SYSTEMATIC LITERATURE REVIEW (SLR): SHOPPING LIFESTYLE CULTURE OF STUDENTS OF THE DARUL 'ULUM ISLAMIC BOARDING SCHOOL IN FASHION SHOPPING ON E-COMMERCE

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Abstract

This study aims to systematically examine the phenomenon of shopping lifestyle of santri in the Pondok Pesantren Darul 'Ulum environment, especially in the context of fashion shopping through e-commerce platforms. In recent years, technological advances and digitalization have influenced the consumption patterns of santri who live in a traditional pesantren environment. This study uses the Systematic Literature Review (SLR) method to identify, evaluate, and analyze relevant scientific publications. The main focus of this study covers the changes in santri's shopping lifestyle and their involvement in e-commerce, especially in the fashion category. The findings of the Systematic Literature Review (SLR) study of nine scientific publications reveal that the consumptive behavior of young Indonesian Muslims in e-commerce is influenced by a complex interaction between Islamic values, modern lifestyles, psychological factors, and advances in digital technology. The four main categories that emerged include: Muslim consumer behavior influenced by religiosity and sharia values; impulse buying related to lifestyle and emotions; changes in consumption patterns due to digitalization; and consumptive values and ethics in Islam that emphasize moral awareness.

Keywords: *Systematic Literature Review, Shopping lifestyle, Boarding School Students, E-Commerce, Fashion*

Abstrak

Penelitian ini bertujuan untuk mengkaji secara sistematis fenomena *shopping lifestyle* santri di lingkungan Pondok Pesantren Darul 'Ulum, khususnya dalam konteks belanja *fashion* melalui platform *e-commerce*. Dalam beberapa tahun terakhir, kemajuan teknologi dan digitalisasi turut memengaruhi pola konsumsi santri yang hidup dalam lingkungan pesantren yang tradisional. Studi ini menggunakan metode *Systematic Literature Review* (SLR) untuk mengidentifikasi, mengevaluasi, dan menganalisis publikasi-publikasi ilmiah yang relevan. Fokus utama penelitian ini mencakup perubahan gaya hidup berbelanja santri serta keterlibatan mereka dalam *e-commerce*, terutama dalam kategori *fashion*. Temuan kajian SLR terhadap sembilan publikasi ilmiah mengungkap bahwa perilaku konsumtif generasi muda Muslim Indonesia di *e-commerce* dipengaruhi oleh interaksi kompleks antara nilai keislaman, gaya hidup modern, faktor psikologis, dan kemajuan teknologi digital. Empat kategori utama yang muncul meliputi: perilaku konsumen Muslim yang dipengaruhi religiusitas dan nilai syariah; dorongan *impulse buying* yang berkaitan dengan gaya hidup dan emosi; perubahan pola konsumsi akibat digitalisasi; serta nilai dan etika konsumtif dalam Islam yang menekankan kesadaran moral.

Keywords: Systematic Literature Review, Shopping lifestyle, Santri Pondok Pesantren, E-commerce, Fashion

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INTRODUCTION

In the context of pesantren life, students are synonymous with simple, religious, and tied to strong traditional values. However, the development of the times has also encouraged shifts in various aspects of life, including in the shopping lifestyle of students. This change is inseparable from the influence of globalization, advances in information technology, and increasing access to the internet and social media.[1] The rapid development of *e-commerce* has reached almost all levels of society, including Islamic boarding schools.[2] Easy access to online shopping applications encourages the growth of consumptive culture among students, who were previously considered a community with a minimalist lifestyle. This phenomenon is interesting to study, considering the contradiction between the values of simplicity in pesantren and the practice of modern *fashion* consumption by students.

The phenomenon *of shopping lifestyle* among students is a reflection of ongoing social and cultural changes.[3] Students no longer only focus on strengthening religious values, but also engage in consumption activities influenced by popular trends, brands, and lifestyles. Online shopping is one of the main mediums in channeling their *fashion* preferences. This *shopping lifestyle* culture shows the dynamics between religious identity and consumer identity in students. These dynamics need to be analyzed in depth to understand how students integrate the values of pesantren with the needs and desires of consumptive desires facilitated by digital technology.[4] From the academic side, research on the *shopping lifestyle* of students is still relatively limited. Most studies still focus on religious aspects and formal education in Islamic boarding schools.

Therefore, this study tries to fill the gap with a *Systematic Literature Review approach* to dig deeper into the relationship between students, *fashion*, and *e-commerce*. In addition, it is important to understand how the pesantren ecosystem responds to the change in the consumption culture of these students. Do Islamic boarding schools provide guidance in terms of consumption ethics, or do they allow consumptive culture to develop without clear control? These questions are important in designing a digital economy-based character education strategy in Islamic boarding schools.

Furthermore, this study also wants to find out the extent of the influence of social media and *fashion influencers* on students' shopping behavior. Platforms such as Instagram, TikTok, and Shopee Live have become very powerful channels in shaping preferences and purchase decisions, including among Islamic boarding school teenagers. Finally, the results of this study are expected to be considered for pesantren policymakers, *e-commerce application*

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[1] Eri Shofa Rohmatul Umma, Moh. Nurul Qomar, and Jaenal Arifin, "Santri's Decision in Buying at Online Shop: Between Lifestyle, Trust and Price," *BISEI: Journal of Islamic Business and Economics* Vol. 05 No. 02 (2020): 15–30.

[2] Ardik Praharjo, "Online Purchasing Behavior of the Indonesian Millennial Generation," *Journal of Management and Business MEDIA ECONOMICS* Vol. XIX No. 1 (2019): 222–30.

[3] Astri Nurrohmah Fauziyyah and Farah Oktafani, "The Influence of Shopping Lifesyle and Fashion Involment on Impulse Buying Behavior (Study on the City of Bandung)," *Journal of Business and Management Research* VIII No. 1 (2018): 1–14.

[4] Triana Anggraini Faradiah and Hanifa Sri Nuryani, "Purchase Decisions in Online Shops on Social Media Users (Case Study of the Millennial Generation)," *Journal of Management and Business* Vol. 2 No. 1 (2019).

developers, and academics to understand changes in student consumption patterns and their implications for character development and the economy based on Islamic values.

THEORETICAL FOUNDATIONS

Shopping lifestyle

Shopping lifestyle is a form of consumption behavior that is influenced by lifestyle and is not only driven by basic needs, but also by psychological, social, and symbolic factors. This concept shows a transformation of shopping behavior from just an economic activity to a social expression and self-identity. In the modern era, consumers are increasingly influenced by brands, *fashion* trends, and social media in determining their purchasing decisions.[5] *Shopping lifestyle* is part of self-actualization and the need to be accepted in a certain social environment. The development of *the shopping lifestyle* is greatly influenced by globalization which brings in consumptive culture from developed countries to various parts of the world. This created new standards in dress and shopping, which ultimately influenced people's perceptions of the ideal lifestyle.[6]

For young people, *fashion* is not only a necessity but also a tool to build self-image and social existence. The style of clothing, the type of brand used, and the frequency of shopping are indicators of their social status and lifestyle. The literature shows that *the shopping lifestyle* is also closely related to the concept of self-image and social comparison. Consumers tend to compare themselves to others, especially through social media, thus encouraging the emergence of consumptive behaviors to conform to evolving social norms. In addition to psychological aspects, economic factors also affect *shopping lifestyle*[7]. The increasing purchasing power of the public encourages an increase in the consumption of *fashion items* as part of their daily lifestyle. This is also supported by the ease of access and variety of products available in the market. Social media plays an important role in constructing a *shopping lifestyle*. Influencers, celebrities, and digital advertising campaigns shape people's perception of what is considered *fashionable and worth consuming*.[8]

Shopping lifestyle is an indicator of modernity and openness to change. However, on the other hand, it also poses challenges in terms of self-control, consumption ethics, and personal financial management. Therefore, the understanding of *shopping lifestyle* needs to be reviewed from various perspectives, both psychological, sociological, and cultural, to formulate the right approach in managing this phenomenon in society.

E-commerce

E-commerce is a trading system that is carried out through electronic media, especially the internet. In the last decade, *e-commerce* has experienced very rapid growth, especially

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[5] Astri Nurrohmah Fauziyyah and Farah Oktafani, "The Influence of Shopping Lifesyle and Fashion Involment on Impulse Buying Behavior (Study on the City of Bandung)."

[6] Ardik Praharjo, "Online Purchasing Behavior of the Indonesian Millennial Generation."

[7] Fa'iz Widiati, "Consumption Behavior Based on Fashion Trends in Economic and Conventional Perspectives" (Thesis, Ponorogo, IAIN, 2017).

[8] Triana Anggraini Faradiah and Hanifa Sri Nuryani, "Purchase Decisions in Online Shops on Social Media Users (Case Study of the Millennial Generation)."

among the tech-savvy younger generation. In Indonesia, *e-commerce* is one of the fastest-growing digital economy sectors.[9] Platforms such as Shopee, Tokopedia, and Lazada are favorite places for young people, including students, to do online shopping activities.

E-commerce or electronic commerce refers to buying and selling activities carried out through digital platforms. Advances in information technology have made *e-commerce* the dominant form in modern economic transactions. The growth *of e-commerce* has been very rapid in the past decade, especially in developing countries such as Indonesia. The main driving factors are wide internet penetration, high smartphone usage, and consumer trust in digital payment systems. *E-commerce* offers a number of advantages over conventional trading systems, such as ease of access, flexible operating hours, wide product variety, and price transparency.[10]

In the context of *the fashion* industry, *e-commerce* is a strategic channel to market products more widely and efficiently. Consumers can easily compare models, prices, and brands in one common platform. *E-commerce* platforms also use technologies such as machine learning and big data to provide product recommendations that match user preferences, thereby increasing the likelihood of purchases.[11] The phenomenon of flash sales, vouchers, and massive discounts in *e-commerce* also shapes people's consumptive behavior. These features create a *sense of urgency* that encourages consumers to make a purchase immediately. *E-commerce* also plays a role in giving rise to new business actors, including micro and small businesses. With minimal capital, individuals can open an online store and market their products without having to have a physical store. However, *e-commerce* also brings challenges such as high market competition, fraud risk, and logistics and customer service problems.[12]

Therefore, digital literacy is important in supporting a healthy *e-commerce* ecosystem. From a socio-cultural perspective, *e-commerce* is changing the way people interact with products and services. Shopping is no longer just a physical activity, but also a virtual experience full of symbolic and emotional value. The integration between *e-commerce* and *fashion* as part of the modern lifestyle shows that digital technology has become an integral part of contemporary consumption culture. This needs to be responded to adaptively by all parties involved, both in terms of consumers, producers, and policymakers.

METHOD
Review Method

This study uses the *Systematic Literature Review* (SLR) approach, which aims to systematically identify, evaluate, and synthesize previous studies relevant to the topic of

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[9] Triana Anggraini Faradiah and Hanifa Sri Nuryani.

[10] Disa Nusia Nisrina, "A Review of Islamic Law on Online Buying and Selling and Its Relevance to the Consumer Protection Law" (Thesis, Makassar, UIN Alauddin, 2015).

[11] Kharis Fadlullah Hana, "Millennials' Interest in Online Buying: The Influence of Trust and Service Quality," *BUSINESS: Journal of Islamic Business and Management* VOL. 7 No. 2 (2019): 203–16.

[12] I Gusti Ayu Imbayani and Ni Nyoman Ari Novarini, "The Influence of Shopping Lifestyle, Fashion Involvement and Positive Emotion on Impulse Buying Behavior," *Scientific Journal of Management & Business* Volume 3, No. 2 (2018): 199–210.

shopping lifestyle and *e-commerce* in the context of *fashion* consumption. This method was chosen to get a comprehensive picture from various academic perspectives.

Systematic Literature Review is a structured approach to identifying, evaluating, and interpreting all relevant research evidence to answer specific research questions.[13] In this study, the literature review process was carried out systematically by referring to the guidelines that have been developed by Kitchenham and Charters (2007), to ensure accuracy, consistency, and transparency in the collection and analysis of the literature used.

SLR is implemented through three main stages: planning, implementation, and reporting. The first stage focuses on identifying the needs and objectives of the systematic review. At this stage, issues related to *shopping lifestyle* and *e-commerce* are examined in depth, and a review protocol is prepared that aims to direct implementation in a structured manner and minimize potential bias from researchers.

The second stage includes the formulation of research questions, the preparation of literature search strategies, the determination of inclusion and exclusion criteria for study selection, the evaluation of the quality of selected research, and the process of data extraction and synthesis. The third stage is the reporting of results, which is compiling findings based on the literature that has been analyzed in the previous two stages. The results were then discussed comprehensively and concluded to answer the research questions systematically and objectively.

Research Question

In the *Systematic Literature Review* (SLR) study, the formulation of research questions is a crucial initial stage in determining the direction of literature search and the focus of data synthesis. Research questions not only serve as the basis for search and study selection strategies, but also serve as a guide in grouping and analyzing the results obtained from the selected literature.

The research questions in this study are formulated to explore the relationship between *shopping lifestyle* and *e-commerce* in the context of *fashion* consumption in the digital era. The four main questions used, as listed in Table 1, cover aspects of trend development, the role of technology, identification of key findings, and analysis of gaps in previous research.

Table 1. Research Question on Literature Review

Yes	Research Question	Purpose
1	How has the *shopping lifestyle* trend developed in the context of modern society, especially in *fashion consumption*?	Describing the development of people's consumption patterns which are increasingly influenced by aspects of shopping lifestyle.

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[13] Barbara Kitchenham, Emilia Mendes, dan Guilherme Horta Travassos, "Cross versus Within-Company Cost Estimation Studies: A Systematic Review," *IEEE Transaction on Software Engineering* Vol. 33 No. 5 (2007).

2	What is the role and contribution of *e-commerce* in influencing fashion consumption behavior?	Analyzing the extent to which digital platforms help shape consumption habits and *fashion preferences*.
3	What are the main findings offered by previous studies on the relationship between *shopping lifestyle* and *e-commerce*?	Identify common patterns, theoretical perspectives, and methodological approaches used in the literature.
4	What are the research gaps that are still not widely explored in studies related to *shopping lifestyle* and *e-commerce*?	Presents potential directions for further research based on study gaps found in the literature.

These questions aim to answer conceptual and practical challenges in understanding the fashion consumption behavior of contemporary society, especially in the digital realm. In addition, the mapping of this question also plays an important role in assessing the contribution and limitations of the existing literature, as well as formulating future research agendas.

Search Strategy (Strategi Pencarian)

The search strategy in this study was compiled to obtain relevant and comprehensive literature on the topic of *shopping lifestyle* and *e-commerce* in the context of digital *fashion consumption* . This process begins with the selection of credible and internationally reputable scientific databases, including Google Scholar, Scopus and Neliti. The selection of this database aims to reach a wide range of academic publications from various disciplines such as marketing, sociology, consumer psychology, and digital media studies.

Furthermore, keyword formulation becomes an important aspect at this stage. The keywords used have been tailored to the focus of the research and are designed to be able to reach a broad topic but remain relevant. Some of the key keywords used in the search include: "*shopping lifestyle*", "*digital fashion consumption*", "*e-commerce and youth*", "*online shopping behavior*", "*fashion identity*", "*digital consumer behavior*", and "*fashion consumption in Islamic context*". These keyword combinations are set using Boolean (AND, OR) operators to optimize search results.

The literature search was focused on the period 2013 to 2023. This time frame was chosen to capture the latest dynamics related to changes in consumptive lifestyles and the growth of *e-commerce* over the past decade. In addition, language restrictions are also applied, namely only literature in Indonesian and English is considered. This is adjusted to the local context of the study as well as the dominance of the two languages in global scientific publications.

In terms of document types, only journal articles that have passed the peer review process and show significant theoretical or empirical contributions are considered in the synthesis of the literature. Articles in the form of opinions, editorials, or popular publications are automatically excluded from the review process. This strategy ensures that the data collected is valid, relevant, and scientifically accountable.

Study Selection (Pemilihan Studi)

Once all articles have been collected through a search strategy, the next stage is the selection of studies that are carried out systematically and gradually to ensure that only literature that meets the standards of quality and relevance is included in the final synthesis. The selection process begins with initial screening based on titles and abstracts. At this stage, each article is briefly examined to identify its relevance to the main themes of the study, namely lifestyle shopping, *e-commerce*, and *fashion consumption*. Articles that explicitly do not address the relevance of the topic, or that only address the issue in general without a clear theoretical focus, are immediately removed from the list.

The second stage in the selection of studies is a full-text eligibility check. All articles that pass the initial screening are thoroughly read to ensure the suitability of the content and the quality of the methodology. In this stage, strict inclusion and exclusion criteria are used. The inclusion criteria include studies that discuss *fashion* consumption in relation to *e-commerce* or *shopping lifestyle*, both through empirical and conceptual approaches. Studies that also highlight the social context of consumptive behavior, particularly among younger, urban, or people with religious values, were also included.

On the other hand, articles that are only descriptive without using a strong theoretical approach, or that do not explicitly explain the research method, are excluded from the analysis. Similarly, studies that solely focus on the *fashion industry* from a business or management perspective without touching on aspects of digital consumer behavior were also not involved. Through this selection process, 25 articles were selected that were worthy of further analysis. All selected articles are then entered into a synthesis matrix that contains information such as the author's name, year of publication, research objectives and methods, main results, and scientific contributions given.

Data Extraction (Ekstraksi Data)

After the article selection process is completed, the next stage is data extraction from each selected study. This process is carried out systematically with the aim of collecting important information that can be used as a basis for the analysis and synthesis of literature. Each article is thoroughly analyzed and extracted based on a number of important elements, namely: year of publication, name of author, purpose or focus of research, methodological approach used, main findings, and theoretical and practical contributions offered by the study.

In addition, the geographical or demographic context of each study (e.g. the country or population studied) is also noted, as this has the potential to affect the relevance of the results to the context of this study, namely Islamic boarding schools in Indonesia. All of this information is documented in a literature data matrix specifically designed to facilitate comparative analysis between studies. The matrix allows researchers to track the linkages between variables, see consistent trends and significant differences between studies, and identify potential contributions to a more holistic understanding of *the phenomenon of shopping lifestyle* and *e-commerce*.

With this structured data, researchers can carry out a synthesis process based on valid and clearly documented data. In addition, this process also functions as an internal quality

control tool to ensure that each article is really relevant and provides added value in the discussion of literature reviews.

Study *Quality Assessment*

To maintain the credibility of the synthesis results, each article that has gone through the extraction process is then evaluated for quality through a strict methodological assessment framework. The quality assessment of this study was carried out using several main indicators, namely: (1) clarity and accuracy of the formulation of research problems; (2) the suitability between the research objectives and the methods used; (3) the validity and reliability of the data presented; and (4) the strength and coherence of the arguments built in the discussion of the results.

Studies that have significant deficiencies in one or more of these aspects, such as unclear methodology, absence of empirical testing, or conclusions that are weak and not based on strong data, will be categorized as studies of low quality. These studies are not involved in the main synthesis, in order to maintain the academic integrity of the final research output.

On the other hand, articles that meet high quality standards, both in quantitative, qualitative, and mixed methods approaches, are given more weight in the analysis process. This evaluation not only ensures that only viable studies are used, but also helps in assessing the level of contribution each study makes to the overall understanding of the dynamics of digital consumption in the pesantren ecosystem.

Sintesis Data (Data Synthesis)

The data synthesis process is carried out with a thematic *synthesis* approach, which allows the researcher to group the results of the study into major themes that are substantially related to the research topic. This approach was chosen because it is flexible and able to accommodate the variety of methods, contexts, and viewpoints used by the various studies analyzed.

In practice, each of the main findings of the extracted and selected articles is then categorized into several main themes. These themes are formed based on patterns that appear repeatedly in various publications, such as the role of social media in shaping consumptive lifestyles, the influence of *e-commerce platforms on* fashion *purchase decisions*, and the relationship between personal identity and digital *fashion* preferences .

This thematic approach is also useful for identifying areas that are still under-paid in the literature, so that it can be a basis for future research agendas. For example, if it is found that there are few studies that examine digital *fashion consumption* in the context of religious educational institutions such as Islamic boarding schools, then this becomes an opportunity for further exploration.

In addition, this synthesis not only results in thematic mapping, but also forms an analytical narrative that explains how *shopping lifestyle* and *e-commerce trends* develop within the framework of contemporary consumer culture. Thus, the results of the synthesis are not only descriptive, but also interpretive and reflective, which ultimately reinforces the relevance and

contribution of this study in the development of the academic literature and practical application in the field.

RESULTS AND DISCUSSION

Journal Publications

A Systematic Literature Review (SLR) study on this topic, researchers found 9 journals that discuss the *shopping lifestyle* in *e-commerce*. In 2015 there was 1 publication, the most in 2018 with 3 publications and the latest in 2022. Although the inclusion criteria cannot be included, it can be used exclusively in this study.

Table 3. Publisher, Category and Year

No.	*Publisher*	*Categories and Years*
1.	INOBIS: Journal of Indonesian Business and Management Innovation	Volume 1, Number 3, June 2018. E-ISSN: 2614-0462
2.	Journal of Business and Management Research	Volume VIII Number 1, April 2018. E-ISSN: 2338-292X
3.	PERFORMANCE Journal of Economics and Business	Volume 4 Number 1, December 2021. E-ISSN: 26863286
4.	Scientific Journal of Management & Business	Volume 3, Number 2, December 2018 P-ISSN: 2528-1208, E-ISSN: 2528-2077
5.	Journal of Management and Business MEDIA ECONOMICS	Volume XIX Number 1, January 2019
6.	Jurnal of Sociological Studies-PARADIGMA	Volume 3 Number 3, 2015.
7.	BISEI: Journal of Islamic Business and Economics	Volume 05, Number 02, December 2020. E-ISSN 2541-2671
8.	Journal of Islamic Economics and Business	Volume 5 Number 3, Year 2022. E-ISSN: 2686-620X
9.	BUSINESS: Journal of Islamic Business and Management	Volume 7, Number 2, December 2019. P-ISSN: 2442-3718, E-ISSN: 2477-5533

Research Topics

Based on the results of the analysis of the primary study selected, it was revealed that the research on *the culture* of student shopping lifestyle *in e-commerce* focused on 4 topics, namely:

1. Examining how Islamic values affect consumption behavior
2. Impulse buying behaviors influenced by lifestyle, emotions, and engagement in *fashion*
3. The behavior of millennials and students in making online purchases, including factors of trust, price, and convenience
4. Consumption ethics in Islam and how consumptive behavior is judged from the perspective of religious teachings

Table 3. Title, Methods and Results

No.	Author	Title	Method	Results
1.	Elfira Maya Adiba and Dewi Ayu Wulandari (2018)	The Influence of Halal Knowledge, Islamic Religiosity, and Attitude on the Behavior of Muslim Consumers Generation Y Halal Cosmetics Users in Surabaya	Kuantitatif, multiple regression analysis.	halal knowledge, Islamic religiosity, and attitude partially have a positive and significant effect on the behavior of Muslim consumers of generation Y who use halal cosmetics in Surabaya.
2.	Astri Nurrohmah Fauziyyah and Farah Oktafani (2018)	The Influence of *Shopping Lifestyle* and *Fashion* Involvement on *Impulse Buying* Behavior (Study on the City of Bandung)	Quantitative, non-probability sampling with incidental sampling types, descriptive analysis and multiple linear analysis	*Shopping lifestyle* and *fashion* involvement had a significant effect, both partially and simultaneously, on *impulse buying* behavior, with a contribution of 55.7%, while 44.3% were influenced by other factors outside the variables studied.
3.	Hilma Farhani, S.P.D., MM., Prof. Dr. Ir. Raihan, M.Si., and Ratih Ayu Sekarini, MM (2021)	Millennial Generation Consumption Patterns in Online Shopping (*E-commerce*) During the Covid 19 Pandemic	Kualitatif, purposive sampling	There have been changes in the consumption patterns of the millennial generation during the Covid-19 pandemic in the indicators of looking for information, using and buying on e-commerce services.
4.	I Gusti Ayu Imbayani, and Ni Nyoman Ari Novarini (2018)	The Influence of *Shopping Lifestyle*, *Fashion* Involvement and Positive Emotion on *Impulse Buying* Behavior	Quantitative, non probability sampling (pusposive sampling), multiple linear regression analysis	*Shopping lifestyle*, *fashion* involvement, and positive emotion each have a positive effect on *impulse buying* behavior, which means that the higher the three variables, the more impulse buying behavior also tends to increase.
5.	Ardik Praharjo (2019)	Online Purchasing Behavior of the Indonesian Millennial Generation	Qualitative, descriptive analysis and multiple regression	There is a significant influence on usability, interaction, aesthetics, and marketing mix variables on online purchasing behavior

				both partially and simultaneously.
6.	Ervin Ika Rosita and Pambudi Handoyo (2015)	Consumptive Rationality of Students of Darul Ulum Islamic Boarding School Jombang	Qualitative, Phenomenological approaches, interactive analysis	Students bring gadgets such as mobile phones and laptops to support communication and tasks, while the wearing of hijab and the choice of entering Islamic boarding schools are generally driven by the role of parents in instilling religious values from an early age.
7.	Eri Shofa Rohmatul Umma, Moh. Nurul Qomar and Jaenal Arifin (2019)	Santri's Decision in Buying at Online Shop: Between Lifestyle, Trust and Price	Qualitative, multiple linear regression analysis, determination coefficient and t-test	lifestyle and beliefs affect positively and significantly, on the other hand, price does not significantly affect the purchase decision at the online shop for students of the Raudlatul Falah Gembong Pati Islamic boarding school
8.	Mission of Anggraini, Helda Nusrida and Neng Kamarni (2022)	Consumption Behavior of Generation Z Muslim Women Towards Fashion Trend Products (Case Study of Uin Imam Bonjol Female Students)	Qualitative, case studies	Generation Z Muslim women follow *fashion trends* but still try to comply with sharia, but the rapid change in trends often shifts needs into momentary desires, which triggers excessive consumption patterns such as israf, tabzir, riya, and tabarruj, especially among female students of UIN Imam Bonjol Padang.
9.	Kharis Fadlullah Hana (2019)	Millennials' Interest in Online Buying: The Influence of Trust and Service Quality	Quantitative, Post positivism approach, Structural Equation Model analysis	Trust has a greater influence on the millennial generation's online buying decisions compared to the quality of service.

The first category is Muslim Consumer Behavior, which reflects how Islamic values such as religiosity, knowledge of halal, and sharia norms influence consumption decisions. Elfira Maya Adiba and Dewi Ayu Wulandari (2018) examined the influence of halal knowledge, Islamic religiosity, and attitudes on the behavior of Generation Y Muslim consumers in Surabaya. The results show that these three factors have a positive and significant influence on consumer behavior in choosing halal cosmetics. Another study by Ervin Ika Rosita and Pambudi Handoyo (2015) examined the consumptive rationality of students in Islamic boarding schools, where religious values and the role of parents are the main factors that shape consumption preferences. Meanwhile, Misi Anggraini, Helda

Nusrida, and Neng Kamarni (2022) present a perspective on how Generation Z Muslim women face the dilemma between following *fashion trends* and maintaining consistency with Islamic law. Despite their efforts to maintain Islamic values, they tend to be affected by the rapid trend flow, which has the potential to encourage overconsumption.

The second category, *Impulse buying* and Lifestyle, highlights lifestyle and psychological factors as drivers of consumptive behavior. Astri Nurrohmah Fauziyyah and Farah Oktafani (2018) examined the influence of shopping *lifestyle* and involvement in *fashion* (*fashion* involvement) on impulse buying behavior. This study found that both have a significant influence on *impulse buying* behavior among the people of Bandung. In a similar study, I Gusti Ayu Imbayani and Ni Nyoman Ari Novarini (2018) added the dimension of positive emotion as a variable that also has a significant effect on impulse purchases. This shows that consumptive behavior is not only driven by needs, but also by spontaneous emotional responses.

Furthermore, in the category of Online Consumption Behavior and *E-commerce*, the focus of the research shifted to changes in consumption patterns due to digitalization and ease of access to information. Hilma Farhani, Raihan, and Ratih Ayu Sekarini (2021) found that the COVID-19 pandemic caused a shift in the consumption patterns of the millennial generation in using *e-commerce* services, especially in terms of information search, use, and purchase. Ardik Praharjo (2019) examined the factors that influence online purchasing behavior, including utility, site aesthetics, user interaction, and marketing mix, which have been shown to have a significant effect both partially and simultaneously. Research by Eri Shofa Rohmatul Umma, Moh. Nurul Qomar, and Jaenal Arifin (2019) emphasized that students' decisions to buy products in online shops are influenced by lifestyle and trust, while price does not have a significant influence. Meanwhile, Kharis Fadlullah Hana (2019) revealed that in the millennial generation's interest in buying online, the trust factor has a greater influence than the quality of service. These findings underscore the importance of digital experiences and psychological factors in online consumption behavior.

The last category is Consumptive Values and Ethics in Islam, which highlights the ethical and moral dimensions in the consumption behavior of the younger generation of Muslims. In this context, consumption is not only seen from an economic or psychological perspective, but also from a religious awareness of the prohibition of excesses (israf), extravagance (tabzir), the intention to show off (riya), and excessive dressing (tabarruj). Research by Ervin Ika Rosita and Pambudi Handoyo (2015) and by Misi Anggraini et al. (2022) shows that despite the strong desire to stay within the corridor of sharia, the challenges of popular culture and modernity are often significant temptations. Overall, this classification shows that the consumption behavior of Indonesia's young Muslim generation is strongly influenced by the complex interplay between religious values, modern lifestyles, emotions, and technological advances. This phenomenon opens up opportunities for further research, especially those that examine the integration between Islamic values and digital technology in shaping consumptive behaviors that are not only efficient, but also ethical and sustainable.

Research Methods

SYSTEMATIC LITERATURE REVIEW (SLR): SHOPPING *LIFESTYLE* CULTURE OF STUDENTS OF THE DARUL 'ULUM ISLAMIC BOARDING SCHOOL IN *FASHION* SHOPPING ON *E-COMMERCE*

In analyzing the trends and methodological trends of a number of studies related to the consumption behavior of the young generation of Muslims in Indonesia, it can be concluded that a qualitative approach dominates most of the studies studied. Of the nine studies summarized, eight of them explicitly used a qualitative approach, while only one study applied a full quantitative approach, namely a study by Kharis Fadlullah Hana (2019), which used a post-positivism approach and Structural Equation Modeling (SEM) analysis to evaluate the influence of trust and service quality on the millennial generation's online buying interest.

The qualitative methods used in these studies generally rely on non-probabilistic sampling techniques, such as purposive sampling and incidental sampling, to collect data from specific groups such as students, students, or consumers of the millennial and Z generations. For example, Astri Nurrohmah Fauziyyah and Farah Oktafani (2018) and I Gusti Ayu Imbayani and Ni Nyoman Ari Novarini (2018) applied non-probability sampling techniques with incidental variations and purposive, which is accompanied by multiple linear regression analysis to measure the relationship between variables such as *shopping lifestyle*, *fashion* involvement, and positive emotion. This approach was also applied by Eri Shofa Rohmatul Umma, Moh. Nurul Qomar, and Jaenal Arifin (2019), who used multiple linear regression tests and determination coefficients to test the influence of *lifestyle*, *trust*, and *price* on students' online purchase decisions.

Meanwhile, several other studies use a descriptive approach with an exploratory focus on consumption patterns. Research by Hilma Farhani, Prof. Raihan, and Ratih Ayu Sekarini (2021) examined changes in the consumption behavior of the millennial generation during the COVID-19 pandemic through purposive sampling techniques, without mentioning statistical analysis techniques in detail. In the context of Islamic values and consumption ethics, Ervin Ika Rosita and Pambudi Handoyo (2015) use a phenomenological approach and interactive analysis, which emphasizes more on understanding the subjective meaning and social background of students in making consumption decisions. This study differs significantly from other studies that are more quantitative or positivistic in nature.

In general, the use of multiple linear regression methods seems popular among studies that combine psychological and behavioral variables, such as attitude, religiosity, and *impulse buying* behavior, as done by Elfira Maya Adiba and Dewi Ayu Wulandari (2018), and Astri Nurrohmah Fauziyyah et al. (2018). This method allows researchers to assess the relative contribution of each variable to changes in consumptive behavior. In contrast, case studies and descriptive analyses are more often used in studies that want to describe the context of consumption behavior in a holistic manner without focusing on statistical generalizations.

Thus, there is a methodological tendency in favor of a qualitative approach, especially when the focus of research is on the exploration of values, individual perceptions, and social and religious interactions in the consumptive behavior of the young generation of Muslims. However, the existence of several quantitative studies that rely on statistical models also shows that there are integrative efforts to explain the phenomenon of consumption in a more measurable and systematic way.

CONCLUSION

Based on a *Systematic Literature Review* (SLR) study of nine scientific publications that discuss the *shopping lifestyle* in *e-commerce* in the context of the young Muslim generation in Indonesia, it was found that consumption behavior is influenced by the complex interaction between Islamic values, modern lifestyles, psychological factors, and advances in digital technology. The four main categories that were successfully identified include: (1) Muslim Consumer Behavior influenced by religiosity and sharia values; (2) *Impulse buying* and Lifestyle driven by engagement in *fashion* and emotional response; (3) Online Consumption Behavior and *E-commerce* which reflect changes in consumption patterns due to digitalization; and (4) Consumptive Values and Ethics in Islam, which reflects moral awareness of the prohibition of excessive consumption. These findings confirm that the consumptive behavior of the younger generation of Muslims cannot be separated from the social, religious, and technological dynamics that interact with each other.

In terms of methodology, the majority of studies use a qualitative approach with non-probabilistic sampling methods, such as purposive and incidental sampling, which are directed to understand consumptive behavior in certain social contexts. This approach is considered effective in exploring the subjective meaning of consumption behavior, especially when religious values and cultural norms are important variables. However, the existence of quantitative methods, such as multiple linear regression and Structural Equation Modeling (SEM), also shows a tendency to measure the relationships between variables more systematically. The dominance of qualitative approaches suggests that these studies focus more on understanding context and meaning than on generalizing findings, but still leaves room for the integration of quantitative approaches to enrich the validity and reliability of future study results

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