# Can Bugis-Makassar Local Culture Reduce Compulsive Buying Behavior

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## Abstract

This study aims to determine whether the local wisdom of Bugis culture is able to minimize consumer behavior in purchasing products, considering the negative impact caused by excessive shopping behavior with the use of credit cards that exceed the limit of funds or without the use of credit cards. Research informants amounted to 100 people obtained through snowball sampling. Research data were collected through open and closed questionnaires and interviews, then the research instrument was tested through validity and reliability tests using triangulation and peer review methods. The research method uses a narrative qualitative approach to obtain an explanation of whether the local wisdom of Bugis culture, namely "Siri'", is able to prevent compulsive buying behavior (consumerism). The results of the analysis show that siri' is believed to be able to prevent someone from spending excessively, because (1) there is a sense of shame to self and family, (2) there is shame to God Almighty, because God does not like people to do excessive behavior, and (3) there is a sense of shame about social sanctions when unable to pay arrears due to excessive use of credit cards. The implications of the results of this study can be used as reference material in preventing compulsive buying behavior and consumerism.

*Keywords:* siri', local wisdom, Bugis, compulsive buying

## 1. INTRODUCTION

Compulsive buying behavior is the behavior of someone who is addicted to shopping or experiences a mental health condition, which is characterized by the desire to continuously make excessive and uncontrolled product purchases (Granero et al., 2016). This buying behavior will have a negative impact both on themselves and on others. A person who has compulsive behavior is usually associated with their hedonic lifestyle and shopping for satisfaction by buying things that are ultimately not useful. This is supported by a large number of shopping centers, and banking facilities in the form of credit cards, which make it easier to make transactions even if they do not have sufficient funds to pay (Yuniarti (2016) and Karim (2016)). However, based on the results of field investigations, it was also found that individuals were willing to borrow money to satisfy their shopping desires.

Meanwhile, there is also the influence of online purchases so that it makes someone feel happy and comfortable in shopping so that they do not realize that there has been excessive and consumptive behavior (Minanda et al., 2018). A large number of product choices, speed in making purchases, and an easy payment system even though online will cause symptoms of excessive shopping behavior that are getting worse.

Compulsive consumers are individuals who like to spend their money on things they don't necessarily need. When they see an interesting product, they will feel uneasy or anxious when they have not fulfilled their desire for the product. This is also stated by Akhadiyah and Suharyono (2017), that a person with compulsive behavior feels restless if his desire is not fulfilled immediately, or the desire for the product cannot be purchased. This condition makes it clear that someone with compulsive buying behavior has a very unhealthy lifestyle, and harms themselves because they shop not based on the benefits but the satisfaction obtained from buying continuously.

Compulsive shopping behavior is currently a topic of interest to several researchers in the field of marketing and consumer behavior. This is considered as the impact of materialism, which is supported by the use of credit cards, and also the desire to buy luxury goods advertised on television. Wherefrom the results of the study indicate that credit cards increase the occurrence of compulsive purchases. (Sumarto and A. (2011), Veludo-de Oliveira et al. (2014), Norum (2008)).

Given the negative consequences of excessive spending and consumption, a plan is required to prevent these behaviors from occurring on a regular basis. A number of recommendations and ideas have been made in order to prevent this excessive

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behavior. For example, get rid of credit cards because people don't realize that credit cards make them more active in buying; don't do shopping activities alone because these habits don't emerge when people shop together; and spend time doing other things.

The existence of the era of globalization and free competition has significantly changed aspects of people's lives, which has an impact on the increasing demand for products in excess. This can trigger the emergence of a culture of consumerism, which is contrary to the philosophy related to simple living that has been taught from generation to generation in the family (Wening, 2012). The inculcation of values and skills to manage money and other behaviors has been taught in the family, but life in the big city is felt to have changed the family's habit to gather and teach the noble values of local cultural philosophy. Conditions in the world of education, especially schools, have minimally introduced them from the start regarding behavior that is not excessive in any activity. Consumers are no longer taught to appreciate the value of money as early as possible. Noble values are instilled through education both formally and non-formally in the family in everyday life. It is the family that shapes the character of a child through the cultural philosophy he adheres to.

Meanwhile, the Bugis-Makassar cultural philosophy has taught how to behave properly, through the "pappaseng" culture. (messages from ancestors), where one of the variables of pappaseng is siri'. According to Rosidi (2010), local culture is the basis of culture, which can protect against the adverse effects of global culture. In Bugis, Siri' means shame and is related to self-esteem. In behaving, it is expected that each individual has a sense of shame both for himself, for others, and especially for God Almighty. Shame for doing disgraceful deeds, shame on receiving social sanctions as a result of our actions, and shame for having violated God's commands.

Some studies have shown that culture influences consumer decisions, and culture has the broadest impact in shaping consumer behavior and underlying the desire to act. Several studies have shown the influence of culture on consumer purchasing decisions, with some authors claiming that cultural factors influence the most. and in consumer behavior, and culture is the most basic cause of people's desire and behavior in acting either to buy or otherwise act (Kasnaeny (2016); Kamaruddin (2009); Heine and Lehman (1997)). Seeing the meaning of the "Siri'" cultural philosophy, it is possible to implement it as a way to prevent compulsive buying behavior. This is also based on the absence of research that examines the application of the local cultural philosophy of "Siri'" as a deterrent to compulsive buying behavior.

## 2. LITERATURE REVIEW

### 2.1. Compulsive Buying

Every individual, whether consciously or not, tends to perform compulsive behavior. Individuals sometimes have a dependence on a product or product brand that has shown symptoms of compulsive behavior. For example, during the Covid-19 pandemic, washing hands up to tens of times after touching something even though the item is safe is an example of excessive or compulsive behavior, as well as dependence on always opening social media on cellphones. According to Alfitman et al. (2021), when the activity is not carried out, individuals feel that something is lacking in themselves and they are uncomfortable with the condition. Thus the individual will do it repeatedly and even lead to excessive actions, the consequences will have a bad impact. The impact can be in the form of depression, lack of human relationships, increased debt due to excessive use of finance.

Granero et al. (2016) stated that compulsive buying behavior (CBB), also known as shopping addiction and pathological buying, is the presence of a disturbed mental health condition seen from continuous, excessive, uncontrollable product buying activities, and has an impact on psychological, social, finances and work. Compulsive shoppers make purchases to improve their mood, deal with stress, gain social recognition, and improve their self-image (Lejoyeux and Weinstein (2010); Roberts et al. (2014)).

In addition, the existence of banking facilities in the form of credit cards also encourages compulsive buying. Even though consumers or individuals do not have enough money to buy products, by using a credit card they can realize their desire for the product and sometimes it becomes out of control. This condition causes defaults to occur due to the accumulation of debts that must be paid at maturity. This is also stated by Sumarto and A. (2012) that there is an effect of using credit cards with compulsive buying behavior.

### 2.2. Siri' Cultural Philosophy in the Bugis Community

Siri' means shame and also means self-esteem which is owned by every individual in Bugis Makassar culture. Every human being will try to uphold and maintain self-esteem by not com-mitting despicable acts. Siri' culture contains values and norms that are used as the basis for behavior in activities, thinking, acting to build oneself into a meaningful human being.

Magfirah (2016) states that self-esteem for the Bugis community is very important, so it must be upheld and maintained. People will be angry and will not accept if their self-esteem is underestimated. This Siri value will fortify the community from all actions that can reduce the value of their self-esteem in society. Shame will make individuals act following what is desired in culture, where shame refers to shame for oneself, shame for the social environment, and shame for God.

The development of life along with technological developments makes a cultural shift or there is a mixing of local culture with culture from outside. Siri' philosophy begins to fade in its application. Therefore, there needs to be a serious study effort to re-discover the noble values contained in it, especially the educational values that are indispensable for character building for the current and future generations, especially in minimizing excessive behavior and consumerism.

# 3. RESEARCH METHODS

## 3.1. Research Approach

The research approach used in this study is an approach with a qualitative method. This is in accordance to know the informant's response to whether Siri' as a local culture can be applied in minimizing compulsive buying behavior. Miles and Huberman (2014) state that qualitative research is research that prioritizes quality as the most important thing.

## 3.2. Narrative Research as Research Approach

The narrative approach is used to get an explanation of the meaning of the interview results. Narrative research is qualitative research in which the researcher conducts a study of one or more individuals to obtain data about the history of the journey in his life. The data is then compiled by the researcher into a chronological narrative report (Elci and Devran, 2014).

## 3.3. Location of Research

The location of the research was in the city of Makassar, which is the capital of the province of South Sulawesi in Indonesia, with a majority population of Bugis ethnicity.

## 3.4. Data Source

The research data comes from the results of interviews with selected informants. The type of data from the source of the informant is in the form of interview quotes, namely interpreting the meaning of the sentence said at the time of the interview. Books and Journals, namely looking for data that is by the research topic through books, scientific magazines, scientific journals, archives, and theses.

## 3.5. Data collection technique

### 3.5.1. Observation

Observations are carried out directly or indirectly on the object of research that continues to get the meaning shown from body movements, facial expressions, attitudes, and impressions shown.

### 3.5.2. Interview

Interviews were conducted in a structured and unstructured manner according to the condition of the informant's ability to provide information or explain. Unstructured interviews are free interviews that are conducted by researchers without any guidelines or guidelines regarding what will be asked, while structured interviews are interviews conducted based on the points to be asked. Unstructured interviews were conducted in-depth to obtain data about the views of the informants, how to ex-press what was on the minds of the informants and how the informants expressed what they felt about their feelings about events that occurred in their lives (Karim and Tajibu, 2019).

## 3.6. Data Validity

Techniques to determine the validity of the research data are triangulation and peer review techniques. Triangular compares the data obtained from the results of observations with the results of interviews. While the peer review technique is carried out by asking for examinations from experts in the qualitative field related to the process carried out in collecting data.

# 4. RESULT AND DISCUSSION

## 4.1. Characteristics of Informants

Table 1 shows the characteristics of the informants by gender. This table shows that the selected informants are predominantly female. The phenomenon is seen in the field, basically, women who make a lot of purchases at the mall.

Table 1: Characteristics of informants by gender

| Gender | Number of people | Percentage |
|---|---|---|
| Male | 37 | 37% |
| Female | 63 | 63% |
| Total | 100 | |

## 4.2. Data Display and Presentation

The research begins by exploring the informants' understanding of the "Siri'" cultural philosophy. When asked to all selected informants whether they have heard of or know about siri' philosophy, in general, they already know about Siri' and the teachings and messages contained therein. After knowing the informants' understanding of Siri' cultural philosophy, the next step is to conduct interviews related to the research topic, namely the desire to find out whether local culture, namely Siri', can be used as a strategy to minimize excessive shopping behavior by consumers. The results obtained are as follows:

### 4.2.1. Preposition 1

There is a sense of shame if you overspend using a credit card for shopping Shopping activities are now more practical with the existence of a credit card as a payment medium. Consumers will not be afraid to run out of money because it can be covered through funds provided by the banking sector. This was stated by several informants:

*"I control my spending and spending so I don't have to pay back.. so I don't get carried away by buying things that don't need to be. . . embarrassed and depressed when paying installments"*

Another opinion was given by an informant stated:

*"Shopping should not be over-limit. . . embarrassed to be billed. . . especially if it is confiscated"*

It means that consumers in shopping using a credit card should not exceed a predetermined limit, because it will give shame if billed or confiscated goods due to excessive shopping using a credit card.

Some argue as follows:

*"very embarrassed to overspend and use debt funds"*

It means that overspending because you have a credit card, will be very embarrassing because the funds used are debts that must be paid later.

### 4.2.2. Preposition 2

The family is the group that plays the most role in teaching behavior according to what has been taught from generation to generation. According to several informants, the family has taught them not to overspend and shop that is not useful.

*"family always order not to do unnecessary shopping"*
Other opinions:

*"The family advised us to shop as needed and buy the things we needed..if we don't need it..don't buy it"*

*"family advised not to be extravagant"*
Based on the narrative from the informant, it can be interpreted that there is a role for the family in minimizing exces-sive product purchases. So that it becomes a reminder for them when purchasing product activities.

### 4.2.3. Preposition 3

There is shame in God Almighty Individuals will feel ashamed if they violate the teachings of God Almighty, this is a way for consumers to overcome their desire to shop consumptively and suppress compulsive buying behavior.

*"...because in the Quran it has been taught not to be extrav-agant and excessive"*

Other opinions are:

*"If you have shame or fear of Allah...then people will not spend extravagantly"*

*"Allah will know if we transgress..and such behavior is a lie"*

The meaning of the informant's statement is that Religion has taught in the holy book not to make excessive and extrav-agant purchases, and if it violates what has been determined in religion, the individual is considered to be denying the teach-ings of their religion.

### 4.2.4. Preposition 4

There is a sense of shame about social sanctions. Individ-uals will also feel the social impact of the habit of shopping excessively. This is also encountered during interviews.

*"It's very embarrassing for people...if the money owed is used for shopping...especially if it looks like it's been billed"*

Other statements:

*"better to be frugal... than to be billed and seen by others"*
The meaning that can be drawn from this statement is that consumers who spend excessively will get social sanctions in the form of shame because their shopping activities cause debt. The shame will increase if it is seen that they are billed to pay arrears due to the use of funds via credit cards.

### 4.3. Grouping of meanings into Themes

Local wisdom is a reference that will determine a person's worth and dignity in society, so that local wisdom, one of which is Siri' culture, is expected to be a reference so that someone does not carry out activities that can harm themselves and others. Four themes emerged from the study of the informants' statements during the interview, which are indicative of Siri' ideology and can help prevent excessive purchasing activity, namely:

1. Self-Shame Theme (based on preposition 1)

2. Shame to Family Theme (based on preposition 2)

3. The theme of Shame to God Almighty (based on preposition 3)

4. The theme of Shame on Social Sanctions (based on preposition 4)

Data reduction was then carried out based on the findings of this theme, by looking for commonalities in the existing meanings, resulting in 3 (three) themes that integrated themes 1 and 2 that had connected meanings, with the following explanation.;

### 4.3.1. Shame on Ourselves and Families

Siri' fosters a sense of shame in individuals to do activities that lower their self-esteem. The results of the analysis show that feeling ashamed of oneself will prevent someone from doing disgraceful acts, including excessive shopping activities that make a person go into debt either directly or through a credit card. The siri' cultural philosophy teaches humans to always try to maintain and uphold their self-esteem and not to do despicable actions. Thus, when shopping one should consider carefully how important a product is to buy, and how useful it is to use. If this is considered before making a purchase, it will eliminate the shame on yourself for having wasted or overspending (Saleh, 2017). This is also by the results of the study of (Magfirah, 2016). Activities that cover or eliminate shame (siri') are excessive desires driven by greed.

The changing times have an impact on the family life of the Bugis people in Indonesia. The times have made a cultural shift, so it is necessary to make efforts to maintain Siri' culture to be implemented for family members because an act that is embarrassing will make the family feel ashamed too. The family is an environment in which a person undergoes a process of cultural recognition that is passed down from generation to generation, and the values taught can be a way for the good messages contained in Siri' culture to remain a guide for family members in behaving (Zainal and S., 2018).

According to the findings of the study, the role of the family in expressing the meaning of Siri' in everyday life can prevent someone from engaging in excessive behavior, such as buying. The Bugis society places a strong focus on educating their children the virtues of siri', with one of their teachings being "Maintain your siri," which suggests that humans must take good care of their shame (Aqsa, 2020).

### 4.3.2. Shame Against God Almighty

Humans are creatures who are very helpless and weak in front of Allah SWT. So that humans have no reason not to carry out their orders. Bugis cultural philosophy teaches that the source of happiness comes from 3 (three) things, namely There are three sources of happiness in this world, First; Protect yourself from disgraceful actions, Second; keep the tongue from lying words, and the third is to keep the heart clean from envy, envy, and other evil thoughts (Saleh, 2017).

Siri' culture teaches us to feel ashamed of God Almighty if humans violate what has been taught in religion. Religious values have taught not to behave extravagantly. This has been contained in Surah Al-Isra verses 26-29 which explains that: (i) Allah SWT commands humans to live simply and humans are prohibited from behaving extravagantly, (ii) *kufr* in favors and committing immorality is the devil's act, and (iii) getting used to being to avoid wasteful and stingy behavior. Thus, if someone acts extravagantly by making excessive purchases and only indulges in the desire for satisfaction obtained from purchases, then they are said to be *kufr* to favors.

### 4.3.3. Shame on Social Sanctions

The Bugis people assert that Siri' has the same degree as dignity. Siri' is also self-respect, reputation, and good name, as well as self and family honor. All of them must be maintained and upheld in their daily social life. According to research results, they avoid excessive spending, especially by using a credit card. This is because using a credit card means shopping using other people's funds (debt), which if you can't afford to pay it will cause embarrassment if you are billed and known by many people. Based on the findings of the themes obtained, Siri' cultural philosophy which consists of: shame on oneself and one's family, shame on God, and shame on social sanctions, can be an alternative strategy to prevent someone from compulsive buying behavior. However, its success is largely determined by the role of the family in instilling Bugis cultural values along with the values of the faith of the religion adopted.

## 5. CONCLUSION

The study's findings suggest that local culture can be a way/strategy for avoiding excessive buying and consumerism. One of the local wisdoms is Siri' culture, which teaches: (1) shame to oneself and one's family when engaging in excessive behavior, such as shopping, (2) shame to God Almighty if violating religious teachings, and (3) shame about the social sanctions that will be imposed if you have problems due to debts that cannot be paid due to compulsive buying behavior.

As a result, it is advised that the banking industry use the findings of this study to educate credit card applicants so that they do not overuse credit cards, which leads to compulsive shopping. In addition, parents are expected to impart cultural and religious values in their children to prevent excessive shopping, especially in light of shopping mall marketing.

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