



Impulse Buying Behavior of Mahasantri at IAIN Ponorogo in the Context of Shopee Periodic Promotions in the Perspective of Islamic Consumption Ethics

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Abstract

Introduction: Impulse buying behavior is increasingly widespread, especially in the context of Shopee periodic promotions among mahasantri, sometimes it is not in accordance with consumption ethics in Islam. That way, this research was compiled which aims to find out and analyze how impulse buying behavior in the context of Shopee periodic promotions from the perspective of Islamic consumption ethics, and what are the motivations and impacts of this behavior. This research uses qualitative research methods with a descriptive approach. Based on the results of the analysis, among IAIN Ponorogo students, there are several types of impulse buying, namely Planned Impulse buying, Pure Impulse buying, and Suggestion Impulse buying, while Reminder Impulse buying occurs but with a very low frequency. In an Islamic perspective, consumption activities should be based on ethical principles, but some mahasantri tend to deviate from this principle by doing impulse buying that is excessive, unplanned, and driven by momentary desires. The motivation for impulse buying

behavior in students at IAIN Ponorogo is influenced by social needs, the need to increase self-esteem and self-actualization, and perceptions of decision making. Impulse buying behavior has an impact on the finances, lifestyle, and psychology of the students at IAIN Ponorogo. In terms of finance, spending becomes uncontrollable because of the temptation to buy from Shopee.

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INTRODUCTION

In the era of globalization, technological advances play an important role in facilitating access to information and supporting various activities (Antikasari & Djuminah, 2017). Global technological developments in the economic sector are in the spotlight, especially with the presence of applications that facilitate online transactions of goods and services, known as e-commerce. This convenience is driving changes in people's shopping styles. Generation Z, who grew up in the digital era, is the most active internet user and has a large purchasing power. Based on Global Web Index data in 2018, the 16 to 24 age group is the most active internet user, with an average time of using social media approaching 180 minutes per day (Ulum dkk., 2021). Meanwhile, based on Snapcart's research, the 19-24 age group ranks first as the users who like to shop the most on Shopee, with a percentage reaching 72%. When viewed from the age group, the 19-24 years range generally consists of undergraduate (S1) students, whose average age is 18-23 years old (Fithriyani, et al., 2022). In fact, students at IAIN Ponorogo who live in pesantren or religious-based educational institutions are not free from the influence of this consumptive lifestyle. With easy access to e-commerce and social media, they continue to follow trends without considering their needs and financial condition.

The high purchasing power and habits of students including mahasantri who tend to make transactions through mobile devices provide a great opportunity for marketplaces like Shopee to attract their attention. The increased use of social media as a means of promotion and communication also plays a role in disseminating information on product offers and discounts (Septiana & Damanuri, 2024). On special events such as beautiful dates or periodic shopee promotions namely 1.1. 2.2. and so on, Shopee offers massive discounts such as price cuts or discount vouchers and cashback with limited time. This can attract consumers to continue to follow the development of the Shopee platform. These offers can influence consumer decision patterns, where consumers who were not initially interested in buying a product can be tempted to buy when there is a flash sale event or after knowing that the product is accompanied by a massive discount and free shipping. These factors make a change in the pattern of consumer behavior to impulse buying (Anggun Suci Kiswara Putri & Suharyono, 2017). Impulsive buying is the behavior of consumers who tend to make purchases

suddenly, without planning, quickly, and are influenced by psychological emotional factors towards a product, and are easily influenced by marketing efforts (Sumarwan, 2011).

Features such as ShopeePay, digital wallets, and paylater services further strengthen the ease of shopping (Nopita, et al., 2023). The ease of using services like SPayLater can also be a trap for them. They can easily ignore their current financial condition because there is an option to delay payment. According to Li et. al., the negative impact of impulse buying online can cause psychological distress, such as post purchase regret (Li, et al., 2021). Other studies say the negative impact of impulse buying behavior includes an unexpected increase in spending, the emergence of regrets that are often related to financial problems (Tinarbuko, 2006). The Shopee marketplace's quality system of goods conforms to the ethical hypothesis of unity and free will because sellers use some goods for bonus systems or strike prices to reduce losses for all consumers such as violates balance, accountability, and truth because the product is nearly expired and doesn't match the promotion's description (Imron & Masykuroh, 2023)(in Larasati and Budiani, 2014) shows that 56% of consumers face financial problems as a consequence of this impulse buying behavior. In addition to the various negative psychological, financial, and social impacts, impulse buying behavior also needs to be reviewed from the perspective of Islamic teachings which emphasize the importance of managing assets wisely and not excessively.

In the perspective of Islamic consumption ethics, impulsive behavior in shopping is not in line with the teachings that emphasize the principle of balance (moderation) and the prohibition of being excessive (israf). The main foundation in the application of Islamic economics is based on the Qur'an and Sunnah as a strong source of law (Abidah, et.al., 2022). The Qur'an explicitly prohibits the waste of wealth, and emphasizes the importance of managing sustenance wisely to meet needs, not for momentary desires. Buying goods without a clear need or just because of a momentary impulse is considered to go beyond the limits of reasonableness set by Sharia. In addition, this behavior can lead to wasting resources and shirking responsibility for the wealth that Allah SWT has entrusted. In Islam, every sustenance should be used wisely to fulfill primary needs, support useful things, and help others in need, not spent on something consumptive and not urgent (Ghafur, 2016).

This research is relevant to conduct considering the rise of impulse buying behavior among mahasantri, which is influenced by the intensity of social media use and advances in digital technology. This consumptive behavior not only has a negative financial and psychological impact, but also contradicts Islamic principles that emphasize wise and proportional management of wealth. Therefore, the focus of this research is to analyze the impulse buying behavior of IAIN Ponorogo students during in the context of shopee periodic promotions in the perspective of Islamic consumption ethics.

RESEARCH METHOD

In this study, researchers used a qualitative method with a descriptive approach. According to Bogdan and Taylor, as cited by Lexy Moleong, qualitative research is a research method that produces descriptive data in the form of words, both in written and oral form, as

well as observed behavior (Lexy J. Moleong, 2005). The qualitative method was chosen to understand and explain the phenomenon of impulse buying behavior on Mahasantri at IAIN Ponorogo in the context of Shopee Periodic Promotions in the perspective of Islamic consumption ethics, as well as to understand what the motivation and impact of impulse buying behavior on Mahasantri in the context of Shopee periodic promotion. This research uses primary data. Primary data is information obtained directly from the original source. In this case, primary data refers to data collected directly by the researcher or the person making the observation. These primary data sources can be surveys, interviews, experiments, or direct observations. The advantage of primary data is that this information is collected specifically for the purpose of the research or study being conducted and has never been used or published before (Sugiyono, 2018). In this study, primary data was obtained through interviews with eight mahasantri at IAIN Ponorogo. Data collection was conducted in March 2025.

RESULT AND DISCUSSION

Impulse buying behavior of mahasantri at iain ponorogo in the context of shopee periodic promotions in the perspective of Islamic consumption ethics

Shopee is one of the e-commerce platforms that is popular among the mahasantri, offering various promotions and big discounts throughin the context of shopee periodic promotions. These events often trigger impulse buying behavior, including among IAIN Ponorogo's mahasantri, who tend to make purchases without careful planning and are driven more by momentary desires than real needs. This study examines such impulse buying behavior and finds that many mahasantri make purchases without an in-depth analysis of their needs, indicating a tendency towards consumptive behavior. The following is a table that displays the frequency of online transactions in the context of shopee periodic promotions made by the informants:

Table 1. Frequency of mahasantri purchases in the context of shopee periodic promotions

Number	Name of mahasantri	Frequency of purchase
1	Rosita Rizqi	± 3 items
2	Rosyidah	± 4 items
3	Eva Dhiya	3-4 items
4	Vina	4-5 items
5	Denise	4-10 items
6	Wardah	3-5 items
7	Fadhilla	1-2 items
8	Taufiq	1-2 items

Source: Data processed by researchers, 2025.

Based on the data analysis in Table 1. regarding the frequency of informant purchases in the context of shopee periodic promotions, it was found that there was a significant

variation in the number of items purchased by each informant. This variation reflects the differences in consumption patterns and the tendency of impulse shopping behavior among mahasantri. Informants such as Denise and Vina showed a high frequency of purchase, with Denise buying 4-10 items and Vina 4-5 items in one event. This large number of purchases indicates a consumptive behavior that tends to be excessive, especially because it is done without careful planning and is driven more by momentary desires, not real needs. This condition has the potential to affect their personal financial management skills. Meanwhile, several other informants such as Rosyidah, Eva Dhiya, and Wardah showed more moderate purchasing patterns, with the number of items ranging from 3-5 items. Although the frequency is not as much as Denise and Vina, this behavior still shows the tendency of impulse buying, but with a slightly more controlled intensity. Their shopping is still influenced by emotional impulses, but there seems to be little consideration in choosing the items purchased. Unlike the previous group, informants such as Fadhillah and Taufiq show more selective and planned shopping behavior. They only buy 1-2 items in one event, which indicates that they consider their needs before making a purchase. This pattern shows better self-control in facing the temptation of promotions and big discounts in the context of Shopee periodic promotions.

Stern identifies several types of impulse buying as follows: a. Pure Impulse buying, this type occurs when consumers make purchases without careful consideration, which is spontaneous and pure, by buying goods without planning them or thinking about them first. b. Suggestion Impulse, this type arises when consumers have no prior knowledge of the product, but feel compelled to buy after seeing the product for the first time, often because they are influenced by an attractive promotion. c. Reminder Impulse buying, this type occurs when consumers buy goods because existing stocks are running low. Consumers tend to buy more to stock up on items that are running low, often taking advantage of promotions that offer discounted prices. d. Planned Impulse buying, this type involves purchases that are planned in advance by consumers, usually when there are promotions such as cashback or flash sales. Consumers have planned to buy the product in the hope of getting the offer (Gesti Ernestivita, et al., 2023).

Overall, this data shows that there is a variation in the level of impulse buying among IAIN Ponorogo students, from very impulsive to more selective. To clarify the classification of this behavior, a table is also presented that illustrates the types of impulse buying behavior based on the results of interviews with eight informants who actively shopped in the context of shopee periodic promotions.

Based on Table 2 which displays the classification of types of impulse buying behavior in mahasantri who shop in the context of shopee periodic promotions, several conclusions and analysis can be drawn as follows:

- a. Planned Impulse buying is the most frequent type, experienced by 7 out of 8 informants. This shows that Generation Z often has an initial plan to buy a product, but the final decision is still influenced by promotions or other factors that arise while shopping.
- b. Suggestion Impulse buying appeared in three informants (Rosyidah, Vina, and Denise), indicating that recommendations from other parties (such as reviews or product recommendations in the app) play a role in impulse buying.

- c. Pure Impulse buying occurs in three informants (Rosita, Wardah, and Fadhilla), which means that they buy products spontaneously without any prior planning, usually influenced by mood or attractive product appearance.
- d. Reminder Impulse buying is only experienced by one informant (Taufiq), indicating that the need factor can become an impulse trigger if reminded by promotions or the appearance of certain products.

Table 2. Classification of types of impulse buying of mahasantri at IAIN Ponorogo in the context of Shopee periodic promotions

Number	Name of mahasantri	Factor	Impulse Buying Types
1	Rosita Rizqi	Mood and desire	<i>Pure impulse buying</i>
2	Rosyidah	Discounts and reviews	<i>Planned impulse buying, Suggestion impulse buying</i>
3	Eva Dhiya	Discount	<i>Planned impulse buying</i>
4	Vina	Discounts and reviews	<i>Planned impulse buying, Suggestion impulse buying</i>
5	Denise	Discount and review	<i>Planned impulse buying, Suggestion impulse buying</i>
6	Wardah	Discounts and visual appeal	<i>Planned impulse buying dan Pure impulse buying</i>
7	Fadhilla	Discounts and visual interest	<i>Planned impulse buying, Pure impulse buying</i>
8	Taufiq	Discounts and needs	<i>Planned impulse buying, Reminder impulse buying</i>

Source: Data processed by researchers, 2025.

In Islam, consumption activities are not only understood as an effort to fulfill worldly needs, but also an integral part of worship and devotion to Allah SWT. Islam emphasizes that consumption must be done mindfully, prioritizing moral, social, and spiritual responsibilities. The main principles in Islamic consumption ethics, such as tawhid, fairness (balance), free will (responsible freedom), trustworthiness, halal, and simplicity, become an important foundation to keep consumption behavior within the corridors of sharia (M. Nur Rianto Al-arif, 2011). Based on the results of the research on impulse buying behavior carried out by IAIN Ponorogo students in the context of shopee periodic promotions, it can be concluded that most of their consumption behavior is not fully in line with the principles of consumption ethics in Islam.

- a. The concept of tawhid, emphasizes a comprehensive and holistic order, where Islam brings together religious, economic, and social values to form an integrated whole (Imron & Masykuroh, 2023). consumption should be seen as an activity that aims to get closer to Allah, not just to fulfill the desires of lust. However, in practice, many

mahasantri make impulse purchases because they are tempted by big discounts, product reviews, or popular trends. Only a small number, such as Rosyidah, buy mukena for worship purposes, which shows that consumption is based on the principle of tawhid. The majority of informants such as Rosita admitted that the impulse to buy arose more because of momentary desires, indicating that the value of tawhid has not been fully internalized in their consumption behavior.

- b. In the principle of fairness or balance, Islam teaches the importance of managing physical and spiritual needs in a balanced manner, avoiding being wasteful (*israf*) or miserly. The research data shows that there are variations in consumption patterns. Some mahasantri such as Denise and Vina make large purchases, buying 4-10 items per event, which reflects consumptive behavior and lack of self-control. This indicates the occurrence of *israf* in their consumption. Meanwhile, mahasantri such as Fadhilla and Taufiq buy only 1-2 items, with more rational considerations, reflecting efforts to maintain balanced consumption as recommended by Islam.
- c. Free will, Islam gives freedom to humans to choose, but this freedom must be carried out with full responsibility. This study found that the freedom of choice possessed by mahasantri is often misused to fulfill impulsive urges. External factors such as big discounts, attractive product designs, and the influence of consumer reviews influence purchasing decisions more than consideration of real needs. Only a few informants, such as Taufiq, demonstrated freedom of choice accompanied by responsibility, i.e. buying goods only when they are really needed.
- d. Trust, the property owned is considered as a trust from Allah SWT which must be managed properly. Every expenditure must consider its benefits and blessings. However, the impulsive shopping behavior carried out by many mahasantri, such as buying goods only because they are tempted by advertisements or positive testimonials without analyzing their needs, shows a lack of awareness of this trustworthy principle. They tend to use their sustenance recklessly, without considering the long-term responsibility of the wealth they spend.
- e. Halal, the consumption behavior of mahasantri in general is in accordance with sharia provisions. All goods purchased are halal in substance and method of acquisition. There are no transactions involving elements of usury, fraud, or buying and selling haram goods. This shows that from the formal side of Islamic law, their consumption remains within the limits of halalness.
- f. Simplicity, Islam strictly prohibits all forms of excessive actions (*israf*), including extravagance and excessive luxurious living. This behavior includes the use of wealth without clear benefits and is only driven by lust (M. Nur Rianto Al-arif, 2011). In reality, many mahasantri buy things that they do not really need, such as accessories, excess skincare, or fashion products, just because they are tempted by low prices or attractive discounts. This behavior falls under the category of *israf*, which is prohibited in Islam, because it leads to waste and blurs the priority between needs and wants. Therefore, Islam encourages its followers to be moderate and wise in managing their sustenance,

so that they do not fall into consumptive or wasteful behavior (Muhammad Syarif Chaudhry, 2012).

Overall, it can be concluded that the impulse buying behavior of mahasantri in the context of Shopee periodic promotions does not fully reflect consumption ethics in Islam. The principle of tawhid as the foundation of consumption is not yet strong, the balance in meeting needs has not been maintained, freedom of choice has not been balanced with sharia responsibility, trust in managing assets has not been applied optimally, and the principle of simplicity is often ignored. Although the halal aspect of the purchased goods has been fulfilled, this impulsive consumption pattern still needs to be improved to be in accordance with Islamic values that prioritize balance, spiritual awareness, and social responsibility. Thus, it is important to continue to build awareness of Islamic consumption among the younger generation, including mahasantri, so that their shopping behavior is not just pursuing momentary desires, but is truly based on the principles of worship, life balance, and blessings in the use of sustenance.

Motivation of impulse buying behavior of mahasantri in iain ponorogo in the context of Shopee periodic promotions

Online shopping has become a widespread trend in various circles, including among the students of IAIN Ponorogo. With the ease of accessing products through social media, consumers are often driven to make unplanned or impulse purchases, especially during the Beautiful Date event held by Shopee. In this context, the impulse buying behavior of mahasantri can be explained through three main motivations which are analyzed using the Hausman theory (Dewa Ayu Cistaning Astari & Catur Nugroho, 2017).

- a. Social Needs IAIN Ponorogo students are driven to impulse buying because of social needs, namely the desire to interact and be accepted in their social environment. The influence from social media, especially from influencers, is very strong in shaping their shopping decisions. Many mahasantri admitted to buying certain products, such as fashion and skincare, after seeing reviews or recommendations from influencers. In addition, friends' posts on social media about trending products also trigger the desire to buy. This urge is not only to follow the trend, but also to increase self-confidence in socializing and not to feel left behind from the surrounding environment.
- b. Self-esteem and Self-actualization Needs Impulse buying is also triggered by the need to increase self-esteem and achieve self-actualization. College students feel that by buying certain products, they can improve their self-image in the eyes of others. For example, buying quality skincare makes them feel more confident about their appearance, while buying branded items such as bags or clothes gives them a sense of pride and happiness. These purchases are not solely to fulfill functional needs, but also to gain social recognition and feel emotionally satisfied for meeting certain standards or expectations within their social group.
- c. Perception of Accurate Decision Making Students are aware that impulse buying behavior often brings negative impacts, such as financial waste. They realize that

impulse buys are often not necessities, and that the money could be allocated to more important needs or saved. However, despite this realization, strong emotional drives, such as the desire for instant gratification or to take advantage of big discounts, still rule their shopping decisions. This drive reflects an internal conflict, where rationality clashes with emotional desires. This phenomenon reinforces the theory that impulse buying is often driven by emotional factors such as the fear of missing out (FOMO) and the need for instant gratification.

The impact of impulse buying behavior of mahasantri at iain ponorogo in the context of Shopee periodic promotions

Based on the results of interviews with several informants, impulse buying behavior during the Shopee beautiful date event has a significant impact on the financial, lifestyle, and psychological aspects of mahasantri.

- a. In terms of finance, this behavior causes uncontrolled spending. Many mahasantri admitted to buying more items than planned because they were tempted by attractive discounts and promos. In fact, some of them use the Shopee PayLater feature to make purchases, which ultimately adds to the financial burden of having to pay off debts within a certain time. Money that should have been used for important needs ends up being used for impulse shopping.
- b. In terms of lifestyle, impulse buying behavior also encourages mahasantri to follow trends that develop on social media, especially those influenced by influencers. This affects their consumption patterns, such as in choosing clothes or certain items that are considered popular. Social pressure to stay relevant and not fall behind trends makes some mahasantri feel “obliged” to buy new products even though they are not really needed. The feeling of excitement when they see a lot of discounts also makes it difficult for them to refrain from making purchases, so this habit continues to repeat itself at every similar event.
- c. Psychologically, interviewees expressed guilt and regret after making unnecessary purchases, such as Jasmine's research who said there was a feeling of regret for making unplanned purchases. This leads to unplanned expenses and the funds spent could have been used for other needs (Secha & Sumardijati, 2024). This creates mental distress, especially for those who use paylater services and have to face payment obligations in the near future. The feeling of being burdened by debt and the realization of wastefulness creates stress and discomfort. Overall, impulse buying behavior can normalize uncontrollable shopping habits, create dependence on promos and discounts, and encourage potentially harmful debt habits in the long run. However, on the other hand, if done wisely and as needed, this behavior can also provide benefits in the form of lower prices for items that are really needed.

Overall, impulse buying behavior in the context of Shopee periodic promotions can normalize uncontrollable shopping habits, create dependence on promos and discounts, and encourage debt habits that are potentially harmful in the long run. However, on the other

hand, if done wisely and as needed, this behavior can also provide benefits in the form of lower prices for items that are really needed.

CONCLUSION

Among IAIN Ponorogo students, the dominant types of impulse buying are Planned Impulse Buying, Pure Impulse Buying, and Suggestion Impulse Buying, while Reminder Impulse Buying occurs with low frequency. Their consumption practices are not fully in accordance with the principles of Islamic consumption ethics, such as tawhid, fairness, free will, trustworthiness, and simplicity, because purchases are driven more by lust, excessive consumption without consideration of real needs, lack of responsibility in managing assets, and a tendency to ignore the principle of simplicity. Impulse buying motivation is influenced by social needs, efforts to increase self-esteem and self-actualization, and perceptions of decision making, with emotional and social impulses being the main factors despite awareness of the negative impact. The impact of impulse buying on Shopee's beautiful date event includes uncontrolled spending, increased debt through SpayLater, lifestyle changes that are more following social media trends, and psychological impacts in the form of guilt and debt pressure, although in some cases, purchases that fit the needs can provide benefits in the form of lower prices.

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