

ANALYSIS OF THE DOOM SPENDING PHENOMENON IN THE MILLENNIAL GENERATION AND GENERATION Z FROM AN ISLAMIC ECONOMIC PERSPECTIVE

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Abstract

In the current era of digitalization, many new phenomena or habits have emerged in society. Likewise, it cannot be separated from economic problems. One of them is doom spending. A new term that can be interpreted as the habit of spending on an item without thinking about the long-term effects and giving more importance to the momentary mood that affects especially the millennial generation and generation z. This research aims to see from another perspective how Islam views this phenomenon. The method used by researchers in this research is an exploratory qualitative data collection method that involves analysis and in-depth research using interview techniques and analysis of references from various sources. The results of the research explain that in Islamic teachings there is a concept of basic human needs which regulates how humans carry out their daily activities, recognizing the concepts of mashlahah and utility, distinguishing between needs and desires, as well as how to respond to this doom spending phenomenon so that it does not have a negative impact on oneself. Alone.

Keywords: *Doom spending, basic human needs, mashlahah, utility*

Introduction

A new phenomenon has emerged among millennials and generation z, namely the doom spending phenomenon. Tori Dunlap said doom spending is the behavior of spending money to relieve stress even when feeling worried about personal finances because buying something makes you feel better at that time (Cassie, 2024). According to the Pew Research Center, the generation born between 1981-1996 is called generation Y or millennials and those born between 1997-2012 are known as generation Z. (Muhammad, 2024).

This phenomenon is prone to occur in millennials and generation z because in the era of rapid technological development and the massive dissemination of information like today, the stress burden is increasing. Physical signs of stress can be seen from anxiety, sweat, and shortness of breath. In addition to physical symptoms, stress interferes with financial decision making. Under pressure, the brain often relies on shortcuts and does not analyze thoroughly, leading to impulsive decisions that may not produce the best decisions (Langabeer, 2024).

Basically, it is okay to spend money on things that make you happy and are in line with your personal values, however, there must be a balance. This is where Islam clearly regulates the concept of basic human needs, namely the difference between needs and wants in meeting daily needs. Needs are in line with desires. Which means the concept of satisfaction determines desires. In conventional economics, needs are determined by the concept of satisfaction. While from an Islamic economic perspective, needs are determined by the concept of maslahah. (Syahrial, 2021).

Because the doom spending phenomenon is still a new phenomenon, there is not much literature that explains this doom spending phenomenon. Especially those related to Islamic economics. With this, the researcher aims to analyze the doom spending phenomenon from an Islamic economic perspective.

Here are 5 questions that the author uses as the basis for information given to 5 informants:

1. Have you ever done doom spending? What impact did you feel?
2. Have you ever felt one of the reasons for the emergence of the doom spending phenomenon, namely FOMO (Fear of Missing Out)?
3. How do you organize your consumption/shopping activities?
4. What do you do if your expenses are greater than your income?

5. How to avoid doom spending behavior?

Method

This study uses a descriptive qualitative data collection method that involves in-depth analysis and research with interview techniques. The descriptive qualitative method is to explain and analyze the correlation between the phenomenon being studied, namely doom spending, on Islamic economics by considering the opinions of informants, religious, cultural and economic experts, so that conclusions can be drawn. This study also comes from library research originating from e-journals, e-books or printed books that are related to theories and other references about values, culture, and norms that develop in social situations. In this way, questions about the current phenomenon, namely doom spending, can be seen from an Islamic economic perspective.

The researcher determines the criteria for informants who are used as research subjects, namely those who experience the doom spending phenomenon in the activities being studied and know and understand information related to the phenomenon being studied by the researcher. based on this, the subjects in this study consisted of five people. Selected using criteria with an age range of millennials and generation z and willing to be interviewed. The following is the informant data available in Table 1.

Table 1. Informant data

Number	Name	Date of birth	Gender	Work
1	IS	4 February 1994	Male	Private employees
2	D	8 October 1997	Female	Private employees
3	F	5 February 2002	Female	Housewives
4	MOL	June 28, 2002	Male	Self employed
5	LR	July 12, 2004	Female	Private employees

Results and Discussion

Based on the results of interviews with 5 informants, which contained 5 questions, interesting and diverse information was obtained, because each informant had a different background. The first question was asked to informants regarding the phenomenon that is currently occurring among the millennial generation and generation z regarding doom spending. The results obtained were from 5 informants who answered that all of them had experienced this phenomenon. The impacts they felt were also diverse. However, all informants felt the same thing, namely a sense of regret after buying items that were not too important or even they did not need.

"The impact felt after buying an item is a feeling of disappointment, why should I buy something that is not really needed, so that in the end it becomes useless or beneficial" (IS, male, 2024). The impact is the same as quoted from (Karunia, 2024). Some of the impacts felt due to doom spending are as follows:

1. Accumulation of debt
Spontaneous spending can trigger increased debt. If you can't control your spending, high interest rates will worsen your financial condition.
2. Inhibits financial goals
Spending on non-crucial items can hinder the achievement of financial plans for the future. such as buying a house, saving for old age, or even having an emergency fund can be delayed or fail to be achieved because the money is used up to buy unnecessary items.
3. Adds to the emotional burden
Shopping may provide temporary satisfaction, but it can cause mental health problems in the long term. Anxiety about unstable financial conditions will continue to haunt and make you feel trapped in an endless circle of problems.

The term utility is known in the theory of consumer behavior in conventional economic approaches: "Utility is the satisfaction that a person gets from consuming goods. If the satisfaction is higher, the utility is higher." The Indifference Curve shows the level of satisfaction. One way to describe consumer preferences is utility. Utility can be defined as a simple measure of the level of satisfaction or happiness that customers get from a particular group of goods. An economist argues that if a collection of goods is useful to customers, the collection of goods will be preferred over other collections of goods. However, the parameters of satisfaction in Islamic economics are not limited to abstract things such as certain objects (materials) or good deeds carried out by humans. If the hope of obtaining credit glasses from Allah SWT through his good deeds appreciates the greatest consumer power, then if it becomes more, then the more

satisfied the Muslims will be. The concept of *maslahah* is used in an Islamic perspective. (Huda, 2021). Imam Syatibi is of the opinion that the nature or ability of goods and services to support the main elements and goals of human life in this world is called *maslahah*. According to Imam Syatibi, the five main elements are soul (*al-nafs*), wealth (*al-mal*), faith (*ad-din*), reason (*al-akl*), and family (*al-nasr*). *Maslahah* means that all goods and services contribute to achieving and maintaining these five elements for everyone. Economic activities such as production, consumption, and exchange. *Maslahah* should be carried out as a form of worship that is not only aimed at satisfaction in life in the world but also well-being after death. Every lesson that has a useful impact on humanity is called a need and the need to meet all these needs. According to (Huda, 2021) the following are the differences between utility and *mashlahah*:

- a. *Mashlahah* is subjective, meaning that each individual determines whether a good/service has *mashlahah* for him. However, the criteria for *mashlahah* are clearly determined by *sharia*. While utility does not have clear provisions, it is completely subjective.
- b. Individual utility often conflicts with societal utility. While individual *mashlahah* will be consistent with societal *mashlahah*
- c. The concept of *mashlahah* underlies all economic activities, from consumption, production to trade. Utility only has the goal of consumption. while the goal of production is profit.
- d. Finding a comparison of utility between individuals is impossible because it is subjective. However, a comparison of *mashlahah* can be done at least at various levels of *mashlahah*.

So if the doom spending phenomenon is connected with the concept of satisfaction between Islamic economics and conventional economics, this phenomenon certainly emphasizes utility more than *mashlahah*, because as previously explained, utility is related to a person's satisfaction in consuming goods. While *maslahah*, although seeking satisfaction, is still determined objectively in *Sharia*. So there is still control if the item is not really needed then it will not be purchased.

The next question that the researcher gave to the informant was the factors that can influence a person in carrying out consumption/shopping activities. "Factors that can influence a person to carry out consumption activities are the needs of life and the demands of lifestyle" (F.Perempuan, 2024). From an Islamic perspective, needs are determined by the concept of *maslahah*. According to Imam Syatibi, these levels are divided into three, namely:

1. *Daruriyyah*: is the basic goal of creating prosperity both in the world and in the hereafter. Ignoring this goal will cause damage in the world and real loss in the hereafter.
2. *Hajiyyah*: has the goal of making life easier and eliminating narrowness. *Sharia* law in this category is not intended to maintain the five main things but rather to eliminate narrowness and be careful about the five main things.
3. A beautiful and comfortable life is the goal of *sharia tahsiniyyah*. To increase the utilization, beauty, and simplification of *daruriyyah* and *hajiyyah*, there are several permissibility in *sharia*. For example, he may wear beautiful and comfortable clothes.

However, how is the application of the theory of consumer behavior from an Islamic economic perspective? In Islamic teachings, there is the concept of *israf* (excessive) in spending wealth and *tabzir*. The Qur'an explains that humans should not be negligent in seeking wealth. According to Islamic teachings, a person must have faith, be pious, be grateful, and accept. Following an excessive lifestyle such as doom spending is certainly inappropriate and unworthy to be applied by a person who has faith and is pious. The appropriate lifestyle is a simple life in the correct sense according to *sharia*.

Islam explains to prioritize primary needs so that they are in accordance with the objectives of the *sharia*. There are at least three basic needs (Huda, 2021):

1. Primary needs, are basic needs for humans that can fulfill the five basic elements of *sharia*: maintaining the soul, mind, religion, descendants, and honor. Human life cannot exist without basic needs. These needs include food, drink, shelter, health, security, knowledge and marriage.
2. Secondary needs, namely the needs of a person to make life easier, avoid difficulties. Primary needs must be met before secondary needs. Even these needs are always related to the five main elements of the previous *Sharia* method.
3. The third is complementary needs, namely needs that can create goodness and welfare in human life.

It should be understood that even though it is able to fulfill the third or complementary needs, Islam still does not allow, even forbids excessive and luxurious spending, because it can cause damage and destruction. Allah says in QS. Al-Israa verse 16.

وَإِذَا أَرَدْنَا أَنْ نُهْلِكَ قَرْيَةً أَمَرْنَا مُتْرَفِيهَا فَفَسَقُوا فِيهَا فَحَقَّ عَلَيْهَا الْقَوْلُ فَدَمَّرْنَاهَا تَدْمِيرًا

Meaning: And if We want to destroy a country, then We command those people who live in luxury in that country (to obey Allah) but they commit disobedience in that country, then it is appropriate for them to apply our words (our provisions), then We will destroy them. the country was completely destroyed. (QS. Al-Israa verse 16)

The verse above is a reminder for humans not to live excessively. Islam clearly forbids spending on goods that do not provide benefits, let alone just for momentary gratification, in this case it is the same as the phenomenon of doom spending.

In another verse, apart from forbidding excesses, Allah also forbids humans from being stingy, namely Qs Al-Furqan: 67

وَالَّذِينَ إِذَا أَنْفَقُوا لَمْ يُسْرِفُوا وَلَمْ يَقْتُرُوا وَكَانَ بَيْنَ ذَلِكَ قَوَامًا

Meaning: And those who, when they spend (wealth), are neither extravagant nor stingy, but spend in the middle. (QsAl-Furqan: 67)

Quoted from (Avaivah, 2024) doom spending itself is a phenomenon that arises due to several triggering factors, such as:

1. Stress and Anxiety

Many people are looking for ways to escape from stress or uncertainty by spending money to relieve their negative emotions and make them feel a little better.

2. Ease of Online Shopping

The ease of accessing online shopping is supported by increasingly sophisticated technology. With a few clicks, someone can buy goods, coupled with the temptation of discounts and promotions that often appear.

3. Boredom

Many people use shopping as a way to relieve boredom, especially when free time increases.

4. Social Influence

Pressure from the social environment, whether from friends, family, or influencers on social media, can trigger someone to imitate the same lifestyle.

5. Financial Uncertainty

For some people, shopping more is a way to cope with their feelings when they are unsure about their money.

6. Lack of Self-Control and Financial Education

Lack of knowledge and awareness on how to manage one's finances can lead to impulsive shopping.

7. FOMO (Fear of Missing Out)

According to Patrick J. McGinnis' article published in 2004 in Harvard Business School (HBS) Harbus magazine, "Social Theory at HBS: McGinnis "Two FOs". In addition to being afraid of missing out on moments, the tendency of people who experience fomo also causes them to compare themselves to what others post on social media (Ard, 2022).

The fear of missing out on trends or offers makes many people tempted to buy goods even though they are not really needed. In line with the answers of informants in this study. "I have experienced FOMO (Fear of Missing Out) even often because of the influence of social media which influences me to do things that I shouldn't do or buy things that are not useful just because of trends or just following suit" (MOL, male, 2024).

Of course this is not good if done continuously and is contrary to Islamic teachings where humans are forbidden to follow an excessive lifestyle. However, what if this doom spending phenomenon has already occurred and even causes spending to exceed income?. You Only Live Once (YOLO) is a life principle that influences someone to enjoy life and dare to take chances, because life only happens once" (Fauzi, 2024). YOLO is often used as an excuse to do something bold or impulsive without considering the end result. This concept encourages people to take more risks, but if used carelessly it can result in bad decisions. He then decided to enjoy life by spending money on luxury goods. "The easy access to online loans on various social media platforms has worsened this phenomenon. This self-defeating shopping phenomenon has raised concerns that the younger generation is facing financial pressure and is at risk of falling into a debt trap, worsening their financial situation in the future." (Adhl, 2024). "Doom spending not only affects a person's emotions, but also their finances. Many Generation Z follow consumer habits, resulting in greater debt and difficulty saving.."(Benedictus, 2024). Speaking of debt, one informant also said something similar if he felt that his expenses were greater than his income. "If my expenses exceed my income, I will try to borrow money from my closest family and return it when payday arrives. I will also try to be frugal and save to prepare myself for situations like this."(LR, Female, 2024).

Humility is an attitude of living according to needs and abilities, not excessively. Modesty emphasizes the material aspects and abilities of a person, so even though you have debt, you should not force yourself to follow people who are better off. In other words, the characteristics of a humble person are appreciating everything as it is and not exaggerating. (Mauluddin & Habibah, 2022).

One of the characteristics of human nature is the tendency to love wealth in an effort to maintain the existence of life. The desire to gain wealth influences various economic activities of society which aim to meet the increasing needs of society along with its development. The desire to gain wealth in large amounts causes a person to have to work hard in various fields that can generate income, with the aim of being able to own property. Because Islam understands the natural nature of humans in owning property, Islam creates guidelines for how property is obtained and how it is used. Everything must follow Islamic teachings. (Al Arif, 2021).

Property rights are the relationship between humans and property, which is determined by sharia law in the form of special treatment of property, allowing its use until a prohibition on its use is stipulated. In terms of language, ownership can mean a person's control over property and its personal use. While ownership is the exclusive right to use something without interference from others, excluding the prohibitions of sharia law. Sharia prohibitions include: insanity, underage or mentally retarded, and others. Islam teaches a balance between opposites, but this should not be exaggerated. Not only by recognizing private property rights, but also by ensuring the widest possible distribution of wealth and providing benefits through established institutions and moral reprimands. Here are 8 provisions of sharia that measure personal wealth (Al Arif, 2021):

1. Utilization of wealth

Wealth is a gift from Allah, therefore it must be utilized as best as possible. An attitude of life that only pursues wealth is prohibited in Islam, as is not using economic resources and natural resources without trying to utilize them.

2. Use of property beneficially

The way to utilize property in Islamic teachings is to create a tax policy for the rich to improve public welfare.

3. Use of property without harming others, utilizing property in a way that does not harm others because Islam prohibits such behavior, in practice to avoid anti-social behavior in all forms carefully.

4. Balanced use, which is understood to be balanced, not stingy. Wealth obtained legally is the result of Allah's generosity, which is given to the needs of human life. All of this must be stored properly and must not be wasted.

5. Rights-Based Use. Article 7 of Sharia puts pressure on real estate users and guarantees the interests of its owners. In reality, we must admit that society ignores the interests of society and exploits them for their own benefit, both in politics and economics. This is clearly inconsistent with the spirit of Islam. According to Islamic practice, the state must ensure that they are not used for personal gain.

6. Interests of life. Since the issue of control and distribution of property does not arise after the owner dies, the interests of the living must be guaranteed by Islamic inheritance law. This explains that the concept of wealth in Islam is based on ethical and moral teachings. Islam has provisions that, if understood and implemented properly, can overcome the negative impacts of the capitalist and socialist systems. The Islamic concept of wealth guarantees happiness, order, and justice.

7. Although one legally owns property, obtaining property unlawfully is strictly prohibited in Islam. This also applies if the acquisition of goods or property fraudulently is also prohibited.

8. Payment of Zakat

Owners of private property are required to pay zakat according to the property they own. The last question the author asked the informant was about how to avoid doom spending behavior. "I have to have a big plan for the future so that I can save more by making a priority scale where I fulfill my basic needs first, then when there is money left over, I will use it for shopping activities outside of basic needs" (D, Female, 2024).

Quoted from Yesdok, here are some ways to avoid the doom spending phenomenon (Suriani, 2024):

1. Use Cash When Shopping at Physical Stores

Shopping using cash directly can help restrain the impulsive urge to shop, because someone will see the reduction in cash they have directly. Compared to using a credit card or digital payment method where the balance reduction is not too visible. This method also makes it possible to think twice before making a purchase because you are more aware of the budget limit that has been set.

2. 24 Hour Rule for Online Purchases

If you feel tempted to buy something online, try implementing the "wait 24 hours" rule. Save the items you want to buy in your shopping cart and leave them for a day. After 24 hours, ask yourself if you

still really need or want them. Often, the impulsive feeling will subside, and you can look at the purchase more objectively. This can help avoid unnecessary shopping.

3. Make a Specific Shopping List

When shopping, whether in a physical store or online, make a list of items that you really need and stick to it. This can prevent impulsive purchases that arise from just looking at items. If there is an item outside the list that catches your attention, apply the 24-hour rule to decide whether the item is really necessary.

4. Change Habits on Social Media

Change your social media consumption patterns. For example, by following fewer accounts that focus on a consumer lifestyle or product promotions. Instead, choose accounts that promote well-being, education, or self-development. You can also limit the time spent on certain platforms using the time settings on your phone, so that you are not exposed to promotional content too often.

5. Disable Shopping App Notifications

If you often shop through applications, try disabling notifications from those applications. Notifications offering discounts or special promotions often trigger doom spending, because they make you feel like you need to buy something immediately. By turning off notifications, you can hopefully focus more and not be distracted by promotions that you don't actually need.

6. Don't Save Payment Details in Shopping Accounts

Avoid saving credit card information or payment methods in your account when shopping online. That way, every time you want to buy something, you have to manually enter the payment information, which can give you more time to consider whether the purchase is really necessary.

7. Determine Long-Term Financial Goals

Setting financial goals, such as saving for a vacation or buying an asset, can provide more motivation to resist doom spending. When tempted to spend more money, remember your long-term goals and think about whether your current spending is enough to achieve those goals.

8. Find a Positive Replacement Hobby or Activity

Try filling your free time with hobbies or activities that provide satisfaction without having to spend money, such as reading, exercising, or learning a new skill. Being more productive can reduce the time and energy that might be spent on shopping.

Conclusion and Suggestions

Responding to the doom spending phenomenon that is currently happening, especially among the millennial generation and generation z, of course, as the next generation of the nation, it is appropriate to realize the importance of good financial planning so as not to be carried away by the current that will result in losses for yourself in the future, then be wise in receiving information that is increasingly rapid in the digital era like today. Because of the 5 informants involved in this study, all of them stated that they had experienced this doom spending phenomenon, and also felt the impact it had. Therefore, the younger generation must fortify themselves from phenomena that can harm themselves, especially in this study, namely the doom spending phenomenon, one of which is by adhering to the principles of faith, especially from an Islamic economic perspective. Because in Islamic teachings it is clear between the rules and prohibitions that lead humans to goodness.

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