



## Consumption Behavior of Arab Women in Eid Al-Fitr Shopping Ritual

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**Citation:** Bahmaei, R., Darvishi, M., & Mohammad Moosae, J. (2021). Consumption behavior of arab women in Eid Al-Fitr shopping ritual. *Journal of Woman and Culture*, 13(49), 63-77.

DOR: 20.1001.1.20088426.1400.13.49.5.5

### ARTICLE INFO

**Received:** 20.06.2021

**Accepted:** 30.08.2021

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**Keywords:**

Phenomenology  
Arab women  
Shopping ritual  
Consumption behavior  
Eid al-Fitr

### Abstract

The research aimed to study the Arab women's behavior of consumption on the shopping of Eid al-Fitr ritual by phenomenological methodology. The statistical population consisted of all the Arab women living in Khouzestan province. The sample included 13 Arab women, which were saturated by the interviews. The research design was qualitative with the Van Mannen method on the interpretive paradigm basis. The data were analyzed using the phenomenological strategy via semi-structured interviews. The analysis was carried out after the sample saturation and exploration of main and secondary themes. The results ended to four main themes including: "meaning and concept of the phenomenon of Eid al-Fitr and the shopping of Eid al-Fitr in the family, role, and process of shopping for Eid al-Fitr in families, necessities and challenges of shopping for Eid al-Fitr and effects and consequences of shopping for Eid al-Fitr in families. "The most important conclusion of the study was semantic and identities overlap for the Eid al-Fitr phenomenon and shopping before Eid al-Fitr among the studied population. The indicative essence of the overlap included in the religious approach, to complying the religious duty and also ritual concept and being a tradition along with the ethnic ceremony.



## Extended abstract

**Introduction:** The importance and role of consumption is a missing link in many perspectives of social and cultural theorists. The majority of experts consider consumer behavior in its traditional sense as one of the most fundamental human activities. The study of consumption and consumers has started from the point of purchase and where the consumer is in the position of the buyer and is currently a multi-stage process. Shopping is an essential tool in meeting basic needs and satisfying psychological needs. Recognizing the position of women in family consumption management is more than can be measured by numbers; because it is not comparable to many of the efforts of women in different dimensions. According to many experts, women make up the largest population of buyers of various products in the world; In a way that either they buy themselves or affect the purchase of a high percentage of products and service. The issue of gender differences in the study of consumer behavior, since the early 1960s, has been raised in behavioral issues. Since then, various research studies in the areas of men and women decision-making process have been analyzed and reviewed. In most studies, the concept of gender differences and its impact on consumer behavior studies has been derived from social, customary and cultural norms. In Islamic countries, the end of Ramadan and the first day of Shawwal every year, one of the most important Muslim holidays and festivals is held, which is referred to as Eid al-Fitr in the calendar of occasions. Eid al-Fitr is celebrated in many parts of our country, along with special customs and rituals that are among the popular symbols of ethnic subcultures. Meanwhile, Khuzestan province, due to its rich cultural capacity (diversity and ethnic diversity), celebrates this religious holiday with special ceremonies. Especially among the Arab people, the celebration of Eid al-Fitr, in addition to the tradition arising from the religion, ritual and ethnic tradition is also considered and they have a committed effort and a lot of attention to its proper implementation and performance. The research was intended to study Arab women's behavior of consumption on shopping of Eid al-Fitr ritual by phenomenological methodology. Therefore, in the field of ethnic culture, paying attention to the shopping behavior of Eid al-Fitr from the perspective of Arab women is a distinguishing point from other researches and the innovative aspect of this research. Although an eminent researcher believes that marketing researchers don't study religion because it is taboo, but many efforts are done by declaring the effects of religion, values, and customs on different aspects of life. The ritual includes a set of multiple symbolic behaviors happening periodically and alternately with a specific sequence. Most of the consumers' activities are rituals. Specific shopping for Eid al-Fitr as a ritual engages many Muslims, especially women every year. A woman is said responsible for almost 80% of internal costs.

**Method:** The statistical population consisted of all the Arab women living in Khuzestan province, south west of Iran. To collect data two procedures were implemented. A library and a semi-structured interviews were processed. The process was not linear, but cyclic and recursive. Finally, the sample subsumed thirteen subjects. The semi-structured interviews ended to inclusion of thirteen Arab women living in Khuzestan, as a sample of the research after saturating the findings. Ultimately the study data gathering was terminated. The research design was qualitative with the Van Mannen method on the interpretive paradigm basis. The data were analyzed using the phenomenological strategy. The data



were analyzed using van Manen's phenomenological strategy.

**Results:** Observations extracted from the samples represented four main themes and twenty-four secondary ones. The main themes respectively included " meaning and concept of the phenomenon of Eid al-Fitr and the shopping of Eid al-Fitr in the family " with four secondary themes, " role and process of shopping for Eid al-Fitr in families " including six secondary themes," necessities and challenges of shopping for Eid al-Fitr "with inen secondary themes and finally "effects and consequences of shopping for Eid al-Fitr in families "including five secondary themes.

**Conclusions:** The most important conclusion of the study was semantic and identity overlaps for the Eid al-Fitr phenomenon and shopping before Eid al-Fitr among the studied population. The indicative essence of the overlaps included in the religious approach, to complying the religious duty and also ritual concept and being a tradition along with ethnic celebration. Thus, process and consequences related to shopping on Eid al-Fitr ritual was a part of the celebration which, is a great and religious festival that emerging different and deep effects on individual and social lives.

**Author Contributions:** Rezvan Bahmaei: contributed to the general framework planning, data analysis, content editing. Dr. Maryam Darvishi: collaborated in planning and general framework and concluding, content editing, data analysis, final investigation and submission, Corresponding author. Dr. Jabber Mohammad Moosae: collaboration in structural editing, final review. All authors discussed the results, reviewed and approved the final version of the manuscript. This article is contributed to Rezvan Bahmaei's master's thesis in business management at Omidyeh Azad University. The supervisor was Dr. Maryam Darvishi and the advisor was Dr. Jabber Mohammad Moosae.

**Acknowledgments:** The author thanks all women who helped us in this research.

**Conflicts of Interest:** The authors declared there is no conflict of interest in this article.

**Funding:** This article did not receive any financial support.