

**Consumer's purchase motives and the extent of their
commitment to Islamic controls in consumption
An analytical descriptive study by application on a
sample of Khartoum state market goers**

Prepared by



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Abstract

The Sudanese consumer has suffered and still suffers from a lot of problems which face him during the procurement process, the research aims to highlight the inherent values of Islam which insure the procurement and enjoying goods within the frame of Islam controls and pillars, when the researcher surveys a sample conducting the field study and by using analytical descriptive approach the study is conclude several results most notably the advertisement is considered incentive and motive to a lot of consumers in procurement process moreover the majority of individuals in samples are not searching for the scientific information related to the good to identify it is advantage or disadvantage but they are looking for the extent to which it fulfils their personal desires and satisfies their physiological motives. Most of individuals in sample believe that they spend their money in purchasing valueless things where as the consumption behavior of the majority of individuals in sample incline to massive overuse of soda, purchasing mobiles and accessories.

Keywords: motive to buy, consumption, Islamic controls.

An introduction:

The issue of marketing is one of the contemporary topics that have occupied the attention of experts and researchers, due to the development that the world is witnessing.

As a natural result of this development, the interest of industrial institutions and companies increased in the consumer, and they sought to produce goods that satisfy his needs, satisfy his desires and address his tendencies and ambitions.

The interaction of societies with the technological revolution that pushed the world towards development is inevitable. Especially in the matter of marketing products by institutions and their consumption by individuals in different societies.

The human soul is always inclined to search for repose, comfort, and serenity, and this leads to stirring the whims, desires and desires in it, so that it rages and leads to the impulse of its owner to continuously search for what satisfies its pleasure. Therefore, the Almighty God forbade us from going after what the souls desire and ordered us to monitor and control them.

The behavior of the Western or American consumer is determined based on his material capabilities, inclinations, trends and interests, in addition to some of his personal traits, that is, emotions in their various forms and some ideas control their purchase of products often.

As for the Muslim individual, Islam is a control for him and his purchasing behavior. Islamic teachings urge the Muslim to reach the limit of sufficiency and prohibit

extravagance and wastefulness and call him to transcend himself and elevate his spirit in pursuit of what is with God and asceticism in this world, and thus the individual becomes balanced in his life, aware of his role towards himself and others.)

The Arab and Islamic societies are in dire need of scientific psychological research that leads to modifying the consumption pattern of these peoples. As for the Sudanese society, through the researcher's observations and observations, consumption patterns tend to be mostly in the negative direction. The society urgently needs to raise awareness on two tracks, The first is defining the purpose of buying and consuming discipline, while the second path is related to purchasing behavior and good handling of goods and foods only to the necessary extent without wasting or excessive eating and in buying goods and accumulating them without need, because the bad consumption habits that are currently spreading absorb and squander the proceeds of the national income It deprives society of economic development and prosperity.

Therefore, the research position in our Arab and Islamic world differs from that in Western countries, because as a developing country we strive for development in various fields "economic, social, human and other."

Therefore, the researcher believes that Arab research in the field of marketing should be purposeful and of an educational and awareness nature that encourages the individual to buy within the limits of his needs only and works to make him aware of the harm that can be inflicted on him and society when extravagance and wastefulness, and we have an example in Islam. Islam defines the conditions for buying and selling.

Research problem:

The motives that drive the consumer to buy are worthy of study, research and investigation. The connection of purchase motives with the level of individual income in society is necessary to help the individual to pay attention to priorities when making a purchase decision, which helps him to save because attention to resources and their maintenance and not wasting them leads to the renaissance of societies and this in turn leads to the renaissance of countries . The irrational consumption of goods affects the individual negatively and its effect is reflected on the society, because the Almighty God commands the members of society to cooperate, cooperate and touch each other's needs, and in order for the members of society to live in emotional integrity, Islam commands zakat and urges Muslims to give charity and spend for it.

The research problem is also that Sudan is one of the developing countries that suffer from a scarcity of agricultural and industrial production and imports most consumer goods from abroad, which requires rationalizing the consumption behavior of the

Sudanese consumer and spending within the limits of need, especially in light of the scarcity of resources and the absence of hard currencies.

Research hypotheses:

The research seeks to test the following hypotheses

- 1- Price is the most influential factor on the Sudanese consumer's payment to buy goods.
- 2- The researcher expects that there is a direct relationship between the advertisement of goods in an attractive manner and the consumer's purchase motives.
- 3- There is a statistically significant relationship between the effectiveness of public relations, personal selling, and consumer buying motives.
- 4- The researcher expects that most consumers will have emotional motives for buying, "that is, emotion in its various forms controls the purchase decision."
- 5- The researcher expects that most of the monthly income is consumed and only a small part of it is saved

Research aims

The researcher sees the need to set goals as follows

A- General objectives: The general objectives are as follows:

- 1- To highlight the authentic values in Islam that guarantee the individual to buy and enjoy goods within the framework of the rules and foundations of Islam.
- 2- Clarify the essential differences between the motives of purchase in the Islamic and Western systems.
- 3- Orienting consumers' purchase motives and prioritizing them in line with the values and legislations of Islam.
- 4- Attempting to find a theoretical framework that links the purchase process with Islam, in order to achieve economic sufficiency and social justice.

b- Detailed objectives: As for the detailed objectives, they can be summarized as follows:

- 1- Determine the factors that drive the consumer to make a purchase decision.
- 2- Identifying the proportionality of consumers' personal income with "spending and saving".

3- Studying consumer attitudes towards the reputation of the producing companies, the quality of their goods and their brands.

4- Identifying the other influences that push the consumer to buy for the sake of imitation and imitation, and the consequences of that after completing the purchase process.

Research importance:

The researcher believes, through his follow-up to the research movement and its trends, that the issue of rooting has not received sufficient attention by researchers, whether at the level of graduate studies or research published in scientific journals.

The importance of studying consumer behavior and their motives for buying stems from the fact that it deals with the study of an important part of human behavior that is characterized by ambiguity, complexity, diversity and change. one person to another.

The importance of studying the motives of purchasing in Sudanese society can be considered, as it may extend in terms of influence from the individual consumer to the family as a unit of consumption and then to industrial and commercial institutions and projects and even to governments. In addition, the results of this study may benefit the individual in arranging his needs and desires according to his priorities, which It is determined by its material capabilities on the one hand, and its surrounding environmental conditions, “the family, the customs and traditions of society” on the other.

Research sample and method used

This research is limited to consumers in the state of Khartoum, and visitors to the markets of Afra and Al-Waha have been identified, where the motives for purchasing in this sample will be identified, and because the research community “consumers” cannot be known and their vocabulary can be adjusted in specific lists, the researcher found that the most appropriate types of samples are the random sample. The questionnaire will be applied to a sample of consumers of 300 individuals, which included a group of consumers in the markets of Khartoum, Bahri and Omdurman, with 100 questionnaires for each market.

As for the method, the researcher used the descriptive analytical method.

Who can benefit from this research:

There are many parties that can benefit from this research, among which the researcher mentions the following:-

A- Consumers:

- When consumers identify the motives for buying through a systematic scientific method, this enables them to determine the necessary aspects of spending and thus they are able to distribute income between spending, consumption and saving in reasonable proportions.

- Creating awareness among the consumer and providing him with information from the Noble Qur'an and the Prophet's guidance, which helps him in rationalizing his behavior.

B - Authority and the public:

Both the authority and the public benefit from this research in the following:

- Achieving the lofty goal of rationalizing spending and consumption in order to preserve the state's resources from waste and extravagance, which helps to provide resources that can assist in development and reconstruction.

The research that aims to identify the motives of buying and consuming reveals the problems that the consumer suffers from, and this helps the authority in developing appropriate solutions to those problems.

Providing information to some parties related to consumers, such as consumer protection associations, which helps them achieve their goals.

C- young people:

The Islamic rooting of the issue of marketing and its study of the motives and psychological influences that push young people to buy and consume works to awaken awareness among these young people and addresses their conscience and ideas when they buy.

- Resisting consumer-oriented advertisements, whose primary concern is to control the mind of the recipient, especially the youth, because they are the most attractive groups to such advertisements.

Marketing concept

Islamic concept of marketing:

Some believe that marketing is a newly born science, but it has existed and is known since the existence of our master Adam, peace be upon him, and Eve in Paradise, when the Almighty God addressed them by saying: That is, the optimal choice among the alternatives, which is the well-known marketing concept.

After those ages, Makkah Al-Mukarramah played an active role in the experience of bank credit among the Arabs, as it was an oasis of peace and security and the center

of trade in the Arabian Peninsula before and after Islam. (To help the Quraysh * to make them feel the journey of winter and summer) (Surat Quraish verse 1 and 2) The Arabs used to return from Levant with Roman golden dinars, from Iraq with silver dirhams, and from Yemen with Himyarite dirhams, exchanged based on their weight and silver, and they dealt with it as a result of that. Commercial activity has three types of banking business:

Deposits: where merchants would deposit their money with people known to them for trust and loyalty, and the Prophet Muhammad, may God bless him and grant him peace, was known before the prophethood for trust and he was called the trustee, as the people of Makkah used to deposit their money and trusts with him, and when he migrated to Yathrib, Ali bin Abi Talib, may God be pleased with him, entrusted them with it. His face to return it to its owners.

2- Mudaraba: It is a short-term joint investment that aims to seize opportunities, especially by investing money in trade in return for a share of the profit.

3- Lending with interest, especially usury.

The concept of marketing: The word marketing is derived from the Latin term *mercatus*, which means market, and this Latin term, in turn, is derived from the Latin word *mercari*, which means merchant. (Alyan, 2000, 34)

There is a consensus among marketing theorists and practitioners that marketing practices in modern business organizations constitute more than two-thirds of the total commercial and non-commercial activities and events (Al-Taie et al., 2007: 9).

Therefore, marketing as a system of “discipline” and “practice” represents today one of the most prominent drivers of profit and non-profit work in various business organizations without exception.

Undoubtedly, marketing based on knowledge and awareness of markets, consumers, suppliers, the general public and the entire macro and micro environment in which the organization operates and interacts is modern marketing that has enabled thousands of businesses and individuals to achieve remarkable successes in various fields of work.

The American Marketing Association believes that marketing is the business activity that directs the flow of goods and services from the places where they are produced to where they are consumed, used or used.

In 2003 AD, the aforementioned association reconsidered this definition, as it stated in its latest publication that marketing is a systematic process that involves planning, implementing and controlling studied activities in the areas of formation, pricing, promotion and distribution of ideas, goods and services through exchanges that serve the goals of the organization and the individual.

The association did a good job when it replaced the first definition with a more comprehensive one, because the old concept of marketing gives the impression that marketing is a specific activity that is limited to the processes of distribution and sale.

A- A dynamic activity that begins before the production process.

B - A planned systematic process.

C - An exchange process.

D- An innovative process.

Marketing was also defined as a live activity that seeks to find the contented consumer and meet his needs according to the most accurate specifications in order to achieve satisfaction and thus loyalty.

This definition has a basic characteristic that marketing is a consumer-oriented activity in the first place, and is based on accurate knowledge of consumer needs and desires, and that satisfying needs through marketing activities is the essence of modern marketing.

The nature of the relationship between marketing and public relations

Marketing and public relations experts agreed that there is a direct correlation between marketing and public relations, but they differed in the nature of this relationship.

We can visualize five different models for this relationship, which are illustrated in the following figure:

The following is an explanation of these five models:

1. Separate but neutral functions "Model A"

Where marketing and relations are considered here as different in terms of concept and capabilities. Marketing originated mainly to sense the needs of the masses, serve and satisfy them, achieving a certain profit. As for public relations, it arose to create goodwill among the various masses of the company so that this does not interfere with the company's ability to achieve profits.

2 Equal but overlapping functions {Model B}

Here, marketing and public relations are viewed as two separate functions that have a common ground. This ground is represented by the following:

1/ Accurate and interestingly planned advertising of the commodity or its brand.

2/ Customer relations - the marketing men are experts in the sales process to customers, and the public relations men are experts in handling customer complaints after the completion of the sales process.

3 Marketing is the dominant function {Model C}

Here, public relations are viewed as being within the marketing departments, given that this function was created as a basis for facilitating the marketing of products.

4- Public relations is the predominant function {D model}

Here, marketing is viewed as a function attached to public relations, as the future of the organization depends mainly on the way the organization looks at its audience. Hence, it is the duty of the organization to meet the desires of these masses as much as possible, and to satisfy the desires of customers is part of this task, and this part is marketing and marketing cannot be left to make its way to a unit regardless of the results of that. Therefore, marketing must be placed under the supervision of public relations (the banker, seemed :).

5. Marketing and PR are equal {Model E}

Here, marketing and public relations are viewed as being similar in concept and methods, both concerned with the masses and markets.

The researcher believes that public relations is the predominant function, as marketing cannot be presented for many scientific justifications that cannot be mentioned, including that the Public Relations Department is the official spokesperson for the institution, and maintaining the institution's reputation and position depends to a large extent on the work of the Public Relations Department. In addition to its ability to open new markets for marketing.

Public relations tasks in the marketing process:

Public relations, like sales promotion, consists of tools and public relations can be very effective, although it appears untapped to promote products, one reason is that public relations in a company operates a separate department not only marketing relations but also financial PR and private PR employees, government, and so on. So marketers should beg for resources from the PR department or deal with a separate PR agency (Kotler, 2004:17).

As PR loses some strength to build the company's brand, and as sales promotion grows larger than it should be, the company may realize greater potential in Marketing Public Relations.

The tasks of public relations in the marketing process under the compound word of letters is PENCILS, which are:

P = Publications . It deals with company areas, annual reports, and brochures that help clients...etc.

E = events . Sponsoring sports competitions, art events or trade fairs.

N = news. It means stories that support the company, its audience, and its products.

C = community involvement activities. It is about sharing time and money with the needs of the local community.

= identity media . It means stationery bearing the company's address, work cards, and clothing for the company's employees.

L = Lobbying activity. It means attempts to influence supporting legislation or cancel legislation and provisions that are not supportive of the company's business and activities.

S = social responsibility activities. It means building a good reputation for the company in terms of social responsibility.

Towards a new marketing:

If we go back to the events of the past, we can say that marketing, especially marketing between projects, has arisen and developed gradually and not suddenly. While fads and fantasies come and go, major and permanent changes and truly innovative methods do not occur more than once or twice in a decade. Nevertheless, valuable additions and changes do occur from time to time and often coexist side by side with each other (Wilson, 1996:15).

It's no wonder many CEOs complain that their marketing is ineffective. They see their companies spend a lot on marketing but get less done. One reason for this is that they spend so much on the same old style of marketing that they used to in the past (Kotler, 2004:17).

Antique marketing consists of the following practices:

Equality of marketing with sales.

Focusing on the customer's purchase demand and not on the care of the purchase

- Trying to make a profit from every collaboration with the customer rather than trying to make a profit by managing the customer's lifetime valuation.

- Setting prices based on observation of cost rather than target prices.

Planning for each of the communication tools separately rather than the integration of communication tools with each other.

Selling the product rather than trying to understand and satisfy the customer's real needs.

The old marketing thinking, fortunately, is now beginning to make way for new ways of thinking. Smart marketing firms develop customer knowledge, customer engagement techniques, and an understanding of customer economics. It invites customers to cooperate in product design. It is ready to offer flexible loans in the market, it uses targeted media and consolidates its marketing communications tools to deliver a consistent message through any client they come into contact with. It invests in more advanced technologies such as video conferencing, sales automation, software, web pages, Internet, intranets, and extranets.

It is easily accessible 24 hours a day on the customer's phone number or by e-mail It is more able to identify the most profitable customers and to set different levels of service It looks at distribution channels as a partner It is not an enemy, and finally, it has found ways to deliver superior value to customers (Wilson, 1996: 15).

Elements of the Islamic Marketing Mix (Internet, 2009)

The researcher believes that there are two elements of the Islamic marketing mix that must be addressed, as they are directly related to the subject of the research, namely:

1- Products:

The bank's choice of its products affects the elements of the marketing mix and other functional areas of the bank such as finance - production - operations - human resource management and others.

There are also dimensions of the product represented in:

Essence: It represents the set of basic benefits that the consumer aims to achieve from the purchase.

Actual product: It refers to the dimensions of quality, distinctive features, label and packaging, which play a major role in consumer behavior and the degree of preference for products over others.

Subsidized product: It refers to the set of services accompanying the product that give it a competitive advantage that affects the degree of consumer preference for one commodity over another.

As for the perspective of Islam, Islamic studies divide commodities on the basis of Islamic Shari'a rulings, and perhaps at the forefront of those rulings and values that Islamic Shari'a brought is that they came to allow the good and prohibit the evil, and that means dividing commodities on this basis, which does not exist in contemporary studies. Goods are either good or bad, with the presence of ranks and degrees for each

of them. The origin of this division is the saying of God Almighty: (And He makes lawful for them the good and forbids them the evil) (Surat Al-A'raf, verse: 157).

Therefore, it can be said that it is the good products that should be the subject of research and study in marketing from an Islamic perspective, as they are the ones that may be produced, manufactured, and then distributed and consumed.

Product controls from an Islamic perspective

The product controls from the perspective of Islam are as follows:

The first rule: limiting the products to the department of good and halal goods and services. The Almighty said: (O people, eat of what is on the earth lawful and good) (Surat Al-Baqarah, verse 168).

So, what is permissible is that which has been negated by the prohibition ruling and is free of doubts. As for perfume, it is what is desirable in itself and is not harmful to bodies and minds, so there is no production except in this aspect because there is no consumption except in it.

In this regard, on the authority of Abu Hurairah, the Messenger of God (may God bless him and grant him peace) said: "God Almighty is good and only accepts that which is good" (Narrated by Muslim).

The second rule: the obligation of priority in identifying products

The selection of products and their specifications must be aimed at achieving the purposes of Sharia, and taking into account the conditions and conditions of society, in order to achieve the interests. It is worth noting that this classification and commitment have great importance and impact on the economy as a whole, and on the marketing process in particular, and this importance lies in the fact that leaving the absolute freedom of the market mechanism with the absence of legal controls in addition to the great disparity in income and wealth, all this will lead to the use of inefficient and unjust resources, so that they do not meet the basic needs of the poor, while the rich are able to transfer scarce resources to satisfy their desires through their purchasing power (Internet 2009).

As for marketing from an Islamic perspective, it requires a continuous effort to apply Islamic standards in the production process, especially since the classification of goods and services is one of the many changing issues, and it requires that marketing research and information systems in Islamic marketing management receive a lot of attention.

The third rule: that the products express the real needs of the members of society:

Through this regulation, the balanced consumption of the Muslim individual appears with the possibility of eliminating luxury production, and the integration between the

production and consumption processes in the Islamic system can be clearly seen. It also provides a completely suitable environment for marketing from an Islamic perspective, that distinct homogeneity in the Muslim community, as determining the real needs in society depends on the pattern of class formation, and the less the intensity of the class formation in society, the closer the structure of its needs to homogeneity and the Islamic society enjoys through Islamic values. The social integration system has a clear advantage, which is reducing and dissolving class differences between its categories, and thus it will greatly facilitate the task of marketing in carrying out a more accurate and comprehensive classification, and all of this affects the effectiveness of the entire marketing system.

Pricing in Islam:

Pricing Estimating the price and the price is what the price is based on and collecting it.

The jurists differed in the definition of pricing, as Imam Al-Bahooti defined it, saying: "It is for the imam or his deputy to price the people a price and force them to sell with it, but Ibn Qadama defined it by the sultan or his deputy to estimate a price for people and force them to sell what he estimated.

Pricing: It is the ruler, his deputy, or any employee who is entrusted by the ruler with the task of pricing. Imam Al-Darani added an important restriction, which is consulting with experts.

* Those who are priced on them: They are the people of the market only or the general public.

* The priced sale: Bin Arafa limited it to food, and it includes all the luggage according to Al-Shawkani, but rather the works and benefits according to Al-Darini.

Pricing conditions: Imam Al-Darani spoke about pricing conditions, which are that the goods, benefits or works are what people, animals, or the state need most, and their people withhold them even though they do not need them, as if pricing with him is only in the case of monopoly, although the jurists mentioned pricing in many ways.

- **Commodities for which pricing is carried out:** The commodities for which pricing is carried out in this form are required to:

- That it be from what is measured and weighed; whether eaten or otherwise, as Ibn al-Habib said; Because what is neither measured nor weighed, its objects differ greatly, and therefore it is referred to the value, not to the example, as if they are equal in quality; Because it has an impact on the price.

3- Pricing: The market leader must know how much the sellers buy, make them a reasonable profit, forbid them to increase it, and inspect the market so that the sellers do not escape from the priced price.

Violator ruling: punished and expelled from the market.

Pricing rule for monopolist:

If people need goods or benefits and their owners refuse to provide them, or only at exorbitant prices, they are forced to sell them at a similar price, and this is from pricing; Because it determines the price and prevents it from being raised, and it is of two types:

- Pricing in business: that people need people with specific trades, such as farmers, blacksmiths, or carpenters, and they are forced to do so at the same price (Internet, 2009).
- Pricing in money: that people need the weapons and tools of jihad, for example, so sellers are forced to pay the same price.

This is what the Hanbalis, Ibn Taymiyyah and Ibn al-Qayyim said, and the Hanafis held this view. Zadeh, where the judge says: "If the employers control the food and transgress value for infringement of obscene, and the inability of the judge for the maintenance of the rights of Muslims, but then pricing is not a good advice from the people of opinion and insight" and infringement of obscene is selling them twice the value. The jurists inferred a lot of evidence for the permissibility of pricing on the monopolist.

Consumer's behaviour

Consumer behavior in the Islamic economy:

The rules governing consumer behaviour

The Muslim's idea of consumption is governed by principles and rules, including the "originally in things that are permissible," the norm of legality "halal and forbidden," the norm of moral values, and the rule of moderation.

Accordingly, the controls that govern consumer behavior in the Islamic economy can be identified as follows:

- 1- The Muslim consumer's horizons expand to include all the good things, and only the bad ones mentioned in the Holy Qur'an and what is measured against them are excluded, noting that the number of prohibited consumer goods is very few.
- 2- There is a maximum quantity that a Muslim consumer requires of any commodity.

3- The Muslim consumer's benefit depends on achieving the benefits of others, so his consumer behavior does not involve selfishness.

This means that the Muslim consumer, besides the income restriction facing the non-Muslim consumer, faces the religious restriction that forbids evil and extravagance.

Also, an influential factor enters the line of spending in Islam, which is spending for the sake of God Almighty, i.e. spending from one's own money on others for the sake of God Almighty (Internet, Al-Ramani: 2018).

Factors affecting Muslim consumer behavior:

Among the factors affecting consumer behavior in the Islamic economy is belief and morals, as well as economic, social and psychological factors, for example, the call for mediation and moderation. To save for the time of distress, and we may imagine that there is a correlation between the degree of an individual's faith and his spending in the way of God, and accordingly, the aspects of the Muslim consumer's spending can be identified as follows:

- 1- Worldly spending, which includes current spending and saving for future spending.
- 2- Spending on others, i.e. for the sake of God with the aim of the hereafter.
- 3- Only wicked things are excluded from the available products and commodities.
- 4- Piety determines the behavior of the Muslim consumer (Internet, Al-Rumani: 2018 AD).
- 5- There is a specific minimum limit for spending on others, which is the share of zakat.

And God has made lawful for the Muslim the good things of sustenance, He, the Most High, said (Say: "Who has forbidden the adornment of God which He brought forth for His servants and the good things of sustenance) (Surat Al-A'raf - verse: 32), and in the enjoyment of the same time and the pleasure of Islam, and in Islam good, the Almighty said: (and Aptg as Attac God, the Hereafter and do not forget your share of the world and the best as the best of God you do not mischief in the earth that God does not like spoilers) (Al-Furqan, verse 67) the Muslim demands to stay away from all the manifestations of corruption and corruption, He is called to faith and piety, piety and reverence, righteous deeds and jihad, asceticism, contentment and contentment.

The Muslim's consumption is subject to educational, moral, health, social and economic values, which are comprehensive principles and do not leave him the freedom to choose the pattern of his consumption behavior, and this is clear from the

Almighty's saying (And those who, when they spend, are not extravagant and are not stingy.

We should also point out that Islam has defined the levels of the consumer ladder and the individual spending of the Muslim consumer as follows:

- A Muslim's consumption of himself - A Muslim's consumption of his family - A Muslim's consumption on his servant.

The consumption of a Muslim on his parents and relatives - the consumption of a Muslim and his spending in the cause of God.

And the consumer ladder is based on what was narrated when interpreting his saying (and they ask you what they spend, say, "Forgiveness" (Al-Baqarah: Verse 219). Abu Huraira, may God be pleased with him, said: (The Messenger of God (peace be upon him) commanded charity one day with a man. A man said: "Oh, Messenger of God." Donate it for yourself. He said: I have another. He said: Donate it to your son. He said: I have another. He said: Donate it to your servant. He said: I have another. He said: You have more vision, and it supports this. The hadith is the hadith of Jaber bin Abdullah, may God be pleased with him - he said: The Messenger of God, may God's prayers and peace be upon him, said: "Charity is the best of what comes from the back of wealth, and start with those you support" (Internet, Al-Rumani: 2018).

Contemporary consumer:

The growing interest in studying the contemporary consumer began since the emergence of the contemporary marketing concept, a concept that revolves around the idea that the producer should look at the commodity from the point of view of the consumer, and instead of providing the consumer with what he thinks he needs, he must discover what the consumer desires and provide it to him. The study of consumer behavior is the starting point for the marketing process. The task of marketing begins with knowing the needs and desires of the consumer and then working on trying to find products that satisfy his needs and satisfy his desires, and understanding consumer behavior is not a simple matter, as it is linked to many factors and influences that make it a complex process.

Types of consumer buying behavior:

Consumer buying behavior is characterized by instability, as it may change according to the factors surrounding it, so the consumer is exposed to a group of goods that satisfy the same need and with different brands at different prices that make the purchasing behavior take different forms. The purchasing behavior can be classified into four types according to two variables:

A- The level of consumer attraction to the commodity or the degree of importance of the commodity to the consumer. This depends on whether the commodity, for

example, has a high price, or serves as a means of self-expression, or its purchase is associated with a rare risk.

b- There is a fundamental difference between the brands of similar goods that satisfy the same need.

1. Difficult, complex buying behavior: This behavior results when there is a high level of attraction to the commodity with the presence of fundamental differences between commodities bearing different brands, and in this situation the consumer seeks to obtain

As much information as possible about the specifications of each commodity individually, he often does not know much about it (Ibrahim, 2013: 68).

2- Reluctance to buy behavior:

This behavior is observed in the case where there is a high level of attraction with few fundamental differences between the commodity alternatives. In practice, the consumer sees similarities between the various commodity alternatives, so he chooses a particular brand as a result of some apparent characteristics “such as the beautiful color or shape (Ibrahim, 2013: 68).).”

3- Ordinary Buying Behavior:

It is a type of purchasing behavior while making a purchase decision in a situation in which the level of consumer attractiveness to the commodity is lower, accompanied by the absence of fundamental differences between commodity alternatives, and in this case the consumer does not bother to search for additional information about a brand, he is often on the Being aware of the brand as a result of being exposed to promotional activities. Goods that are characterized by a low level of attraction for their low price, for example, are chosen by the consumer in light of his knowledge of them.

4- Research purchasing behavior:

It appears in a situation where the low level of consumer's attraction to the commodity corresponds to fundamental differences between the commodity alternatives, and the consumer often changes the brand that he purchased before, due to the variety of options he has, not to feel dissatisfied, but rather to look for various other advantages. .

Recent trends in purchasing in the business market.

The purchasing process in many companies has fundamentally changed. In a study conducted on a sample of 160 purchasing managers in a number of American organizations, they were asked to identify important trends in purchasing during the year 2008 AD, many important marketing visions were extracted for marketing men.

Especially in the business market, who hope to meet the needs of buyers in this market. Among these important trends are improvement in productivity, relationship perspective, technological use, consumer value considerations, and ethical considerations (Al-Sahn, Abbas 2004: 146).

Exploratory research plays an important role in providing necessary preliminary information that guides the company in developing a new marketing strategy for it.

The researcher believes that the interests of marketers should also include knowing what the consumer thinks and what he expects from the companies and organizations that provide the service to him. Liaise with buyers. (Ascott, 2010: 130)

The effect of advertising on purchasing behavior:

The advertisement was criticized for attempting to coerce individuals through the power of persuasion it exercises to buy goods that they do not really need. This is considered one of the main economies of advertising, but there are those who responded to this criticism that advertising helps to highlight and show the latent needs of the individual, but it does not necessarily push him to buy goods he does not need. The role of marketing in general is not in creating or finding needs because these needs are determined by the individual himself and are latent within him, but the role of marketing activity in general and advertising in particular is to show these needs into existence and to clarify to what extent the commodity can satisfy these needs.

Through his observations and observations of the daily life of the individual and society, the researcher believes that advertising has a clear impact on the purchasing behavior of individuals, and sometimes even pushes them to purchase goods they do not need, and therefore advertising today, especially in third world countries, does not pay attention to the moral and social aspects of individuals Because its main goal is to achieve the greatest financial return. (Al-Sahn, 2013: 35).

And if we look at the reality of advertising agencies deployed in some third world countries, we also find that they are not interested in social responsibility programs that help in the renaissance and development of societies.

Advertising works to arouse consumers' interest, and prepares the consumer's mind to accept the advertising message, meaning that his perception of the advertised commodity or service turns as something abstract that attracted his attention – through the technical elements of the advertisement – to realizing the importance of buying the commodity or requesting the advertised service (Al-Hadidi, Imam, 2005: 30).

The advertising message that is designed for the consumer addresses a set of instincts present in the human being in order to lure him and push him to interact with the

advertisement, and these instincts include the instinct to search for food, the sexual instinct, the instinct of possession, and the instinct to seek comfort (Ghaith, 2011: 163).

Advertising today needs to review its legislation in terms of the goal of advertising, data integrity, not exaggerating what it wants from information and not conflicting with the social and religious values and the public taste of society, in addition to the adoption by the advertisers of programs and projects for social responsibility and achieving this by promoting the interests of consumers even if they are not interested in it, and consumer protection associations play an important role here in monitoring the commitment of companies to this concept. (Al-Sahn, Abbas 2004: 132).

Purchasing Motives

Motives from an Islamic perspective:

The motives and needs that psychologists talked about were revealed in the Holy Qur'an (Internet, 2018) 1400 years ago and there are many verses that highlight these motives. Teach him to love

To own money and other possessions those keeps him away from fear and gives him safety from poverty and provide him with influence, prestige and power in society. The Holy Qur'an has shown this motivation in more than one place by saying, "And you love money with a great love" (Surat Al-Fajr, verse 20), (Al-Mal and the Children The life of this world) (Surat Al-Kahf, verse 46), and another verse that refers to the motive of owning and running after money and accumulating it distracts from the remembrance of God in the Almighty's saying:

This has led some psychologists to consider possession as an instinct, but studies in psychology do not consider possession as an instinct and tend to consider it an acquired psychological motive. of gold and silver) (Surat Al Imran, verse 14).

Purchasing Motives:

Motivation is the feeling of an urgent desire that urges the individual to search for gratification, and the motive becomes a purchase motive when the individual searches for gratification by buying something. Satisfaction, and in light of the above, we conclude that the seller does not create motives, but only directs the desire for gratification towards his product (Abdul Hamid, 2014 AD: 33).

Therefore, it has become of great importance to identify the reasons and considerations that lie behind people buying a particular product, "the motives of dealing for example." If the marketing man does not respond with the correct motives, he is likely to lose the sales process, because knowledge of the motives helps the marketing man in designing the product and choosing ways Distribution and selection of advertising campaigns ... etc. From the point of view of the

marketing program, determining the motives for purchase is difficult because the motives behind the behavior of consumers do not always appear clearly, whether for the seller or even the buyer himself, but these motives can be placed in groups at different levels depending on The degree of consumer awareness and willingness to respond to it.

The first group: the consumer is aware of his motives, and is ready to disclose the motives that made him buy a particular product.

The second group: the consumer is aware of the reasons that prompted him to buy, but he does not admit them to others, but presents other reasons that he believes are more acceptable from the point of view of society.

The third group: The consumer himself does not know the real reasons that prompted him to act in a certain way.

Buying habits:

Purchasing habits should be studied in depth, in order to answer the following questions:

When, where and how do consumers buy?

Who is buying?

Answering these questions enables us to know buying habits or purchasing behavior patterns.

How do consumers buy: The answer to this question is based on focusing on an important aspect of the buying process, which is when the consumer makes a purchase, what does he focus on? Is it on the price, the packaging, the mark, or something else, such as buying with cash or a check.

That is, it is necessary to determine this through salesmen and to conduct research in this field.

Who is buying the family? Researching one of the aspects of buying habits related to those who buy for the family leads us to answer other sub-questions that must be taken into consideration, namely:

Who does the actual purchase?

Who makes the buying decision?

Who uses the product or consumes the product?

It has been proven that many years ago, the woman was the one who bought most of what the family needed, and she still plays an active role in the purchase decisions of the family, and contributes a large share to the actual purchase process. Purchasing

decisions are made jointly between the husband and wife (Abdul Hamid, 2014 AD: 33).

Purchasing motives categories: Purchasing motives are divided into the following:

First: In terms of the nature of the act, it is divided into: (Abdul Halim, 1995: 144).

A - Mental motives: when the purchase is made after studying and thinking about the alternatives offered and the advantages of each and comparing them, then making a decision.

B - Emotional motives: when the purchase is made without prior thinking, that is, the emotion that controls the decision to purchase. (Abdul Halim, 1995: 144).

Second: In terms of the stages of disposition, they are divided into:

A- Primary motives: These relate to the reasons for buying a particular product over the other, such as the preference for buying a “Kelvinator” refrigerator instead of other brands.

b- Dealing motives: It relates to the reasons why the consumer deals with a particular store without the other stores in which the same product is offered.

Stages of the purchasing decision process:

These stages are complex and difficult because they include many procedures. The procedures that precede the apparent behavior of the individual are interactive, overlapping and long. (Abdul Halim, 1995: 142).

The stages of the purchasing decision process are successive stages that the consumer goes through.

First: Pre-purchase stage:

Confronting a consumer problem and feeling the need to solve it.

The instantaneous changes that occur to the individual.

The consumer has run out of stock.

The consumer's financial resources diminish.

The emergence of new needs in the individual.

The emergence of new desires in the individual.

The emergence of new products in the market.

The need to purchase other complementary products.

Second: The purchase stage:

- Completion of purchase: where conviction and trust in solutions play an essential role in them.

Third: The post-purchase stage: in which satisfaction, in addition to gratification, plays an essential role in it.

- Consumption and evaluation of the purchased brand during and after consumption.

Islam and the economy in the consumption of food:

Islam calls for frugality in food and not to be extravagant in it, and as a matter of economy and rationalization of consumption, the Prophet, may God bless him and grant him peace, said about fermenting pots and putting out lamps and fires when sleeping. On the authority of the Messenger, may God's prayers and peace be upon him, he said: The Messenger of God, may God's prayers and peace be upon him, said: "Close the doors, tie the water skin, cover the vessels, and extinguish the lamp, for Satan does not open by closing, does not untie the knot, and does not reveal the water skins. Ibn Hibbing: 1271) (Abdul Halim, 1995: 140).

The believer eats in one stomach:

Among the etiquette of Islam in food is the desirability of dates, and also that the believer eats in one intestine and the unbeliever eats in seven intestines. And this hadith was said when a guest who was an infidel came to the Messenger, may God bless him and grant him peace, and Hallab drank seven sheep. Crucifixion and strengthening of the limbs, so a little is sufficient, and the unbeliever is not satisfied with it like an animal, because its action is based on lust.

Call for austerity:

Islam calls for austerity, following the example of the Noble Messenger, may God bless him and grant him peace. He, may God bless him and grant him peace, used to sleep on a mattress filled with fibers.

Islam does not call for transcendence or vanity, as our Messenger, may God's prayers and peace be upon him, warns us against contempt of God's blessings upon us, including the saying of the Noble Messenger, may God's prayers and peace be upon him: The narrator: Abu Huraira, Sahih Ibn Majah: 3358.

Open Questions:

The majority of the respondents see the importance of adhering to the purchase controls in Islam in order to arrange and organize purchasing priorities.

The majority of consumers feel that there is money they have spent on things that are not of value.

Individuals' consumption tends to be extravagant and wasteful, according to the opinion of a majority of the study sample.

Findings, recommendations and future prospects for research:

Results:

Through the field study of the Sudanese consumer and his motives to buy and the extent of his commitment to the controls of Islam in consumption, the research reached the following results:

1- Advertising is a catalyst and motivator for many consumers in the buying process due to its ability to arouse consumers' interest towards goods through the methods of suspense and attractiveness of presentation pursued by the advertisement.

2- The majority of the sample members do not search for scientific information about the commodity to know its advantages or disadvantages, but rather look at the extent to which it fulfills their personal desires and satisfies their psychological motives.

3- A very large percentage of the respondents do not have a specific day to purchase, and the majority of them do not have a clear budget and plan for spending, and purchases are made mostly in a sudden and random manner.

4- Most of the sample members are motivated to buy from mental motives, and a very large percentage of them seek to find an additional source of income, and the majority of them also believe that the individual's regular income leads to organizing and prioritizing his purchase.

5- More than half of the sample responds sometimes to their psychological desires when buying, and they cannot control the disbursement of their money.

6- The consumer behavior of most of the respondents tends to excessive consumption of soft drinks and the purchase of mobile phones and accessories "such as watches, seals, glasses" in addition to their extreme exaggeration in tourism and entertainment.

The consumption of individuals in society "according to the respondents' point of view" tends to be extravagant and wasteful, and the majority of respondents believe that they spent money on buying things of no value.

Recommendations:

In light of the study's objectives and results, the researcher presents these recommendations, which he hopes will achieve the desired benefit and find care and attention on the part of the competent authority. These recommendations are as follows:

1- Seeking to change the current consumption pattern of the Sudanese consumer, which tends to extravagance and waste, and work to spread the positive marketing culture through a strategic plan set by the state and in which all media participate in raising awareness, guidance and motivating the religious determination of individuals when consuming and presenting positive experiences and models from consumers to society.

2- Establishing a number of marketing research centers to study the marketing process in all its aspects and accurately to identify consumer trends and what affects them to reach solutions that contribute to the development of solving the problem.

3- Resisting consumer-oriented advertisements, whose primary concern is to control the recipient's thinking, especially the youth, because they are the most attracted to such advertisements. This is through the state's tendency to implement the advertising charter of honor recommended by many researchers conducted in the field of marketing at the level of Sudan and the Arab world.

4- Work to encourage the Sudanese Consumer Protection Association to carry out its activities and achieve its goals aimed at protecting the Sudanese consumer from the dangers that may befall him as a result of his rush to buy goods and the exploitation of some production institutions and traders for him.

Future prospects for research:

Despite the development witnessed by the research of buying motives and consumer behavior in developed countries, developing countries still suffer from a severe slowdown in accessing this field despite the availability of some opportunities and capabilities, so the researcher believes that this research opens up prospects for other research related to the study of motives and trends Consumers, as well as studying the patterns of preferences and interests they have and what is affected by internal and external psychological factors, and studying advertising motives and its impact on consumer behavior and other modern and important topics.

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