

Analysis of Impulsive Buying Behavior Among Students on Tiktok Marketplace: an Islamic Economic Perspective

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Abstract

This study analyzes the impulsive buying behavior of students in the Islamic Economics Program at Mulawarman University on the TikTok marketplace from an Islamic Economic perspective. Using descriptive qualitative methods with interviews, observations, and documentation techniques, the research involved four students and one religious figure as informants. The findings reveal that students' impulsive behavior is influenced by external factors such as promotions, discounts, free shipping, and influencer influence, as well as internal factors such as hedonic motivation and lack of self-control. From the Islamic Economic perspective, impulsive buying behavior falls into the categories of israf (extravagance) and tabdzir (wastefulness), which contradict the principle of hifdz al-mal (preservation of wealth) in maqasid syariah. The conclusion emphasizes the need to increase Islamic financial literacy and internalize maqasid syariah values in students' consumption lifestyle for more prudent and beneficial purchasing decisions.

Keywords: Impulsive Buying; TikTok Shop; Islamic Economics; Maqasid Syariah; University Students.

INTRODUCTION

Social media platforms have significantly transformed consumption patterns, particularly among young generations. TikTok, with the highest user penetration in Indonesia reaching 157.6 million active users as of July 2024, functions not only as an entertainment medium but also as a trading platform through its TikTok Shop feature. Easy access, attractive marketing strategies, and the integration of content with transactions create an ecosystem conducive to impulsive buying behavior.

University students, as part of Generation Z, represent a group highly active in using social media platforms and digital marketplaces. Various studies show an increasing trend of impulsive buying among this age group, particularly on platforms like TikTok Shop. This phenomenon becomes especially significant when viewed from the Islamic Economic perspective, which emphasizes principles of prudence and balance in consumption.

In Islamic Economics, consumption is not merely viewed from material need satisfaction but also from spiritual and moral perspectives. Islam teaches the principle of moderation (tawassuth) and prohibits israf (extravagance) and tabdzir (wastefulness). When students make impulsive purchases without proper consideration of actual needs, this can violate these principles and threaten the achievement of shariah objectives (maqasid syariah), particularly the principle of hifdz al-mal (preservation of wealth).

This research aims to analyze the impulsive buying behavior of Islamic Economics students at Mulawarman University on the TikTok marketplace and evaluate it through the Islamic Economic perspective, particularly within the framework of maqasid syariah.

METHOD

This study employs a descriptive qualitative approach with data collection techniques including:

Semi-structured interviews with four Islamic Economics students and one religious figure;
Observation of shopping habits and purchasing patterns;
Documentation including transaction records, screenshots, and literature references; and
Data analysis follows stages of: data condensation, data presentation, triangulation, and conclusion drawing. The research was conducted at Mulawarman University in Samarinda, focusing on students' impulsive buying behavior on TikTok Shop.

RESULT AND DISCUSSION

Factors Driving Impulsive Buying Behavior

The research identified several key factors encouraging impulsive buying among students:

External Factors:

Attractive promotions (large discounts, flash sales, free shipping);
FYP (For Your Page) content algorithmically designed;
Influencer influence and product endorsements;
Live streaming features and in-app transaction convenience; and
Marketing strategies based on urgency and scarcity

Internal Factors:

Hedonic shopping motivation (seeking pleasant experiences through shopping);
Fear of Missing Out (FOMO) and desire to try new products;
Peer influence and invitations to purchase coupled products;
Weak self-control and inability to resist consumption temptations; and
Post-Purchase Impacts.

Students demonstrated varied post-purchase reactions:

Some felt satisfied from obtaining products at reduced prices;
Others experienced regret as products didn't meet expectations or remained unused;
Some considered impulsive behavior normal and habitual; and

Awareness of Islamic Consumption.

The majority of students recognized that impulsive buying falls into:

Israf (extravagance): purchasing unnecessary items;

Tabdzir (wastefulness): squandering wealth; and

Despite this awareness, students struggled with self-control due to the powerful influence of social media.

Analysis From Islamic Economics Perspective

Maqasid Syariah and Impulsive Buying

Impulsive buying behavior can be evaluated through five primary syariah objectives (alkulliyyat al-khamsah):

Hifdz ad-Din (Preservation of Religion) Impulsive purchases demonstrate insufficient spiritual awareness in resisting consumptive behavior. Islam prohibits wastefulness as stated in QS. Al-Isra' verse 27. Students need to strengthen their intention (niyyah) in transactions to align with principles of blessing;

Hifdz an-Nafs (Preservation of Soul) Repetitive impulsive behavior can cause regret, guilt, and financial stress that disrupts emotional equilibrium. Self-control (mujāhadah an-nafs) becomes essential to prevent domination by consumptive desires;

Hifdz al-'Aql (Preservation of Intellect) Students easily influenced by promotional content demonstrate weak rational decision-making capacity. Islam emphasizes using intellect to assess benefits and harms of actions;

Hifdz al-Mal (Preservation of Wealth) Unplanned spending violates the principle of hifdz almal. Wealth is a trust that must be managed properly. Expenditures without benefit constitute ingratitude toward Allah's blessings; and

Hifdz an-Nasl (Preservation of Lineage) Consumptive habits developed during university years impact future financial lifestyle and family wealth management patterns.

The Concept of Maslahah in Impulsive Buying

Within the maslahah framework, impulsive buying requires evaluation:

Maslahah Dharuriyyat (Necessities): Impulsive purchases can weaken three aspects of dharuriyyat preservation of intellect, soul, and wealth

Maslahah Hajiiyyat (Complementary Needs): Within limits, impulsive buying provides emotional satisfaction, but excess becomes israf

Maslahah Tahsiniyyah (Embellishments): Trend-based purchases may fall here, but if motivated by showing off or consumerism, contradicts Islamic values

Discussion

The impulsive buying phenomenon among students reflects challenges of modernization and digital lifestyle in contemporary society. TikTok Shop successfully reduces psychological barriers to shopping through seamless integration of entertainment content and commercial transactions. Sophisticated algorithms and emotional marketing strategies create situations where purchasing decisions no longer base on rational needs but impulsive drives.

Within Islamic Economics context, this research demonstrates that student impulsive buying behavior does not fully align with maqasid syariah principles. Unplanned purchases influenced by emotional factors and aggressive marketing strategies represent deviations from Islamic values regarding prudent consumption.

Enhancing Islamic financial literacy becomes crucial. Students require comprehensive understanding of:

The distinction between hajah (necessity) and raghbah (desire);

Principles of moderation and balance in consumption;

The concept of blessing (barakah) in wealth management; and

Self-control as part of Islamic education (tarbiyah).

CONCLUSION

Impulsive buying behavior among Islamic Economics students at Mulawarman University results from a combination of external factors (promotions, influencers, algorithms) and internal factors (hedonic motivation, FOMO, weak self-control).

From the Islamic Economics perspective, this behavior falls into categories of *israf* and *tabdzir* that violate the principle of *hifdz al-mal* and contradict *maqasid syariah* objectives.

Intensive efforts from multiple stakeholders family, educational institutions, and students themselves are necessary to instill consumption awareness aligned with Islamic values.

This research underscores the importance of self-control, spiritual awareness, and applying Islamic principles in consumption as keys to achieving balance between worldly needs and religious responsibility.

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