

THE EFFECT OF PRICE DISCOUNT, HEDONIC SHOPPING MOTIVATION, AND SHOPPING LIFESTYLE ON IMPULSE BUYING OF FASHION PRODUCTS ON SHOPEE LIVE (CASE STUDY OF STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS MALIKUSSALEH)

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Abstract

The purpose of this research is to determine and analyze the influence of price discounts, hedonic shopping motivation and shopping lifestyle on fashion products on Shopee Live. The population in this study were active students at the Faculty of Economics and Business, Malikussaleh University. The sample in this study were students who had impulse bought fashion products on Shopee Live. The number of respondents used in this research was 100 people. Primary data in this research was taken by means of a questionnaire or distributing questionnaires, and secondary data was obtained from journals and internet media. The data analysis technique used is the multiple linear regression analysis method, classical assumption testing, instrument testing (validity and reliability), hypothesis testing and coefficient of determination using the SPSS version 26.0 program. This type of research is quantitative research. The results of this research show that simultaneously price discounts, hedonic shopping motivation and shopping lifestyle have a positive and significant effect on fashion products on Shopee Live among students at the Faculty of Economics and Business, Malikussaleh University. In particular, each variable, namely price discount, hedonic shopping motivation and shopping lifestyle, has a positive and significant effect on impulse buying of fashion products on Shopee Live. Hedonic shopping motivation is the most dominant variable influencing impulse buying of fashion products on Shopee Live at the Faculty of Economics and Business, Malikussaleh University. The adjusted R square value of 0.623 obtained by the dependent variable can be explained by the independent variables, namely price discount, hedonic shopping motivation and shopping lifestyle, amounting to 62.3%, while the remaining 37.7% can be explained by other variables which were not examined by this researcher.

Keywords : *Price Discount, Hedonic Shopping Motivation, Shopping Lifestyle, Impulse Buying.*

1. INTRODUCTION

The rapid internet network in this new era has indirectly created a new phenomenon and lifestyle for people who often use the internet network in their daily lives. Even businesses and businesses that utilize the internet network in this new era are the emergence of e-commerce . One example of e-commerce is the presence of a marketplace or online store that brings a new phenomenon or new lifestyle among people, namely online shopping . People prefer to spend their time shopping online rather than visiting stores in person to buy the items they want. This happens because people prefer practical things, and of course shopping online is more practical than shopping offline starting from the efficiency of time, energy, and more choices of other products (Prasetya, KH 2020).

E-commerce competition in Indonesia is getting more interesting after fund managers competed to invest in online stores . These e-commerce players competed to attract internet users to visit their stores to shop, either directly from mobile applications or through social media. Based on the latest study of the e-commerce map iPrice in the first quarter of 2023. During the period of January-March this year, the Shopee site achieved an average of 157.9 million visits per month, far surpassing

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its competitors. In the same period, the Tokopedia site achieved an average of 117 million visits, the Lazada site 83.2 million visits, the Blibli site 25.4 million visits, and the Bukalapak site 18.1 million visits per month. If you look at the monthly trend, visits to the 5 e-commerce sites tended to decrease in January-February 2023. However, in March 2023 the trend increased again along with the arrival of the month of Ramadan 1444 Hijriah. Throughout March 2023, the number of visits to the Shopee site increased by around 10% compared to the previous month (month-on-month) visits to the Tokopedia site also increased by around 6%, visitors to the Lazada site increased by 13%, and visitors to the Blibli site grew by 5%, a different trend only occurred on Bukalapak. In March 2023, visits to the Bukalapak site were still the same as the previous month.

Toko Online	Pengunjung Web Bulanan	Ranking Aplikasi	Ranking Playstore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Tokopedia	85,953,400	#2	#3	257,790	1,487,340	6,241,510	3,431
2 Shopee	55,964,700	#1	#1	117,490	2,370,980	15,434,730	3,225
3 Bukalapak	42,874,100	#4	#9	170,630	903,130	2,426,820	2,651
4 Lazada	27,985,900	#3	#2	372,950	1,470,810	28,688,230	2,372
5 Blibli	21,395,600	#6	#4	492,420	884,000	8,460,730	1,539
6 JD ID	5,524,000	#7	#6	25,720	443,560	770,560	1,048
7 Bhinneka	5,037,700	#12	#16	70,690	40,420	1,035,970	597
8 Socioia	3,388,300	n/a	n/a	1,010	453,780	6,510	206
9 Drami	3,906,400	#26	#23	6,130	105,000	357,670	143
10 Ralali	3,383,400	n/a	n/a	3,060	39,660	88,660	n/a

(Source: iprice Indonesia E-commerce Map.)

Figure 1.1 Market place levels in the Indonesian market.

Live streaming Shopping refers to consumer activities and transactions carried out via live streaming on a platform, creating a virtual environment that has real-time interactions, entertainment, social activities and commerce with unlimited accessibility. Consumers who are familiar with digital technology will also be familiar with online shopping , because it is very time-saving, convenient and easy to use by the public (Ali, 2020). Marketing through live Streaming is done by sellers to influencers who aim to increase sales by using interactive communication between consumers and streamers on a platform (Blessa & Indriani, 2022).



(Source: Ginee)

Figure 1.2 Shopee Sales Levels Live

Based on Figure 1.2, the order volume during and after live streaming also reached almost 6 times. More and more people are using live streaming Shopping in Indonesia has resulted in the phenomenon of impulse buying , where many customers cannot resist buying products while watching live streaming. streaming shopping (Li et al., 2022).

2. LITERATURE REVIEW

Price Discount

Price discount is a price reduction from the price list set by business actors in a certain period to attract more consumers to buy a product (Noor, 2020). Consumers tend to often buy additional products without prior planning and the influence of sales promotions on impulsive purchases can be used as an opportunity (Andriany & Arda, 2021). In addition, a price discount is a price cut proposed by marketers for products with a given time period to attract attention and create consumer interest in buying (Sonata, 2019). Consumers are attracted to price cuts because they assume that the prices offered are cheaper so they can save money.

Hedonic Shopping Motivation

In the view of (Widagdo & Roz, 2021) hedonic shopping motivation is a person's desire to shop to fulfill psychological needs, namely emotions, satisfaction, prestige, and other subjective feelings. Consumers assume that shopping can create its own satisfaction when what they need and want is fulfilled. Consumers who have a hedonistic nature tend to shop without seeing the benefits of the product and do not prioritize shopping according to their needs. This can stimulate impulsive buying. According to (Utami, 2010), hedonic motivation is the motivation of consumers to shop because shopping is a pleasure in itself so that they do not pay attention to the benefits of the products purchased.

Shopping Lifestyle

A person with shopping lifestyle spending time and money on various activities, including shopping, traveling, and education. A person's lifestyle is a model of life in the world that is carried out and expressed through a person's activities, interests, and opinions (Irawan, 2021). A person's whole self when interacting with the environment is referred to as their lifestyle . Lifestyle is related to the behavior and interaction of individuals with the world (Alfiyah & Prabowo, 2021). Rahma & Septrizola (2019) stated that shopping is a lifestyle as behavior shown by buyers in relation to a series of personal responses, expressions of lifestyle in shopping that reflect differences in social status and shopping lifestyle is a decorative way of life in which people fit themselves (products, events, and resources).

Impulse Buying

Tarun Jain (2021) defines impulse buying as a spontaneous or unplanned buying activity and is a behavior by consumers. Impulse buying is the purchase of a product or service at the last minute that is not planned.

1. The Influence of Price Discount on Impulse Buying

Based on research conducted by Asriana and Nurrofi (2019), it was stated that Price discounts have a positive and significant effect on Impulse buying . According to previous research by Pradana and Martini (2018). Pratiwi and Maskan (2019). Suhendi and Sari (2022). Wahyudi (2017) concluded that Price discounts can have a significant positive effect on impulse buying . Price discounts are a retailer strategy that is often used to increase consumer purchases or increase the number of new customers.

Hypothesis 1: Price Discount Has a Positive and Significant Effect on Impulse Buying.

then the following hypothesis arises:

Statistical hypothesis

H_0 1: $\beta=0$: Price Discount Has No Significant Effect on Impulse Buying .

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Ha1: $\beta \neq 0$: Price Discount Has a Significant Effect on Impulse Buying .

2. The Influence of Hedonic Shopping Motivation on Impulse Buying

Hedonic shopping motivation is a consumer motivation to shop because shopping is a pleasure in itself so that they do not pay attention to the usefulness of the products purchased (Kosyu, 2014). The higher a person's Hedonic shopping motivation, the higher the level of impulsive buying. In a study conducted by Hursepuny & Oktafani (2018), Hedonic shopping motivation is included in the very good category. This shows that the existence of various attractive offers from shop owners can create Hedonic shopping motivation for consumers to shop according to their preferences. A study by Widagdo and Roz (2021), this study shows that Hedonic shopping motivation causes people to shop impulsively. Based on previous research, the following hypothesis emerged :

Declarative hypothesis

H2: Hedonic Shopping Motivation Has a Significant Influence on Impulse Buying .

Statistical Hypothesis

H₀ 2: B=0: Hedonic Shopping Motivation Has No Significant Effect on Impulse Buying .

Ha2: $\beta \neq 0$: Hedonic Shopping Motivation Has a Significant Influence on Impulse Buying .

3. The Influence of Shopping Lifestyle on Impulse Buying

Shopping lifestyle is a way of life that refers to how people live, how they spend money, time, shopping activities, attitudes and opinions about the world in which they live (Levy, 2009). In the research conducted (Muslimatul & Rahayu, 2019), it was stated that shopping lifestyle has a positive influence on impulsive buying. According to Suchida (2019), it shows that shopping lifestyle has a significant influence on impulsive buying behavior. Likewise in the research of Zefanya et al. (2018), where shopping lifestyle plays a role in the occurrence of impulsive purchases. Based on previous research, the following hypothesis emerged:

Declarative hypothesis

H3: shopping lifestyle has a significant influence on Impulse Buying e buying .

Statistical hypothesis

H₀ 3: $\beta=0$: shopping Lifestyle Does Not Have a Significant Effect on Impulse Buying .

Ha3: $\beta \neq 0$: shopping Lifestyle Has a Significant Influence on Impulse Buying .

3. IMPLEMENTATION METHOD

The population used in this study were all students of the Faculty of Economics and Business, Malikussaleh University who had made Impulse buying purchases of fashion products on Shopee Live . This population is an unidentified population or what is called an infinite population, because it is not known for certain the actual population size of students who make Impulse buying of fashion products on Shopee Live . In this case, 100 respondents were found to be studied. The number of respondents as many as 100 people was obtained from the calculation of the Lemeshow formula. The data analysis method in this study uses Multiple Linear Regression Analysis. The purpose of this regression is to explore the indications of suspected decline in impulse buying in FEB Malikussaleh University Students. By using the help of the SPSS program. The regression equation can be formulated as follows:

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

4. RESULTS AND DISCUSSION

4.1 Results

Table 1

Validity test results

No.	Statement	r_{table}	r_{count}	Information
1	$X_{1.1}$	0.196	0.454	Valid
2	$X_{1.2}$	0,196	0.528	Valid
3	$X_{1.3}$	0,196	0.366	Valid
4	$X_{1.4}$	0,196	0.460	Valid
5	$X_{1.5}$	0,196	0.628	Valid
6	$X_{2.1}$	0,196	0.744	Valid
7	$X_{2.2}$	0,196	0.794	Valid
8	$X_{2.3}$	0,196	0.842	Valid
9	$X_{2.4}$	0,196	0.572	Valid
10	$X_{2.5}$	0,196	0.736	Valid
11	$X_{3.1}$	0,196	0.753	Valid
12	$X_{3.2}$	0,196	0.845	Valid
13	$X_{3.3}$	0,196	0.845	Valid
14	$X_{3.4}$	0,196	0.845	Valid
15	$Y_{1.1}$	0,196	0.845	Valid
16	$Y_{1.2}$	0,196	0.845	Valid
17	$Y_{1.3}$	0.196	0.845	Valid
18	$Y_{1.4}$	0.196	0.845	Valid
19	$Y_{1.5}$	0.196	0.845	Valid

Source: Processed Data (2024)

Based on the results of the validity test in table 1 above, it shows that all questions from the price discount variable, hedonic shopping motivation and shopping lifestyle obtained a calculated r value greater than the r_{table} value (0.196). Based on the testing criteria in the validity test that has been explained previously, if the $calculated\ r\ value > r_{table}$ then it can be concluded that the data used in this study is valid.

Table 2

Reliability Test Results

No.	Variables	Cronbach Alpha	N	Cut Off	Information
1	Price discount (X_1)	0,796	5	0,60	Reliabel
2	Hedonic shopping motivation (X_2)	0,790	5	0,60	Reliabel

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3	Shopping lifestyle (X ₃)	0,812	4	0,60	Reliabel
4	Impulse buying (Y)	0,871	5	0,60	Reliabel

Source: Processed data (2024)

Based on the results of the reliability test in the table Based on table 4.10, it can be seen that the Cronbach's Alpha value of each variable consisting of price discount , hedonic shopping motivation and shopping lifestyle > 0.60, which means that the data obtained from the questionnaire answers in the study can be relied on, is reliable and can be trusted .

Multiple Linear Regression Analysis

Model		Coefficients ^a			
		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1,337	1,637		0,817
	Price Discount	0,430	0,094	0,371	0,000
	Hedonic Shopping Motivation	0,539	0,112	0,441	0,000
	Shopping Lifestyle.	0,949	0,135	0,621	0,000

Sumber : Data diolah (2024)

Multiple linear regression analysis is used to determine the effect of independent variables (price discount, hedonic shopping motivation and shopping lifestyle) on the dependent variable (impulse buying). In this study, the data analysis that will be used is quantitative using multiple linear equations.

Based on the results of the equation in the multiple linear regression above, the description of the results is as follows:

1. The constant value (a) has a positive value of 1.337. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable. This shows that if all independent variables including customer value (X₁), store atmosphere (X₂), and social media marketing (X₃) have a value of 0% or do not change, then the value of the dependent variable, namely consumer satisfaction, is 1.337.
2. The regression coefficient value for the price discount variable (X₁) has a positive value of 0.430. This shows that if the price discount increases by 1%, then impulse buying will increase by 0.430 assuming other independent variables are held constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.
3. The regression coefficient value for the hedonic shopping motivation variable (X₂) has a positive value of 0.539. This shows that if hedonic shopping motivation increases by 1%, then impulse buying will increase by 0.539 assuming other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

4. The regression coefficient value for the shopping lifestyle variable (x_3) has a positive value of 0.949. This shows that if shopping lifestyle increases by 1%, impulse buying will increase by 0.949 assuming other independent variables are considered constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable

4.2 Discussion

1. The Influence of Price Discount on Impulse Buying

Based on the results of the research that has been done, where the price discount variable has a smaller significant value compared to the significant level used and obtains a positive coefficient value. So it can be concluded that price discount has a positive and significant effect on impulse buying. Therefore, the hypothesis stating that price discount has a significant effect on impulse buying of fashion products on shopee live for students of the faculty of economics and business, Malikussaleh University is accepted (H_1 is accepted). From the results of the study above, it shows that price discounts or discount prices felt by students have a significant influence on impulse buying carried out by students when making impulse buying of fashion products on shopee live. So the higher or greater the influence of the discount price felt by customers on a product, the intention to make the purchase will also increase. This is as previously explained by Ben Lowe, in Asterrina et al who explained that Discount or price cuts are one form of sales promotion that is often applied by marketers which is more aimed at end consumers. Consumers like discounts because consumers get a reduction in losses from direct price cuts from a product. So this shows that the greater the influence of the price discount felt by students, the higher the intention to make impulse buying.

2. The Influence of Hedonic Shopping Motivation on Impulse Buying

Based on the results of the research that has been conducted, where the hedonic shopping motivation variable has a smaller significant value compared to the level of significance used and obtains a positive coefficient value. So it can be concluded that hedonic shopping motivation has a positive and significant effect on impulse buying. Therefore, the hypothesis that states that hedonic shopping motivation significant influence on impulse buying of fashion products on Shopee Live for students of the Faculty of Economics and Business, Malikussaleh University is accepted (H_2 is accepted) The results of the study above show that hedonic shopping motivation or hedonic shopping motivation felt by students has a significant influence on impulse buying carried out by students when making impulse buying of fashion products on Shopee Live.

3. The Influence of Shopping Lifestyle on Impulse Buying

Based on the results of the research that has been conducted, where the shopping lifestyle variable has a smaller significant value compared to the significant level used and obtains a positive coefficient value. So it can be concluded that shopping lifestyle has a positive and significant effect on impulse buying. Therefore, the hypothesis stating that shopping lifestyle has a significant effect on impulse buying of fashion products on shopee live for students of the Faculty of Economics and Business, Malikussaleh University is accepted (H_3 is accepted). From the results of the study above, it shows that the shopping lifestyle or shopping lifestyle felt by students has a positive and significant influence on impulse buying carried out by students when making impulse buying of fashion products on shopee live. So the higher or greater the shopping lifestyle felt by students towards fashion products, the intention to make the purchase will also increase.

5. CONCLUSION

The results of the analysis conducted by the researcher are intended to answer questions from the problem formulation that has been presented in chapter 1, so the answers to the problem formulation and also the conclusions of the study on "The Effect of Price Discount, Hedonic Shopping Motivation, and Shopping Lifestyle on Impulse Buying of Fashion Products on Shopee Live (Case Study of Students of the Faculty of Economics and Business, Malikussaleh University)".

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