

The Effect of Price Discounts and Branded Products on Impulsive Buying Behavior In the Thrifting Community in Social E-Commerce

(A Study on Sales in Facebook Groups and Shopee in 2026)

Fachry Yuda Pratama¹, Novita Rifaul Kirom², Mohammad Dullah^{3*}

^{1,2,3}Universitas Wisnuwardhana Malang

Corresponding Author: Mohammad Dullah dulanoh@gmail.com

ARTICLE INFO

Keywords: Price Discount, Branded Products, Impulsive Buying Behavior, Thrifting, Social E-Commerce.

Received: 21 June

Revised: 23 July

Accepted: 23 August

©2026 Pratama, Kirom, Dullah: This is an open-access article distributed under the terms of the [Creative Commons Attribution International](https://creativecommons.org/licenses/by/4.0/) 4.0.



ABSTRACT

The inclination toward unplanned purchasing within digital commerce ecosystems has become increasingly prevalent, particularly among enthusiasts of high-quality secondhand apparel. This empirical investigation assesses the extent to which price reduction stimuli and the cachet of foreign brand identities provoke spontaneous buying urges among active users of Facebook networking groups and the Shopee platform. Adopting a quantitative research framework, active participants were selected applying a purposive sampling strategy, resulting in a final analyzed sample of 104 respondents. Survey datasets were evaluated multiple linear regression analysis via statistical software. Statistical verification demonstrates that price discount incentives independently provide a positive and substantial contribution to immediate transaction decisions. A parallel pattern is identified regarding product brand prominence, which compellingly persuades consumers to purchase without prior deliberation. Combined evaluations validate that both drivers simultaneously steer impulsive buyer tendencies. The explanatory capacity of the model proves highly robust in capturing variations in spontaneous shopping behavior within this community. Consequently, integrating international label prestige with flash reduction tactics serves as a critical mechanism for accelerating product turnover within the digital secondary retail marketplace.

INTRODUCTION

The e-commerce landscape is currently undergoing a massive shift with the integration of social networking interaction features and retail transaction execution, an integration commonly known as social e-commerce. This phenomenon allows users to interact, discuss, and share reviews directly within a virtual environment before moving on to the final payment stage on the marketplace platform. One market niche that has attracted significant enthusiasm from this shift is the trade in quality secondary clothing, commonly known as thrifting. Domestically, the hunt for secondhand clothing has mutated from simply a motive for saving money to a means of affirming social identity and expressing lifestyle. Modern consumers, especially young people, are encouraged to collect high-quality global labels to meet appearance expectations without having to allocate excessive financial investment.

Dynamic interactions between members in virtual spaces like the Thrifting Online Indonesia (TOI) Facebook group, combined with the ease of digital payments on the Shopee app, often trigger urgent shopping situations. The presence of instant notifications, live bidding, and a quick ordering system in the comments section create a competitive atmosphere among buyers. In these conditions, marketing stimuli in the form of limited-time promotions or drastic price cuts have been shown to cloud consumers' rational judgment. According to Utami et al.'s (2024) study, flash marketing tactics based on price discounts and flash sales directly inject a sense of spontaneity that is hard to resist, thus accelerating the conversion of impulse purchases.

On the other hand, the attractiveness of the commodity itself plays a crucial role. The exclusive attributes inherent in internationally branded clothing (branded products) contribute to the prestige and guaranteed durability of the material, believed to surpass standard new products. Previous research has suggested that a strong brand image in secondhand goods can provide psychological satisfaction while reducing the perception of risk in the eyes of buyers (Saputro & Irawati, 2023). Consumers believe that the availability of original branded goods in online flea markets is highly scarce (one-of-a-kind), which triggers a fear of missing out (FOMO) if a transaction is not made immediately (Zambas et al., 2026). This impulsive shopping behavior aligns with the grand theory of Rook and Fisher (1995), which defines impulsiveness as an immediate hedonic urge that tends to ignore long-term consequences.

Although extensive literature on impulsive shopping behavior has been developed, empirical studies specifically examining the integrative synergy between Facebook community groups and Shopee's external transaction links within a single thrifting shopping flow are still very limited. Much previous research has focused solely on stand-alone marketplaces without considering the role of social warming within online groups. Therefore, this study aims to fill this research gap by in-depth examining the role of discounts and the power of foreign brand image in constructing an unplanned buying mindset in the current era of digital platform convergence.

LITERATURE REVIEW

Theoretical Framework and Hypothesis Development

Stimulus-Organism-Response (S-O-R) Theory

Stimulus-Organism-Response (S-O-R) theory developed by Mehrabian and Russell (1974) explains that external environmental stimuli can influence an individual's internal psychological state, which subsequently generates a behavioral response. In consumer behavior, marketing stimuli can affect consumers' cognitive and affective conditions and encourage them to make certain purchasing decisions. In the context of social e-commerce, promotional information, price incentives, product attributes, and brand attractiveness can function as external stimuli that trigger consumers' emotional and cognitive reactions before ultimately resulting in purchasing behavior.

In this study, Price Discount and Produk Branded are positioned as external stimuli (S), while the psychological reactions generated by these stimuli represent the organism (O). The response (R) is manifested in the form of Impulsive Buying Behavior, namely an unplanned and spontaneous purchasing decision. When consumers encounter branded second-hand products offered at attractive prices, the combination of economic benefits and brand appeal can create excitement, urgency, and a perception of a valuable opportunity. These psychological conditions may reduce consumers' rational consideration and encourage them to make immediate purchasing decisions.

The application of S-O-R theory is therefore relevant to explain impulsive buying behavior in online thrifting communities. Consumers may initially respond to external stimuli in the form of discounts and branded products, experience emotional and cognitive reactions, and subsequently execute an impulsive purchase.

Price Discount and Impulsive Buying Behavior

Price Discount refers to a reduction in the normal price of a product offered by sellers to stimulate consumer purchasing responses. In an online thrifting environment, discounts can create perceptions of economic value and attractive purchasing opportunities. The greater the perceived price advantage, the stronger the possibility that consumers will perceive the purchase as an opportunity that should not be missed.

Based on the S-O-R perspective, Price Discount functions as a stimulus (S) that can influence consumers' internal psychological states (O). Attractive discounts may generate excitement, urgency, and perceived savings, thereby encouraging consumers to respond through spontaneous purchasing behavior (R). This mechanism becomes particularly relevant in social e-commerce environments where products are frequently offered in limited quantities and consumers compete with other buyers.

Previous empirical studies provide support for this relationship. Aprilia and Widiastuti (2025) found that price discounts had a positive and significant effect on impulsive buying among consumers at a thrift store. Similarly, Utami et al. (2024) demonstrated that discounts had a positive and significant effect on impulsive buying of fashion products on Shopee. These findings indicate that

attractive price reductions can encourage consumers to make unplanned purchases.

However, Yuliarahma and Nurtantiono (2022) found a different result, showing that Price Discount did not have a significant effect on impulse buying and tended to have a negative direction. This inconsistency indicates the existence of an empirical gap that provides a rationale for further examination of the effect of Price Discount on Impulsive Buying Behavior, particularly in the context of online thrifting communities and social e-commerce.

Based on the theoretical argument and previous empirical findings, the first hypothesis is proposed:

H1: Price Discount has a positive and significant effect on Impulsive Buying Behavior among members of the thrifting community in social e-commerce.

Produk Branded and Impulsive Buying Behavior

Produk Branded in this study refers to second-hand or preloved products associated with recognized and internationally established brands. The attractiveness of branded products does not only derive from their functional benefits but also from symbolic values, brand image, prestige, perceived quality, and social identity. In the context of thrifting, branded products can provide consumers with an opportunity to obtain products associated with premium brands at relatively affordable prices.

From the perspective of S-O-R theory, the presence of branded products constitutes an external stimulus (S) that may generate emotional and cognitive reactions in consumers (O). Consumers may perceive branded products as exclusive, prestigious, valuable, and relatively scarce, particularly when only one item is available. Such perceptions can generate excitement and a fear of losing the opportunity to obtain the product. Consequently, consumers may respond by making spontaneous purchases without conducting an extensive evaluation process.

Previous studies support the importance of brand-related factors in consumer purchasing decisions. Saputro and Irawati (2023) found that brand image had a positive and significant effect on consumers' purchase intention toward second-brand products. Zambas et al. (2026) also found that brand image had a positive and significant effect on purchasing decisions for thrift products among students. Furthermore, Kamalia and Sukri (2024) reported that brand image had a positive and significant effect on purchasing decisions for branded preloved clothing, while Ambardi et al. (2023) similarly found that brand image significantly affected purchasing decisions for branded preloved clothing.

Although these studies generally demonstrate the importance of brand-related attributes in purchasing decisions, most examine purchase intention or purchasing decisions rather than impulsive buying behavior specifically. This creates a contextual and empirical gap regarding whether the attractiveness of branded products can directly stimulate impulsive purchasing behavior in social e-commerce-based thrifting communities.

Therefore, based on S-O-R theory and the findings of previous research, the second hypothesis is proposed:

H2: Produk Branded has a positive and significant effect on Impulsive Buying Behavior among members of the thrifting community in social e-commerce.

Price Discount and Produk Branded on Impulsive Buying Behavior

The combination of Price Discount and Produk Branded can provide a stronger stimulus than either variable individually. A branded product offers symbolic and functional value, while a price discount provides an economic incentive. When these two stimuli are presented simultaneously, consumers may perceive the product as an exceptional purchasing opportunity because they can obtain a prestigious or desirable brand at a relatively low price.

Within the S-O-R framework, Price Discount and Produk Branded function as external stimuli (S) that can stimulate consumers' emotional and cognitive states (O), such as excitement, perceived value, urgency, and fear of missing out. These psychological reactions may subsequently encourage consumers to respond through impulsive purchasing behavior (R). This mechanism can become stronger in social e-commerce because consumers are exposed to real-time interactions, limited-stock information, competition among buyers, and rapid transaction facilities.

Previous studies have demonstrated that price, promotional incentives, product quality, and brand-related factors are important determinants of consumer purchasing behavior. Saputro and Irawati (2023) found that product quality, brand image, price, and promotion each had a positive and significant effect on purchase intention toward second-brand products. Sari et al. (2024) also found that discount and promotional strategies positively and significantly contributed to inventory turnover in online second-hand clothing businesses. These findings suggest that economic incentives and product-related attributes can operate together in influencing consumer responses in the second-hand fashion market.

Nevertheless, empirical research specifically examining the simultaneous effect of Price Discount and Produk Branded on Impulsive Buying Behavior within a social e-commerce-based thrifting community remains limited. Therefore, this study attempts to fill this gap by examining whether the combination of economic incentives and brand attractiveness can significantly encourage impulsive buying behavior.

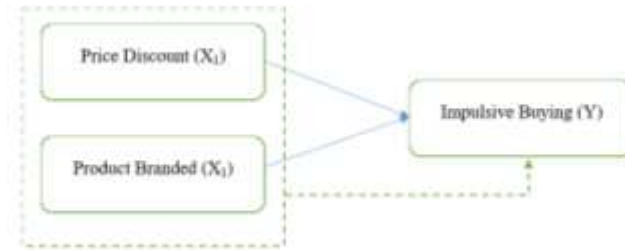
Based on the theoretical framework and previous empirical findings, the third hypothesis is proposed:

H3: Price Discount and Produk Branded simultaneously have a positive and significant effect on Impulsive Buying Behavior among members of the thrifting community in social e-commerce.

Contextual Framework

Based on the S-O-R theory, previous empirical findings, and the development of the hypotheses, this study proposes a contextual framework in which Price Discount (X1) and Produk Branded (X2) represent external marketing stimuli that influence consumers' internal psychological responses and ultimately lead to Impulsive Buying Behavior (Y).

The proposed framework can be illustrated as follows:



METHODOLOGY

This investigative design adopts a quantitative research procedure with a descriptive-causality approach, which aims to prove the causal relationship between the variables studied (Arikunto, 2019). The target population in this research is all consumers and connoisseurs of secondary fashion who are actively involved in the digital platform of the Facebook group Thrifting Online Indonesia (TOI). The sampling technique was executed using a non-probability sampling method through a purposive sampling approach, where the inclusion criteria for respondents are required to have been active members of the group and have a track record of completing thrift clothing purchase transactions directed through the Shopee marketplace link at least once in the last six months.

Based on the online questionnaire distribution process, a data set was collected from 104 respondents who met the eligibility criteria for further analysis. The research instrument measurement used a Likert Scale with a score range of 1 (Strongly Disagree) to 5 (Strongly Agree). The independent variables observed included Price Discount (X₁) which was measured through indicators of discount size, discount frequency, and promotional time pressure (Utami et al., 2024), and Branded Products (X₂) which was operationalized through indicators of brand image, quality assurance/durability, and social prestige (Kamalia & Sukri, 2024; Saputro & Irawati, 2023). The dependent variable in this model is Impulsive Buying Behavior (Y), which was measured through indicators of spontaneity, emotional dominance, and indifference to shopping consequences (Rook & Fisher, 1995).

The data analysis stage begins with testing the quality of the instrument through the Validity Test (Pearson Product Moment correlation) and Reliability Test (Cronbach's Alpha coefficient > 0.60). Fulfillment of the prerequisites for regression analysis is ensured through a series of Classical Assumption Tests referring to statistical technical guidelines (Ghozali, 2018), including the Normality Test (Normal PP Plot graphic analysis and Kolmogorov-Smirnov statistical test), Multicollinearity Test (safe limit analysis of Tolerance values > 0.10 and Variance Inflation Factor / VIF < 10), and Heteroscedasticity Test (evaluation of the point distribution pattern on the Scatterplot graph and confirmation of the Glejser Test). The final causality estimate is extracted using Multiple Linear Regression Analysis modeling, followed by partial (t-Test) and simultaneous (F-Test) hypothesis significance testing, as well as measuring the coefficient of determination (R Square) based on IBM SPSS software edition 26.

RESEARCH RESULT

The entire series of instrument prerequisite tests and classical assumptions have been met well. The validity test results show that all questionnaire items have calculated r_{values} that exceed the table r , and the Cronbach's Alpha coefficient values for the three variables are above 0.70, so the instrument is declared valid and reliable. The data distribution is normally distributed, free from symptoms of multicollinearity (Tolerance value $0.338 > 0.10$ and VIF $2.961 < 10$), and does not show any heteroscedasticity patterns in the Scatterplot graph. Thus, the regression model is declared suitable for predicting the phenomenon of impulsive buying.

Based on the extraction of multiple linear regression statistical data summarized from the research manuscript data processing, a summary of the coefficients and results of hypothesis testing were obtained as presented in Table 1 below:

Model Variables	Coefficient (B)	Std. Error	t Count	Sig.	Information
(Constant)	-0.170	1,977	-0.086	0.931	—
Price Discount (X1)	0.986	0.130	7,586	0,000	Significant
Branded Products (X2)	0.310	0.118	2,631	0.010	Significant

Table 1. Summary of Multiple Linear Regression Test and Partial Test (t-Test)
Source: Processed Primary Data (2026)

Referring to Table 1 above, the multiple linear regression line equation constructed in this study is:

$$Y = -0.170 + 0.986 X_1 + 0.310 X_2$$

DISCUSSION

The Impact of Price Discounts on Impulse Purchases

Partial causality testing (t-test) for the Price Discount variable (X1) yields a calculated t-value of 7.586, which far exceeds the critical t-table value (1.984), accompanied by a significance probability of 0.000 (< 0.05). The positive regression coefficient value of 0.986 indicates that any increase in the intensity and attractiveness of discount promotions will directly increase the tendency for impulsive buying behavior drastically. Based on the coefficient weight, price reduction tactics are proven to be the most dominant predictor in triggering instant transactions in the online community ecosystem.

These empirical findings strongly justify that the price-cutting mechanism implemented by sellers in Facebook groups, particularly when combined with flash links to limited-time storefronts on the Shopee platform, successfully intervenes in consumers' shopping logic. The price cuts create the perception of urgent financial savings, so consumers feel they benefit from immediate payment. These results fully support the conclusions of research by Cahyaning

Utami et al. (2024), which asserted that the integration of flash sales and nominal price cuts in digital marketplaces effectively stimulates the emotional aspect of shoppers, leading them to forgo the shopping planning stage in favor of securing desired fashion items.

The Role of Brand Reputation (Branded Products) on Immediate Decisions

The partial influence verification for the Branded Product variable (X2) recorded a calculated t value of $2.631 > t \text{ table } (1.984)$ with a significance level of $0.010 (<0.05)$. The positive direction of the regression coefficient of 0.310 proves that the existence and reputation of international brands attached to used clothing commodities are consistently and significantly able to trigger unplanned acquisition drives among community members.

The appeal of foreign-branded products in the thrift market stems from the combination of guaranteed material quality (durability) and social prestige they offer. Buyers believe that clothing from top brands has superior manufacturing standards, thus maintaining a long lifespan even though it is secondhand. This condition substantially reduces consumer psychological resistance, in line with empirical evidence from A.ang Wahyu Saputro and Zulfa Irawati (2023), which emphasizes that quality assurance in second-brand products is a major catalyst for increasing purchase intention. Furthermore, the availability of branded clothing models in Facebook groups is generally singular (one product, one size), which triggers a visual scarcity effect. Consumers are encouraged to immediately claim the product in the comments section to avoid being preempted by other members, a finding that strengthens the argument of Julio Caesar Zambas et al. (2026) regarding the correlation of brand image with expressive shopping decisions among the younger generation.

Simultaneous Test (F Test) and Model Explanatory Capacity (Coefficient of Determination)

Simultaneous model significance testing (F-Test) yielded a calculated F-value of 143.559 with an absolute error probability level of $0.000 (<0.05)$. These results validate that the Price Discount and Branded Product variables simultaneously have a very significant determination in shaping the mentality and execution of Impulsive Buying Behavior in the Indonesian Online Thrifting community. The model developed has proven to perform very well in representing the reality of transaction dynamics in the field.

The model's explanatory power is evaluated by the coefficient of determination (R Square) of 0.740. This figure reflects that 74% of the variation in consumer impulse buying behavior fluctuations can be comprehensively explained by a combination of discount pricing strategies and the use of product brand appeal. Meanwhile, the remaining 26% is influenced by various external variables outside the structure of this research model, such as the quality of the product's visual display (visual merchandising), live streaming engagement, and the availability of each buyer's personal budget allocation (Ambardi et al., 2023; Kamalia & Sukri, 2024).

CONCLUSIONS AND RECOMMENDATIONS

This empirical investigation concludes that the implementation of price discounts and the use of international brand reputation (for branded products) are the two main pillars driving unplanned shopping behavior in the social e-commerce ecosystem. Aggressive price reduction tactics have proven to be the most important factor in triggering transaction urgency, while the exclusivity of foreign brands instills quality assurance while fulfilling consumers' desire for social prestige. The combination of these two marketing stimuli successfully creates a fear of stockouts (scarcity effect), which forces buyers to make snap decisions without going through the rational evaluation process.

The practical implication for businesses and sellers in the online secondary fashion ecosystem is the need to maintain consistent integration of promotional channels from interactive social media storefronts (Facebook) to transaction completion gateways (Shopee). Sellers are advised to design clear, time-limited discount schemes and display detailed brand label photos to maximize visual appeal. For further research in the future, it is recommended to expand the scope of observations by including complementary variables such as the influence of live shopping interactions or the convenience of digital installment payment methods (paylater) to obtain a more holistic model of consumer behavior.

ADVANCED RESEARCH

This study has several limitations that should be considered in future research. This study examines only two independent variables, namely Price Discount and Produk Branded, which explain 74% of Impulsive Buying Behavior. Therefore, the remaining 26% may be influenced by other factors that are not examined in this study. Future research is encouraged to incorporate other variables that are relevant to the current development of social commerce, such as Customer Service Quality, Consumer Trust, Live Streaming Features, and Product Scarcity. In addition, future studies may expand the research context to other social commerce platforms, such as TikTok Shop and Shopee Live, to obtain a more comprehensive understanding of the factors influencing Impulsive Buying Behavior across different digital shopping environments.

ACKNOWLEDGMENT

The authors would like to express their sincere gratitude to all respondents who participated in this study and provided valuable information for the research. The authors also extend their appreciation to all parties who provided support and assistance throughout the research process, from data collection to the completion of this article.

REFERENCES

- Ambardi, Aini, N., Husnayeti, & Helmi. (2023). The Impact of Brand Image, Fashion Lifestyle, and Price on Purchase Decisions for Preloved Branded Clothing in Online Shops. *Jurnal Maneksi*, 12(1), 125–132.
- Arikunto, S. (2019). *Research Procedures: A Practical Approach*. Jakarta: Rineka Cipta.
- Ghozali, I. (2018). *Multivariate Analysis Application with IBM SPSS 25 Program (9th Edition)*. Semarang: Diponegoro University Publishing Agency.
- Kamalia, & Sukri, SA (2024). The Influence of Brand Image, Fashion Lifestyle, and Price Perception on Purchase Decisions for Preloved Branded Clothing. *Indonesian Journal of Business Economics and Management (IJBEM)*, 3(2), 44–52.
- Rook, D. W., & Fisher, R. J. (1995). Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, 22(3), 305–313.
- Saputro, AW, & Irawati, Z. (2023). The Influence of Product Quality, Brand Image, Price, and Promotion on Purchase Interest of Second-Brand Products. *Journal of Business Economics Informatics*, 5(3), 646–651.
- Utami, C., Savitri, C., & Faddila, SP (2024). The Effect of Flash Sales and Discounts on Impulsive Buying of Fashion Products on Shopee. *Journal of Management and Business (JOMB)*, 6(4), 112–120.
- Vicamara, U., Santoso, A., & Riawan, R. (2023). Thrift shopping intention: Understanding determinants of second-hand apparel shopping behavior. *Journal of Marketing and Consumer Research*, 89, 45–54.
- Zambas, JC, Hermawan, A., & Kusmawan, E. (2026). The Influence of Lifestyle and Brand Image on Thrift Product Purchasing Decisions Among Students in Sukabumi. *Indonesian Journal of Social Science and Education (IJOSSE)*, 2(1), 12–21.