



## Suitability of Islamic Consumption Theory with the Concept of Decluttering as a Preventing Factor for Impulsive Buying Behavior

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### ABSTRACT

*This research aims to determine the suitability of Islamic consumption theory with the concept of decluttering as a factor preventing impulsive buying behavior in society. By using qualitative descriptive methods, researchers try to observe phenomena that occur in the field regarding impulsive buying and the implementation of decluttering activities that are currently being widely followed and then relate their suitability to the principles of consumption in Islam. The results of this research show that there is a compatibility between the theory of consumption in Islam and the concept of decluttering as a prevention of impulsive buying behavior in four indicators, namely indicators of meeting needs, usefulness, goals and financial management. Judging from the indicators of fulfillment of needs, both of them prioritize consideration of fulfilling needs first compared to fulfilling desires alone. From indicators of usefulness in consumption, Islam prioritizes blessings. In the concept of decluttering, the benefits that arise are a calm and peaceful life by not accumulating a lot of items and prioritizing using existing items according to needs. From the goal indicator, both have a goal of happiness. Islam, apart from seeking world happiness, must also pay attention to the happiness of the afterlife. From both financial management indicators, both of them are very concerned about financial income and expenses. So, finances are more disciplined and focused, but on the other hand, minimizing wastefulness and stinginess.*

### ABSTRAK

Penelitian ini bertujuan untuk mengetahui kesesuaian teori konsumsi Islami dengan konsep decluttering sebagai faktor pencegah perilaku pembelian impulsive di masyarakat. Dengan menggunakan metode deskriptif kualitatif peneliti berusaha mengamati fenomena yang terjadi di lapangan menyangkut pembelian impulsive dan penerapan kegiatan decluttering yang sedang banyak diikuti untuk kemudian menghubungkan kesesuaiannya dengan teori konsumsi dalam Islam. Hasil dari penelitian ini menunjukkan bahwa terdapat kesesuaian antara teori konsumsi dalam Islam dengan konsep decluttering sebagai pencegah perilaku pembelian impulsive dalam empat indikator yaitu indikator pemenuhan kebutuhan, kebermanfaatn, tujuan dan pengelolaan keuangan. Dilihat dari indikator pemenuhan kebutuhan keduanya mengedepankan pertimbangan untuk pemenuhan kebutuhan terlebih dahulu dibandingkan dengan pemenuhan keinginan semata. Dari indikator kebermanfaatn dalam konsumsi islam mengutamakan keberkahan. Dalam konsep decluttering manfaat yang ditimbulkan adalah ketenangan hidup dan kedamaian dengan tidak menumpuk barang yang banyak dan lebih mengutamakan memanfaatkan barang-barang yang sudah ada sesuai kebutuhan. Dari indikator tujuan keduanya mempunyai tujuan demi kebahagiaan. Islam selain mengupayakan kebahagiaan dunia juga harus

memperhatikan kebahagiaan akhirat. Dari indikator pengelolaan keuangan keduanya sangat memperhatikan pemasukan dan pengeluaran keuangan. Jadi keuangan lebih disiplin dan terarah, namun dilain sisi meminimalisir sifat boros sekaligus kikir.



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## INTRODUCTION

Everyone has a way to fulfill their life needs. The many means of fulfilling needs makes it easier for people to choose the goods and services they need. However, in practice, quite a few people cannot differentiate between needs and desires. So, they often consume goods or services that are not a need but simply a desire. One of the factors that encourages consumption based on desire is today's technological advances. The development of increasingly sophisticated technology with the support of the internet has caused many changes, including changes in lifestyle (Oktaviani, et. al, 2023). For some people, this technological development encourages people to become individuals who behave consumptively, where someone buys an item because of desire, not based on need.

Impulsive buying behavior is a purchase made without prior planning or a purchase made spontaneously based on desire, not based on need (Anggraeni & Prijati, 2016). Simply put, impulsive buying is a decision to shop that is based on emotion rather than logic. This purchase is influenced by external forces related to several factors such as price (sale, discount), limited product availability, promotions, and so on. Several study results show that situational factors such as product design, music, layout, and decor, product availability, store employees, crowded conditions, and parking space availability are positively related to consumer value and can give rise to consumer impulsive reactions. that drives purchasing decisions (Fauzia, 2018). An indication of impulsive buying is regret after purchasing a product suddenly. In fact, impulse buying has a negative impact on the perpetrator. Because this habit tends to buy products according to desires, not based on needs, this can result in waste and threaten financial health. Uniquely, although many people realize that impulsive buying is not justified, in practice impulsive buying is not easy to avoid.

Economics recognizes the difference between needs and wants. A need is something that is needed to live while a desire is something that people want that they may or may not be able to get (Irwan, M. 2021). In terms of consumption, Islam also has a concept regarding the consumption patterns of a Muslim. There are three principles upheld by Islam regarding consumption behavior, namely consumption of halal goods, consumption of holy and clean goods, moderation (Irham, et.al, 2022). Impulsive buying behavior is not recommended in the concept of Muslim consumption (Alfani, 2020). Decluttering is predicted to be a solution to prevent impulsive buying behavior in society. This concept encourages consumers to think again when they want to buy an item, whether the item is needed or just wanted. Encourage consumers to think about whether the items they are going to buy are really worth keeping at home or whether they are really useful to use.

## LITERATURE REVIEW

### Decluttering Concept

Decluttering is a process towards a simple lifestyle by reducing material and non-material things that disturb an individual's focus so that it is easier to consume according to needs, manage finances, create peace and happiness (Muster, Iran & Münsch, 2022). Decluttering is the application of a minimalist lifestyle that many people enjoy as a form of responsiveness and solution to a consumptive and excessive lifestyle (Darmawan & Nasir, 2023). Decluttering is done to tidy up and expand the room. It doesn't have to be thrown away; unused items can be given to other people who need them. Tidying up your house using this decluttering technique can be done for personal items, furniture, and even clothes (Nikmah, et.al, 2019).

Decluttering has benefits including reducing stress and anxiety levels, making it easier to clean the room, making it easier to keep the house clean, saving money, being able to allocate free time to other activities, increasing creativity, reducing feelings of over-helmet (Nikmah, 2018). In the book "*Goodbye Things Japanese*

*Minimalist Living*” by Fumio Sasaki which contains the concept of a minimalist lifestyle by applying the decluttering method, it shows that a person feels free, free and avoids stress by reducing possession of things. This concept was adopted from the teachings of Zen Buddhism which tends to teach a simple lifestyle (Sasaki, 2018). The steps in the decluttering process are making priorities, managing emotions when decluttering, storing items efficiently, maintaining a decluttering state. The principles of decluttering include asking "do I need this?". For every item you want to get rid of, ask yourself if you really need it. Get rid of unused items. If an item hasn't been used in the last 6 months, chances are you don't need it. Don't pile things up. Immediately get rid of items that are no longer needed so they don't pile up and cause chaos. Be realistic. There's no need to get rid of everything at once, do it gradually and according to your ability.

The decluttering process is often associated with the concept of minimalist living in this contemporary era. In Indonesia itself, recently the minimalism lifestyle trend has become quite popular, this can be seen from the various activities of people who adopt this lifestyle and similar content on the internet (Azizah, 2022). In other literature, it is stated that the main reason someone adopts a minimalist lifestyle is to achieve peace in life, environmental reasons and financial reasons (Kang, et. al, 2021).

### **Islamic Consumption**

Consumption is the activity of spending the utility (use value) of goods and services (Liling, 2019). Consumption is an activity carried out by a consumer to spend or use the utility value of a good or service (Furqon, 2018). Islam is a religion whose teachings regulate all human behavior in meeting their life needs. Likewise, in matters of consumption, Islam regulates how humans can carry out consumption activities that bring humans benefits for the benefit of their lives. Consumption is an important aspect of Islamic economics. In Islamic economics, consumption is defined as the process of spending assets to fulfill human needs and desires (Rizki, Wahab & Masse, 2023). Consumption in Islam is not only limited to fulfilling basic needs, but also contains moral and spiritual values (Rogaya, 2024). The principles of consumption in Islamic economics regulate how humans manage resources and utilize property (Astuti, Habbe & Wahab,2022). Several consumption principles in Islamic economics include: First, the principle of moderation. Consumption should be done in moderation and avoid waste (Hou & Sarigöllü, 2021). Emphasizes the aspect of balance between needs and wants. Second, the principle of justice. Consumption must be fair, both towards yourself and others. Avoid exploitation and hoarding of wealth (Hüttel, et.al, 2018). Third, the principle of cleanliness. Consumption must pay attention to cleanliness and purity in terms of food, drink and the environment (Rouse & Hoskins, 2004).

The main goal of consumption in Islamic economics is to achieve physical and spiritual well-being as well as the welfare of the world and the hereafter for individuals and society (Aqbar, et.al, 2020). Consumption must meet basic human needs, such as food, clothing and shelter. Good consumption can improve the quality of life, both physically, mentally and spiritually. Sustainable consumption can create a society that is prosperous, just and has noble character. Islam provides guidelines regarding items that are permitted and prohibited for consumption (Ilmia & Ridwan, 2023). Items that are permitted for consumption include halal food and drinks, clothing that covers the private parts and is not conspicuous, items that are useful and not harmful. Meanwhile, items that are prohibited for consumption include haram food and drinks such as pork, blood and liquor, clothes that are flashy, tight and reveal the private parts, harmful items such as drugs and firearms.

Consumption has an important role in the Islamic economy. Healthy consumption can encourage economic growth and create jobs (Arif, 2023). Fair consumption can help reduce social inequality and create a more prosperous society (Zulmairroh, 2024). Islamic economics emphasizes responsible and sustainable consumption and preserving nature. Islamic consumption has a positive impact on individuals and society. Islamic consumption can improve an individual's quality of life, build strong character, and draw closer to Allah SWT. Islamic consumption can create a just, prosperous and noble society, as well as encourage sustainable development (Firdaus,2022). Consumption in Islamic economics is a comprehensive concept, covering spiritual, social and economic aspects (Bhuiyan, 2020). The application of Islamic consumption principles in everyday life can bring great benefits to individuals and society. Choosing halal and quality goods and services can help build a strong Islamic economy (Yazid, 2020). Managing expenses and avoiding waste can help manage finances better. Choosing environmentally friendly goods and services can help preserve nature and support sustainable development.

## RESEARCH METHOD

This research uses a qualitative descriptive research type. Qualitative research is a research method that does not use statistical procedures or quantification methods carried out in quantitative methods. (Chivanga, 2016). In this research, researchers carried out observation, documentation and data collection by reviewing all literature without statistical processes. The data collection technique in this research using an observation and document. The main sources in this research are journal articles and books related to the research theme. Data analysis in this research is data triangulation. Data triangulation is the process of exploring the truth of certain information by using various data sources such as documents, archives, interview results, observation results or also by interviewing more than one subject who is considered to have a different point of view (Raharjo, 2010).

## RESULT AND DISCUSSION

### Decluttering as a Prevention of Impulsive Buying Behavior

The consumerist lifestyle changes people's mindset to make consumer products an indicator of social status and self-identity (Tansen, 2022). The spread of consumerism in society over time has transformed into a habitus in individual consciousness, which is realized through purchasing activities and consumptive lifestyles (Boström, 2020). For the sake of false validity, people are willing to consume goods that are not actually needed. This happens because there are many factors that ultimately lead to impulsive buying behavior.

The main factor in impulsive buying could be influenced by the seller's marketing strategy (Sandra & Fithrotunisa, 2023). Marketing strategies such as promos, discounts, cashback and twin date programs are able to attract individual interest and attention so that the desire to buy and own them arises as if that is the best opportunity to buy goods. A sense of pride can also cause impulsive buying behavior (Yusda, 2022). This can happen because it comes from within the individual, often a sense of prestige triggers him to own items that are trending at one time. So, in order to be able to show off something to other people, someone is willing to buy anything that supports that goal. In fact, the worst thing is that someone chooses to go into debt to fulfill this desire. Another factor is the branding of someone we idolize (Faturrazaq & Sukresna, 2023). Quite often, because of idolization and love for idols, every time there is merchandise related to that idol, someone doesn't think twice about spending money. The next factor is friendship or relationships (Khafida & Hadiyati, 2020). Even if someone has the principles of frugal living, but because the person's environment and relationships have the soul of a socialite or likes flexing, inevitably the individual will violate these frugal principles.

On the other hand, in contradiction to the consumerist lifestyle, a trend or minimalist lifestyle has emerged. A minimalist lifestyle is a lifestyle that adheres to the principle of less is more (Ningrum & Lessy, 2024). This lifestyle is based on the principle that life can be enjoyed simply and not excessively. This movement is increasingly being introduced to the wider community, especially after the publication of "The Life-Changing Magic of Tidying Up" (2014) written by Marie Kondo (Tansen et.al, 2022). In this book, Marie Kondo introduces a technique called "decluttering". This technique is basically the activity of getting rid of everything that is useless and takes up space, such as clothes that are never worn and books that are no longer read. Chamberlin and Callmer (2021) in their research found that there was a significant change in respondents' approach to consumption after practicing the KonMari method (Pongoliu, 2023). Some of the principles of the KonMari method used for organizing goods can be used as an approach to financial matters. Like tidying up important items according to categories, this can also be used as an approach to tidying up daily financial expenditure allocations so that a balance can be achieved between expenses, debt decisions, savings and investments from the principles of financial management (Pongoliu, 2023). Apart from being considered a way to save expenses and stop consumerism, decluttering activities are also considered a way to save the environment. Reducing consumption to a minimum can reduce waste which has a direct effect on environmental quality (Tanse, et. al, 2023).

Decluttering activities have a positive impact on the environment and human life. These include: First, reducing daily waste and household waste produced (Nirmala, 2019). A minimalist lifestyle not only revolves around reducing the products consumed, but also focuses on reducing the impact of consumption activities. Several terms have been defined for this concept, such as zero-waste and green living. Second, save money on buying products that are not needed (Azizah, 2022). For example, the expenses in question include buying trendy clothes, accessories that are rarely used, and equipment that is less useful, which is categorized as impulsive buying behavior. Third, increase the functionality of existing products, so that the value of the goods becomes more useful. The habit of recycling products increases consumer creativity reuse products that have

lost their useful value. This activity is called repurposing and reuse. Examples of repurposing carried out by respondents include: use old glasses as flower pots, makeover old clothes that are no longer there used so that they can be reused, and sell goods that are no longer suitable for use used. Thus, it can be a means to save and earn profit. Fourth, make it easier to clean items and the place that holds them so as to create a simple and neat environment. The reduction in objects cluttering the room also reduces the time spent on cleaning activities. Fifth, provide more space for productivity, so that the work done can be completed more quickly and the results are better focused (Tansen, et. al, 2023)

From the explanation above, the researcher analyzed to produce a conclusion, namely that the factors that can suppress impulsive buying behavior include paying attention to daily expenses, setting a shopping budget, paying in cash, comparing prices and carrying out decluttering activities.

### **The Suitability of Islamic Consumption Theory with Decluttering in Preventing Impulsive Buying Behavior**

The characteristic of consumption in Islamic economics is that consumption is not an unlimited activity, but is also limited to goods that are halal and tayyib in accordance with sharia (Hisn & Haniatunnisa, 2023). Similar to the word of Allah in the Qur'an, Al-Maidah verse 87. The next characteristic is a rational consumer who always spends his wealth on types of goods that suit his physical and spiritual needs (Wahyu, et. al, 2023). Islam teaches consumption patterns that are oriented towards the welfare of this world and the hereafter (falah) (Rangkuti, 2023). Consumption in Islamic economics contains four elements, namely the Islamic concept of needs, mashlahah and utility, final expenditure and consumption for the hereafter, consumerism and tawazun.

Imam Al-Ghazali has distinguished between desires (*raghbah* and *syahwiah*) and needs (*hajah*) (Dalimunthe, et. al, 2023). According to Al-Ghazali, needs are human desires to obtain something necessary in order to maintain their survival and carry out their functions (habibullah, 2017). Al-Ghazali further emphasized the importance of intention in consuming, so that it is not empty of the meaning of worship. Consumption is done in order to get closer to Allah SWT. This is different from conventional economics, which does not separate wants and needs, thus triggering consumers to be trapped in the cycle of consumerism. Because many people impose their desires, along with the variety of product and service variants. Fulfilling needs and not fulfilling satisfaction or desires is the goal of Islamic economic activity, and efforts to achieve this goal are one of the obligations in religion. Siddiqi stated that the goals of perfect economic activity according to Islam include fulfilling one's basic living needs, meeting family needs, meeting long-term needs, meeting the needs of the family left behind, providing social assistance and donations according to Allah's path (Wahid, 2020).

Need is a concept that is more valuable than just want. Want is determined based on the concept of utility, but need is based on the concept of mashlahah (Muttaqin & Pusparini 2019). The goal of sharia is human welfare, therefore all goods and services that provide mashlahah are called human needs. In Islam, the goal of consumption is not the concept of utility but benefit (*mashlahah*) (Ilmy & Setiawan, 2019). The concept of utility is very subjective because it is opposed to fulfilling satisfaction or wants, and the concept of mashlahah is relatively more objective because it is based on fulfilling needs or needs. Mashlahah is fulfilled based on normative and positive rational considerations.

The final spending of a Muslim's consumption is worldly oriented to take care of various kinds of *dlaruriyat* needs. The purpose of consumption itself is to safeguard the existence of religion (*al-din*), life (*al-nafs*), reason (*al-aql*), offspring (*al-nasl*), and also property (*al-mal*) (Rahayu, et. al, 2024). Infaq is a representation of a person's needs that are oriented towards the afterlife, to look after the *al-khulliyat al khamsah* of other people with low incomes in order to create justice and prosperity and blessings in one's assets. In terms of consumption, a Muslim should pay attention to his financial income and expenses. Income must be obtained in a good and halal way because it will have an impact on the blessing status of assets (Insani, et. al, 2019). Likewise, expenses must be managed with careful calculations. Expenditures are classified into two, namely mandatory and non-obligatory expenses (Widianita, et. al, 2021). Mandatory expenses include meeting daily expenses, while non-obligatory expenses include savings or investments. Apart from that, there are rules regarding the management of a Muslim's assets, namely the prohibition of exaggeration (*Israf*). The amount consumed by a human being must not be excessive or wasteful but also must not be stingy.

From the description above, we can illustrate the suitability of consumption theory in Islamic economics with the concept of decluttering as a factor preventing impulsive buying behavior, as follows:

Table 1: Compatibility of the Islamic Consumption concept and the Decluttering Concept

Indicator	Islamic Consumption	Decluttering Concept
Fulfillment	Islam differentiates the concepts of needs and wants.  Consuming halal and <i>tayyib</i> goods or services in accordance with Q.S. Al-Maidah verse 87	Select and classify items according to needs and minimize items that are wants
usefulness	blessing of wealth  Financial discipline	It's more economical financially because you won't buy things again based on your desires and only buy things that are useful (blessings).
Purpose	Prosperity in this world and the hereafter ( <i>falah</i> )	financial independence  world happiness  Happiness in the afterlife for a Muslim
Financial Management	Pay attention to income and expenditure  Fighting wastefulness ( <i>israf</i> ) and stinginess	Be wise in managing income and expenditure  Not being wasteful by not acting impulsively buying is one example.

## CONCLUSION

From this research, it can be concluded that there is a compatibility between consumption theory in Islam and the concept of decluttering as a factor preventing impulsive buying in society. Judging from the indicators of fulfillment of needs, both of them prioritize consideration of fulfilling needs first compared to fulfilling desires alone. From indicators of usefulness in Islamic consumption, blessings are prioritized. In Islam, blessings are definitely benefits, but benefits are not necessarily blessings. In the concept of decluttering, the benefits that arise are calm and peaceful life by not accumulating a lot of items and prioritizing using existing items according to needs. From the goal indicator, both have a goal of happiness. Islam, apart from seeking happiness in the world, must also pay attention to happiness in the afterlife. From financial management indicators, both of them pay great attention to financial income and expenditure. So finances are more disciplined and focused, but on the other hand, minimizing wastefulness and stinginess.

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