



THE INFLUENCE OF SHOPPING LIFESTYLE AND FLASH SALES ON IMPULSIVE BUYING BEHAVIOR AT SHOPEE E-COMMERCE FOR GENERATION Z IN EAST LUWU REGENCY

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Abstract

The purpose of this study was to determine the effect of shopping lifestyle and Flash Sales on impulsive buying behavior in shopee E-commerce for Generation Z in East Luwu Regency. This study uses quantitative research methods. The population studied was Shopee E-commerce users in East Luwu Regency, a sample of 108 people and the sampling technique used was a non-probability technique using purposive sampling. The data analysis technique uses the component-based Structural Equation Modeling (SEM) method using the Partial Least Square (PLS) analysis tool. The results showed that a shopping lifestyle has a positive and significant effect on impulsive buying and Flash Sales have a positive and significant effect on impulsive buying.

Keywords: shopping lifestyle, Flash Sale, impulsive buying

INTRODUCTION

In this day and age where human activities are changing towards digital including online shopping has been done by the public. E-commerce transactions in Indonesia reached 453.75 trillion in 2023, caused by changes in human behavior and the growth of online or digital payment transactions (Rachman, 2024). E-commerce users enjoy many different benefits when shopping and transacting over the Internet. Internet users find it easier to find the desired products, without spending a lot of time and energy when going directly to the shopping center (Kurniawati & Ariyani, 2022).



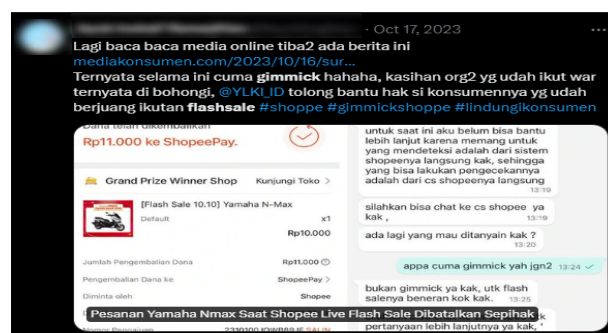
Source: databoks.katadata.co.id

Based on this data, Shopee reached 2.35 billion visitors, then Tokopedia 1.25 billion, Lazada 762.4 million, Blibli 337.4 million and Bukalapak 168.2 million. But before Shopee became the most visitors during 2023, Shopee had experienced a decline in February 2023 by 16% compared to

January 2023 and even reduced by 25% from the achievement of the end of 2022 based on a report from databoks.katadata.co.id. One of the growing e-commerce platforms in Indonesia now is Shopee. The first open marketplace run by Garena Shopee, now known as SEA Group, is Shopee e-commerce. The C2C (customer-to-customer) open market is offered by Garena itself. December 2015 was the official launch of Shopee in Indonesia, which operates under the direction of PT Shopee International Indonesia (Sulistiyawati & Widayani, 2020).

With the existing e-commerce making business competition tighter, each company is required to be able to design strategies to understand shopping behavior that can attract consumers to visit and shop. Consumers who like to shop online are Generation Z who were born in the digital era so their activities are not far from technology (Angela & Paramita, 2020). With the development of the technological era and the presence of social media, Gen Z shopping behavior is often influenced by trends and the FOMO (Fear of Missing Out) mindset, this encourages them to keep up with developments by buying the latest products and prioritizing shopping according to impulsive lifestyle needs. Several factors that contribute to impulsive buying include a shopping lifestyle, hedonic shopping motivation, and flash sales (Rizki Octaviana et al., 2022).. Each individual has a different way of shopping or shopping lifestyle, the characteristics of a person in expressing themselves can be seen from their appearance and lifestyle when shopping (Qammaidha & Purwanto, 2022). With the differences in behavior when shopping, e-commerce implements various strategies to attract consumers and maintain their presence by implementing appropriate tactics.

E-commerce Shopee offers several promotions such as free shipping and extremely low prices in flash sales. In the flash sale program, people who like to shop will experience unexpected purchases that were not planned (Darwipat et al., 2020). According to Al Jonet et al. (2024) flash sale is a sales tactic that provides exclusive products at a lower price than the original in a short time. Flash sale promotions can attract consumers to make impulse purchases due to low prices, thus allowing marketers to attract customers. To attract consumers to make purchase transactions, Shopee provides various attractive promos to buyers, promos that are often offered are flash sales, flash sales of all thousand, free shipping vouchers, cashback and seller coins. However, there are problems with the flash sale program carried out by Shopee as follows:



Source: X

Problems like the picture above indicate that the flash sale conducted by Shopee is only a gimmick because it unilaterally cancels consumer orders that have made purchase transactions during the flash sale. Things like this can affect consumer interest or attractiveness in participating or making purchases during flash sale sessions.

LITERATURE REVIEW

Impulsive buying

According to Arnould in Syauqi et al. (2022) impulsive buying is the act of buying a product after seeing it and suddenly feeling like having it, then deciding to buy it immediately. According to Rook & Fisher in Fitriyah & Pohan (2023) there are 4 indicators in measuring impulsive buying behavior, namely:

1. Spontaneity
2. Strength, Compulsion and Intensity
3. Acting without thinking
4. Purchases are influenced by emotional states

Shopping lifestyle

According to Kotler & Armstrong in Octaviana et al. (2022) shopping lifestyle is part of a lifestyle, which is a person's lifestyle expressed through activities, interests, and opinions. According to Cobb and Hoyer in Tuzzahra & Tirtayasa (2020) the indicators for measuring shopping lifestyle are as follows:

1. Responding to advertising offers
2. Buying the latest products
3. Shop the most famous brands
4. Convinced that the famous brand purchased is best in terms of quality
5. Frequently buy different brands.

Flash Sale

According to Agrawal & Sareen in Syauqi et al. (2022) flash sale is a promotional program where customers get special discounts on certain products in a short period of time. According to Tjiptono research by Thendeano et al. (2020) suggests that to measure flash sales using the following 3 indicators:

1. Attractiveness of the discount program
2. The accuracy of the discount program in influencing to buy

3. Frequency of discount program

The relationship between Shopping lifestyle and Impulsive buying

According to Sopiyan & Kusumadewi (2020) the higher people's shopping style, the more likely they are to make impulse purchases and are willing to sacrifice something in order to get the items they like and desire. Konyu (2014) in Yulinda et al. (2022) suggest that over time, lifestyle and shopping have become very popular methods of achieving a certain lifestyle. People who want this kind of lifestyle are willing to make sacrifices, but often this leads to unplanned or impulsive buying.

The relationship between Flash sale and Impulsive buying

Fernanda (2019) in Souisa (2022) explain that Flash sales can encourage consumers to make purchases, which in turn can lead to unplanned purchases and increased purchases. Research by Genchev & Todorova (2017) in Renita & Astuti (2022) suggests that promotional programs are often created to encourage quick and impulsive purchasing decisions, with the aim of shaping consumer attitudes towards promotions.

Conceptual framework

Hypothesis 1: The Shopping Lifestyle is thought to have a positive effect on impulsive buying behavior in shopee e-commerce for Gen Z in East Luwu Regency.

Hypothesis 2: Flash sales are thought to have a positive effect on impulsive buying behavior in shopee e-commerce for Gen Z in East Luwu Regency.

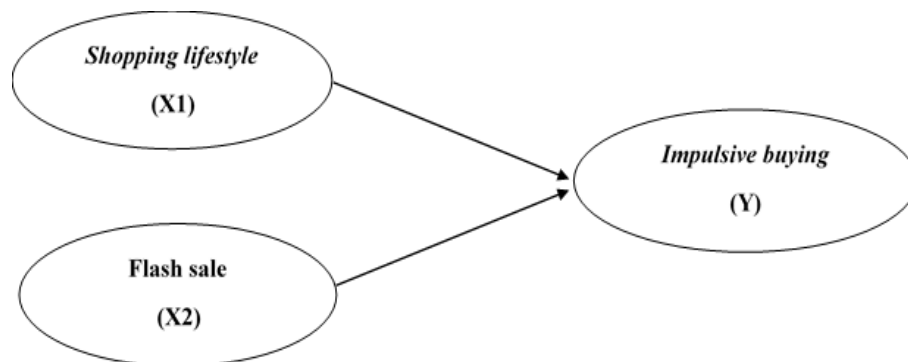


Figure 1 Framework

METHOD

This research is included in quantitative research. The population that is the focus of the research is Shopee e-commerce users in East Luwu Regency. In this study, a non-probability sampling technique using purposive sampling was used which allows researchers to select samples based on certain criteria. The sample used in this study was 108 samples. For data analysis, this study used the Structural Equation Modeling (SEM) method with a component-based approach using the Partial Least Square (PLS) tool.

RESULTS AND DISCUSSION

Model evaluation in PLS involves evaluating the outer model and inner model. The outer model is evaluated using several tests, namely Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE) and Composite Reliability. The inner model is tested using R-Square and significance test (hypothesis testing).

Outer Model

Validity test by looking at the results of the Average Variance Extracted (AVE) value table. A model that is considered good is a model in which the AVE value for each construct exceeds 0,5.

	Average Variance Extracted (AVE)
Flash Sale (X2)	0,556
Impulse Buying (Y)	0,568
Shopping Lifestyle (X1)	0,573

Figure 2 Outer Model

Source: data processing, output SmartPLS

A reliability test is conducted to evaluate the results of the composite reliability value of the construct. When measuring the associated latent variable, the indicator is deemed consistent if its composite reliability value is more than 0,70.

	Composite Reliability
Flash Sale (X2)	0,789
Impulse Buying (Y)	0,839
Shopping Lifestyle (X1)	0,815

Figure 3 Composite Reliability

Source: data processing, output SmartPLS

The relationship between one variable and another has a maximum correlation value of 1. The closer the correlation value is to 1, the stronger the relationship. In this study, the highest correlation value was found between the variables of shopping behavior (X1) and impulsive buying (Y), with a value of 0,599. This shows that the relationship between shopping behavior (X1) and impulsive buying (Y) is stronger than the relationship between other variables.

	Flash Sale (X2)	Impulse Buying (Y)	Shopping Lifestyle (X1)
Flash Sale (X2)	1,000	0,441	0,462
Impulse Buying (Y)	0,441	1,000	0,599
Shopping Lifestyle (X1)	0,462	0,599	1,000

Figure 4 The relationship between one variable and another

Source: data processing, output SmartPLS

Inner model R-square

The structural model was evaluated by examining the R-Square value, which serves as a measure of the goodness-fit model. The R^2 value of 0.393 indicates that the model accounts for 39.3% of the variance in impulsive buying behavior, influenced by the independent variables Shopping Lifestyle and Flash Sale. This implies that 39.3% of the impulsive buying phenomenon can be explained by these variables, while the remaining 60.7% is attributed to other variables not included in this research.

	R Square
<i>Impulse Buying (Y)</i>	0,393

Figure 5 Inner model R-square

Source: data processing, output SmartPLS

The influence of shopping lifestyle on impulsive buying

The SEM-PLS analysis results show a positive correlation between impulse buying and shopping lifestyle. This has a significant effect because the Path coefficient is 0,503, the T-statistic value is 5,648 > 1,96, and the P-value is 0.000 (less than 0.05).

Someone who shops more often tends to make impulse purchases due to several things such as the tendency to follow trends, the desire for new and interesting things, the belief that high-quality products from well-known brands are superior, and the immediate need for entertainment and satisfaction. The findings of this study are also supported by previous research conducted by Melati et al. (2023) which found that shopping lifestyle has a positive influence on impulsive buying.

The influence of flash sales on impulsive buying

The SEM-PLS analysis results show a positive correlation between impulse buying and shopping lifestyle. This has a significant effect because the Path coefficient is 0,208, the T-statistic value is 2,517 > 1,96, and the P-value is 0.031 (less than 0.05).

Flash sales are a highly effective marketing tool to encourage impulse purchases. By creating a sense of enthusiasm, offering large discounts or price cuts that are much cheaper than the original price and stimulating consumer emotions, flash sales often tempt consumers to make purchasing decisions quickly and without thinking. The findings of this research are consistent with a study by Juwita et al. (2022) that discovered flash sales significantly impact impulsive purchasing.

CONCLUSION

The result of this research regarding the impact of flash sales and shopping lifestyle on impulsive purchasing behavior on Shopee E-commerce among Generation Z in East Luwu Regency can be made based on the testing and data analysis results. First, there is a notable and favorable correlation between the shopping lifestyle and impulsive purchasing. Second, there is a noteworthy and positive correlation between flash sales and impulsive buying behavior. Based on the conclusions, the advice that can be given to companies is expected to improve and maintain the flash sale program strategy, especially in discount programs to influence impulsive buying behavior, which will have a positive impact on sales and revenue, especially in a highly competitive market. As well as continuously striving to develop and maintain products with the latest models, so that consumers always get the latest choices in accordance with changing market trends. It is hoped that future researchers can add other variables that can influence impulsive buying behavior or intervening variables that can connect the independent and dependent variables. Thus, future researchers can provide a more comprehensive and in-depth insight into the factors that influence impulsive buying behavior.

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