

# Impulsive buying from an Islamic perspective: The role of price discounts, brand image, and product quality in thrift product purchases

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## Abstract

This study aims to analyze the influence of price discounts, brand image, and product quality on impulsive buying behavior of thrift products (branded second-hand goods) in the Asam Kumbang area, Medan, from an Islamic perspective. In Islam, consumption behavior is guided by the principles of balance (*wasatiyyah*), benefit (*maslahah*), and the prohibition of extravagance (*israf*). This research employs a quantitative approach with data collected through questionnaires. The findings reveal that marketing strategies such as price discounts, brand image, and product quality can encourage impulsive buying, which, from an Islamic perspective, should be approached with caution. Consumers are advised to prioritize genuine needs and consider sustainability and blessings (*barakah*) in every purchasing decision.

## Public interest statements

This study aims to analyze the influence of price discounts, brand image, and product quality on impulsive buying behavior for thrift products in Asam Kumbang, Medan. From an Islamic perspective, purchases should align with Sharia, avoiding wastefulness (*israf*) and promoting halal benefits. Findings encourage balanced marketing strategies supporting ethical and efficient consumer decisions.

**Keywords:** Price Discount, Brand Image, Quality Product, Impulse Buying, Trift Products

**Paper type:** Brief report

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## ARTICLE INFO

Received 12/11/2024  
Revised: 12/1/2024  
Accepted: 12/12/2024  
Online First 1/17/2025



SERAMBI: Jurnal Ekonomi  
Manajemen dan Bisnis Islam,  
Vol 7, No. 1, 2025, 109-122  
eISSN 2685-9904



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## Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh potongan harga, citra merek, dan kualitas produk terhadap perilaku pembelian impulsif produk thrift (barang bekas bermerek) di wilayah Asam Kumbang, Medan, dari perspektif Islam. Dalam Islam, perilaku konsumsi berpedoman pada prinsip keseimbangan (wasatiyyah), kemanfaatan (maslahah), dan larangan pemborosan (israf). Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui kuesioner. Temuan penelitian mengungkapkan bahwa strategi pemasaran seperti potongan harga, citra merek, dan kualitas produk dapat mendorong pembelian impulsif, yang, dari perspektif Islam, harus didekati dengan hati-hati. Konsumen disarankan untuk mengutamakan kebutuhan yang tulus dan mempertimbangkan keberlanjutan dan berkah (barakah) dalam setiap keputusan pembelian. Temuan ini menawarkan wawasan bagi para pelaku bisnis untuk merancang strategi pemasaran yang efektif dan selaras dengan nilai-nilai Islam, sehingga mendorong perilaku konsumsi yang lebih bertanggung jawab sesuai dengan prinsip-prinsip syariah.

## Pernyataan kepentingan publik

Penelitian ini bertujuan untuk menganalisis pengaruh potongan harga, citra merek, dan kualitas produk terhadap perilaku pembelian impulsif untuk produk thrift di Asam Kumbang, Medan. Dari perspektif Islam, pembelian harus sesuai dengan Syariah, menghindari pemborosan (israf) dan mengutamakan manfaat halal. Temuan penelitian mendorong strategi pemasaran yang seimbang yang mendukung keputusan konsumen yang etis dan efisien.

**Kata Kunci:** Diskon harga, citra merk, kualitas produk, pembelian impulsif, produk thrift

## Introduction

Islamic marketing emphasizes honesty, justice, and concern for the common welfare (maslahah). The Qur'an advises against dishonest practices, including cheating in weights and measures, and warns against actions that harm others (QS. Al-Mutaffifin: 1-3). Marketing activities that comply with Sharia law also prohibit the emotional exploitation of consumers through manipulative strategies, such as providing false or misleading information. In this framework, marketing is not solely focused on maximizing profits but also on fostering fair and blessed transactions.

The increasing prevalence of impulse buying in today's globalized world presents new challenges in managing consumer behavior. Islam advocates for balance in spending, as highlighted in QS. Al-Isra: 27 states that wasteful individuals are akin to the brothers of Satan. Impulsive purchases often arise from fleeting emotions or enticing offers rather than genuine needs. Academic research suggests that various factors influence impulse buying, including emotions, price promotions, and product attractiveness. (Ahmed et al., 2020) state that Muslim consumers assess ethical and religious values before purchasing. This aligns with Islamic teachings, emphasizing the importance of good intentions and careful consideration in all actions, including consumption. Consumers prioritizing halal benefits and blessings (barakah) tend to exercise greater control over their spending (Rahmah & Idris, 2018).

From an Islamic economic perspective, impulse buying is not always viewed negatively, provided it aligns with the criteria of mashlahah (benefit). Impulsive purchases are

considered acceptable if they meet the following conditions: (1) they do not contradict halal principles; (2) they are made with good intentions and a consideration of their benefits; and (3) they do not lead to wastefulness or excessive consumer behavior. Additionally, such purchases should bring the consumer benefits and blessings (*barakah*). This behavior is permissible when aimed at fulfilling basic needs (*dharuriyat*), secondary needs (*hajjiyat*), or tertiary needs (*tahsiniyat*), all while adhering to Sharia principles (Armina, 2022). Therefore, impulse buying in Islam should be approached cautiously, maintaining a balance between needs and self-control to avoid violations of the principle of *israf* (wastefulness).

In Indonesia, marketing strategies such as significant discounts and "buy one get one free" promotions often drive impulse buying. While these strategies are legal according to Sharia, Islam advises that such promotions should not lead consumers into wasteful or unproductive behavior. The Messenger of Allah (SAW) said, "Eat, drink, and dress in moderation, and do not be arrogant" (HR. Ahmad). Thus, marketing strategies should balance meeting consumer needs and preventing wastefulness.

This study aims to analyze the influence of price discounts, brand image, and product quality on consumer impulse buying behavior in thrift stores in Medan, primarily focusing on Islamic law. The research seeks to understand and control impulsive buying behavior based on Islamic principles, which emphasize ethics in consumption, self-control, and careful consideration of what halal and haram are. Although price, brand image, and product quality are influential factors in impulse buying, the main objective of this study is to explore how these elements relate to Islamic values. It also aims to develop marketing strategies that align with Sharia principles to promote responsible and sustainable consumption behavior. The study also employs data analysis to evaluate the factors influencing impulse buying, namely price discounts, brand image, and product quality. This approach adheres to Islamic teachings, ensuring honesty in transactions and providing the best benefits for consumers. As mentioned in Surah Al-Baqarah: 282, Allah commands that transactions be conducted in writing to avoid potential loss for either party. Consequently, this study contributes to academic literature and offers practical guidelines for business practitioners based on Sharia principles.

## Theoretical study and hypothesis development

### Islamic Marketing

Islamic marketing is an approach that emphasizes ethics, spiritual values, and sustainability, in line with the teachings of the Qur'an and Sunnah. It goes beyond profit-making, aiming to create social benefits and blessings for all stakeholders. The principles of justice (*al-adl*) and honesty (*as-side*) form its core foundation. As stated in Surah Al-Baqarah (2:275): "*Allah has permitted trade and forbidden usury,*" highlighting the necessity of honest, exploitation-free transactions. In modern marketing, impulse buying strategies – such as significant discounts, flash deals, and enticing promotions – are often employed to boost sales. These tactics typically leverage consumers' emotions to encourage unplanned purchases. From an Islamic perspective, such strategies must uphold transparency and avoid manipulation. The Prophet Muhammad (SAW) said, "*The honest and trustworthy merchant will be with the prophets, the truthful, and the martyrs on the Day of Resurrection*" (Tirmidhi), reinforcing the value of integrity in business.

Implementing Islamic marketing strategies in impulse buying involves providing consumers with accurate information, avoiding the exploitation of emotional impulses, and promoting education on wise consumption. Muslim purchasing behavior is guided by principles of moderation and the prohibition of wastefulness (*israf*). Allah SWT warns in Surah Al-Isra (17:27): "Indeed, the spendthrifts are the brothers of Satan." Impulse buying, often triggered by emotional promotions, can lead to wasteful spending and financial strain. The Prophet Muhammad (SAW) also emphasized the importance of caution in purchasing, advising us to "Leave what makes you doubtful and pursue what does not make you doubtful" (Tirmidhi). Muslims are encouraged to prioritize their needs over fleeting desires to ensure that consumption remains within Sharia-compliant boundaries. From an Islamic perspective, impulse buying must be cautiously approached to align with moderation and responsible consumption principles. While spontaneous purchases are a natural aspect of consumer behavior, they should always be guided by Sharia principles, such as prioritizing needs over desires, avoiding wastefulness (ISAF), and ensuring that purchased items are halal and beneficial. By promoting consumer education and ethical marketing practices, Islamic marketing can help redirect impulse buying toward actions that uphold spiritual and social values, fostering a balanced and sustainable consumption approach per Islamic teachings.

### **Impulse buying**

Impulse buying is a sudden and unplanned purchase driven by emotional urges, often without prior planning (Chuzaimah et al., 2024). This behavior is more compelling than planned purchases due to its emotional nature (Salsabila & Suyanto, 2022). It can happen in physical and online stores, triggered by stimuli like product displays or suggestions (Sanjaya & Widodoatmodjo, 2022). Yi & Jai (2020) note that impulse buying often occurs without prior consideration of the product, while (Wang et al., 2022) describe it as a decision made on the spot without evaluating consequences. (Mahmudah, 2020) categorizes impulse buying into four types: Pure Impulse, Suggestion Impulse, Reminder Impulse, and Planned Impulse. This behavior poses challenges for Muslim consumers, as it can lead to excessive spending contrary to Islamic values that emphasize moderation and self-control, as highlighted by the saying of Prophet Muhammad SAW: "Indeed, Allah does not like those who are excessive." (HR. Bukhari).

Islam does not inherently prohibit spontaneous purchases, provided that the items adhere to halal principles, do not cause harm, and are made in moderation. In QS. Al-Furqan: 67, Allah SWT states: "And those who, when they spend (wealth), are neither excessive nor stingy; rather, their spending is in the middle between the two." This verse serves as a guideline for Muslim consumers, urging them to manage their finances wisely and avoid detrimental consumer behavior. From an Islamic perspective, impulsive buying is generally viewed negatively, as it goes against the principles of moderation, self-control, and mindful consumption. Islam encourages believers to regulate their desires and maintain a balanced approach to consumption (Yeniaras, 2016). Research by (Ahmadova & Nabiyeva, 2024) on Azerbaijani consumers who practice Islam indicates that emotional and psychological factors, such as hedonic motivation, self-esteem, and self-control, significantly influence impulsive buying behavior. While materialism may not be a dominant factor, emotional impulses and a

lack of self-regulation are critical aspects that align with Islamic teachings on self-discipline and mindfulness in spending.

Impulse buying, often driven by pleasure and excitement, can conflict with the cognitive aspects of planning and self-control (Lee & Song, 2011). This behavior stands in direct contrast to Islamic principles, which emphasize the importance of rational thought and emotional restraint in purchasing decisions. Impulse buying can be viewed as a failure of self-regulation, where individuals act on short-term desires instead of focusing on long-term goals, such as maintaining financial responsibility and practicing ethical consumption. Islam encourages mindfulness in spending and promotes self-regulation to help individuals manage their impulse-buying tendencies (Verplanken & Sato, 2011). Therefore, while research findings may effectively identify the emotional and psychological triggers of impulse buying, from an Islamic perspective, they highlight the significance of developing self-control and avoiding impulsive behavior that could lead to excessive or unnecessary consumption. Islam advocates for balance in all aspects of life, including consumption, to ensure actions align with spiritual and ethical values.

#### *Price Discount*

In research (Sabaruddin Chaniago, 2022) according to (Zunaida, 2020) A price discount is a reduction in the price of a product, making it more affordable during a specified period. In Research (Bambang et al., 2023) according to Sutisna (2012) explains that a price discount is a direct incentive for consumers during promotional periods. Therefore, price discounts are not just reductions; they also involve consumer psychology and market dynamics. Companies often use price discounts as a marketing strategy to boost sales of their products or services. Experts identify various price discounts, including direct price cuts that represent a certain percentage off the original price and special offers like "buy one, get one free" or "buy one, get the second at half price." These discounts are primarily aimed at capturing consumer attention, enhancing purchasing power, and encouraging larger or quicker purchases (Suparwo & Syarifuddin, 2017). Price discounts can take several forms, such as percentage reductions, fixed price cuts, or special promotions (Wilis & Nurwulandari, 2020). In research (Nadia Miranda Effendi Putri & Budi Sudaryanto, 2022) in Kotler & Armstrong (2016) notes that price discounts motivate quick purchases or larger volumes and increase the attractiveness of products by lowering selling prices during specific promotional periods. Ndari (2015) adds that price discounts are a pricing strategy that offers temporary reductions as incentives for immediate purchases. In research (Arafah, 2022) According to Kotler (2015), price discount indicators include product availability, market competition, pricing competition, increased purchase quantities, benefits for specific customers, gaining market share through lower costs, and bulk purchases.

#### *Brand Image*

In Research (Teddy et al., 2020) according to Kotler dan Keller (2016) Brand image refers to the external perception of a product or service, including how a brand meets its customers' psychological or social needs. It encompasses consumers' thoughts and feelings when encountering a brand (Mandagi et al., 2018). Building a strong brand image requires attention

to three key elements: corporate image, product image, and user image (Aaker and Biel, cited in Supangkat, 2017). To effectively manage a brand image, companies should utilize metrics such as attributes, benefits, and overall evaluations (Alexander, 2014). According to Sari (Sari, 2020), the advantages of a strong brand image include facilitating innovation, enhancing the credibility and legitimacy of claims, and improving the efficiency, memorability, and implementation of communication. A well-established brand or service can create a lasting competitive advantage, making it challenging for competitors to replicate its success.

### *Quality Product*

Product quality refers to the characteristics of a product or service that, when combined, satisfy consumer needs and expectations. According to (Julia & Kamilah, 2023), product quality is measured by nine indicators: the product's shape, completeness of its features, suitability to consumer needs, product performance, quality consistency, durability, reliability, ease of use, and design. In (Raharjo et al., 2024), in Tjiptono (2016), further identifies eight aspects of product quality: performance, durability, conformance to specifications, features, usability, value, service availability, and perceived quality. Performance refers to a product's basic operating characteristics, while durability indicates how long the product can be used. Conformance to specifications ensures the product meets consumer standards, and features describe attributes that fulfill consumer needs. Reliability ensures the product functions consistently, and aesthetics involve its appearance and use. Serviceability refers to the product's ability to meet service needs, and perceived quality reflects how consumers view the product's quality. In reserach (Rizqika Solekhah et al., 2023) according to Wibisono (2019) outlines additional product quality indicators, including durability, which measures the product's lifespan before needing replacement; features, which refer to consumer perceptions of the product's advantages; reliability, which concerns the product's operational consistency; conformance to specifications, which indicates adherence to established standards; and aesthetics, which considers the product's sensory appeal.

## **Methods**

This study aims to explain impulse buying from an Islamic perspective, emphasizing the principles of moderation, self-control, and mindful consumption in line with Islamic teachings. Additionally, it seeks to empirically test the relationship between price discounts, well-known brands, and product quality as factors influencing impulse buying behavior. The research employs a combined approach of qualitative and quantitative methods to provide a comprehensive analysis. The qualitative approach includes a literature review that addresses the study's primary objective – understanding impulse buying from an Islamic perspective. This review features an in-depth analysis of previous research on impulse buying and its connections to price discounts, well-known brands, and product quality. It also incorporates relevant Islamic teachings, referring to verses from the Qur'an and Hadith to enrich the understanding of impulse buying based on Islamic values.

## **Participants and procedure**

The population for this study consists of thrift product consumers in Asam Kumbang, Medan City. A non-probability sampling method, specifically incidental sampling, was employed. This method involves selecting participants by chance; anyone meeting the researcher and fulfilling the criteria may be included as a respondent, provided they have purchased thrift products. According to Malhotra's (2009) formula, the minimum sample size required is 100 respondents, assuming are 20 items in the questionnaire. Thus, this study will use a sample size of 100 respondents.

## **Measures**

This study measured variables including price discounts, well-known brands, product quality, and impulse buying. It used a Likert-scale questionnaire adapted to the context of thrift product purchases. Price Discounts: This is measured by evaluating consumer perceptions of how price reductions influence their purchasing decisions. It is assessed across three dimensions: the perceived attractiveness of discounts, the urgency to purchase due to discounts, and the product's perceived value after the discount. Each dimension is measured using four items adapted from (Shiratina & Afiatun, 2017) on the psychological influence of price discounts on consumer behavior. Brand Image is evaluated based on the impact of well-known brands on consumers' willingness to purchase products, measured across two dimensions: brand recognition and trust and brand prestige and social influence. Each dimension consists of five items based on the study by (Rina et al., 2023) on brand equity and its impact on consumer behavior.

Product quality is assessed through consumer perceptions of the product's durability, features, and reliability. It is measured across three dimensions: durability, functionality and features, and reliability and performance. Each dimension is measured using four items adapted from (Purnamawati et al., 2020) on perceived quality in marketing. Impulse Buying: Evaluated by assessing consumers' tendencies to make unplanned purchase decisions, both in-store and online. This is measured across two dimensions: emotional impulse, driven by excitement or desire, and situational impulse, triggered by external factors such as promotions. Each dimension is measured with five items based on (Mahmudah, 2020) on impulsive purchasing behavior. Each item in the questionnaire uses a five-point Likert scale, ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). The validated measurement scales ensure the validity and reliability of the data collected for analysis.

## **Results and discussion**

### **Impulse buying in the Islamic perspective**

Impulse buying refers to consumer behavior where purchases are made spontaneously, without careful planning. In Islam, this behavior becomes significant when it exceeds genuine needs or leads to wastefulness, which is prohibited by Islamic teachings. Allah SWT states: "And do not spend wastefully. Indeed, the wasteful are brothers of the devils." (QS. Al-Isra: 27). This verse serves as a reminder for Muslims to use their wealth wisely and avoid unwise

consumption, including impulsive purchases. Buying should be driven by good intentions and genuine needs to prevent extravagance.

Islam provides clear guidance on how followers should manage their expenditures, including avoiding "israf" (excessiveness) and "tabdzir" (wastefulness), prioritizing essential needs, maintaining honesty and transparency in transactions, and ensuring that purchases are made to seek blessings rather than merely fulfilling fleeting desires. Impulse buying is permissible in Islam as long as it does not contradict Islamic principles – such as harming one's finances or involving "haram" (forbidden) products. It can be beneficial when directed toward purchases that promote good, such as supporting Muslim-owned small businesses or buying halal products.

Impulse buying can have positive and negative effects, particularly when viewed through Islamic values. On the positive side, impulse buying can support local economies, especially small and medium enterprises (SMEs) often run by enterprising Muslims. This support can foster growth within the Muslim community. Additionally, spontaneous purchases motivated by a desire to help others can serve as a form of charity, allowing individuals to contribute to those in need. Furthermore, unplanned purchases may lead to acquiring proper or halal products that the consumer might have overlooked, fulfilling important needs.

Conversely, there are risks associated with impulse buying that may conflict with Islamic principles. One significant concern is the potential for wastefulness, as impulse purchases often result in acquiring unnecessary or unused items, which contradicts the Quranic guidance against wastefulness (QS. Al-Isra: 27). This behavior can also promote materialism and excessive consumption, distracting individuals from spiritual growth and fostering an unhealthy attachment to worldly possessions. Financial instability is another risk, as unplanned spending can strain finances, especially when individuals neglect budgeting or their long-term needs, potentially leading to debt – situations that are discouraged in Islam. Additionally, impulse buying is frequently driven by emotional decision-making rather than rational needs, undermining the thoughtful and purposeful consumption encouraged by Islamic teachings.

From an Islamic perspective, impulse buying is not entirely prohibited nor fully accepted; it should be approached with moderation and alignment with Islamic values. While it can benefit individuals and communities by supporting positive economic and social initiatives, it also carries risks such as wastefulness, materialism, and financial instability. The key lies in intentionality and mindfulness. Muslim consumers are encouraged to consider each purchase carefully, ensuring it fulfills genuine needs, adds value to their lives, and adheres to Islamic principles. By maintaining this balance, impulse buying can be permissible and even constructive within the framework of Islam.

## **The regression analysis**

### *Price discounts and impulse buying*

The study indicates that price discounts significantly encourage impulse buying, particularly thrift products in Asam Kumbang, Medan. Consumers often view discounts as opportunities

to purchase items at lower prices, even if these purchases were not initially planned. However, Islamic teachings advocate for discernment in spending, emphasizing that purchases should be based on genuine needs rather than emotional impulses. The Qur'an warns against wastefulness (QS. Al-Isra 27), highlighting that unnecessary purchases motivated solely by discounts can lead to waste. Therefore, while price discounts are practical marketing tools, Muslim consumers should ensure their buying decisions align with Sharia principles, focusing on necessity and clear benefits.

#### *Brand image and impulse buying*

The analysis reveals that a strong brand image positively influences impulse buying, particularly in thrift. Well-known brands instill consumer confidence, even for secondhand items. However, Islamic principles dictate that purchasing decisions should not be driven solely by brand prestige. Instead, consumers should prioritize genuine needs and the tangible benefits of products. A hadith emphasizes the importance of accountability in spending (HR. Tirmidhi), reminding Muslims to make responsible purchasing decisions. While brand image can enhance interest, it should not overshadow the need for thoughtful evaluation and intention in consumption.

#### *Visitor behavior in thrift shops*

Research shows that approximately 40% of respondents visit thrift shops without a clear plan, indicating a tendency toward impulsive buying. This behavior can be influenced by price discounts and brand image, underscoring the need for consumers to approach their purchasing decisions with mindfulness and adherence to Islamic values. In conclusion, price discounts and brand image can significantly impact impulse buying. However, Muslim consumers are encouraged to make informed and responsible choices that align with their values and needs.

**Table 1.**

#### *Regression Analysis Results*

Variable	Unstandardized Coefficients	Std. Error	t	F	Sig.
(Constant)	14.200	0.454	31.249	121.506	0.000
Price Discount	0.198	0.015	13.623		0.000
Brand Image	0.070	0.021	3.341		0.001
Product Quality	0.088	0.017	5.313		0.000
R Square	0.792				0.000

Source: data analysis (2024)

#### **Discussion**

The results of this study indicate that price discounts, brand image, and product quality significantly influence impulsive buying behavior for thrift products in the Asam Kumbang area of Medan. From an Islamic perspective, it is essential to manage impulsive buying wisely to ensure alignment with Sharia principles. In Islam, purchases driven by emotions, such as those influenced by significant discounts or appealing brands, can lead to waste (israf), which

is explicitly prohibited in QS Al-Isra: 27. However, impulsive purchases can be permissible if they fulfill genuine needs, provide benefits, and do not contradict halal principles.

Price discounts often emerge as a dominant factor driving impulsive buying behavior. Consumers view discounts as economic opportunities to acquire items at lower prices, even if those items were not initially planned for purchase. While this strategy can effectively increase sales, it poses risks for Muslim consumers if they do not thoughtfully consider their actual needs before buying. Therefore, consumers must evaluate the long-term benefits and sustainability of each purchase.

Additionally, brand image significantly influences impulsive buying decisions. Well-known brands instill confidence in consumers, especially regarding thrift products, where the quality of secondhand goods is often a primary concern. However, relying solely on brand prestige may contradict Islam's moderation principle. Consumers should not be swayed only by brand appeal but ensure that the product provides real value and meets their needs.

Product quality is also an important factor driving impulsive buying behavior. High-quality products are more likely to attract consumers' attention and trigger unplanned purchases. From an Islamic perspective, attention to product quality aligns with business ethics that emphasize honesty and delivering the best value to consumers. Nevertheless, purchasing high-quality items should be approached thoughtfully to avoid excessive consumerism.

The findings of this study have practical implications for business practitioners. Marketing strategies based on price discounts, brand image, and product quality should consider Islamic values, such as fairness and barakah (blessings). Business owners are also encouraged to educate consumers about wise consumption and minimize emotional exploitation in marketing strategies.

From an Islamic standpoint, impulsive buying is not entirely prohibited, provided it meets genuine needs, offers benefits, and is done with good intentions. Such purchases can contribute to economic growth, especially for small Muslim businesses. However, impulsive purchases without careful planning or following trends can lead to waste, consumerism, and financial imbalance. Therefore, Muslim consumers should always thoughtfully consider their purchasing decisions to ensure alignment with Sharia principles.

### **The relationship between Islamic perspective and regression findings**

The regression analysis results indicate that consumers are more likely to make impulsive purchases due to external factors such as discounts, brand influence, and product quality. However, these behaviors must be carefully managed to adhere to Islamic principles. While promotional offers may encourage unplanned purchases, they can conflict with Islamic values such as justice, fairness, and blessings in transactions. If the findings align with previous studies, it will be crucial to highlight how these external factors impact impulsive buying tendencies and how such behavior can be regulated within the framework of Islamic teachings, particularly emphasizing moderation and mindfulness in consumption.

Previous literature suggests that impulse buying is driven by emotional and cognitive factors, including price promotions, brand perception, and the immediate appeal of product quality (Yi & Jai, 2020; Mahmudah, 2020). This study supports that these external influences

drive impulsive purchasing behavior significantly. However, from an Islamic perspective, it is essential to evaluate the material or emotional aspects of these purchases and their alignment with ethical and spiritual values. Islamic teachings emphasize the importance of intention and purpose in every action, so unplanned purchases triggered by external factors must be scrutinized to ensure they do not lead to excessiveness (israf) or harm.

Furthermore, the relationship between impulsive buying and Islamic values highlights the importance of consumer education. While impulsive purchases can be acceptable when they fulfill genuine needs and adhere to halal principles, they can pose risks when driven solely by external pressures like discounts or promotions. Therefore, it is important to design marketing strategies that promote ethical consumption, ensuring consumers make informed decisions that align with Islamic principles of moderation, self-control, and ethical behavior in transactions. Future research should explore ways Islamic marketing practices can guide consumers toward more responsible and Sharia-compliant purchasing behaviors, mainly when impulsive buying is prevalent.

## Conclusion

The research findings indicate that price discounts, brand image, and product quality significantly influence impulsive buying behavior for thrift products in the Asam Kumbang area of Medan. From an Islamic perspective, while these factors may encourage impulsive purchases, ensuring that such purchases are based on legitimate needs, are not excessive, and avoid wastefulness is essential. Additionally, buying decisions should align with principles of moderation, ensuring that the purchased products are beneficial and halal, as guided by Islamic teachings.

This study has limitations, including a narrow focus on the Asam Kumbang area, an accidental sampling method that may not fully represent the broader population, and an emphasis on only three primary variables. Future research is encouraged to expand the study's scope, employ a more structured sampling approach, and explore additional variables, such as the influence of social media and emotional behavior. Furthermore, integrating both quantitative and qualitative methods could provide deeper insights into consumer purchase motivations.

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### **Ethics declarations**

#### **Funding**

The author(s) received no financial support for the research, authorship, and/or publication of this article.

#### **Availability of data and materials**

Data sharing is not applicable to this article as no new data were created or analyzed in this study.

#### **Competing interests**

No potential competing interest was reported by the authors

### **Additional information**

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**Cite this paper:**

Siregar, M., Nurlaila, N., & Aisyah, S. (2025). Impulsive buying from an Islamic perspective: The role of price discounts, brand image, and product quality in thrift product purchases. *SERAMBI: Jurnal Ekonomi Manajemen Dan Bisnis Islam*, 7(1), 109-122. <https://doi.org/10.36407/serambi.v7i1.1520>



**SERAMBI: Jurnal Ekonomi Manajemen dan Bisnis Islam**

Publisher : LPMP Imperium.

Frequency : 3 issues per year (April, August & December).

ISSN (online) : [2685-9904](https://doi.org/10.36407/serambi.v7i1.1520).

DOI : Prefix 10.36407.

Accredited : [SINTA 3](https://sinta.kemdikbud.go.id/)

Editor-in-chief : Prof. Dr. Suryani

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