers to the reluctance to spend wealth on what is needed. The meaning of bukhl refers to three things:

1. Sad consumption wherein an individual refrains from consuming goods which are needed for his life or his family and hence make his life miserable.
2. Self-serving consumption where the goal in consumption is narrow: self-pleasure, lack of a larger goal or public benefit and unwillingness to share with others (Qur'an, 3:180).
3. Consumption is done without spiritual awareness, is not grateful to Allah and does not consume in the way of Allah (Al-Qur'an, 89:17-20).

Research Methods

In this study, a qualitative descriptive method was used through literature study or from previously published studies. This descriptive research is intended to describe and analyze a phenomenon or event that occurs in everyday life. The data used in this study is secondary data, a collection of previous studies that have been published and then analyzed using data analysis techniques, using triangulation, namely data reduction, data presentation, in-depth analysis and conclusion drawing/verification.

Discussion

Every human being who lives on this earth is always trying to meet the needs of his life, both primary and secondary. Islam teaches that in meeting the needs of life, needs should dominate, not just wants, a Muslim should shop fairly, in the sense that it is not less and not excessive than it should be. Don't be stingy and don't be extravagant. Spending wealth for personal needs, it is recommended with a reasonable measure. As the word of Allah SWT in Surah Al-Furqon verse 67.

“And those who, when they spend (wealth), they are not excessive, and are not (also) stingy, and are (the spending) in the midst of such things.”

The verse above explains that in spending his wealth a Muslim is not excessive. That is, they do not squander their wealth in shopping more than what is needed, nor are they stingy. But they spend their wealth with balanced and selective and moderate spending. The best of things is those that are done moderately, that is, neither excessive nor stingy. Consumption behavior should not be excessive, not extravagant, dynamic, and reasonable (moderate) in accordance with the principles of Islamic consumption which aims to meet the needs of the Muslim community (Manan 1993).

Online shopping transactions in the legal fiqh review are permissible as long as the transactions carried out do not violate Islamic law, the goods purchased are halal goods, avoiding subhat and haram cases, and there are no elements of usury, injustice and fraud. (As-Sabatin 2011). In online shopping, every Muslim must pay attention to how the product is used, not only to satisfy needs and desires but also to understand the essence of the product so that it does not fall into actions that are forbidden by Allah.

Consumption itself cannot be separated from the role of faith in the view of Islam. The role of faith is an important benchmark, because faith provides a worldview and affects the human personality, namely in the form of behavior, lifestyle, tastes, attitudes towards fellow human beings, resources and ecology. Faith greatly affects the nature, quantity, and quality of consumption in both material and spiritual satisfaction. This is what is called that faith has a role to balance the worldly life and the hereafter. Faith provides a moral filter in spending wealth and at the same time motivates the use of resources (income) for effective things. The moral filter aims to keep self-interest within the boundaries of social interest by changing mere individual preferences into preferences that are harmonious between the individual and the social, as well as including filters in the context of realizing goodness and benefit.

In consuming, Islam forbids its people to live excessively or *Israf*, but Islam teaches to live proportionally. Hedonic lifestyle which then leads to consumptive behavior will certainly harm oneself and others. Consumptive behavior will lead to excessive consumption conditions, namely consumption that exceeds the current financial capacity (income) limit.

In that context, Islam prohibits acts of *israf* (wasteful), prohibits luxury and boasting, and so on. The prohibition of *israf* is because it has many bad effects on humans, including inefficient and effective use of resources, egoism, selfishness (self-interest), and submission to lust, so that the money spent is spent on other things. unnecessary and self-defeating. Therefore, in eliminating *israf* behavior, Islam commands: 1) prioritize consumption that is more necessary and more useful; 2) avoid excessive consumption of all types of commodities.

Afrina (2019) in her scientific work entitled *Muslim Rationality towards Israf's Behavior in Islamic Perspective Consumption* explains that there are several rules for Muslim consumers in consuming.

1. Spend assets according to needs and abilities. That means don't be too stingy but don't be too generous either.
2. Spending wealth not only for worldly things, but also for interests in the way of

Allah (*fii sabilillah*).

3. Spend wealth with a consumption level that tends to be smaller than non-Muslims because what is consumed is only limited to halal and *thayib* goods.
4. Do not accumulate and hoard wealth through savings or spending on luxury goods that are consumptive in nature, but invest for economic growth.

Conclusion

Basically, consumer behavior in shopping both offline and online shopping tends to be the same, what distinguishes the two is the technology that supports the transaction process, causing a tendency to shop more than needed. With all the speed and convenience provided in online shopping, Muslim consumers still have to limit themselves so that they do not act consumptively and go outside the limits of consumption in Islam. A reasonable consumption limit in Islam is at a moderate level or in the middle. Where in consumption is not excessive and not too deficient. In addition, in doing consumption, Muslim consumers also have restrictions on what can be consumed and what should not be consumed, and have the responsibility to move the wheels of the economy by not hoarding wealth.

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