

## THE EFFECT OF SHOPPING LIFESTYLE, DISCOUNTS AND PROMOTIONS ON IMPULSE BUYING AT SHOPEE MARKET PLACE

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### ABSTRACT

This research was conducted at the Faculty of Economics, University of Muhammadiyah Semarang, precisely on Jl. Kedungmundu no.18, Kedungmundu, Tembalang District, Semarang City, Central Java 50273. The aim is to find out how much the influence of Shopping Lifestyle, Discount and Promotion on Impulsive Buying in Shopee's Market place. This research method uses a quantitative method. The population in this study is female students of the Faculty of Economics, University of Muhammadiyah Semarang. The sample in this study was 94 people. Sampling in this study uses probability sampling with simple random sampling (random sampling). The data analysis techniques used in the study are Descriptive Analysis, Validation Test, Reliability Test, Classical Assumption Test, Multiple Linear Analysis and Hypothesis Test using SPSS. The results of this study show that Shopping Lifestyle and Promotion have a positive and significant effect on Impulsive Buying, while Discount does not have a positive and significant effect on Impulsive Buying..

**Keywords:** Shopping Lifestyle, Discount Promotion and Impulsive Buying

## **INTRODUCTION**

Modern technology develops very quickly with the times. In the era of digitalization, the internet is a very significant technological medium for human life. Even today, the internet is very much needed by many people for various reasons, such as searching for information, updating social media, and doing business (Irawan, Arifin, & Basalamah, 2020). In the current era of digitalization, the spread of the internet network indirectly brings a new lifestyle to people who often use the internet. Nowadays, businesses are starting to use the internet and one example is e-commerce, that is, a place of sale or an online store, which brings a new phenomenon in society. This is also based on the results of the HOOTSUITE survey conducted in April 2021, which shows that 88.1% of Indonesians use the internet to buy products.

The emergence of e-commerce makes it easier for consumers to choose and get information about the products offered by sellers. In addition, buying and selling activities are no longer limited by geographical boundaries since the existence of e-commerce. The existence of various facilities offered by e-commerce makes it easier for consumers to transact and make purchases on e-commerce, and can even make purchases spontaneously or without prior planning. With this convenience, many Indonesian people are now interested in making purchases through e-commerce, which is able to increase the value of e-commerce transactions in Indonesia from year to year.

In Indonesia, e-commerce is getting more attractive because e-commerce companies are trying to attract internet customers to shop in their stores. Some examples of e-commerce stores in Indonesia include Shoppe, Bukalapak, Tokopedia, Blibi, and Lazada. According to Googstat, Shopee is one of the most popular and most visited e-commerce sites by Indonesians in 2023.

Shopee continues to innovate and develop its services, Shopee often launches various initiatives such as promotional campaigns, collaborations with well-known brands and improving features in its application.

Consumer spontaneity is very sensitive, especially in terms of shopping, each consumer has their own needs ranging from fashion, electronics and others. Consumers will make impulsive or spontaneous purchases if they see a product they want with a discount or discount, without thinking long and thoughtlessly consumers spontaneously or without a plan will decide to buy the product without thinking about whether the goods are good or not or without thinking about the consequences. This consumer behavior is commonly referred to as impulse buying. Impulse buying is a behavior or action of consumers who are impulsive or without a planner to be able to think long about the product they will buy (Economics, Business, Christianity, & Discourse, 2017).

With the ease of getting goods in the e-commerce market, customers can fulfill their needs and desires for items they don't already have. This gives rise to the desire to spend money to buy the item and enjoy it even if it is not planned in advance. (Padmasari & Widyastuti, 2022). This has led to the emergence of the phenomenon of impulse buying, which is the act of making an unplanned purchase. This behavior appears unexpectedly and is more emotional than rational.

Shopping life, discounts, and promotions are some of the factors that influence shoppers to make impulse purchases.

Varied consumer needs can also affect lifestyle patterns. In these lifestyle changes, consumers will strive to meet their needs and desires. For female students shopping for

things that have become their lifestyle is that they will be reluctant to sacrifice something to get a product they like (Hussein, 2021). Shopping lifestyle reflects a person's choice in spending time and money with the availability of time, consumers will have a lot of time to shop and with money, consumers will have high purchasing power (Hussein, 2021). People prefer trending things, especially when it comes to fashion, because of the modern lifestyle. Lifestyle shopping shows how a person spends their time and money. Consumers will become more consumptive if they have more money and spend more time shopping. Businesses can make more money because consumers are easily bored with a trend and always want something new, especially in the fashion industry, as can be seen in many stores that sell clothes. The lifestyle of consumers can be represented by the clothes they choose. (Padmasari & Widyastuti, 2022).

In a trade, there are two parties involved, the seller as the party providing the goods and the buyer as the party receiving the goods. According to Tjiptono (2008, p. 166) Discount is a discount given by the seller to the buyer as a reward for certain activities of the buyer that are pleasant for the seller. A discount is a direct reduction of the price of a purchase over a specific period. Discounts are one of the ways sellers attract buyers, create loyal customers and get new customers. A discount is a discount given by a seller to a buyer as a reward for certain activities of the buyer that are pleasant to the seller. Impulse Buying is a shopping behavior that occurs unplanned in a state of quick decision-making without thinking about the consequences. A purchase decision is a consumer's decision to buy which brand they will buy.

Staratage in marketing is with promotion. Promotion is one of the factors that need to be considered in product marketing. In order to attract customers' attention to shop, promotions must be carried out effectively (Effendi et al., 2020:29). Sitanggang & Sitanggang (2021:198) stated that promotion is an effort by companies to communicate products/services to their distribution channels and target markets in order to influence consumer attitudes and behaviors to buy. Shopee does its promotions on television, social media and internet media, it helps reach the public to be able to always be updated about the latest promotions. Promotion is an effort to influence consumers to become users of a brand's products. Promotion is carried out in several ways, one of which is by holding advertisements. In the market place itself, promotions are usually carried out by holding free shipping and Buy one get one.(Padmasari & Widyastuti, 2022).

### **Problem Formulation**

1. Does Shopping Lifestyle affect Impulsive Buying ?
2. Does Discount Affect Impulsive Buying ?
3. Does Promotion affect Impulsive Buying ?
4. Do Shopping lifestyle, Discounts and Promotions affect impulsive buying?

### **Research Objectives**

1. To analyze shopping lifestyle affects impulse buying.
2. To analyze the discount has an effect on impulse buying.
3. To analyze Promotion has an effect on impulse buying.
4. To analyze Shopping Lifestyle, Discounts and Promotions have an effect on Impulsive Buying

## **LITERATURE REVIEW**

### **Impulsive Buying**

According to Muruganatham and Bhakat in Ratnasari, Kumadji, & Kusumawati (2015, p. 3) Impulse buying is a shopping behavior that occurs unplanned in a state of quick decision-making without thinking about the consequences. According to Utami (2010, p.

51) impulse purchase is a purchase that occurs when consumers see a certain product or brand, then consumers become interested in getting it, usually because of an attractive stimulus from the store. According to Mowen and Minor in Kosyu, Hidayat, & Abdillah (2014, p. 3) explains that impulsive purchases occur when consumers experience an experience, sometimes a strong desire, to buy goods suddenly without any prior planning. According to Ma'ruf (2006, p. 47) said that impulse buying is the process of buying goods that is carried out spontaneously. This shows that a purchase is categorized as impulse buying if there is no planning for the purchase of the product in question.

Impulsive Buying is a purchase that occurs when a person suddenly feels like buying something they see (Amanah & Alwi, 2015). Imbayani & Novarini, (2018), impulse buying is a spontaneous decision-making process; Impulsive buyers do not consider the benefits of the product, its value, or other elements.

### **Shopping Lifestyle**

Lifestyle is defined simply as a part of a person's life. Lifestyle is used to describe three different levels of aggression of people where individuals, small groups of people interact and larger groups of people (e.g. market segments). The concept of consumer lifestyle is quite different from personality. Lifestyle shows how people live, how they spend their money and how they allocate their time. Therefore, this is related to actions and behaviors from birth, in contrast to personality that describes consumers from a more internal perspective, namely the characteristics of mindsets, feelings and views of consumers (Mowen, Minor, 2002).

Mowen and Minor (2003) said that lifestyle is often described by a person's activities, interests and opinions. Shopping lifestyle refers to consumption patterns that reflect a person's choices about how to spend time and money. In an economic sense, shopping lifestyle shows the way a person chooses to allocate income, both in terms of allocating funds for various products and services, as well as certain alternatives in distinguishing similar categories.

### **Discount**

According to Tjiptono (2008, p. 166) Discount is a discount given by the seller to the buyer as a reward for certain activities of the buyer that are pleasant for the seller. Discounts are direct deductions against the price of purchases over a certain period. This aims to increase the stimulus or stimulus to consumers so that it appears in the minds of consumers a good impression to make a purchase because they see price considerations (Amanto, Hamzah, & Rapani, 2016, p. 7).

The basic principle of providing price discounts is that with reduced prices, consumers can enjoy or buy the product. It is also to provide great opportunities, especially in competitive strategies with other companies. Discounts are given by the manufacturer directly or by notifying the user of the app that a discount is being held.

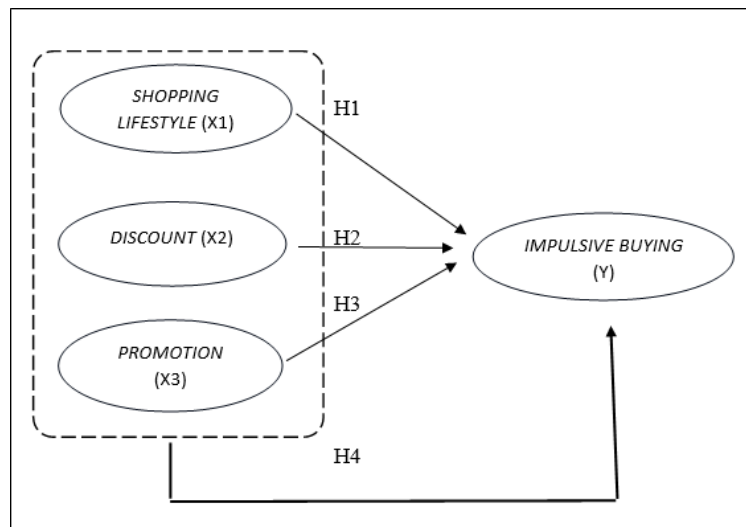
### **Promotion**

Promotion according to (Dalihade, Massie, & Tielung, 2017) is that promotion is one of the variables in the marketing mix that is very important for companies to carry out in marketing products. Promotional activities not only function as a means of communication between companies and consumers, but also as a tool to influence consumers in purchasing or using products according to their needs and desires. Promotion is a process of communicating marketing mix variables that are very important for companies to do in marketing products (Nasution et al., 2019).

Promotions have many benefits, such as companies can implement programs for different consumer segments and increase consumer awareness of prices. Promotion is a unique strategy for businesses that sell products. Initially, consumers' planned shopping behavior becomes unplanned due to a certain attraction, which leads to impulsive buying. (Daulay, Handayani, & Ningsih, 2021).

### **Theoretical Framework**

This research model consists of 3 independent variables and 1 dependent variable of Shopping Life style (X1), Discount (X2), Promotion (XX3) and Impulsive Buying (Y). The following is a picture of the proposed research framework



**Figure 1.** Theoretical Framework

### **Hypothesis**

H1 : Shopping Lifestyle (X1) has a positive and positive effect on impulsive buying (Y)

H2 : Discount (X2) has a positive and significant effect on Impulsive buying (Y)

H3 : Promotion (X3) has a positive and significant effect on Impulsive buying (Y)

H4 : Shopping lifestyle (X1), Discount (X2) and Promotion (X3) have a positive and significant effect on Impulsive buying (Y)

### **RESEARCH METHOD**

This study uses explanatory. This method is used to explain the causal relationship between research variables and testing hypotheses (Nasution, et al., 2020). The authors found a relationship between their research variables with each other using an associative approach. In addition, this study uses a quantitative approach to describe and summarize various variables, conditions, and situations. To test the hypothesis, quantitative and statistical data are used.

This study involved female students studying at the Faculty of Economics, University of Muhammadiyah Semarang. The sampling method uses the probability sampling method with the random sampling technique, namely sampling to obtain a random sample carried out in the sampling unit. Based on the population data of FE UNIMUS students and students, UNIMUS students are 1.475 people. In this study, the number of samples was determined using the Slovin formula. The total number of samples from this study is 93.58 and rounded up to 94 people.

**RESULTS**

**Table 1. Respondent Data**

Courses	Frequency	Percentage
Management	76	80.85%
Accounting	14	14.89%
Agribusiness	4	4.26%
Total	94	100%
Age Range	Frequency	Percentage
≤ 20 Years	17	18.09%
20 Years	14	14.89%
21 Years	29	30.85%
22 Years	26	27.66%
23 Years	8	8.51%
Total	94	100%
Force	Frequency	Percentage
2019	4	4.26%
2020	54	57.45%
2021	9	9.57%
2022	16	17.02%
2023	11	11.70%
Total	94	100%

Source: Data Processed SPSS by Author, 2024

**Table 2. Respondent Data**

	N	Minimum	Maximum	Mean	Std. Deviation
Shopping Lifestyle	94	10.00	20.00	15.7979	1.73874
Discount	94	6.00	15.00	12.0638	1.78288
Promotion	94	6.00	15.00	12.1809	1.87779
Impulsive Buying	94	5.00	20.00	14.9894	3.07433
Valid N (listwise)	94				

Source: Data Processed SPSS by Author, 2024

Based on the results of the descriptive test above, it can be described that the data obtained are:

- a. The results of the descriptive test test with a sample of 94 studies showed that the minimum (lowest) value of Shopping Lifestyle was 10. The maximum (highest) value is 20. This shows that the shopping lifestyle value ranges from 10 to 20 with an average value (mean) of 15.7979 and a standard deviation value of 1.73874. If you look at the standard value, the deviation is smaller or less than the mean value, which means that Shopping Lifestyle has evenly distributed data.
- b. The results of the descriptive test test with a sample of 94 studies showed that the minimum (lowest) Discount value was 6. The maximum (highest) value is 15. This shows that the value ranges from 6 to 15 with a mean value of 12.0638 and a standard deviation value of 1.78288. If you look at the standard value, the deviation is less than or less than the mean value, which means that Discount has evenly distributed data.
- c. The results of the descriptive test test with a sample of 94 studies showed that the minimum (lowest) value of Promotion was 6. The maximum (highest) value is 15. This shows that the Promotion value ranges from 6 – 15 with an average value (mean) of 12.1809 and a standard deviation value of 1.87779. If you look at the standard value, the deviation is less than or less than the mean value, which means that Promotion has evenly distributed data.

- d. The results of the descriptive test test with a sample of 94 studies showed that the minimum (lowest) value of Shopping Lifestyle was 5. The maximum (highest) value is 20. This shows that the impulsive buying value ranges from 5 – 20 with an average value (mean) of 14.9894 and a standard deviation value of 3.07433. If you look at the standard value, the deviation is less than or less than the mean value, which means that impulsive buying has evenly spread data.

**Table 3. Validation Test Results**

Variable	Question Item	R Count	R table	Information
Shopping Lifestyle (X1)	X1.1	0.554	0.294	Valid
	X1.2	0.573	0.294	Valid
	X1.3	0.539	0.294	Valid
	X1.4	0.694	0.294	Valid
Discount (X2)	X2.1	0.687	0.294	Valid
	X2.2	0.864	0.294	Valid
	X2.3	0.846	0.294	Valid
Promotion (X3)	X3.1	0.821	0.294	Valid
	X3.2	0.813	0.294	Valid
	X3.3	0.718	0.294	Valid
Impulsive Buying (Y)	Y1.1	0.636	0.294	Valid
	Y2.2	0.807	0.294	Valid
	Y3.3	0.883	0.294	Valid
	Y4.4	0.856	0.294	Valid

Source: Data Processed SPSS by Author, 2024

Based on the validation test in the table above, it can be concluded that the questions from all variable indicators of shopping lifestyle, discount, promotion and impulsive buying are declared valid.

**Table 4. Reliability Test Results**

Variable	Cronback alpha	Conclusion
Shopping Lifestyle (X1)	0,804	Realistic
Discount (X2)	0,331	Realistic
Promotion (x3)	0,724	Realistic
Impulsive Buying (Y)	0,685	Realistic

Source: Data Processed SPSS by Author, 2024

Based on the table above, namely the Reliability Test, it is known that the value of the variables in this study is more than 0.60 in accordance with the provisions of the reability test, so the questionnaire used is declared reliable or consistent.

**Table 5. Normality Test Results**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		94
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.47989357
Most Extreme Differences	Absolute	.058
	Positive	.057
	Negative	-.058
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data Processed SPSS by Author, 2024

Based on the table above, namely the results of Kolmogorov-Smirnov (K-S), it can be seen that the regression model in this study can be said to be normal if the Asmp value. Sig. is greater than 0.05, then it can be concluded that the residul spreads normally. From the results of the normality test of the Kolmogorov-Smirnov (K-S) method, a result of 0.200 was obtained, which means that it is normally distributed.

**Table 6. Multicollineraity Test Results**  
**Coefficients<sup>a</sup>**

Type		Collinearity Statistics	
		Tolerance	VIF
1	Shopping	0.814	1.228
	Lifestyle		
	Discount	0.522	1.915
	Promotion	0.573	1.745
a. Dependent Variable: Impulsive Buying			

Source: Data Processed SPSS by Author, 2024

The results of the multicollinearity test in the table above all independent variables have a tolerance value of more than 0.1 and a VIF value of less than 10 which means that there is no multicollinearity.

**Table 7. Heteroscedacity Test Results**

Type	<b>Coefficient<sup>a</sup></b>				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	2.100	1.997		1.051	.296
Shopping	-.072	.097	-.078	-.741	.461
Lifestyle					
Discount	-.067	.110	-.071	-.614	.541
Promotion	.150	.111	.155	1.356	.179
a. Dependent Variable: Abs_RES					

Source: Data Processed SPSS by Author, 2024



The results of the heteroscedasticity test in the table above if the data are free from heteroscedasticity because the sis value > 0.05 where X1 is 0.461, X2 is 0.541 and X3 is 0.179.

**Table 8. Multiple Linear Analysis Test Results**

<b>Coefficients<sup>a</sup></b>					
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4.455	2.465		-1.807	.074
Shopping Lifestyle	.776	.158	.439	4.915	.000
Discount	.082	.192	.047	.424	.672
Promotion	.509	.174	.311	2.924	.004

a. Dependent Variable: Impulsive Buying

Source: Data Processed SPSS by Author, 2024

Based on the table above, namely the output of the multiple linear regression test, it is explained that the coefficient results for the variables Shopping Lifestyle (X1) = 0.776, Discount (X2) = 0.082, Promotion (X3) = 0.509 and constant = -4.455 can be done by multiple regression calculation as follows:

$$Y = -4,455 + 0,776X1+0,082X2+0,509X3$$

**Table 9. Test Results**

<b>Coefficients<sup>a</sup></b>					
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4.455	2.465		-1.807	.074
Shopping Lifestyle	.776	.158	.439	4.915	.000
Discount	.082	.192	.047	.424	.672
Promotion	.509	.174	.311	2.924	.004

a. Dependent Variable: Impulsive Buying

Source: Data Processed SPSS by Author, 2024

Based on the table above, t is found 5% degrees of freedom  $df = n - k - 1$  or  $94 - 3 - 1 = 90$  then t table = 1,990, which states that the value of t is as inky:

- The results of the t-test show that tT counts 4,915 > t table 1,990 with a significant  $0.000 < 0.05$ , then H0 is rejected and H1 is accepted, which means that shopping lifestyle partially has a positive and significant effect on impulse buying.
- The effect of discounts on impulsive buying in the shopee market place.
- The results of the t test showed that t calculated 0.424 < t table 1,990 with a significance of  $0.672 > 0.05$ , then H0 was accepted and H2 was rejected, which means that the discount variable has no effect on impulsive buying.
- The effect of promotion on impulsive buying on the shopee place market The results of the t test show that t counts 2.9224 > t table 1,990 with a significance of  $0.004 < 0.05$ , then H0 is rejected H3 is accepted, which means that the promotion variable partially has a positive and significant effect on impulse buying.

**Table 10. Test Results F**

ANOVA <sup>a</sup>						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	365.726	3	121.909	21.376	.000b
	Residual	513.264	90	5.703		
	Total	878.989	93			

a. Dependent Variable: Impulsive Buying  
 b. Predictors: (Constant), Promotion, Shopping Lifestyle, Discount

Source: Data Processed SPSS by Author, 2024

Based on the table above, it is explained that the f test with guidelines is carried out with guidelines at a significant level of 0.05, with the degree of the numerator  $df_1 = K = 3$  and the denominator  $df_2 = n - k = 94 - 3 = 91$ , then the F value of the table = 2.70 and F count = 21.376. From the ANOVA f test, the result of f calculation = 21.376 > f table 2.70 and the significant level of calculation was  $0.000 < 0.05$ ,  $H_0$  was rejected and  $H_4$  was accepted.

These results can be concluded that the independent variables of shopping lifestyle, discount, and promotion together have a positive and significant effect on impulse buying in the shopee market place.

**Table 11. Test Results R2**

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.645a	.416	.397	2.38808

a. Predictors: (Constant), Promotion, Shopping Lifestyle, Discount

Source: Data Processed SPSS by Author, 2024

The Adj square value is 0.397 or 39.7%. The determination coefficient shows that the variables shopping lifestyle ( $X_1$ ), discount ( $X_2$ ), and Promotion ( $X_3$ ) have a simultaneous effect on the impulsive buying variable ( $Y$ ) by 39.7% while the remaining 60.3% are influenced by other variables.

## DISCUSSION

### 1. The Influence of Shopping on Impulse Buying at Shopee Market Place

The results of the statistical test show that the shopping lifestyle variable partially has a positive and significant effect on impulse buying with a t-value of 4,915 t table 1,990 with a significance of  $0.000 < 0.05$ . This result proves that Hypothesis 1 has been proven to be true and shows that Shopping lifestyle will encourage or exert a positive and significant influence on impulse buying in shopee place market. This is in line with the research of Fauziah & Rahmidani (2021) that shopping lifestyle significantly affects impulsive buying.

### 2. The Effect of Discount Does Not Affect Impulsive Buying at Shopee Market Place

The results of the statistical test showed that the discount variable had no effect on impulsive buying with a t-value of  $0.424 < t$  table 1,990 with a significance of  $0.672 > 0.05$ . This result proves that Hypothesis 2 has been proven to be true and shows that discounts have a negative effect on impulse buying on the shopee place market. This is in line with research conducted by Miftahul Jauhari (2017) Discounts have a negative influence on impulse buying.

**3. The Effect of Promotion on impulsive buying in the shopee market place**

The results of the statistical test showed that the promotion variable partially had a positive and significant effect on impulsive buying with a calculated t value of 2.9224 > t table 1,990 with a significance of 0.004 < 0.05. This result proves that Hypothesis 3 has been proven to be true and shows that Promotion will encourage or have a positive and significant influence on impulse buying in shopee place maeket. This is in line with the research of ucmboh et al (2018) Promotion has a significant effect on impulsive buying.

**4. The Effect of Shopping Lifestyle, Discounts, and Promotions on Impulsive Buying at Shopee Market Place**

The statistical results show that Sopping lifestyle, discounts, and promotions together have a positive and significant effect on impulsive buying in the Shopee market palce with an f value of 21.376 > f table 2.70 and a significant level of 0.000 < 0.05. This result proves that Hypothesis 4 is proven to be true. This is in line with research conducted by (Liantifa & Haryono, 2022).

Discounts, promotions and shopping lifestyle have a significant and positive effect on impulse buying partially and simultaneously.

**CONCLUSION**

**1. The Effect of Shopping Lifestyle on Impulsive Buying**

Shopping lifestyle partially had a positive and significant effect on impulsive buying with a t-value of 4,915 > t table 1,990 with a significant 0.000 < 0.05. This result proves that Hypothesis 1 has been proven to be true and shows that Shopping lifesty will encourage or exert a positive and significant influence on impulse buying in shopee place maeket.

**2. The Effect of Discount on Impulsive Buying**

The discount variable had no effect on impulsive buying with a t-value of 0.424 < t table 1,990 with a significance of 0.672 > 0.05. This result proves that Hypothesis 2 has been proven to be true and shows that discounts have no effect on impulse buying in shopee place maeket.

**3. The Effect of Promotion on Impulsive Buying**

The promotion variable partially had a positive and significant effect on impulsive buying with a t-value of 2.9224 > t table 1,990 with a significant of 0.004 < 0.05. This result proves that Hypothesis 3 has been proven to be true and shows that Promotion will encourage or have a positive and significant influence on impulse buying in shopee place maeket.

**4. The Effect of Shopping Lifestyle, Discounts, and Promotions on Impulsive Buying**

Sopping lifestyle, discounts, and promotions together have a positive and significant effect on impulsive buying in the Shopee market palce with an f value of 21.376 > f table 2.70 and a significant level of 0.000 < 0.05. This result proves that Hypothesis 4 is proven to be true.

**5. The influence of Sopping Lifestyle, Discount, and Promotion on an adjusted R Square of 0.416 means that together Shopping Lifestyle, Discount, and Promotion affect impulse buying by 41.6% while the remaining 64.5% is influenced by other variables.**

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