

The Phenomenon Of Impulse Buying Among University Students In Padang An Analysis Of Consumptive Behavior

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ABSTRACT: Impulse buying is known as unplanned behavior in consuming an item, this is driven by a consumptive lifestyle that is impulsive or emphasizes emotions rather than rational. Practices like this give rise to the nature of tabzir (wasteful) and israf (excessive) for the perpetrators. This study aims to determine the factors driving impulse buying and the impact of impulse buying on students in the city of Padang. Primary data was extracted through interviews with Padang city students related to impulse buying behavior and secondary data was obtained through journals related to impulse buying behavior. The results of the study show that students spend money unexpectedly or unplanned, which has a major impact on students, including creating extravagant and extravagant behavior. Two factors cause impulse buying, namely internal factors, and external factors. There are two impacts of impulse buying actors, namely the positive impact of reducing stress and creating happiness and the negative impact of the emergence of waste and excess, as well as feelings of regret and guilt because the items purchased are not useful.

KEYWORDS: Consumption; Impulse Buying; Positive Impact; Negative Impact

INTRODUCTION

Shopping is an activity that helps people meet their daily needs. People in urban areas tend to have more needs compared to those in rural areas. The more needs a person has, the more likely they are to engage in consumptive behavior. Shopping and purchasing have become routine activities in daily life. Buying behavior can vary from well-planned purchases to spontaneous ones. Tinarbuko (as cited in Henrietta, 2012) identifies several factors that influence consumptive behavior and lifestyle, including self-esteem, prestige, social status, economics, peer influence, and education level. Promotions or offers also contribute to

consumptive behavior. Similarly, Samhadi (as cited in Henrietta, 2012) states that persuasive advertisements and aggressive marketing strategies trap people into a consumerist lifestyle, which can lead to impulse buying behavior.

Rook and Gardner (as cited in Henrietta, 2012) define impulse buying as an unplanned action accompanied by strong emotional responses in consuming goods. Impulse buying prioritizes emotions over rationality. According to Solomon (2013), impulse buying occurs when consumers feel a sudden urge to buy something they cannot resist. This behavior is often linked to purchases made without considering the consequences of buying the product. Each individual may exhibit

different forms of impulse buying. Loudon (as cited in Kurniawan, 2013) categorizes impulse buying into four types: Pure impulse buying, which is entirely spontaneous; Reminder impulse buying, which occurs when the buyer sees an item and remembers that it is either low or has run out, or is reminded by ads or other information about the item; Suggestion impulse buying, which happens when the buyer sees a product for the first time and imagines the need for it, even though they have no prior knowledge of the product; and Planned impulse buying, where the buyer enters a store with specific items in mind but intends to purchase additional items based on available offers.

Impulse buying is a global phenomenon. According to Gaille's research, 6 out of 10 women in America make at least one major impulse purchase annually. The common reason for impulse buying is that it makes people feel better, rather than a genuine need for the product (Rachman, 2018).

Tifferet and Herstein (2012) explain that women tend to be more impulsive than men, as shopping environments often provide more comfort to women than to men. This indicates that the shopping environment affects impulse buying behavior. Men's impulse buying is often related to personal reasons such as sports equipment or automotive gear, while women's impulse buying is driven by social interaction, such as the desire to appear attractive and fashionable, according to Ditmar (as cited in Aprilia, 2019).

Research by Ravenska (2022) shows that factors like product type can increase positive emotions and trigger impulse buying. Similarly, Miranda (2016) mentions that factors influencing impulse buying include a good mood, quality service, and promotional offers. Tawas (2014) adds that brand and fashion also impact impulse buying behavior. People who are generally less influenced by social factors may still engage in impulse buying, with purchases often focused on items that are less needed in the long term. This behavior is common among students, leading to excessive

purchases where a portion of their money is spent on unnecessary items. In this context, Islam prohibits excessive consumption. Muslims should pay closer attention to Islamic principles of consumption. This study aims to analyze the factors contributing to impulse buying and its impact on students in Padang. Impulse buying refers to the purchase of an item without prior planning, making it an intriguing topic for studying consumer behavior among students.

METHODS

This study employs a qualitative approach to analyze the impulse buying behavior of students in Padang. The data used include both primary and secondary data. Primary data is gathered through interviews with students in Padang regarding their impulse buying behavior, while secondary data is obtained from journals related to impulse buying behavior.

All data is analyzed and conclusions are drawn to provide results based on the findings related to the research problem (Ziani & Febriadi, 2022). The data is processed using a qualitative analysis method, which involves data processing in the form of structured words and sentences, rather than numerical data.

RESULT AND DISCUSSION

Consumption Behavior in Islam

Consumption is an economic activity aimed at reducing or eliminating the utility of goods or services to meet needs (Septiana, 2015). Consumption means using something to fulfill necessities. It plays a crucial role in the economic system, which is designed to support production and distribution. Consumption includes the need for both pleasure and luxury. Enjoyment is permitted as long as it is not excessive, does not exceed what the body requires, and does not surpass the limits of permissible food, as explained in Surah Al-A'raf: 31: "O children of Adam, dress in your best attire whenever you are at the

mosque, and eat and drink, but do not be extravagant."

For Muslims, consumption is a positive indicator in daily life to perform worship and obey Allah's commands. Muslims will not harm themselves in this world or the hereafter by being excessive in fulfilling their needs and indulging in worldly matters while neglecting Allah's commands (Maharani & Hidayat, 2020). Consumer behavior must consider the use of clean, beautiful, and beneficial things, fairness in the disposal of goods, simplicity and correctness, generosity, and noble character, as well as prioritizing essential needs (Putriani & Shofawati, 2015).

Principles of Consumption in Islam

1. Principle of Justice

This principle emphasizes the importance of consuming halal food, which is lawful and not prohibited by Islamic law. Forbidden foods include blood, the flesh of animals that die naturally, pork, and the meat of animals slaughtered in the name of anything other than Allah. As explained in Surah Al-Baqarah: 173, "Allah has only forbidden you to eat carrion, blood, pork, and what has been slaughtered in the name of other than Allah. But if anyone is compelled (by necessity), neither desiring it nor exceeding the limits, there is no sin upon him. Indeed, Allah is Forgiving and Merciful."

2. Principle of Cleanliness

The food you consume must be pure and not dirty or repulsive to satisfy your appetite. Therefore, not everything should be eaten or drunk in all circumstances.

3. Principle of Moderation

The regulation of eating and drinking should be moderate, meaning one should not overeat. The message of Allah in Surah Al-Maidah: 87 indicates that a lack of food can affect physical growth. When the stomach is overly

full, it naturally impacts one's well-being.

4. Principle of Generosity

Following the commands of Islam, it is neither harmful nor sinful to consume halal food provided by Allah's grace. The purpose is to sustain life and improve health, with the intention of obeying Allah's commands. With a firm belief in the rightful demands and actions, adherence to His commands is ensured. "Lawful for you is game from the sea and its food as provision for you and the travelers, but forbidden to you is game from the land as long as you are in a state of ihram. And fear Allah to whom you will be gathered" (Surah Al-Baqarah: 96).

5. Principle of Morality

Islam teaches the development of moral and spiritual values. Muslims are instructed to mention Allah's name before eating and express gratitude to Him after eating. In this way, they experience a divine presence while fulfilling physical needs. This is important as Islam encourages a balance between material and spiritual values to achieve happiness. Allah says in Surah Al-Baqarah: 219, "They ask you (O Prophet) about wine and gambling. Say, 'In them is great sin and (some) benefit for people. But their sin is greater than their benefit'" (Hamid, 2018).

Restrictions on Consumption in Islam

According to Islamic consumption principles, consumption is limited to halal items, while haram (forbidden) items are prohibited. Examples of haram foods and drinks include carrion, pork, and meat slaughtered in the name of anything other than Allah, intended as a sacrifice for idolatry (Surah Al-Baqarah: 173).

In Islam, consumption restrictions apply not only to food and drinks but also

to other types of goods. According to the Tafsir al-Misbah, haram is classified into two categories: haram due to containing substances like pork, carrion, or blood, and haram that includes materials that should not be eaten or used by their owners, as they cause harm to oneself or others. Halal items do not fall under either of these two categories (Putriani & Shofawati, 2015).

Impulse Buying

Impulse buying refers to a purchasing style driven by the emotions of the consumer, where social factors and interactions are not considered in the decision-making process (Arifianti, Ria & Gunawan, 2020). It is a spontaneous purchase made without prior planning. Impulse buying is one type of consumer behavior characterized by unplanned purchases (Tawas, 2014). It is also known as unintentional buying, where consumers make purchases without any prior intention or consideration before entering the store (Kurniawan, 2013).

Verplanken and Herabadi (2001) divide impulse buying into two dimensions: Cognitive – This refers to the psychological process involving a person’s mental structure and processes, including thinking, understanding, and interpreting. This process consists of three components: Cognitive deliberation: A state in which consumers feel a compulsion to act without deep consideration or thought about the consequences. Unplanned buying: A situation where consumers do not have a clear plan for their purchases. Disregard for the future: A state where consumers engage in impulse buying without considering future consequences.

Affective –This dimension refers to the psychological process involving emotions, feelings, or mood. It includes three components: Irresistible urge to buy: A condition where consumers experience an instant and overwhelming desire to

make a purchase, which they cannot resist. Positive buying emotion: A state where consumers feel a positive mood resulting from the motivation to satisfy themselves through impulse buying. Mood management: A situation where consumers attempt to alter or manage their emotions through impulsive purchases. There are three main factors that influence impulse buying: Product characteristics: These include low prices, small or marginal needs, short-term products, and easily accessible stores. Marketing and advertising: Includes widespread distribution to self-service outlets and highly suggestive advertising through mass media. Consumer characteristics: Such as personality, gender, and socio-demographic or socio-economic traits.

According to Abdolvand in Wiyono, the factors contributing to impulse buying are:

1. Internal Factors

The consumer's internal state, specifically emotions, is a key internal factor driving impulse buying. Emotions are the primary influence on impulse buying, where consumers in a happy emotional state tend to make more purchases compared to those in a negative emotional state.

2. External Factors

External factors are influences from outside the consumer that impact their emotions, which in turn can lead to impulse buying. Several external factors influencing impulse buying include sales promotions and product variety (Didi, 2022).

Consumption is the expenditure of goods to meet needs. When people consume something, they prioritize the things they

need (Zakiah, 2022). However, this is not always the case with students. Most students do not use these goods out of necessity, but rather as luxury items. Consumers who make spontaneous purchases do not feel the need to buy a specific product or brand; instead, they buy immediately due to their attraction to the brand or product. These spontaneous decisions occur after the consumer sees the item, and are influenced by several factors.

Factors Driving Impulse Buying:

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1. Internal Factors

Internal factors are those that come from within the individual. One of the motivations for shopping is materialism, which is an attitude that prioritizes material gain. Some people have excessive pride, so if they do not follow trends, they may feel embarrassed.

According to Nr, a second-semester student, shopping is fun. Nowadays, shopping can be done anywhere, such as online, and I always keep up with the latest trends because it helps improve my appearance. Nz stated that shopping is always enjoyable, and I follow every fashion trend to enhance my look. Sk said that following trends significantly helps with appearance, relieves stress, and creates happiness (Interview, 2022)

2. External Factors

External factors arise from the shopping environment or the types of products offered. The shopping environment can influence an individual to engage in impulse buying, such as through low prices and the variety of products available.

According to Wd, a fifth-semester student, shopping is motivated by the price of the items sold. For example, when buying clothes online, the prices are often cheaper than those available in the market, even though sometimes the quality may not be as good as that of in-store items. However, I enjoy shopping because it's affordable. Fb stated that when she feels stressed thinking about assignments, she opens the Shopee app. Initially, she just wants to browse, but ultimately she ends up wanting to make a purchase because of the low prices. Nw mentioned that sometimes there is no intention to

shop, but due to attractive prices and good product quality, items are purchased on the spot.

Internal factors, which originate from within the individual, including the happiness experienced by consumers while shopping, significantly influence the consumer's intent to make a purchase. Mood can affect and determine the intensity of a consumer's decision-making process. A positive mood encourages consumers to buy products quickly and without prior planning. The interviews indicate that the most dominant influence on impulse buying is a joyful mood or factors originating internally. In this context, external factors such as price also significantly impact the level of impulse buying. Price is the amount of money that consumers must pay to sellers to obtain goods. As mentioned in the interviews, price greatly influences consumer decisions because they can buy items online at prices lower than those in the market

The Importance of Consumption Knowledge in Islam

Most students are aware that excessive spending is not permitted in Islam, leading them to shop according to their needs. Some students believe that overspending results in wastefulness. They feel that purchasing unnecessary items for enjoyment leads to depleted funds and fosters a wasteful attitude. Although students understand the consequences of impulse buying, the reality is that some still purchase items they do not need. Several students also disregard this knowledge and understanding due to internal and external factors. This highlights a low level of awareness regarding consumption principles in Islam among students. When shopping, they often fail to consider the

benefits of an item, resulting in wasteful and excessive behaviors.

The Impact of Impulse Buying

1. Positive Effects

According to St, the positive effects experienced while shopping include creating happiness and joy, as well as reducing stress. When the items purchased align with one's desires, it generates a sense of pleasure. For instance, if I am tired and told to go shopping, especially when the items meet my preferences, that fatigue disappears. Ls also mentions that shopping is a way to relieve stress.

Based on the interview excerpts above, shopping can help alleviate stress and bring joy. However, the positive effects of impulse buying are only temporary. Overspending invites wastefulness and results in depleted savings.

2. Negative Effects

In today's modern era, keeping up with trends has become the norm, especially in fashion. The majority of students in Padang admit to following fashion trends. Shopping for trendy clothing is indeed a desire for many. According to Ktk, shopping is enjoyable and can relieve fatigue and stress. For example, while at the market, if I see a shirt that matches my taste, I buy it without a second thought. In line with this, Sc explains that continuously following trends can deplete one's savings.

While shopping can indeed relieve fatigue and stress, as highlighted in the interviews above, it is common for students to engage in impulse buying. However, if shopping continues without prior consideration, it can lead to negative consequences, such as wastefulness (tabzir) and excess (israf) since purchases are made

hastily and are not driven by genuine needs.

Based on the discussion regarding impulse buying behavior among students, there are two main factors that influence the occurrence of impulse buying: internal factors and external factors. Internal factors relate to the individual's emotional state, where feelings of happiness and excitement can encourage students to make unplanned purchases. Conversely, external factors originate from the shopping environment, such as promotions, product displays, and attractive prices, which can capture consumers' attention and lead them to buy items spontaneously.

There is also an indication that the lack of awareness among students regarding consumption knowledge in Islam contributes to the purchase of unnecessary items. Although students recognize that impulse buying can lead to wastefulness, many of them continue to engage in such behavior. This reveals a discrepancy between their knowledge and their consumption habits, ultimately resulting in extravagant behavior.

From the perspective of impact, impulse buying has both positive and negative effects. On one hand, impulse buying can provide happiness and reduce stress for students, offering a temporary sense of satisfaction when acquiring desired items. However, the negative effects are also significant, including wastefulness, regret after purchases, and depletion of savings. This unplanned shopping habit can lead to financial issues in the future.

Overall, this analysis indicates that impulse buying behavior among students is influenced by various factors, both from within the individual and from the external environment. It is essential for students to enhance

their awareness of wise consumption practices, particularly within the context of Islamic teachings, to avoid wastefulness and manage their finances more effectively.

CONCLUSION

There are two factors that cause impulse buying: internal factors and external factors. Internal factors arise from within the individual, such as happiness and excitement. External factors come from the store environment and successfully attract buyers' interest, leading them to make spontaneous purchases.

The lack of awareness regarding consumption knowledge in Islam among students results in them still purchasing items they do not need, leading to wastefulness among students. Impulse buying has two effects: positive and negative. The positive effects of impulse buying include bringing joy and reducing stress, while the negative effects involve wastefulness, regret, and a depletion of savings due to overspending.

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