INFLUENCE OF SHOPPING LIFESTYLE, DISCOUNT AND FASHION INVOLVEMENT ON IMPULSIVE BUYING OF SHOPEE ONLINE SHOPPING

PENGARUH GAYA HIDUP BELANJA, DISKON DAN KETERLIBATAN FASHION TERHADAP PEMBELIAN IMPULSIF BELANJA ONLINE SHOPEE

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Abstract: Consumptive behavior arises besides being due to meeting diverse needs, but also to follow the growing trend in the market. Therefore, marketers must be able to understand the desires and needs of these consumers, as well as the trends of the millennial generation that are in effect in order to create and develop their marketing strategies in the era of revolution. This research is intended to find out and analyze the influence between shopping lifestyle, discount and fashion involvement as independent variable towards impulse buying as dependent variable to the Shopee customer. This study used the quantitative research by spreading questioners to the customer of Shopee who shop about 120 persons. The sample was taken by the purposive sampling method. The measurement of variable used the Likert scale with the weight scale from 1 to 5. To find out the effect of X variable towards Y variable used Multiple Linear Regression analysis. The result from this research found that there is a significant influence between discount and fashion involvement toward impulsive buying on Shopee fashion product. It also means that discount and fashion involvement simultaneously influence to impulsive buying. However, the result also shows that there is no significant influence in shopping lifestyle on impulsive buying of Shopee fashion product.

Keywords: *impulsive buying, shopping lifestyle, discount, fashion Involvement, online shopping*

Abstrak: *Perilaku konsumtif muncul selain karena untuk memenuhi kebutuhan yang beragam, tetapi juga mengikuti tren yang berkembang di pasar. Oleh karena itu, pemasar harus mampu memahami keinginan dan kebutuhan konsumen tersebut, serta tren generasi milenial yang sedang berlaku guna menciptakan dan mengembangkan strategi pemasaran mereka di era revolusi. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh antara gaya hidup berbelanja, diskon dan keterlibatan fashion sebagai variabel bebas terhadap pembelian impulsif sebagai variabel terikat pada pelanggan Shopee. Penelitian ini menggunakan penelitian kuantitatif dengan menyebarkan kuesioner kepada pelanggan Shopee yang berbelanja sebanyak 120 orang. Sampel diambil dengan metode random sampling. Pengukuran variabel menggunakan skala Likert dengan skala bobot 1 sampai 5. Untuk mengetahui pengaruh variabel X terhadap variabel Y digunakan analisis Regresi Linier Berganda. Hasil dari penelitian ini menemukan bahwa terdapat pengaruh yang signifikan dari diskon dan keterlibatan fashion terhadap pembelian impulsif pada produk fashion Shopee. Namun hasil tersebut juga menunjukkan bahwa tidak ada pengaruh yang signifikan dalam hal gaya hidup belanja terhadap pembelian impulsif produk fashion Shopee.*

Kata Kunci: *pembelian impulsif, gaya hidup belanja, diskon, keterlibatan fashion, belanja online*

INTRODUCTION

Research Background

The era of globalization and the industrial revolution has impacted the emergence of new types of businesses that are increasing. Hence, competition in the business world is to penetrate the market. One is retail business competition. Nowadays, the ability to continuously increase product purchases is an absolute requirement that companies must do and keep maintenance in order to achieve a better position in this competition. The retail business is the last link in distributing goods, with a high level of competition between retail businesses. This condition requires creativity and innovation in retail businesses in attracting customers (Apriana, 2018).

Market is a network of interactions and relationships in which information, products, services and payments are exchanged. When the online marketplace has been favored by many people, the business center is no longer a physical building but rather a specific site or platform on a network where business interactions take place. It has become a part of life with the advent of internet-based technology. Many Indonesian people use the internet to buy and sell transactions. Commercial internet transactions are known as e-commerce. E-commerce refers to all e-commerce activities related to the acquisition, sale and exchange of goods and services between two parties, all on the internet (Saputra, Nurhayanti, and Utama, 2018). The high number of internet users in Indonesia supports the growing market for e-commerce industry players (Helmalia and Afrinawati, 2018).

Nowadyas, Shopee is the shop e-commerce offering various products ranging from those that are always sought after, namely clothing, electronic, household items, bags, hobbies and collections, food and beverages, children's needs, cosmetics, traditional goods, and many others. Therefore, shopee can read the factors that can affect impulse buying from consumers, shopee will continue to be in the first position of the e-commerce company line. With the sophistication of the technology, one can also conduct goods purchase transactions without having to meet directly with the seller or through a conventional store.

The online application that is often used by the millennial generation is now the Shopee application. This online purchase is increasingly enjoyed because it has several conveniences, namely unlimited space and time, convenience and the best available range of product choices. Often, we meet consumers who buy goods without being planned or known as impulsive buying. Shopee offers lots of discount vouchers to lower prices if you buy a certain amount of goods from registered stores and Shopee itself. Through Internet media, this condition can definitely facilitate consumers to find their needs by not forgetting always compare the price of each supplier who offers the products (Mutia and Dewi, 2019).

Impulse buying usually occurs due to external encouragement as well, for example, a discount given by a company that causes consumers to be tempted to buy it and unwittingly buys a discounted product. Discount is a price reduction given by the company. It is aimed at new and old customers as a form of appreciation for buying activities carried out on the company's products. According to Manggiasih et al. (2015), the discount has a positive effect on impulse buying. Japarianto and Sugiharto (2011) state that, shopping lifestyle is a reflection of a person's lifestyle on their status. According to research from Chusniasari (2015), shopping lifestyle has a significant effect on impulse buying, especially on nondurable goods at premium prices. According to Peter and Olson (2013) involvement is an motivational condition that energizes and directs the consumer's cognitive and effective processes and behavior at the time of decision making. Fashion involvement refers to the extent to which one is exploring a number of fashion-related concepts, including awareness, knowledge, interests, and reactions. Involvement is a state of motivation of interest or interest generated by the stimulus or situation, and is displayed through the nature of such encouragement. Based on the background above, the researchers are interested to discuss the influence of shopping lifestyle, discount and fashion involvement on impulsive buying of Shopee online shopping.

Research Objectives
1. To determine the influence of Shopping Lifestyle toward Impulsive Buying of Shopee online shopping.
2. To determine the influence of Discount toward Impulsive Buying of Shopee online shopping.
3. To determine the influence of Fashion Involvement toward Impulsive Buying of Shopee online shopping.
4. To determine the influence of Shopping Lifestyle, Discount and Fashion Involvement toward Impulsive Buying of Shopee online shopping.

THEORETICAL FRAMEWORK

Marketing

Marketing defined by Kotler and Keller (2012) is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is "meeting needs profitability". McDaniel et al (2011) also stated marketing entails processes that focus on delivering value and benefits to customers, not just selling goods services, and/or ideas. It uses communicating, distribution, and pricing strategies to provide customers and the other stake holders with the good, service, ideas values, and benefits they desire when and where they want them.

Impulsive Buying

Impulsive buying is a perception that is in consumers' minds about a brand or company with the dimensions of affection and cognition (Sudarsono, 2017). Impulsive buying occurs when consumers have a strong desire for a product, so they buy quickly (Ningsih, 2019). An impulsive buying is a pre-planned purchase action or purchase decision made while in the store.

Shopping Lifestyle

A shopping lifestyle is a lifestyle that refers to how a person lives, how they spend their time, money, the purchases they make, and their attitudes and opinions about the world (Levy, Weitz and Grewal, 2014). Another definition of shopping lifestyle is one of the dominant characteristics of consumers in making purchases is a lifestyle (Nofrizal, 2020).

Discount

According to Belch and Belch (2013:30), price discount is the savings offered by a company to attract consumer buying interest so that consumers can buy products at a more economical price. Discount is one of the widely used marketing strategies in which marketers try to offering a product at a lower price than it should be in the hope that consumers will feel interested in a product.

Fashion Involvement

According to Japarianto and Sugiharto (2011), fashion involvement is a form of one's involvement because of the interests, needs, values, and interests of fashion products. According to Peter and Olson (2013), involvement is a motivational condition that energizes and directs the consumer's cognitive and effective processes and behavior at the time of decision making. Fashion involvement refers to the level of interest in a fashion product category (clothing, shoes, headscarves and accessories). Fashion involvement refers to the extent to which a person explores a number of related concepts with fashion, including awareness, knowledge, interest and reaction.

Previous Research

Suhud and Herstanti (2017) examined investigating the impulse buying of young online shoppers. This study uses the exploratory factor analysis. This study is aimed to examine the impact of discount, hedonic consumption, positive emotion, and visual merchandising towards online impulse buying. Discount and visual merchandising are considered as input or stimulus for the customers whereas hedonic consumption and positive emotion are to represent process or organism. In total there were seen hypotheses to be tested. An online instrument was attached on an ecommerce website where participants who were repeater buyers self-selected filling in the instrument.

Tirtayasa, Nevianda, and Syahrial (2020) tested the effect of hedonic shopping motivation, shopping lifestyle and fashion involvement with impulse buying. This study uses the associative statistical analysis and Partial-Least Square analysis (SEMPLS). The purpose of this research is to analyse the direct effect of hedonic shopping motivation, shopping lifestyle and fashion involvement with impulse buying. The population of this research is Zalora's customer in Medan are unknown. The sample size 96 respondents with using Bernoulli formula sample sise measurement. Meanwhile, the respondents have criteria, such as: respondent expenditure more than Rp 1.500.000,-, ever bought on Zalora more than three time, and the consumer are the active internet user in Medan. The results of the research showed that the hedonic shopping motivation variable had significant

effect with impulse buying, the shopping lifestyle variable has significant effect with impulse buying and the involvement fashion variable has significant effect with impulse buying.

Huljannah, Atridayansyah and Eryanto (2020) analyzed and explained the influence price discount and shopping lifestyle against impulse buying. This study uses SEM-PLS with Smart PLS analysis. This study aims to determine, the simultaneous influence between price discontent and shopping lifestyle on impulse buying, partial effect between price discontents on impulse buying, partially influence between shopping lifestyle on impulse buying. This research uses explanatory research with a quantitative approach. The data collection method used in this study was a questionnaire. The results of this study indicate that the price discount variable and shopping lifestyle simultaneously have a significant effect on impulse buying, the price discount variable partially has a significant effect on impulse buying, the shopping lifestyle variable partially has a significant effect on impulse buying.
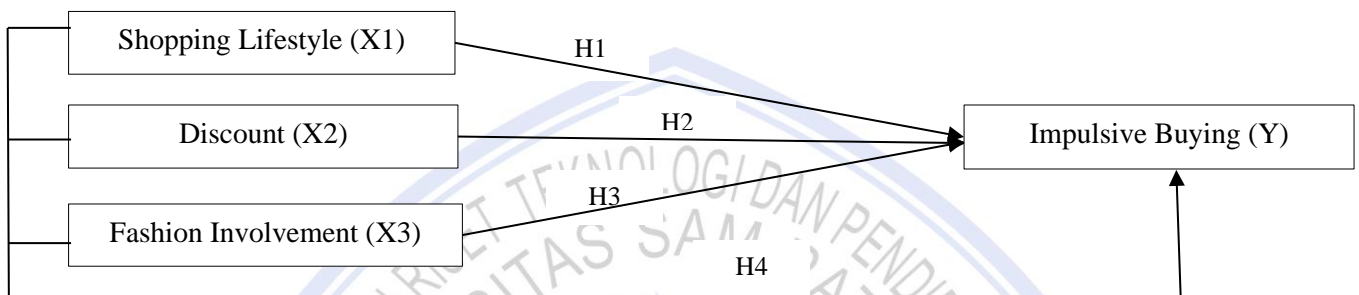
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed (2022)

Research Hypothesis
- H1: Shopping Lifestyle influence Impulsive Buying partially
- H2: Discount influence Impulsive Buying partially
- H3: Fashion Involvement influence Impulsive Buying partially
- H4: Shopping Lifestyle, Discount and Fashion Involvement influence Impulsive Buying simultaneously

RESEARCH METHOD

Research Approach
The type of this research is quantitative research. Quantitative research is defined by Bryman and Bell (2005:154) that 'entailing the collection of numerical data and exhibiting the view of relationship between theory and research as deductive, a predilection for natural science approach, and as having an objectivist conception of social reality'.

Population, Sample and Sampling Technique
Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2009). The population of this research is peoples in Manado that had impulsive buying experienced in Shopee online shopping. The sample size of this research is 120 respondents who buy, use and experience their own impulsive buying Shopee online shopping for being the respondents to fill the questionnaire. In this research, purposive sampling method is used.

Data Collection Method
The data collected in this study used two types of data sources, namely primary data and secondary data. The primary data used is collected by distributing questionnaires to the customers of Shopee. The secondary data collected the data obtained from the company and already processed and obtained through documents or can obtained from books, journals, articles, and relevant literature from library and internet.

Operational Definition of Research Variables

Table 1. Operational Definition and Indicator of Research Variables

Variable	Definition	Indicators
Shopping Lifestyle	A lifestyle that refers to how a person lives, how they spend their time, money, the purchases they make, and their attitudes and opinions about the world (Levy et al., 2014)	1. Responsive to advertising 2. Interested in the latest models 3. Famous brands 4. Confident of quality 5. Prefers famous brands (Saptaningsih and Ayu, 2021)
Discount	The savings offered by a company to attract consumer buying interest so that consumers can buy products at a more economical price (Belch and Belch, 2013:30)	1. Quantity Discount (bonus or free goods) 2. Seasonal discount 3. Cash discount 4. Trade discount (Bunyamin, Manda and Hadidu, 2021)
Fashion Involvement	A form of one's involvement because of the interests, needs, values, and interests of fashion products (Japarianto & Sugiharto, 2011)	1. Appearance according to trend 2. Unique 3. Clothing reflects characteristics 4. Update fashion (Saptaningsih and Ayu, 2021)
Impulsive Buying	When consumers have a strong desire for a product, so they buy quickly (Ningsih, 2019)	1. Shop if there is a special offer 2. Buy the latest Shop without thinking 3. Using money for fashion 4. Buying not because need it (Saptaningsih and Ayu, 2021)

Source: Data Proccessed (2022)

Validity and Reliability

Validity test is needed to assess each statement included in the questionnaire, whether the statement can provide an overview of the variables to be studied and can explain the theoretical concept (Sekaran, 2012). The purpose of this test is to find out how far the respondent understands the statement of the proposed variable, therefore the answer is expected to be able to describe the actual conditions. Validity testing can be done with the help of a computer using the SPSS version 22 program. The reliability test will measure whether the measuring instrument used in this study has met the consistency and accuracy. This test can assess how consistent and stable respondents are in answering the statements in the questionnaire so that it can indicate that the measurement is free from error (Sekaran, 2012).

Multiple Linear Regression Analysis

Multiple regressions are a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval-scaled dependent variable (Sekaran, 2009). This study will use multiple regressions models. The formula in this study is shown as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description:

Y	: Impulsive Buying (Dependent Variable)
α	: The constant, when all independent variable equal to 0
X_1	: Shopping Lifestyle (Independent Variable)
X_2	: Discount (Independent Variable)
X_3	: Fashion Involvement (Independent Variable)
$\beta_1, \beta_2, \beta_3$	: The slope of each independent variable
e	: Error term

To prove the hypothesis testing, this study will use SPSS or the Statistical Package for Social Sciences to tabulate the data.

RESULT AND DISCUSSION

Validity and Reliability
   In validity test, it shows that all statement items used to measure the variables used in this study have Sig <0.05 so it can be said that all indicators are valid to be used as instruments in research or questions posed in research can be used to measure the variables studied. In reliability test, all the variables shopping lifestyle, discount, fashion involvement and process of impulsive buying has a Cronbach's Alpha values above 0.60 then it means all variables are reliable

Classical Assumption Test
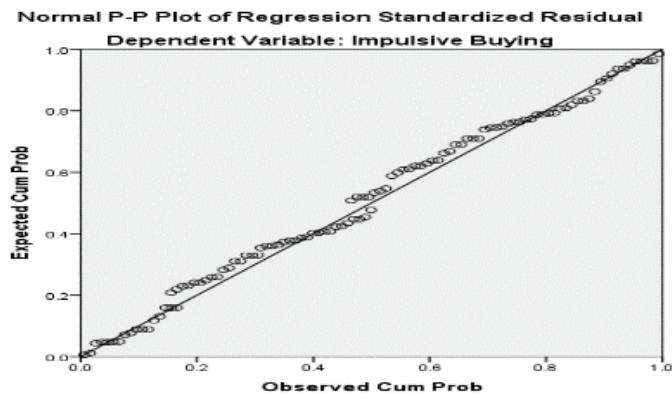**Normality**

Figure 1. Normality Test
Source: Data Processed (2022)

   Based on the picture above can be concluded that the data in this study qualifies the normal probability plot so that the regression model in the study meets the assumption of normality (normal distribution). This means that the data in this study comes from a population that is normally distributed.
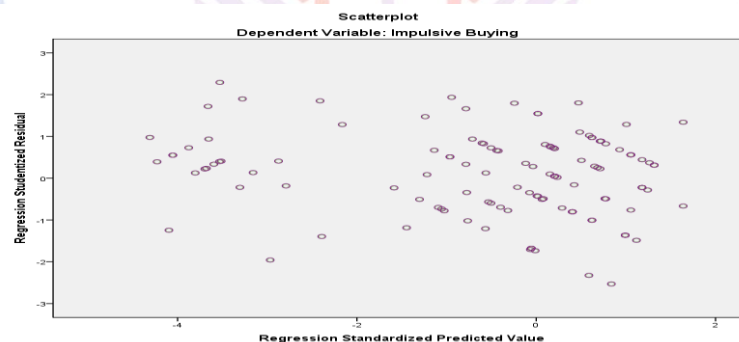
Heteroscedasticity

Figure 2. Heteroscedasticity Test
Source: Data Processed (2022)

   Based on the Scatterplot image above it can be seen that the dots do not form a clear pattern, and the spots spread above and below the number 0 on the Y axis. So, it can be concluded that there is no problem of heteroscedasticity in the regression model.

Multicollinearity
   Based on the above coefficients table, the value of Variance Inflation Factor (VIF) of each independent variable has no value more than 10, so it can be concluded that the regression model in this study does not contain Multicollinearity.

Table 2. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.645	.878		3.092	.008		
	Shopping Lifestyle	.090	.072	.123	1.463	.291	.568	1.743
	Discount	.314	.097	.345	3.545	.001	.480	2.047
	Fashion Involvement	.286	.099	.313	2.701	.006	.467	2.180

a. Dependent Variable: Impulsive Buying
Source: SPSS Data Processed (2022)

Multiple Linear Regression Analysis
Table 3. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.645	.878		3.092	.008
	Shopping Lifestyle	.090	.072	.123	1.463	.291
	Discount	.314	.097	.345	3.545	.001
	Fashion Involvement	.286	.099	.313	2.701	.006

a. Dependent Variable: Impulsive Buying
Source: SPSS Output Data (2022)

Based on the table above, it can be concluded that among the independent variables in this research have dominant influence is discount with the value 0.314 or equal to 31.4%.

Multiple Regression Coefficient and Correlation and Determination (R2)
Table 4. Coefficient of Correlation and Determination (R2) Result

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782[a]	.484	.442	1.611

a. Predictors: (Constant), Shopping Lifestyle, Discount, Fashion Involvement
Source: SPSS Output Data (2022)

Based on the table above, the Summary Model produces an Adjusted R Square value of 0.782, meaning that Shopping Lifestyle (X1), Discount (X2) and Fashion Involvement (X3) have an influence of 78% on Impulsive Buying (Y) whereas the rest of 22% influential with other factors not examined by the authors in this study.

Hypothesis Testing
Table 5. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	206.389	3	68.796	28.393	.000[b]
	Residual	224.921	96	2.343		
	Total	431.310	99			

a. Dependent Variable: Impulsive Buying
b. Predictors: (Constant), Shopping Lifestyle, Discount, Fashion Involvement
Source: SPSS Output Data (2022)

From result of analysis in table above that is ANOVA test obtained F-count value equal to 28.393, while F-table (α 0,05) for df2 (n = 120) and df1 = 3 equal to 2.68. Therefore, Fcount > from Ftable (α 0,05) or 28.393 > 2.68 with 0.05 significant level, it can be said that Shopee shopping lifestyle, discount, and fashion involvement together or simultaneously have a positive effect on impulsive buying of fashion product (Y). dependent variable.

Table 6. T-Test

Result of Partial T-Test
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.645	.878		3.092	.008
	Shopping Lifestyle	.090	.072	.123	1.463	.291
	Discount	.314	.097	.345	3.545	.001
	Fashion Involvement	.286	.099	.313	2.701	.006

a. Dependent Variable: Impulsive Buying
Source: SPSS Output Data (2022)

Based on t-test results table above to determine the influence of each independent variable partial (individual) on the dependent variable is as follows:
- Shopping lifesyle variable (X1) on impulsive buying (Y) showed a significant value 0.291 > 0.05, because sig. > a, it can be concluded that there is a negative influence between shopping lifestyle on impulsive buying received (Ho accepted and Ha rejected), it can be stated that shopping lifestyle (X1) have not a significant effect on impulsive buying (Y) of Shopee fashion product.
- Discount (X2) on impulsive buying (Y) shows significant value 0.001 < 0.05, because sig. < a, it can be concluded that there is significant influence between discount to impulsive buying received (Ha accepted and Ho rejected), it can be stated that discount (X2) have a significant effect on impulsive buying (Y) of Shopee fashion product.
- Fashion involvement (X3) on impulsive buying (Y) shows significant value 0.006 < 0.05, because sig. < a, it can be concluded that there is significant influence between fashion involvement to impulsive buying received (Ha accepted and Ho rejected), it can be stated that fashion involvement (X3) have a significant effect on impulsive buying (Y) of Shopee fashion product.

Discussion
Shopping Lifestyle and Impulsive Buying
. Based on the result from questionnaire that there is a negative influence between shopping lifestyle on impulsive buying. This is supported by the results of previous studies by Darma and Japarianto (2014) that there is no an influence between Shopping Lifestyle on Impulse Buying. This is also indicated by responsive to advertising indicator result in very low criteria (value), means that when consumers are not interested in the stimulus offered by Shopee, then consumers will not take actions that will harm themselves related to impulsive buying.
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Discount and Impulsive Buying
The result also stated partially (individual) discount have a significant influence on impulsive buying (Y) of Shopee fashion product. This is supported by the results of previous research by Wulandari and Yuliati (2019) that shopping lifestyle, discount, fashion involvement variables have a significant effect on impulse buying, the magnitude of which has a significant effect on impulse buying by 79.5%, and 20.5% is influenced by other variables outside the research. It means that Shopee has implemented the dimensions of the discount variable well, which it could trigger consumers to buy products in large quantities

Fashion Involvement and Impulsive Buying
Based on the result, fashion involvement has a significant influence to impulsive buying of Shopee consumers. This is supported by the results of previous research by Kusuma (2014) that the mean indicators of

Fashion Involvement, Hedonic Consumption Tendency, and Positive Emotion are relatively neutral in Surabaya circles, but through the results of Lisrel's analysis it can be seen that there is a significant relationship between variables, therefore for fashion business people should able to apply business strategies that are deemed appropriate to be able to better take advantage of consumer impulse buying behavior on clothing products by using strategies that are able to increase the variables that affect consumer impulse buying.

CONCLUSION AND RECOMMENDATION

Conclusions
Based on the results of analysis and discussion in the previous chapter then obtained regarding to conclusions, analysis of shopping lifestyle, discount and fashion involvement toward impulsive buying of Shopee fashion product. These conclusions are:
1. Shopping lifestyle in the eyes of the respondents partially has no significant effect on impulsive buying. This means that the shopping lifestyle does not directly affect the impulsive buying by Shopee consumers, because if someone who has a special involvement or interest in a high shopping style prefers to buy confident of quality products for lifestyle rather than wearing famous brands.
2. Discount has a significant influence to impulsive buying of Shopee consumers. It is proved that respondents have impulsive buying by Shopee offering discount.
3. Fashion involvement has a significant influence to impulsive buying of Shopee consumers. Fashion can show a person's characteristics. Most people choose to buy fashion products because the need for self-actualization requires self-confidence to motivate consumers to look attractive, unique, fashionable, and follow fashion trends to increase impulse buying.
4. The results of the f (simultaneous) test show that shopping lifestyle, discount and fashion involvement simultaneously have a positive and significant effect on impulsive buying at Shopee. This is shown by the results of calculations which show that there is a 78% relationship between shopping lifestyle, discount and fashion involvement on impulsive buying, this shows that the shopping lifestyle and fashion involvement variables are able to jointly influence impulsive buying. While the remaining 22% impulsive buying is explained or influenced by other variables not examined in this study, such as store atmosphere and hedonic motive shopping.

Recommendations
1. In accordance to improving the consumer shopping lifestyle researcher suggest Shopee to benchmarking for a continuous pay more attention and understand the shopping lifestyle behavior of its consumers who have been declared unfavorable according to respondents' responses so that in the future it can be included in the good category. It is recommended that Shopee provide various kinds of fashion models that are more attractive to consumers, the latest and latest fashion according to the wishes of consumers.
2. It is also recommended for Shopee to maintain a discount and fashion involvement program that has been declared good according to respondents' responses so that in the future it can be included in the very good category. and continue to innovate by creating more attractive promotional programs so that consumers are interested in making purchases by providing complete product availability and different from other shopping centers.
3. For, further research, assessment needs to be done in a way to develop research variables with the larger sample and population to find new things that could be benefical to the science development, especially in marketing.

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