



DISCOUNT GOODS CONSUMPTION IN ISLAMIC ECONOMICS PERSPECTIVE

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ABSTRACT

This study aims to analyze discount goods consumption in the view of the Islamic economics perspective. The consumers are attracted to this a lot because of low prices and the scarce bid product however this is impressed a waste of money for consumption and purchase something. This research is a qualitative descriptive with primary data supported by the interview with the purposive method. The informants are female students of the university. The findings of this research are nothing wrong with the discount goods but this tend to make many consumers purchase more product which the orientation of consumption not only about spending money and purchasing a product for personal pleasure but it supposed to spread welfare and happiness through ZISWAF as a tool for charity. The implication of this research that people should be wise to fulfill the needs neither the wants if it is necessary.

Key Word : Discount goods, consumption, Islamic economic

INTRODUCTION / PENDAHULUAN

The price competition of products and services is a common issue in the market. It supported by the existence of imported and domestic that spreading all over the country. The consumer paradigm when they consume appears from the goods they consumed either from the brand, the quality, the price or

the uniqueness of goods. However, the most first time had been seen by the consumer is the price of an item whether the lowest and the highest price such as discounted products.

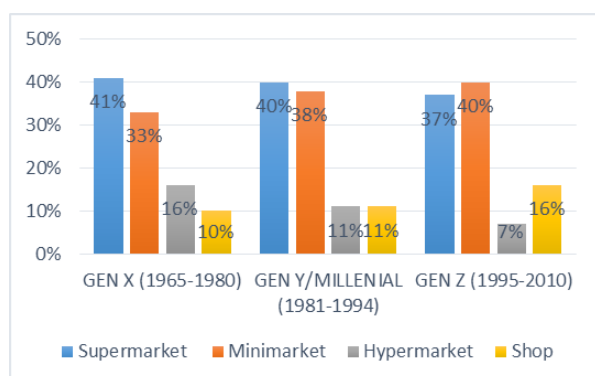
This study is based on previous research which consumer behavior is such an important thing to be analyzed in this research because it would clarify the

utilization and allocation of goods and services to complete their needs. As mentioned above, the imported products contain a luxury brand that is loved by the consumer which providing the difference of one's motivation to buy such luxury goods. It also related to the price category in terms of consumption behavior (Brun & Castelli, 2013).

Data obtained from the National Socio-Economic Survey (Susenas) explaining that the average expenditure in amounts of food were 527.959, while nonfood is greater than food at 1.036.497 (Statistic, 2019). From the report data, urban communities have a higher level of consumption in rural communities despite it can be assumed that urban communities tend to be more consumptive than rural communities. However, it does out of the possibility that rural communities have a high level of consumption.

Based on the issue above, the author likes to find the difference between needs and wants with the competency of discount products. Nowadays, it appears for the millennial generation which is becoming the biggest source in the sense of consumption. The snapcart's data is a technology company that runs and conducts market research and analytics research for food and non-food shopping for millennials in Indonesia, shows the following figure:

Figure 1. Snapchat data among generations



(Source: Snapchat Survey, April 2018 (data processed)

The figure above shows that the author concluded that the consumption level of each generation has a range of different choices when it is viewed and illustrated from the shopping places they have been chosen. From the previous figure, the author also describes the consumer behavior can be influenced by the current events, the normal prices decrease with a discount. This is addictive for consumers to be able to consume the products at affordable prices caused a discount. Shopping at the discount store (Brennan, D.P. Lundsten, 2000) is making a good demand for the store because of the low price and the variation of products sometimes cannot be found in other stores. This event gives a chance for consumers who have low income to be able to consume expensive goods.

It cannot be denied that discounted goods are also related to the fulfillment of needs and wants for the people. The current lifestyle is becoming a consideration to support the statement that discounts are financially beneficial for everyone. Even though it is beneficial, the tariff of discounts is positively related to the managers who are involved in earnings management to meet revenue targets (Haga, Ittonen, Tronnes, & Wong, 2018).

Consumption in the Islamic perspective gives some authority to consume for everyone but there was a limit based on Al Quran and habits. The author is interested to analyze this problem because before deciding either to consume or not to consume a product and service, a consumer should look to needs or wants. This includes price, quality, and available promotion, the more attractive deal the consumer gets, the more consumers attracted to

consume the product and service of discounted goods. Analyzing this research in Islamic economics perspective and viewed from human needs and wants sight because of Islamic economics not only focus on materialistic but also spirituality. However, the author would like to extend the previous research in Islamic economics perspective.

LITERATURE REVIEW

1.1. Discount Concept

The definition of discount is referred to like the English language such as *dis* means a reduction of price. This matter leads to consumer behavior in the number or price of products. As mentioned before, the case about the discount item was not a current issue and the other authors have been examined with the previous explanation on the same topic but it seems like they extend the previous research differently.

According to Brennan, D.P. Lundsten (2000) discount is a fragment of a discount that mentions an item's price under the normal price. Discount occurs because of the establishment of industrial conventions, competitive responses or historical background (Drozdhenko & Jensen, 2005). Some negative issues related to the discount goods are more likely to "less" quality instead of good quality. While the discussion of (Lee & Bai, 2014) discount is a price of goods that are explicitly determined by market segmentation for consumers into different groups. The price difference between market groups motivated consumers to switch market segments to take advantage.

These discounted goods tend to be profitable, but sometimes many things have been purchased are finally destined for nothing. It became a waste because

many things are not included in the necessities.

Income becomes a benchmark in terms of consumption. The more wealthy he is, the more potential the person consumes more goods than the person on low incomes (Dekhil, Boulebech, & Bouslama, 2017) while discounts are common that can be found in several markets. The discounted goods not only involve the producers but also the consumers. It seems beneficial to both parties because of the demand for high goods and on the other hand, consumers benefit from the discounted goods.

Several kinds of discount goods, such as:

1) Discount Up to...%

This discount is often found out and written "up to" means the discount that given just for certain items with a certain amount and these are not applied for all goods.

2) Double Discount

This discount states twice a discount with a different percentage. Though the discount is a simple mathematical calculation trick to make consumers interested in buying items.

3) Flash Sale

This kind of discounts not only provide discounts but also the manner to attract a lot of customers because the discounts are more like force consumer's decision to buy their products with limited time. Sometimes, the consumers do not think too much that the goods are needed or not but rather look at the discount opportunities that exist at certain times.

4) The bonus of Product (Buy 1 Get 1, so on)

The consumer feels lucky when they get a free product after buying an item or two items. This discount seems to force us to buy goods and the thought of getting more quantity of product becomes necessary to pay attention to the needs or desires.

5) Member Discount (Member Card)

This discount can only be obtained for the consumer who already has a member card for certain stores. The benefits of this member card are getting discounts, points, and promos given by the store. However, this stuff makes consumers subscribe and encourage themselves in the same store to shop frequently to get prizes or points from the store.

6) Cashback

Online shop feature in the form of debt is more chosen by consumers in Indonesia. Payment of goods via cashback is by the prices list but the discount will replace with the points or cash funds then it can be used by them for shopping next time. (www.youtube.com/daftar popular, accessed on 18/6/2019)

In financial terms, consumers who got discounts to be benefited but potentially this case can be repeated as a habit and lifestyle. External factors impact internal factors or vice versa. Traditional economic theory states that the rationality of consumers must be concerned with their budget because, in term of capitalist, the rationality is the main reference for all economic analysis. With the assumption that each agent has

good experience to maximize its utility and in a potential way, rationality ignores human capacity except economic motives that present self-interest (Arif, 2017:182).

1.2. The Needs And Wants In Islam

In the view of O'Boyle (1993) that economic studies how people use their limited resources such as land, labor, and capital to produce goods and services produced for consumers along with scarcity where human desire is unlimited while the resource is limited which will occur the poverty.

According to Yusuf (1997: 191) that the fulfillment of human needs is realized by the effort, he is doing and not recommended to lean back on other people. Planning for the need fulfillment is something urgent to be calculated and the extent of the urgency of these needs in anticipation of various things. In Al Qur'an, sura Yusuf mentioned at the time of Yusuf a.s lived, he gave an example to his people to make plans for fifteen years, the plan included the production, storage, expenditure and the ability to deal with famine in Egypt during many years.

Needs and desires become a threat that is both beneficial and detrimental in consumption behavior. The discussion of Faseruk & Hossain (2017) stated that the material and spiritual aspects are two complementary things in human life but it supposed to understand spiritual aspects deeper than the materialistic because there is a connection between one's faith and practices occurring in individual behavior.

According to Chaudhry (2014:137) that the consumption principles in the Islamic perspective are halal principles, which are described from Sura Al Baqarah (2):75 mentioning that it is recommended by a human to consume halal and tayyib (good). Second, the

principle of cleanliness and health mean needs source must be examined by the people before going to consume them. Third, the principle of simplicity contrasts with human nature that tends material or wealth then simplicity is a solutive way for each individual to manage income and expenditure properly.

While based on Adiwarmar Karim's perspective (2015: 63) explained that the assumption of Islamic economic rationality regarding the theory of satisfaction because the rational nature is a process of maximizing satisfaction. In Sura Al Isra' (17): 29 mentions an item must be clear and objective in information than in Sura Al Furqan (25): 67 explains about the income that should be utilized well, as as follows:

وَلَا تَجْعَلْ يَدَكَ مَغْلُولَةً إِلَىٰ عُنُقِكَ وَلَا تَبْسُطْهَا
كُلَّ الْبَسِطِ فَتَقْعُدَ مَلُومًا مَّحْسُورًا

"And do not make your hand [as] chained to your neck or extend it completely and [thereby] become blamed and insolvent."

وَالَّذِينَ إِذَا أَنْفَقُوا لَمْ يُسْرِفُوا وَلَمْ يَقْتُرُوا وَكَانَ
بَيْنَ ذَلِكَ قَوَامًا

"And [they are] those who, when they spend, do so not excessively or sparingly but are ever, between that, [justly] moderate."

To build utility functions. These are three main axioms of rational choice of needs, these are:

- a. *Completeness*, became the fundamental theory of other economic theories because

each individual can determine what he needs and wants.

- b. *Transitivity*, this theory figured that someone became consistent in his choices. In the law of fiqh it is stated that الأصل في المعاملات الإباحة إلا دلّ الدليل على تحريمها (Basically, all muamalah activities are allowed unless there is an argument forbidding them)
- c. *Continuity*, the theory explained with the available variety of options that someone can choose but he cannot determine the best, at least he chooses anything without leaving these choices. The related fiqh term to this theory is مالا يدرك كله لا يترك

كله (If you cannot completely do good things, do not leave the good entirely).

The morality cannot be separated from an Islamic economics discussion, which needs to install in every individual behavior. This related to the process of maximizing satisfaction according to the Islamic perspective.

1.3. Methods And Research Types

This research uses a qualitative descriptive approach through primary sources obtained from written data, figures, video, journals, and no quantitative data. These data supported by data collection using interviews, field notes and documentation (Lexy, 1989:7).

To support the primary data, this research supported by the secondary data sources where researchers

conducted interviews with number of female students related to consumption ethics on discounted goods with direct observation and documentation studies. The answers delivered by informants are spontaneous then the researcher resumes and assumes can be the trusted answers from the informants (John, 2015: 376).

Qualitative research describes a phenomenon that occurs based on research procedures by reviewing the obtained data and depends on the observations of researchers (humans) (Abdullah & Saebani, 2014: 49). The interview is including the informant's perceptions about the discounted goods which are rife in Indonesia and are loved by the consumers especially for young people.

1.1. Data Analysis

The researcher analyzed the problem by prioritizing the theme and main topic. Though, either priority or secondary data sources have been collected by the researcher then interpreting the data directly and writing the conclusions of what the researcher obtained from both data.

Registering the overall results obtained from observation of data sources and the previous interviews. The data documented by the researcher not only to clarify the main case but also to detailed data that has been obtained before. In the final result, there are conclusions from each problem statement and the result of the research with the additional implication from the researcher's side.

2. Result and Analysis

2.1. Discount Consumption Ethics in Islamic Economics Perspective

Consumption ethics in the Islamic perspective have not taught only about

spending goods for pleasure and wants but needs to be reviewing as primary needs. Just because the purpose of consumption in Islam has an important role to manage the prosperity in terms of personal or community to achieve world satisfaction and the Hereafter. Based on Surah Al Takatsur verse 1-8 mentioned as below:

أَلْهَدِكُمْ التَّكَاثُرَ حَتَّىٰ زُرْتُمُ الْمَقَابِرَ كَلَّا سَوْفَ تَعْلَمُونَ ثُمَّ كَلَّا سَوْفَ تَعْلَمُونَ كَلَّا لَوْ تَعْلَمُونَ عِلْمَ الْيَقِينِ لَتَرَوُنَّ الْجَحِيمَ ثُمَّ لَتَرَوُنَّهَا عَيْنَ الْيَقِينِ ثُمَّ لَسَأَلُنَّ يَوْمَئِذٍ عَنِ النَّعِيمِ

The previous verse explains about the warning of human behavior in boasting nowadays and the risks they got in the Hereafter. In Al Qur'an, Sura Al-A'raf verse 31 describes the actions of israf (waste) and tabzir (wasting of wealth) despite the ethics of consumption on discounted goods that need to be understood well in terms of needs and desires according to Islamic economics perspective.

On basic principle, sharia law allows the individual to act freedom in consuming something good and halal but it does not lead and endanger the interests of his people. Freedom can show a negative impact to consumer behavior because of consuming means to find, to exchange, to use, to assess, and to manage the goods and services that deemed capable of fulfilling their needs (Wibowo Sukarno, 2013: 235).

There are two factors influence the consumer behavior, namely external factors and internal factors. The first factors include the family environment, high social class, culture, marketing strategies and reference groups (groups that affect a person in consumer tastes and often used to be a guideline for others). While the internal factors lead to motivation, perception, attitude, lifestyle, personality and learning experience.

Fulfillment of human needs in the form of food, drink, clothing, shelter, marriage, and other needs must be based on moderate principle without excessive consumption, they should be recommended to be generous instead of goods wasting (Yadi, 2016). In Surah Al Araf verse 31 mentions that Allah did not like over-consuming people.

يٰۤاَيُّهَاۤ اٰدَمُ خُذُوۤا زِيۡنَتَكُمْ عِنۡدَ كُلِّ مَسْجِدٍ وَكُلُوۡا
وَشَرِبُوۡا وَّلَا تُسْرِفُوۡا اِنَّهٗ لَا يُحِبُّ الْمُسْرِفِيۡنَ

“O children of Adam, take your adornment at every masjid, and eat and drink, but be not excessive. Indeed, He likes not those who commit excess.”

The moderate principle not only used for the consumption problem but also encourages Muslssm to share in the form of income allocation for charity such as zakat, infaq, waqf, and shadaqah. Saving also needed to educate human selves on their expenses as well as possible.

The motive of discount goods becomes anticipation for each individual to be introspective on both needs and personal desires. This is related to the supply and demand in the market in which make producers take action to increase sales. Discount is one of strategy marketing (the most effective marketing strategy to attract the attention of consumers to buy and consume the goods) and the discount effect is associated with the quality of goods (DelVecchio & Puligadda, 2012).

The proper thing for consumers is a strategy to manage consumption spending with three basic aspects namely principle, orientation, and motivation from shari’a management. Strategy in Islam has the meaning to be good with netalt organized and behave itqan. The discussion of three aspects is about tawhid principle as the core foundation of

all human activities with the belief that Allah is All-Everything. Then, its orientation that all of the kind of activities are based on the orientation of world satisfaction and orientation of Ukhrawi (Hereafter) purposed to seek a balanced profit in both orientations. The final aspect is Mardhatillah as a human motivation for the blessing of Allah means that all activities are intended just because of Allah and expect rewards and praise from Allah (Abdul, 2015: 69)

Characteris tic	Need s	Wants	Benefits and Losses
Source	Based on human nature	Chance, potential and rationality	Benefits: time efficiency in purchasing reserves and inventory for the future. Losses: habits for consumptiv e life
Results	<i>Baroka</i> h and saving	Satisfacti on and <i>tabzir</i>	Benefits: the balance of consumptio n affects the life balance Losses: the desire to consume is wasting of wealth

Size	The function of goods	Passion and income	<p>Benefits: beneficial for consumers and live simplicity.</p> <p>Losses: too much spending money.</p>
Character	Thrifty and useful	Thrifty and addiction	<p>Benefits: spending time to consume the discounted if it is necessary needed</p> <p>Losses: the desire to purchase discounted goods continuously.</p>

Based on the classification above, the researcher concludes that discount goods have no errors in the way of their marketing strategy, because the internal factors of a person's lifestyle in consuming an item can change the position of function in fulfilling their needs and finally, potential to get caught in consumerism.

Islam taught people to glorify Al Qur'an and Hadits as a foundation for all human activities. Muslssm as a religious man, purchasing power from discounted goods is giving human happiness. The role of ZISWAF (zakat, infaq, shadaqah, and waqf) is the instrument for spreading togetherness through a charity to the poor, make them feel the purchasing power.

2.2. Result Discussion

A market is a meeting place for the sellers and buyers for a transaction. An item of goods has a value from the price determination, then the price is very influential on the demand and supply of an item.

Overall, the low price image in the market shows the increasing demand quantity. A discount seems like a price control in tessm of many aspects such as fulfilling the needs, and avoiding the big losses. Price controls occur because of business speculation, black market, or smuggling otherwise this was banned in Islam because there must be parties who want to seek profit in doing business. (Chaudhry, 2014: 135).

The author adds the additional of female student's perception with the interview about discounted goods according to them with concludes the result into the sentences. Many students mentioned that, "it is hard to choose that discounted goods are about fulfilling the needs or desires satisfaction but it seems like tend to be wants than needs." Regarding other students, they said that "discount is just a trick to attract consumers consuming something they don't need in fact but trapped by opportunity." Not only that but the other also saying "to purchase discount goods, consumers should check the quality for the first and count the budget for the needs." On the contrary, some of them said that "consuming the discounted goods is very beneficial to reduce more expenses than before especially for people on low incomes."

From the result of the interview above, the researcher concludes that the main thing the consumers to know is not about getting an opportunity to purchase the discounted goods at a cheaper price but this is more effected to ourselves as consumers to spend the money with

motives of discount. With the addition, this is reinforced that spending money does not have to consume like discounted goods but giving charity through ZISWAF is a good idea to help a poor building their purchasing power the same as we do.

CONCLUSION

Analyzing the discounted goods from the Islamic perspective is important for further research. The goals of this research are Muslims have held the view that the welfare of the people is one of the basic objectives of the shariah. The consumers who are possible to purchase the goods, have to still put more attention whether in the classification of needs and wants. Sometimes, the discount goods are beneficial for fulfilling the needs financially but it is hard becoming opium for consumers to be wise.

The opportunity to purchase the product such a discount product is not about the low prices that people look into but in fact about spending more money on something useless. As mankind, the wealth that the people owned nowadays also belongs to other people. Then, morality (akhlaq) is the key to give some of hee wealth through ZISWAF. To show akhlaq by the motive of sharing with charity through social instruments such as zakat, infaq, sadaqah and waqf to share happiness for the poor. Therefore, consumption orientation is not only about spending money on goods even at low or high price but also allows poor people to enjoy happiness with the purchasing power, one of which is given by those instruments in material both based on the Hereafter orientation. As mentioned before, the classification of discounted goods according to the needs and wants is different in the view of the source, size, results, and character.

Also, the perception of female students is helpful to open the recommendation for consumers and implication for the next future research that certain thing not an easy case to solve it then the role an Islamic ethic explained human to have a limit in consuming something not pretend to prohibit it. As such mentioned in the Qur'an that Allah does not like a person who wasse something useless.

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