

The Role of Religiosity and Spirituality on Impulsive Buying

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Abstract: *This article aims to analyze religiosity and spirituality's roles to prevent the impulsivity of buying. Impulse buying is an irrational, unplanned, spontaneous buying behavior aimed to seek pleasure and emotional fulfillment. The research method is a literature study of journals related to religiosity and spirituality in customer decision making. The study results concluded that several factors cause impulsive buying, such as less self-control, hedonic lifestyle, and materialism. Furthermore, there are significant roles of religiosity and spirituality in encouraging robust self-regulation to prevent impulse buying. The higher a person's religiosity and spirituality, the better they build powerful self-control for impulse buying. This research is expected to contribute research in consumer behavior with an approach of religiosity and spirituality.*

Keywords: *Religiosity; Spirituality; Impulsive buying*

Paper type: *Literature review*

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Abstrak: Artikel ini bertujuan untuk menganalisis peran religiusitas dan spiritualitas untuk mencegah impulsif membeli. Pembelian impulsif adalah perilaku pembelian yang tidak rasional, tidak direncanakan, dan spontan yang bertujuan untuk mencari kesenangan dan kepuasan emosional. Metode penelitian yang digunakan adalah studi literatur jurnal terkait hubungan religiusitas dan spiritualitas dalam pengambilan keputusan pelanggan. Hasil penelitian menyimpulkan bahwa ada beberapa faktor penyebab pembelian impulsif yaitu pengendalian diri yang kurang, gaya hidup hedonis, dan materialisme. Selain itu, terdapat peran signifikan dari religiusitas dan spiritualitas dalam mendorong regulasi diri yang kuat yang mencegah pembelian impulsif. Semakin tinggi religiusitas dan spiritualitas seseorang, semakin baik dia membangun pengendalian diri yang kuat untuk pembelian impulsif. Penelitian ini diharapkan dapat memberikan kontribusi penelitian di bidang perilaku konsumen dengan pendekatan religiusitas dan spiritualitas.

Kata Kunci: religiusitas, spiritualitas, pembelian impulsif

INTRODUCTION

It is mostly undeniable that everyone has impulsive behavior, as it is a natural characteristic that makes them act in a sudden, spontaneous, and unplanned manner (Negara & Dharmmesta, 2003). In particular, to this current era, which requires people to have a quick decision and thinking about everything, they sometimes make an immediate action, including purchasing things (Negara & Dharmmesta, 2003).

Impulse buying is a behavior of seeking both sensation and pleasure and thus often having emotionally uncontrolled buying. As Sharma et al., (2010) argue that seeking such an impulsive sensation referred to looking for various sensations or new, intense and complex experiences combined with the willingness to take any possible physical, social, legal, and financial risks for the sake of such experiences.

This impulsive behavior needs self-regulation to control for the spontaneity. Self-regulation effort requires a psychological aspect that can shape and strengthen one's self-control. Self-regulation in a person cannot be pushed away without intrinsic motivation from oneself to behave positively. Wood & Albert (1989) state that there are internal needs in the process of self-regulation. The positive intrinsic impulse will arise if a person is embedded in values believed and implemented in his actions. Values that are believed and implemented in actions are a form of one's commitment to religious teaching adopted and used to guide everyday life to be implemented in actions and behaviors called religiosity and spirituality (Hill et al., 2000).

Religiosity and spirituality, therefore, may be useful as a means to prevent impulsive buying. Religiosity refers to an element of cultural factors seen as the most influential and universal part of human's life that affects their attitude, value, and behavior, both individual and collective. This religious commitment makes religion functioned as a faith that binds over human spirituality and defines their norms and routines. Given its binding over spiritual attributes, spirituality often refers to an individual's personally and subjectively religious experience (Hill et al., 2000). Thus, those two aspects (both religiosity and spirituality) should be

integrated, as religiosity without spirituality is merely implementing a religious commitment. Those two terms are constant in human life (Grinde, 1998).

The influence of both religiosity and spirituality on an individual's attitude and behavior attracts many consumer behavior studies that investigate the roles of religiosity and spirituality on consumer's behavior (Hill *et al.*, 2000; Alam *et al.*, 2011; Karaduman, 2016; and Mokhlis, 2009 and Fianto *et al.*, 2014). Several studies on religiosity effect on impulsive buying state a significant relationship between high or low religiosity levels with individuals' consumer behavior. Akarsu (2014) states that religiosity is statistically significant in moderating the effect of price and value consciousness on impulsive buying.

Furthermore, Musadik (2017) also concluded that religiosity and spirituality negatively correlate with impulsive buying. This study supported the study of (Mokhlis, 2009) that a religious person would not buy something useless and excessively. Yeniaras (2016) mentioned that secularization in Turkey affects impulsive buying, far from anti-consumerism in Islam. Therefore, this article aims to analyze the roles of religiosity and spirituality to alleviate impulse buying. This article's research problem is related to the antecedents of impulse buying and the roles of religiosity and spirituality on impulse buying. This study's research gap emphasizes that religiosity and spirituality can encourage self-regulation that affects customer's decision-making and prevents impulsive buying.

Impulsive Buying as Consumer Behaviour

Consumer behavior is a science of one's response to products, services, and marketing of products and services Kardes (2002: 4). Whereas, the American Marketing Association defines consumer behavior as the dynamic of interaction between influence and awareness, behavior, and the environment in which humans exchange aspects of life. Consumer behavior is related to three things: consumer behavior is dynamic; consumer behavior involves interaction, and consumer behavior involves exchange (Peter & Jerry, 2013: 6).

Furthermore, Peter & Jerry (2013: 196) said that marketers understand consumer behavior refers to buying behavior, shopping behavior, and usage behavior (consumption). A marketer's success depends on how to manage and change the outward behavior of consumers, not only affect cognition and affection. This consumer's outer behavior refers to the observed or measured consumer response or action so that it is different from cognition and affection because it is external and can be observed directly, not an internal psychological process that must be concluded.

Figure 1 below shows the sequence model of consumer behavior in the purchase of products in general.

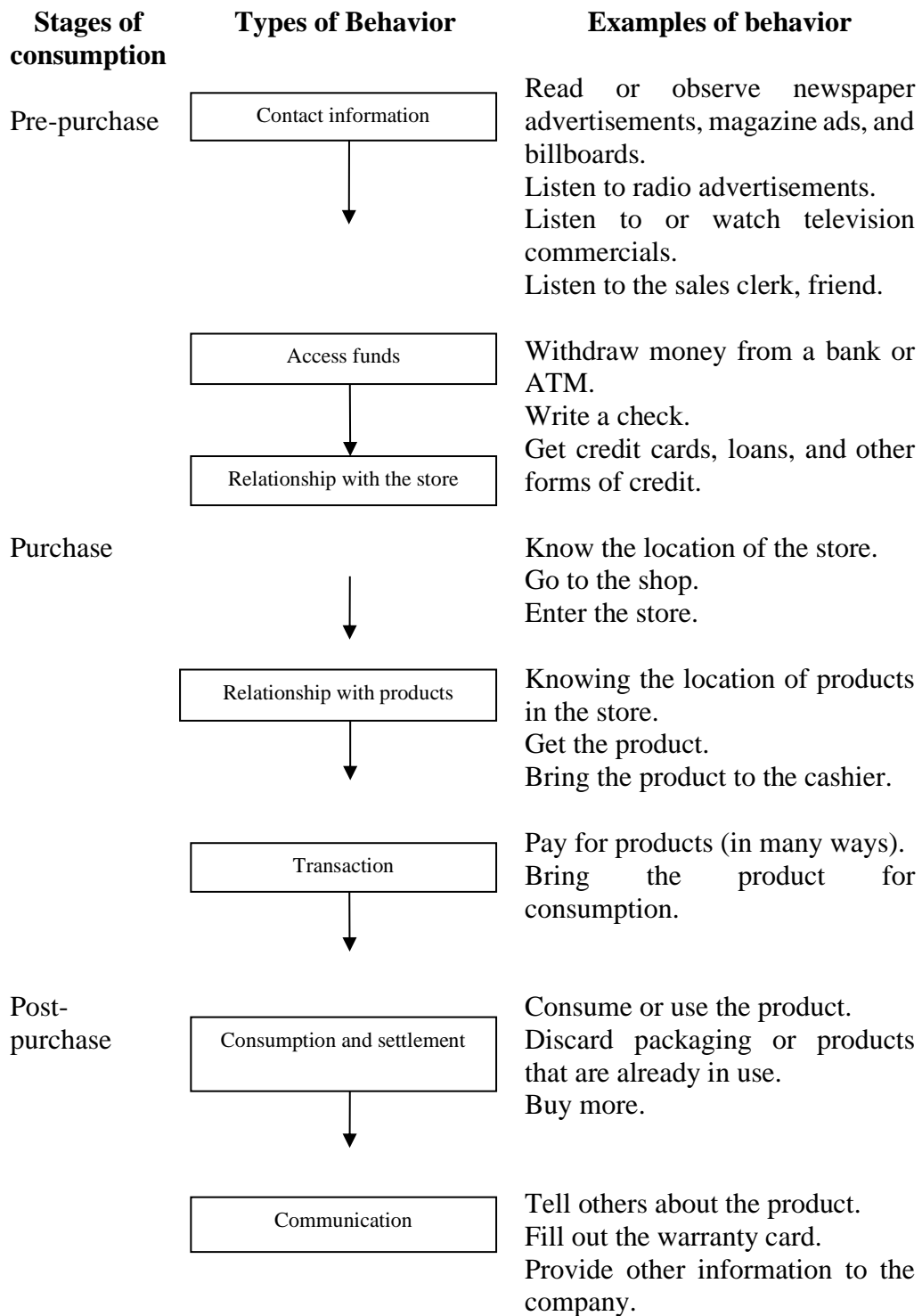


Figure 1. General Ordering Behavior Model for Purchasing Consumer Goods
Source: Peter & Jerry (2013:199-209)

Impulse buying is an unplanned purchase related to consumers with spontaneous buying without having any plan to buy before (Khan et al., 2016). Similarly, Rook (1987) defines it as a complex, hedonic, and immediate purchasing behavior that suddenly came up without having careful consideration for further implication. Impulse buying is defined as exploratory purchasing behavior that makes consumers with less enthusiasm capable of seeking stimulus from their surroundings by taking any possible risks to please experience, changes, and be out from bore Rook (1987). Thus, impulse buying is related to emotional activation, less cognitive control, and spontaneous behavior to predict the object of interest. It has the risk element, given less evaluation on alternative buying or the consequences afterward (Rook and Hoch, 1985).

Based on Sharma et al., (2010), human nature related to impulse buying involves the impulsivity of buying, the impulsivity of having pleasure on shopping, the tendency of impulse buying, and less self-control. Furthermore, they argue that seeking for impulsive sensation referred to the attempt to seek various sensations or new, complex, and intense experiences with the willingness of any possible physical, social, legal, and financial risks. Toward the triggering factors of impulse buying, some previous studies suggest that some factors such as stress, materialism, and external stimuli (Moran et al., 2015), demography, personal attitude, and situational condition (Khan et al., 2016), as well as culture (Dameyasani & Aulia, 2013) encourage consumers to commit impulse buying.

In several previous studies, Hausman (2000) determine the measurement of impulse buying behavior including spontaneous purchase; concern on how to buy goods; purchase without thinking; purchase now, think later; a sudden purchase without planning; careless purchases or make a purchase when seeing something interesting. This explanation brings the idea that it needs a particular aspect to inhibit the factors of impulsivity that make people irrational about their purchasing decision. Self-regulation is a trigger factor for impulsivity. If a person's self-regulation is awakened properly, impulsive behavior also will not occur. Self-regulation is the ability to organize thoughts, feelings, and behavior so that the results are following the standards (Vohs et al., 2008). There are three internal needs in conducting self-regulation continuously (Wood & Albert, 1989), namely self-observation, assessment process, and self reaction. Related to self-observation, the person must monitor their performance even though the attention given is not complete or accurate. The person must pay selective attention to some aspects of his behavior and completely forget others. What is observed depends on other pre-existing interests and conceptions. Then, the assessment process helps regulate behavior through a cognitive mediation process. People can realize themselves reflectively and judge how valuable their actions are based on the goals we have made for themselves. This assessment process depends on personal standards, referral performance, assigning values to activities, and attributions to performance. Moreover, self reaction shows how humans respond positively and negatively to their behavior, depending on how they meet their standards. Humans create incentives for their actions through self-reinforcement or self-punishment.

Higgins (1997, 1998, 2002) states that there are two motives in one's self-regulation: *achieving something right* and the motive for *avoiding something bad*.

Motives are based on *achieving something right* to focus on achievement, growth, hopes, desires, and aspirations, which is called promotion focus. Simultaneously, motives based on the need to *avoid something bad* make people focus on the tasks, obligations, and responsibilities called prevention focus. Furthermore, [Higgins \(1998\)](#) said that internal and external forces could influence self-regulation. Table 1 explains the factors that make a person self-regulation between the promotion focus and prevention focus motives associated with impulse buying.

Table 1. Self-regulation strategy in perspective
promotion focus vs. prevention focus

<i>Promotion focus</i>	<i>Prevention focus</i>
Proximity bias	Limitations of the information process
Looking for fun, hedonic values	Reducing adverse effects and improving mood
Fulfill materialistic values	Associated with low self-esteem
Purchase due to identity symbol	Personality traits: emotional instability
Personality traits: openness, autonomy	Use conscious self-control
	Compulsive buying

Source: [Higgins, 1998](#)

Self Regulation in Purchasing Decision Making

Based on table 1 above, self-regulation in the perspective of promotion focus is more due to internal aspects in a person who is more directed to lifestyle and inherent personality traits. These internal aspects will increasingly affect one's self-regulation to achieve it when external stimuli strengthen it. Self-regulation in the perspective of prevention focus is more due to internal aspects in a person who feels his ability to access information is less or unwilling to bear adverse effects to make people consciously responsible for trying to regulate themselves not to do things that are considered bad.

Humans cannot influence their behavior well if they do not have enough attention to their regulation. Therefore, according to [Bandura \(1991\)](#), the success of self-regulation depends on the observance, consistency, and temporal proximity of self-monitoring. The process of self-monitoring is not just an audit of one's performance. Self-monitoring will later trigger affective reactions that can change self-perception when the behavior occurs and memories afterward. This self-regulation will later affect self-control. As said by [Carter et al., \(2012\)](#), positive self-regulation correlates with self-control. This means that the more self-regulation a person builds well, the person will monitor his existence according to his goals to lead to a higher level, resulting in higher self-control. Conversely, depletion of self-regulation will also cause weak self-control ([Baumeister, 2002](#)).

[Baumeister et al., \(2008\)](#) say that self-control seems like exercising power, so with the connotation that power self-control has limited capacity. When the power is released, it will be temporarily interrupted. The depletion of the ego refers to diminishing the power of self-regulation from the previous exertion. Self-control is also associated with controlling thought, emotion, desire, and behavior ([Gailliot et al., 2007](#)). In the perspective of [Baumeister et al., \(2008\)](#) and [Baumeister et al., \(2011\)](#), self-control is seen as a power model. This view recognizes the importance

of differences in individual stability like self-control and temporary fluctuations in the state of self-control. Self-control can be strengthened through repeated practice. Broader self-control is also considered to change and adapt to produce a better, more optimal, and appropriate self between themselves and others around (Tangney et al., 2004).

Religiosity and Spirituality in Purchasing Decision Making

Religiosity and spirituality may be useful as a means that sets self-regulation to control people's impulsive behavior. Religiosity is often associated with religion, which definition has been discussed mainly by many researchers. McDaniel & Burnett (1990) defines religion as faith in God and a commitment to follow the tenets the God has set. Mokhlis (2009), argues that it is a system of belief, practice, ritual, and symbols designed for facilitating human to holy power, as well as providing an understanding of the relationship and responsibility of an individual to others in social life. Hill et al., (2000) argue that it is useful to refer to an organized system related to spiritual belief, ritual, and cumulative tradition in a community. However, those different arguments on religion evoke inconsistent perceptions and interpretations many researchers have about the concept of religion (Mokhlis, 2009).

In his article, Mokhlis (2009) suggest three sources of doubt on the likelihood of constructing a particular definition about religion, including (1) conflict and uncertainty in standard terms, (2) uncertain meaning from its historical definition, (3) different definitions and approaches in related studies. Therefore, Wilkes et al., (1986) suggest that the term 'religion' is dependent on the topic of the research discussion.

Drawing from the previous study by Muhammad et al., (2010), there are five components related to religion: religious affiliation, religious commitment, religious orientation, religious knowledge, and religious competence. Religious affiliation shows a religion-level category to see one of the other affiliations, such as Christian and Hindu, with different perspectives from Syiah and Sunni in Islam. Many studies have noted the significant effects of religious affiliations on consumers' behaviour. Meanwhile, religious commitment shows a religious construct to see how religion brings effects on consumers' responses. In marketing studies, it is related to the individual's obedience to their religious belief. In this case, religious commitment is the level where someone adheres to his religion's values, teachings, and practices and uses it in everyday life (Worthington et al., 2003). Hasyim & Hamzah (2014) stated that in the practice of Islamic marketing, Islam is accepted as a way of life that leads to the primary references in Islamic rules, namely the Qur'an and al-Hadith. This is what makes al-Qur'an and al-Hadith seen as rules/guidelines for Muslims. According to Fianto et al., (2014), al-Qur'an and al-Hadith religious values can be related to one's faith. Individuals who believe or have Islamic values are stated as believers, while behavior that reflects Islamic values is expressed as believer behavior. The behavior can then indicate a person's level of religiosity. Religiosity is considered the heart, spoken and practiced in acts of worship adjusted to its function.

Moreover, religious orientation shows a religious construct referring to an approach to follow the tenets of a particular religion, and it is based on both intrinsic and extrinsic perspectives of motivation. Individuals with intrinsic motivation for their religion are characterized as ones with a higher tendency on religious integration in their entire life and obey the religion as the primary goal of their life. Furthermore, individuals with extrinsic motivation on religion tend to be selective to adopt the tenet of religion for their life goals, such as treating severe illness, improving a status among referent groups, and overcoming the loss of someone they love. Meanwhile, religious knowledge posits a religious construct that relates to how an individual has religious insight, and religious consequence shows a religious construct that relates to the religious consequences on society (e.g., poverty eradication).

In marketing activities, the term *religious commitment* is often used to define consumers' behavior. It is the level through which an individual obeys the value, tenets, and practices of their religion and implements them all in daily routines (Worthington *et al.*, 2003). Furthermore, Worthington *et al.*, (2003) argue that *religious commitment* has long been implemented and measured in several ways, including the membership of the religious organization, the level of participation in religious activities, the attitudes, the importance of religious experiences, and traditional belief on their religious behavior. In this case, the standard of *religious commitment* is based on intrapersonal (cognitive) and interpersonal aspects (behavioral) called RCI-10 (*Religious Commitment Inventory-10*), including cognitive aspects and behavioral aspects. Cognitive aspects cover the habits of reading religious books and magazines, spending time to understand religion, seeing the importance of religion in life, religious belief as to the approach of life, a belief that religion may bring effects on life, the importance of spending time on religious contemplation and reflection. On the other side, behavioral aspects cover people gives a financial contribution to their religious organization, spend time with others in religious activities, have the pleasure of working in a religious setting, and maintain information on influential religious organizations properly.

Toward the term *spirituality*, it is defined as a feeling, thought, experience, and behavior derived from the attempt to seek holiness (Worthington *et al.*, 2003). Emmons & Paloutzian (2003) define spirituality as a complex and multi-facet phenomenon with no characterization from behavior or experience. It represents a series of conceptions related to one another to create a cohesive yet intriguing unit.

Following Skousgaard (2006), three primary categories are referring to spiritual content. The two first categories (i.e., meaning and connection) reflect a cognitive component of spirituality, and the third one (emotional transcendence) reflects an affective component of spirituality. The spiritual content "meaning" is identified as the primary focus of the spiritual. It is seen as the core of spiritual prosperity. It is tightly related to interpreting the concept of life goals, hope, and personality for what this life is supposed to be. Then, spiritual content "connection" means having a good relationship with external parties (other individuals, natural power, and higher power), and the internal body (self) is commonly seen as the primary expression and spiritual experience. The connection of past, current, and

future eras and more significant planning is seen as bringing a crucial influence on spirituality.

On the other hand, hope, love, pity, believing, or apologizing are all identified as the fundamental base to make relation with others that may affect the sense of that connection. Afterward, people will achieve emotional transcendence, which refers to the level of emotion on spiritual experience. The expectedly effective condition ranges from peaceful/calm emotions such as peacefulness, soul harmony, convenience, or safety to exciting emotions such as pleasure, joy, and status elevation.

According to those three categories, the advantages of a spiritual experience for life, following Witteveen (2004:161-170) such as activities and peacefulness from spiritual practices are fundamental for physical health and immune; useful for appropriate rhythm balancing; spiritual life reveals a balance between power and wisdom; spiritual life helps to balance between logical thinking and feeling; spiritual life makes individuals reliable and patient; spiritual practice brings concentration and self-control; spiritual practice leads to inspiration and when some progression is reached through spiritual ways, and it seems that the soul is more important, individuals may leave from secular goals.

In this case, the concept of spiritual experience seen in the daily life of an individual, as said by Underwood (2011), includes experience about life as a whole; admiration for the beauty of God's creation touches spirituality; feelings of gratitude for God's blessings; a desire to be close to God; feelings of God's presence; feelings of God's help in carrying out daily activities; God directs feelings in carrying out daily activities; selfless concern for others; accept others even if they make mistakes; feelings of pleasure when connecting with God; feelings find strength in the spiritual; feelings find harmony in the spiritual; feelings of deep peace; feeling loved by God directly and feelings of being loved by God through others.

RESEARCH METHODS

This article is a literature review where data is obtained from the literature, books, and journals relevant to the studied phenomenon. There are three main concepts in this article, namely purchasing impulsivity, religiosity, spirituality. Data analysis was performed by describing the results of a literature review adjusted to the phenomenon for further analysis and interpretation. The process of doing this descriptive analysis is done by gathering information in advance from several literary sources, both books, and research articles, then linking theory/literature with facts in phenomena that are seen and understood for interpretation and concluding. Literature was selected through booksc.org, sci-hub, and google scholar and then searched on Scimagojr to find out the journal index. The keywords used for searching are "religiosity" and "impulse buying." Of 56 references, five of them are academic textbooks, and fifty-one are academic journals. The journals used are indexed by Scopus on average with the H-index range 30-351 (Q1, Q2, Q3) about 42 articles; and the 9 articles with h-index that listed in Ebscohost, Proquest, Copernicus, Google Scholar and Sinta 2. Table 2 presents the articles reviewed in this study:

Table 2. List of Reviewed Literatures

No	Authors and year	Title	Journal Title	H-Index	Scopus/ Non-Scopus	Quantity
1.	Alam, Rohani & Badrul (2011)	Is Religiosity An Important Determinant On Muslim Consumer Behaviour In Malaysia	Islamic Marketing	34	Scopus	4
2.	Muhammad, Dick & Katherine (2010)	The Constructs Mediating Religions Influence On Buyers And Consumers				
3.	Nayebzadeh & Maryam (2014)	Investigating Iranian Female Muslim Consumer Impulse Buying Behaviour Used As A Form Of Retail Therapy.				
4.	Wilson & Liu (2011)	The Challenges Of Islamic Branding: Navigating Emotions And Halal				
5.	Baumeister (2002)	Yielding To Temptation: Self Control Failure, Impulsive Purchasing, and Consumer Behavior	Journal of Consumer Research	167	Scopus	3
6.	Rook (1987)	The Buying Impulse				
7.	Vohs & Ronald (2007)	Spent Resources: Self Regulatory Resource Availability Affects Impulse Buying				
8.	Swimberghe, Sharma & Flurry (2009)	An Exploratory Investigation Of The Consumer Religious Commitment And Its Influence On Store Loyalty	Journal of Consumer Marketing	91	Scopus	3

No	Authors and year	Title	Journal Title	H-Index	Scopus/ Non-Scopus	Quantity
9.	Hausman (2002)	A Multi-Method Investigation Of Consumer Motivations In Impulse Buying Behavior				
10.	Silvera, Anne & Fredric, (2008)	Impulse Buying: The Role Of Affect, Social Influence, And Subjective Wellbeing				
11.	Baumeister (2008)	Free Will In Consumer Behavior: Self Control, Ego Depletion, And Choice	Journal of Consumer Psychology	99	Scopus	2
12.	Higgins (2002)	How Self-Regulation Creates Distinct Values: The Case Of Promotion And Prevention Decision Making				
13.	Skousgaard (2006)	A Taxonomy Of Spiritual Motivations For Consumption	Advances in Consumer Research	23	Scopus	2
14.	Rook & Hoch (1985)	Consuming Impulses				
15.	Gailliot et al. (2007)	Self-Control Relies On Glucose As Limited Energy Source: Willpower Is More Than A Metaphor	Journal of Personality and Social Psychology	351	Scopus	2
16.	Vohs et al. (2008)	Making Choices Impairs Subsequent Self Control: A Limited Resource Account Of Decision Making, Self Regulation, And Active Initiative				

No	Authors and year	Title	Journal Title	H-Index	Scopus/ Non-Scopus	Quantity
17..	McDaniel & Burnett (1990)	Consumer Religiosity And Retail Store Evaluative Criteria	Journal of the Academy of Marketing Science	159	Scopus	3
18.	Sharma, Bharadhwaj, & Roger (2014)	Exploring Impulse Buying In service: Toward An Integrative Framework	Marketing Science			
19.	Wilkes, R.E, Burnett, J.J and Howell, R.D. (1986)	On The Meaning And Measurement Of Religiosity In Consumer Research				
20.	Bandura (1991)	Social Cognitive Theory Of Self Regulation	Organizational Behavior and Human Decision process	136	Scopus	1
21.	Baumeister, Kathleen & Dianne, (2011)	The Strenght Model Of Self-Control	Current Direction in Psychological Science	159	Scopus	1
22.	Carter, Michael, & Charles (2012)	The Mediating Role Of Monitoring In The Association Of Religion With Self Control	Social Psychological and Personality Science	59	Scopus	1
23.	Dameyasa ni & Abraham (2013)	Impulse Buying, Cultural Values Dimensions And Symbolic Meaning Of Money: A Study On College Students In Indonesia's Capital City And It's Surrounding	International Journal of Research Studies in Psychology	10	Scopus	1
24.	Emmons &	The Psychology Of Religion	Annual Review of	230	Scopus	1

No	Authors and year	Title	Journal Title	H-Index	Scopus/ Non-Scopus	Quantity
	Raymond (2003)		Psychology			
25.	Higgins (1997)	Beyond Pleasure And Pain	American Psychologist	219	Scopus	1
26.	Grinde (1998)	The Biology Of Religion: A Darwinian Gospel	Journal of Social and Evolutionary System	12	Scopus	1
27.	Hill et al. (2000)	Conceptualizing Religion and Spirituality: Points Of Commonality, Points Of Departure	Journal for The Theory of Social Behavioral	48	Scopus	1
28.	Higgins (1998)	Promotion And Prevention: Regulatory Focus As A Motivational Principle	Advances In Experimental Social Psychology	81	Scopus	1
29.	Lun & Michael (2013)	Examining The Relation Of Religion And Spirituality To Subjective Well-Being Across National Cultures	Psychology of Religion and Spirituality	35	Scopus	1
30.	Moran, Lane & Lynn (2015)	Effect Of Stress, Materialism And External Stimuli On Online Impulse Buying	Journal of Research for Consumer	167	Scopus	1
31.	Sharma, Bharadhwaj & Roger (2010)	Impulse Buying And Variety Seeking: A Trait-Correlates Perspective	Journal of Business Research	179	Scopus	2
32.	Janssen et al. (2008)	The Path Of Least Resistance: Regulatory Resource Depletion And The Effectiveness Of				

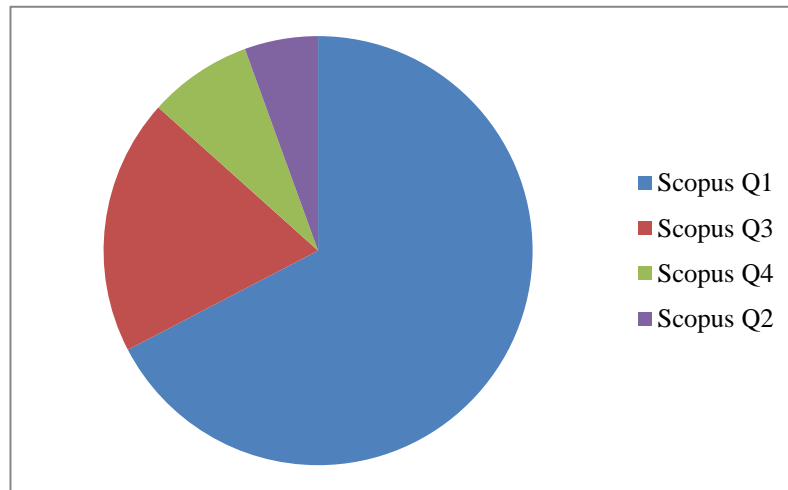
No	Authors and year	Title	Journal Title	H-Index	Scopus/ Non-Scopus	Quantity
		Social Influence Techniques				
33.	Tangney, Baumeister & Boone, (2004)	Hight Self-Control Predicts Good Adjustment, Less Pathology, Better Grades, And Interpersonal Success	Journal of Personality	135	Scopus	1
34.	Wood & Albert (1989)	Social Cognitive Theory Of Organizational Management	Academy of Management Review	260	Scopus	1
35.	Worthington et al. (2003)	The Religious Commitment Inventory-10: Development, Refinement, And Validation Of A Brief Scale for Research And Counseling	Journal of Counseling Psychology	126	Scopus	1
36.	Yeniaras (2016)	Uncovering the Relationship between Materialism, Status Consumption, and Impulsive Buying: Newfound Status of Islamist in Turkey	Journal for The Study of Religions and Ideologies	11	Scopus	1
37.	Watson, Jones & Morris (2004)	Religious Orientation And Attitudes Toward Money: Relationships With Narcissism And The Influence Of Gender	Mental Health, Religion, and Culture	40	Scopus	1
38.	Khan, Lai, Tan, & Hong (2016)	Impulse Buying Behavior Of Generation Y In Fashion Retail	International Journal of Business and Management	9	Scopus	1

No	Authors and year	Title	Journal Title	H-Index	Scopus/ Non-Scopus	Quantity
39.	Negara & Dharmmesta (2003)	Normative moderators of impulse buying behavior	Gadjah Mada International Journal of Business Science	7	Scopus	1
40.	Stillman et al. (2012)	The Material And Immaterial In Conflict: Spirituality Reduces Conspicuous Consumption	Journal Of Economic Psychology	90	Scopus	1
41.	LaRose & Matthew (2002)	Electronic Commerce And Consumer Self Regulation	Journal Of Broadcasting & Electronic Media	64	Scopus	1
42.	Tifferet & Ram (2012)	Gender Differences In Brand Commitment, Impulse Buying, And Hedonic Consumption	Journal Of Product And Brand Management	75	Scopus	1
43.	Fianto, Djumilah, Siti & Solimun (2014)	Development And Measurement Of Islamic Values In Consumer Behavior Research	International Journal of Business and Management Invention	-	Non-Scopus	1
44.	Hasyim & Hamzah (2014)	7P's: A Literature Reviews Of Islamic Marketing And Contemporary Marketing Mix	Procedia-Social And Behavioral Sciences	46	Non-Scopus	1
45.	Hoetoro & Hannaf (2019)	The Relationship between Religiosity, Self-Interest, and Impulse Buying: an Islamic Perspective	Iqtishadia	13	Non-Scopus	1

No	Authors and year	Title	Journal Title	H-Index	Scopus/ Non-Scopus	Quantity
46.	Karaduma n (2016)	The Role Of Religious Sensibilities On The Relationship Between Religious Rules And Hedonic Product Consumption Behavior In Turkey	International Journal Of Humanities And Social Science Invention	-	Non-Scopus	1
47.	Mokhlis (2009)	Relevancy And Measurement Of Religiosity In Consumer Behavior Research	International Business Research	-	Non-Scopus	1
48.	Salwa, Ahmad, & Ilhaamie (2017)	A Conceptual Paper: The Effect Of Islamic Religiosity On Impulse Buying Behavior	Journal of Global Business and Social Entrepreneurship	-	Non-Scopus	1
49.	Piotrowska & Jaroslaw (2016)	Spiritual Transcendence, mortality Salience, And Consumer Behaviors: Is Spirituality Opposite To Materialism?	International Journal Of Psychology and Behavior Analysis	-	Non-Scopus	1
50.	Underwood (2011)	The Daily Spiritual Experience Scale: Overview And Result	Religions	-	Non-Scopus	1
51.	Sultan, Jeff & David (2012)	Building Consumer Self Control: The Effect Of Self Control Exercises Of Impulse Buying Urges	Mark Lett	-	Non-Scopus	1

Based on the data in Table 2, the percentage of the number of Scopus journals used as a literature reference is Scopus (Q1), it is 29 out of 42 or 69,07%. Meanwhile, Scopus (Q2) articles is 7%, Scopus (Q3) is 19% and Scopus (Q4) is 7% and the rest is articles from non-Scopus journal publisher.

Graph 1 Journal Percentage Based on Scopus Index



RESULTS AND DISCUSSION

Some studies have suggested that impulse buying might happen due to several reasons, including less self-control, hedonic lifestyle, and materialism merely aimed to seek sensation or pleasure. The similarities and differences of the literature reviewed are presented in Appendix 1 Table 3.

Appendix 1

Religiosity and spirituality are two things that may not be apart from religion and seen as things that may control impulsive nature. Many studies have discussed the relationship between religion and consumers' behaviour. [Fianto *et al.*, \(2014\)](#) argue that the importance of religion in a study of consumers' behavior is due to three reasons; (1) religion is an important part of the value of life, (2) religion is the fundamental aspect in a specific context, and (3) religion has long-term stability.

The consumers' intention of buying goods and services is for their needs and longing. [Fianto *et al.*, \(2014\)](#), in their article, argue that the intention of purchasing is consumers' tendency to buy goods and services or committing to doing particularly planned purchasing of goods and services. Furthermore, [Schiffman & Kanuk \(2010\)](#) suggest that consumers have three purchasing types, including trial-and-error, repeated purchasing, and long-term commitment. Also, [Fianto *et al.*, \(2014\)](#) argue that the intention to buy is the final stage of a series of deciding to buy things. The processes begin with the existence of needs on particular products or brands before the management of information by consumers, and the evaluation of purchasing reveals the intention to buy. Through those processes, it seems that consumers' intention to make purchasing refers to a tendency to buy brands of particular goods or services ([Schiffman & Kanuk, 2010](#)). It shows that consumer behavior before deciding to buy, should have a process stage, starting from recognizing the product, looking for product information, considering new

products, and then deciding to buy. However, due to human nature, sometimes acts of spontaneity appear in action, which can be triggered, perhaps by self-encouragement or aspects of stimuli around them, so that sometimes deciding to buy is not done through these stages. This ultimately triggers impulse behavior in purchases. Therefore, this article wants to show that another part of consumer behavior, namely impulse buying behavior, is interesting to study. Understanding the other side of consumer behavior, namely, impulse consumers will help managers design more attractive marketing strategies by increasing stimuli that can trigger a consumer to make impulse purchases.

The previous findings of religion and consumers' behaviour show a causal relationship between religion and consumers' behavior (Fianto et al., 2014; Nayebzadeh, 2014; Mokhlis, 2009). Drawing from the roles of Islam value on purchasing behavior, shari'ah marketing tends to be different from conventional marketing. Islam-based marketing tends to take Moslems as the target of marketing by using specific sources, skills, and media that correspond to and attract particular segments (Fianto et al., 2014). Therefore, religion is defined as a system of belief. Swimberghe et al., (2009) suggest that belief affects consumers in selecting what they consume.

With this relationship between religion and consumer, people with a high commitment to religion may tend to evaluate their life through religious dimensions based on their religious values and evaluate their lifestyle of purchasing and consuming things. People with high obedience to religion may have less desire to do hedonic and materialistic buying. This is because the person's self-regulation will naturally wake up well when he has embedded himself in the awareness that religious teachings are doctrines that must be obeyed, used as guidelines in life, and manifested in behavior. Just believing in religion's teachings without realizing it, the experience of religiosity will not be awakened. Therefore, religious beliefs (religiosity) and experience in practicing religion (spirituality) must be integrated to produce positive behavior, including non-impulsive behavior. A previous study has found that religion brought effects on consumers' behavior. Individuals with high religiosity tend to avoid any pleonastic buying (Fianto et al., 2014; Nayebzadeh, 2014) and prevent themselves from having impulse buying (Mokhlis, 2009). Religiosity also harms *hedonic consumption*; for instance, it should take the value of religiosity to select particular products to buy (Karaduman, 2016; Lun and Michael, 2013).

Spirituality freed individuals from unlimited longing, especially materialistic ones (Watson et al., 2004). Many empirical studies have repeatedly discussed religiosity and spirituality's contribution to self-psychology and prosperity, including those related to the fulfillment of consumption needs (Stillman et al., 2012; Watson et al., 2004, Lun & Michael, 2013; Piotrowska & Jaroslaw, 2016). Furthermore, Lun & Michael (2013) suggested that the poor, rather than the rich, tend to be more religious and see the correlation of religiosity and prosperity as a more critical matter. Society-level religiosity may facilitate the relationship between individuals' religious behavior and their life satisfaction. Some studies have found that spirituality's higher tendency reflected the decreasing desire for

impulse buying and pleonastic consumption (Stillman *et al.*, 2012; Watson *et al.*, 2004, Lun & Michael, 2013; Piotrowska & Jaroslaw, 2016).

This finding also clarifies a contradictory study that people with high spirituality tend to gain less income than those with lower spirituality. Knowledge and experiences on divinity correlate to decreasing desire for secular things (Stillman *et al.*, 2012).

Toward the roles of religiosity on impulse buying, Mokhlis (2009) argues that consumers with high religiosity tend to avoid impulse buying. However, few studies have discussed it. Therefore, an extensive study is crucial to clarify and verify the reliability and strength of the correlation between religiosity and impulse buying. The effect of religiosity on consumers' purchasing behaviour has positive (Fianto, *et al.*, 2014; Nayebyadeh, 2014) as well as negative relations (Mokhlis, 2009). However, it negatively affects consumers' behavior, particularly to the aspect of consumption (Karaduman, 2016; Lun & Michael, 2013). Some previous studies show that impulse buying is bad behavior, as people buy things without having the needs on it and merely fulfilling their fantasy, pleasure, and joy (Salwa *et al.*, 2017). Thus, impulse buying associated with religiosity is expected to bring alleviation. The higher individual's religiosity, the higher their self-control is due to the feeling of being watched by others and by God who created this life (Carter *et al.*, 2012) and it may affect their self-control for impulse buying (Sharma *et al.*, 2014). However, although they have less self-control, they may still commit to doing impulse buying, although they have high religiosity. It may be due to less spirituality that led to lower self-control. It notes that religion is embedded in self-identity and in self-commitment to implement God's orders and avoid God's ban, as well as to understand the essence of life by individuals as humankind and God's creatures.

CONCLUSION

Impulse buying is an irrational, unplanned, and spontaneous purchasing behavior that seeks pleasure and emotional fulfillment. Some factors that evoke this behavior involve less self-control, a hedonic lifestyle, and materialism. Both religiosity and spirituality are two things expected to control the impulsivity of buying. Religiosity refers to an individual's commitment to his/her religious tenets by implementing God's order and avoid God's ban. On the other hand, spirituality refers to an individual's religious experiences in seeking holiness, defining himself/herself in life as God's creature. These two constructs are interrelated to build self-control for a particular action, including impulse buying. Individual's increasing religiosity and spirituality may build powerful self-control for impulse buying. Overall, a suggestion for this issue is how to strengthen religiosity and spirituality practices in an equal manner so that self-regulation may work well. This article's limitations are still in the form of a conceptual study in the form of observations of conditions or phenomena experienced by everyone so far. In the future, it will be interesting and can strengthen this conceptual thinking if it is studied empirically such as examining the role of aspects of religiosity and spirituality on impulse buying behavior.

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Appendix 1

Table 3
The Meta-Analysis of Literatures

No	Authors & year	Title	Results
Self-regulation on impulse buying			
1	Vohs & Ronald (2007)	<i>Spent Resources: Self Regulatory Resource Availability Affect Impuls Buying</i>	Self-regulation is a significant determinant of situational impulse buying. By using a model that describes the ability of self-regulation, it is found that low sources of self-regulation will lead to higher impulse buying.
2	Janssen et al. (2008)	<i>The Path Of least Resistance: Regulatory Resource Depletion And The Effectiveness Of Social Influence Techniques</i>	The influence of retail environmental factors caused by marketer persuasion causes the depletion of self-regulation resulting in uncontrolled heuristic decisions.
3.	LaRose & Matthew (2010)	<i>Is Online Buying Out Of Control? Electronic Commerce and Consumer Self Regulation</i>	Weak self-regulation leads to irrational decisions in online purchases called impulse buying. This even causes a person to buy compulsively. The lack of self-regulation in online purchases is triggered by the convenience of using online applications and seeing the site's low prices.
4	Higgins (2002)	<i>How Self-Regulation Creates Distinct Values: The Case Of Promotion And Prevention Decision Making</i>	The different relationships between the basic components of self-regulation will be Resulted in different types of decision values: (1) The value of the results when the consequences of decisions are relevant to the orientation of self-regulation, (2) The value of suitability when pursuing goals means conforming to regulations decision-maker orientation, (3) Value of the right way while achieving goals means of pursuit according to established rules and relative principles
5	Vohs et al. (2008)	<i>Making Choices Impairs Subsequent Self Control: A Limited Resource Account Of</i>	Self-regulation is formed because of the ability to regulate thoughts,

		<i>Decision Making, Self Regulation, And Active Initiative</i>	feelings, and behavior so that the results are following standards.
6	Bandura (1991)	<i>Social Cognitive Theory Of Self Regulation</i>	Successful self-regulation depends on adherence, consistency, and temporal proximity to self-monitoring.
7	Higgins (1997)	<i>Beyond Pleasure And Pain</i>	Distinguish self-regulation focuses on promotion (achievements and aspirations) from self-regulation that focuses on prevention (safety and responsibility). This principle is used to reconsider the avoidance approaches to nature, the value-expectation relationship, and emotional and evaluative sensitivity.
8	Higgins (1998)	<i>Promotion And Prevention: Regulatory Focus As A Motivational Principle</i>	The hedonic principle provides a limited understanding of the variability. It explains the basic difference between positive and negative one's self-motivated state, such as the general tendency of people to approach pleasure and avoid unpleasant feelings called self-regulation.
9	Wood & Albert (1989)	<i>Social Cognitive Theory Of Organizational Management</i>	2 factors influence self-regulation, namely, internal and external factors. There are three internal needs in the process of continuous self-regulation, namely self-observation, the assessment process, and self-reaction.
Lack of planning on impulse buying			
1	Silvera, Anne & Fredric (2008)	<i>Impulse Buying: The Role Of effect, Social Influence, and Subjective Wellbeing</i>	Impulse buying is cognitively associated with a lack of planning in purchasing decisions. Meanwhile, it is affectionately related to feelings of pleasure and a strong desire to buy; in this case, it is related to negative emotions caused by low self-regulation.
Lack of self-control on impulse buying			
1	Sultan, Jeff & David (2012)	<i>Building Consumer Self Control: The Effect Of Self Control Exercises On Impulse Buying Urges</i>	This research proves that a lack of self-control causes impulsive behavior. This behavior can be suppressed when a person tries to improve his self-control through regular/repetitive exercises. If a person learns to strengthen his self-control abilities through cognitive

			and physical training, he will reduce and control impulse buying behavior.
2	Baumeister, Vohs & Dianne (2011)	<i>The Strength Model Of self Control</i>	Self-control is the center of self-function and the main key to success in life. By strengthening self-control, you will avoid impulsive behavior.
3	Baumeister (2002)	<i>Yielding To Temptation: Self Control Failure, Impulsive Purchasing, and Consumer Behavior</i>	Self-control requires three things: standards, self-monitoring, the ability to change. If not fulfilled, impulse purchases will still occur.
4	Baumeister (2008)	<i>Free Will In Consumer Behavior: Self Control, Ego Depletion, And Choice</i>	Self-control exercises a power, so with the connotation of strength, self-control has limited capacity.
5	Gailliot et al. (2007)	<i>Self-Control Relies On Glucose As Limited Energy Source: Willpower Is More Than A Metaphor</i>	Self-control is associated with controlling thoughts, emotions, desires, and behaviors, including impulsive behavior.
6	Tangney, Baumeister & Boone, (2004)	<i>Hight Self-Control Predicts Good Adjustment, Less Pathology, Better Grades, And Interpersonal Success</i>	Self-control is considered the capacity to change and adapt to produce a better, more optimal, and suitable self and others around you. In this case, self-control is intended to produce positive outcomes in life in the long term
Demographic factors (age, gender), culture and materialism on impulse buying			
1.	Khan, Lai, Tan, & Hong (2016)	<i>Impulse Buying Behavior of Generation Y in Fashion Retail</i>	Demographic factors (gender) have the strongest impact on impulse buying, followed by situational and personal factors. Demographic factors (income), situational factors (social influence), and personal factors (extraversion) do not encourage impulse buying behavior.
2.	Tifferet & Ram (2012)	<i>Gender Differences in Brand Commitment, Impulse Buying, and Hedonic Consumption</i>	The level of commitment of women to a brand and hedonic behavior is higher than men. When consumers consume hedonic, which results in irrationality, impulse buying behavior can occur, so that the tendency of impulse behavior is also higher for women than men.
3.	Moran, Lane & Lynn (2015)	<i>Effect Of Stress, Materialism And External Stimuli On Online Impulse Buying</i>	Stressed consumers tend to impulse buying online, which is higher than consumers who are not stressed. There is also a positive relationship between materialism and impulse buying behavior, while external stimuli do not show a tendency to impulse buying online.

4	Dameyasani & Aulia. (2013)	Impulse Buying, Cultural Values Dimensions And Symbolic Meaning Of Money: A Study On College Students In Indonesia's Capital City And Its Surrounding.	The strength of distance belief, collectivism, and the symbolic meaning of money is positively associated with impulse buying. The cultural dimension of uncertainty and impulsive buying are negatively correlated.
5	Negara & Dharmmesta (2003)	Normative moderators of impulse buying behavior	This article shows conceptual and empirical evidence supported by the role of normative value moderation in the relationship between buying impulsiveness and impulse buying behavior. The results show that consumer normative evaluation can moderate the relationship between the nature and aspects of impulsive buying behavior.
Self-esteem and emotion on impulse buying			
1.	Nayebzadeh & Maryam (2014)	<i>Investigating Iranian Female Muslim Consumer Impulse Buying Behaviour Used As A Form Of Retail Therapy</i>	There is a negative relationship between self-esteem and life satisfaction with the tendency to impulse buying. Besides, there is also a positive relationship between emotions and the tendency of impulse buying, where impulse behavior encourages purchases. Emotions drive consumers toward dissonance-reducing behaviors that are mediated by low self-esteem and life satisfaction.
Religiosity on impulse buying			
1.	Salwa & Ilhaamie (2017)	<i>A Conceptual Paper: The Effect Of Of Islamic Religiosity On Impulse Buying Behavior</i>	The impact of religiosity on impulse buying behavior has a positive and negative correlation. Several previous studies have revealed that impulse buying behavior is despicable behavior, but some consumers also consider that impulse buying behavior is not always negative & despicable who buy something just to fulfill fantasy, pleasure, and entertainment.
2	Hoetoro & Hannaf (2019)	The Relationship between Religiosity, Self-Interest, and Impulse Buying: an Islamic Perspective	The results showed the psychological value that emerged from religiosity and self-interest as self-regulation to control impulsive buying behavior.
3	Musadik & Azmi (2017)	A Conceptual Paper: the Effect of Islamic Religiosity on Impulse Buying Behavior	The role and impact of religiosity on impulse buying behavior definitely have a positive and negative

			correlation. However, there are some consumers is not always believe impulse buying as negative and unbeneficial behavior.
Religiosity on behavior/purchase behavior			
1.	Alam, Rohani, & Badrul (2011)	Is Religiosity An Important Determinant On Muslim Consumer Behaviour In Malaysia	This study shows that religiosity plays a role in fully mediating the relationship between contextual variables and the buying behavior of Muslim consumers
2.	Muhammad, Pick & Katherine (2010)	<i>The Constructs Mediating Religions Influence On Buyers And Consumers</i>	This article provides an alternative perspective in selecting measures of religiosity for purchasing behavior.
3	Carter, Michel & Carver (2012)	<i>The Mediating Role Of Monitoring In The Association Of Religion With Self Control. Social Psychological And Personality</i>	The relevance of religiosity with self-regulation and control shows that the more religious a person is, the more likely they will tend to monitor their existence according to their goals (self-monitoring) to lead to a higher level result in higher self-control.
4	Wilson & Liu (2011)	The Challenges Of Islamic Branding: Navigating Emotions And Halal	The halal paradigm is at the core where the perception of halal's importance is brought into the Muslim consciousness. It is a dynamic and cycled process, whose final decisions are limited and easily damaged due to hypersensitivity and environmental factors that influence Muslim perceptions of halal.
\5	Swimberghe, Sharma & Flurry (2009)	An Exploratory Investigation Of The Consumer Religious Commitment And Its Influence On Store Loyalty	Religion is a belief system. Therefore trust influences the consumption choices made by consumers.
6	McDaniel & Burnett (1990)	Consumer Religiosity And Retail Store Evaluative Criteria	The results showed that the most consistent relationship between religious commitment and the importance of consumers in sales staff friendliness was found.
7	Wilkes, R.E, Burnett, J.J and Howell, R.D. (1986)	On The Meaning And Measurement Of Religiosity In Consumer Research	The results show that religiosity is feasible to construct correlated consumer behavior with lifestyle variables, contributing directly to the joint model with gender, age, and income, and can also be operationalized through various steps.

8	Emmons & Raymond (2003)	The Psychology Of Religion	Spirituality is a complex and multi-faceted phenomenon that cannot be characterized by a single behavior or experience alone.
9	Grinde (1998)	The Biology Of Religion: A Darwinian Gospel	The power of religious feeling and the fact that most cultures include spiritual belief systems show that humans have an innate predisposition towards being religious.
10	Lun & Michael (2013)	Examining The Relation Of Religion And Spirituality To Subjective Well-Being Across National Cultures	Except for spiritual practice, various religious measures have been positively associated with two measures of subjective wellbeing: life satisfaction and happiness.
11	Worthington et al. (2003)	The Religious Commitment Inventory-10: Development, Refinement, And Validation Of A Brief Scale for Research And Counseling	Presenting a measure of religious commitment in intrapersonal (cognitive) and interpersonal (behavioral) aspects. This measure is called the RCI-10 (Religious Commitment Inventory-10) because it consists of 10 items.
12	Watson, Jones & Morris (2004)	Religious Orientation And Attitudes Toward Money: Relationships With Narcissism And The Influence Of Gender	Spirituality frees an individual from an endless variety of desires, especially materialistic desires.
13	Fianto, Djumilah, Siti & Solimun (2014)	Development And Measurement Of Islamic Values In Consumer Behavior Research	This study shows that buying behavior can be influenced by religious values that consumers believe in. This study also proves that consumer behavior can be influenced by the religious values they believe in.
14	Hasyim & Hamzah (2014)	7P's: A Literature Reviews Of Islamic Marketing And Contemporary Marketing Mix	In Islamic marketing practice, Islam is accepted as a way of life that leads to the main references in Islamic rules, namely al-Qur'an and al-Hadith. This makes al-Quran and al-Hadith seen as rules/guidelines for Muslims, including rules on consumer behavior.
15	Karaduman (2016)	The Role Of Religious Sensibilities On The Relationship Between Religious Rules And Hedonic Product Consumption Behavior In Turkey	Religious rules harm the consumption of hedonic products. Sensibility plays a mediating role in the relationship between rules and consumption. This study uses the TAT (Thematic Apperception Test) to approach this type of qualitative research.

16	Mokhlis (2009)	Relevancy And Measurement Of Religiosity In Consumer Behavior Research	This study provides a deeper understanding to international consumer researchers regarding the relevance of religiosity in consumer behavior across different cultural contexts (Western and Non-western), especially in the four major world religions, namely Islam, Buddhism, Hinduism, and Christianity, which reflects a multi-character population.
Spirituality on behavior/purchase behavior			
1	Skousgaard (2006)	A Taxonomy Of Spiritual Motivations For Consumption	Three main categories refer to spiritual content, where the first two categories (meaning and connection) reflect the cognitive component of spirituality, while the third category (emotional transcendence) reflect the affective component of spirituality.
2	Hill et al. (2000)	Conceptualizing Religion and Spirituality: Points Of Commonality, Points Of Departure	3 main categories refer to spiritual content, where the first two categories (meaning and connection) reflect the cognitive component of spirituality, while the third category (emotional transcendence) reflect the affective component of spirituality.
3	Stillman et al. (2012)	The Material And Immaterial In Conflict: Spirituality Reduces Conspicuous Consumption	Spirituality can reduce excess consumption where the effect of spirituality on overconsumption is indirect; that is, it is mediated by materialism.
4	Piotrowska & Jaroslaw (2016)	Spiritual Transcendence, mortality Salience, And Consumer Behaviors: Is Spirituality Opposite To Materialism?	Mortality salience affects spending on the status of goods, but this effect depends entirely on the level of materialism. Therefore an active spiritual transcendent can influence consumer behavior. Spirituality reduces spending on status items, but only on non-religious forms.
5	Underwood (2011)	The Daily Spiritual Experience Scale: Overview And Result	Spiritual measurements made using the DSES (Daily Spiritual Experience Scale)
Impulsivity and consumer motive on impulse buying			
1.	Rook (1987)	<i>The Buying Impulse</i>	Impulse buying is a different type of consumer buying behavior. These findings are consistent with earlier psychological interpretations of impulsive human behavior and

			render a more narrow & distinct concept from unplanned purchases.
2.	Hausman (2002)	A Multi-Method Investigation Of Consumer Motivations In Impulse Buying Behavior	Impulse buying, in this case, is not always viewed negatively by consumers. The reason is that consumers buy products for various non-economic reasons, such as: for the sake of pleasure, fantasy, or showing their identity in the eyes of society.
3	Rook & Hoch (1985)	Consuming Impulses	Impulse buying is also stated as an exploratory buying behavior that makes consumers with low passion seek stimulation from their environment by taking risks and having pleasant experiences, changing steps, and getting out of boredom.
4	Sharma, Bharadhwaj, & Roger (2014)	Exploring Impulse Buying In service: Toward An Integrative Framework	This study examines the conceptual framework in-depth and provides knowledge about the differences that arise due to three relevant consumer characteristics (consumer impulsivity, optimum stimulation level, self-monitoring) in the process and the results of impulse purchases on services with various levels of attributes and evaluation characteristics.
5	Sharma, Bharadhwaj & Roger (2010)	Impulse Buying And Variety Seeking: A Trait-Correlates Perspective	Both stimulation levels can respond to urgent exploration induced by lower levels of stimuli. High self-monitoring provides greater impulsivity in person and a greater search for variation in general than low self-monitoring.
6	Yeniaras (2016)	Uncovering the Relationship between Materialism, Status Consumption, and Impulsive Buying: Newfound Status of Islamist in Turkey	The study results provide empirical evidence that shows that the materialistic values of individuals who are explicitly Islamist with a tendency to high-status consumption tend to buy products/services impulsively.