



## **The Role of Lifestyle, Advertising, and Discount on Impulsive Buying (Survey of Tokopedia Application Users in Kuningan Regency)**

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### **ABSTRACT**

The intent of this study is to assess the impact of lifestyle, advertising, and discounts on impulsive purchases among Tokopedia application users in Kuningan Regency. The study methodology used in this research is descriptive and verification research methods with a data-driven survey approach. The demographic of the study composed of all people in Kuningan Regency who use the Tokopedia application. The sample size is 100 respondents, selected using purposive sampling techniques. The criteria for respondents include those who have used the Tokopedia application at least twice. The data used in obtained through surveys distributed to respondents who met the specified criteria. The results of the study show that lifestyle, advertising, and discounts have a positive and significant effect on impulsive buying. Advertising in particular, exerts a substantial positive and significant impact on impulsive buying.

**Keywords:** Lifestyle, Advertising, Discount, Impulsive Buying



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## INTRODUCTION

The advancement of communication and information technology is currently increasingly rapidly. This cannot be separated from the role of the internet as a conduit for communication (Gunawan & Wachyuni, 2020). Internet use in Indonesia has increased quite significantly every year. According to data from the Indonesian Internet Service Providers Association (APJII), “internet users in 2022-2023 will reach 215.63 million. this number increased by 2.67% compared to the previous period which was 210.03 million users”. “Along with the high growth of internet users in Indonesia, this has led to changes in behavior, especially in shopping patterns, people are more likely to choose to shop online than conventionally”. The Indonesian E-Commerce Association reports where the value of electronic-commerce purchase in Indonesia in 2022 will reach IDR 476 trillion. Of the many e-commerce sites in Indonesia, one e-commerce site that has many users is Tokopedia. Tokopedia is one of the leading e-commerce platforms in Indonesia which was founded in 2009. Since its inception, Tokopedia has been a pioneer in forming and developing the online shopping ecosystem in Indonesia. HoweverOver the past few years, Tokopedia has experienced a decline in sales.

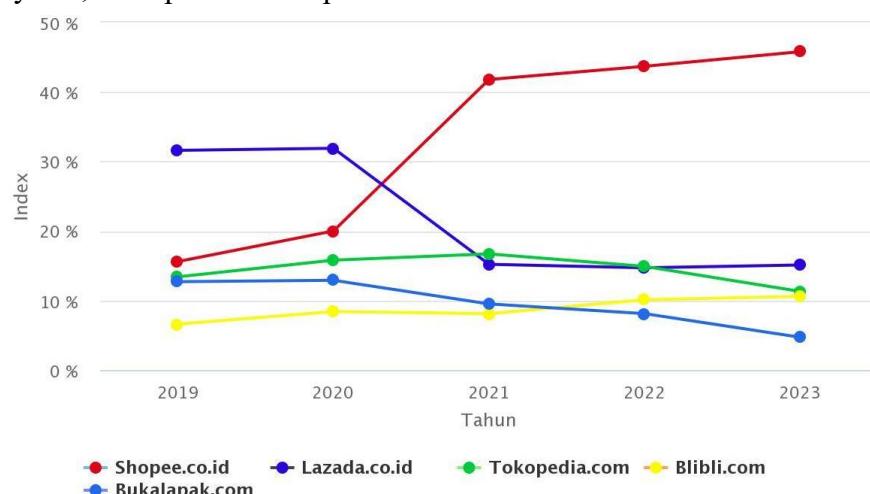


Figure 1. E commerce Index

In Figure 1 you can see that Tokopedia's sales from 2021-2023 are decreasing every year. This will of course have a negative impact on Tokopedia if there are no changes in the future. The impacts that will be experienced include a decrease in income, a decrease in share value, loss of partners, loss of investors, losses or, worst of all, bankruptcy (Rahmantya 2019; Maulana et al., 2023). Based on these problems and to support the research phenomenon, observations were carried out through a pre-survey of the people of Kuningan Regency, namely 30 respondents to support the reasons why this research should be researched.

Table 1. Observation Results of Respondents

Statement	Respondent's Answer		Percentage of Respondents' Answers	
	Yes	No	Yes	No
Are you a Tokopedia application user?	23	7	77%	23%
Are you one of those people who often make unplanned purchases?	25	5	83%	17%
Have you ever made an unplanned purchase on the Tokopedia application?	8	22	27%	73%

As shown in Table 1, The outcomes of observations of the people of Kuningan district regarding impulsive purchases produced the following data. The first statement was obtained by 23 respondents who answered "Yes" with a percentage result of 77%, and 7 respondents who answered "no" with a percentage result of 23%. In the second statement, 25 respondents answered "Yes" with a percentage of 83% and 5 respondents answered "no" with a percentage of 17%. Meanwhile, in the third statement, 8 respondents answered "Yes" with a percentage result of 27%, and 22 respondents answered "no" with a percentage result of 73%. This reveals that the level of impulsive buying in the people of Kuningan Regency is quite high. However, the level of impulse purchases on the Tokopedia application is considered small.

## LITERATURE REVIEW

### **Marketing**

Marketing according to Kotler and Armstrong in (2018) "is the process by which companies create value for customers and build strong relationships with customers with the aim of capturing value from customers in return". According to Perreault and McCharty in (2016) "Marketing is an activity that aims to achieve company targets, carried out by anticipating customer needs and directing the flow of goods and services that meet customer needs from producers" (Harjadi, 2017; Harjadi, 2019 ; Harjadi, 2021; Harjadi, 2023).

### **Consumer behavior**

According to Mangkunegara in(2020) "Consumer behavior is actions carried out by individuals, groups or organizations that are related to the decision-making process in obtaining, using economic goods or services that can be influenced by the environment". According to Winardi (2003) the definition of consumer behavior is "behavior aimed at by people in planning, purchasing and using economic goods and services".

### **Impulse Buying**

According to Mowen and Minor (2018) "Impulse buying is an act of buying that is not previously consciously recognized as the result of a consideration, or a buying intention formed before entering the store". Lisda (2019) states that "impulsive buying is the process of purchasing an item, where the buyer has no intention of buying beforehand, it can be said to be a purchase without a plan or an instant purchase".

### **Lifestyle**

According to Mowen and Minor (2012) explains that "lifestyle reflects consumption patterns that describe how individuals use time and money". The shadow of the global recession, either directly or indirectly, has influenced people's mindset and lifestyle, including shopping (Siregar et al., 2022; Yunengsih et al., 2023; Masruroh, 2017; Masruroh et al., 2023). According to Kotler and Keller (2008) "Lifestyle is a person's pattern of living in the world which is revealed in their activities, interests and opinions".

### **Advertisement**

According to Kotler (2018) "Advertising is any form of non-personal presentation and promotion of ideas, goods, or services by a particular sponsor that must be paid". Djaslim Saladin (2021) states that "advertising is a promotional tool, usually used to direct persuasive communication to target buyers and the public where this form of advertising

presentation is non-personal". According to Stanton (2018) states that "advertising consists of all activities involved in presenting something to an audience in a non-personal manner, with clear sponsorship and the cost of a message about a product or organization".

## Discounts

According to Tjiptono (2021) "A discount is a discount given by a seller to a buyer as a reward for certain activities of the buyer that are pleasing to the seller". According to Kotler and Keller (2018) "A discount is an official price given by a company to consumers which is soft in order to increase sales of a product or service".

## Framework

The framework in this research is lifestyle (X1) and advertising (X2) as Predictors and impulse buying (Y) as the dependent factors.

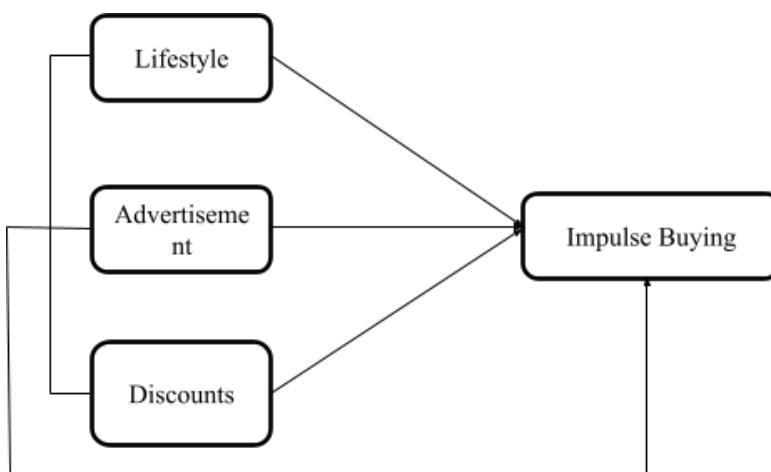


Figure 2. Research Framework

## Research Hypothesis

- H1 : Lifestyle and advertising simultaneously influence impulse buying.
- H2 : Lifestyle Generates a favorable outcome on impulse buying.
- H3 : Advertising Generates a favorable outcome on impulse buying.
- H4 : Price cuts have a favorable outcome on impulse buying.

## RESEARCH METHOD

The study methodology used in this research is descriptive and verification research methods with a data-driven approach. Descriptive research according to Sugiyono (2010) is "a method used to describe or analyze research results but is not used to make broader conclusions". Descriptive methods in this research are used to describe impulse purchases, lifestyle and advertising. Verification research according to Sugiyono (2020) inis research through evidence to test hypotheses resulting from descriptive research with statistical calculations.

The demographic of this study is all people in Kuningan Regency who use the Tokopedia application in an unknown number. The study sample was 100 respondents taken using the Lemesho formulaw. The sampling method that will be used in this research is a purposive sampling technique with two respondent criteria. The first criterion is

currently using or having used the Tokopedia application and the second criterion is having shopped using the Tokopedia application at least twice.

## RESEARCH RESULTS

### Classic Assumption Test Results

#### Normality test

The outcomes of the normality test using the One Sample Kolmogorov-Smirnov test on the variables lifestyle (X1), advertising (X2), discounts (X3), and impulse buying (Y), it is confirmed that all variables have Asymp values. Sig. (2-tailed) is greater than 0.05, namely  $0.280 > 0.05$ , so the conclusion can be drawn that the data adheres to a normal distribution.

#### Multicollinearity Test

The outcomes of the multicollinearity test show that the lifestyle variable (X1) has a VIF (Inflation Factor) value of  $3,805 < 10$ , advertising (X2) has a VIF (Inflation Factor) value of  $2,822 < 10$ , and price discounts (X3) have a VIF (Inflation Factor) value.  $2,204 < 10$ . Lifestyle tolerance value (X1)  $0.263 > 0.1$ , Advertising tolerance value (X2)  $0.345 > 0.1$ , and price discount tolerance value (X3)  $0.454 > 0.1$ , the conclusion can be drawn that there are no symptoms multicollinearity between independent variables.

#### Heteroscedasticity Test

The outcomes of the scatterplot heteroscedasticity test are as follows:

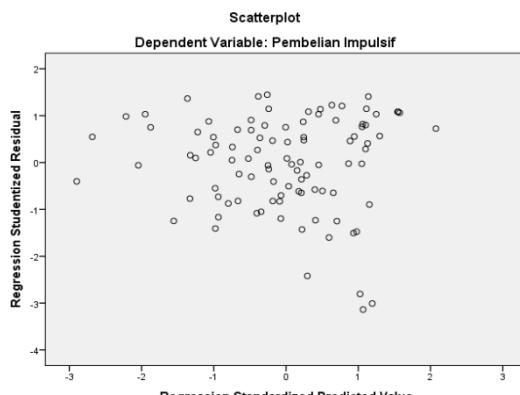


Figure 3. Scatter Plot

Based on the output image above the conclusion can be drawn that there is no heteroscedasticity problem.

### Findings from Multiple Linear Regression

The outcomes of the multiple linear regression test show the regression results of lifestyle, advertising and discounts on impulsive purchases:

$$Y = 13,229 - 0.267X1 + 0.799X2 + 0.771X3$$

The regression formula can be explained as follows:

The Static value is 13,229, meaning that if it is not influenced by lifestyle, advertising and price cuts, The magnitude of impulse purchases is 13,229.

The coefficient of the lifestyle variable (X1) influences the impulsive buying variable (Y) with a coefficient measure of -0.267, meaning that this coefficient value shows that for every lifestyle variable (X1) increases once, the impulsive buying variable (Y) will tend

to decrease amounting to -0.267 assuming the other independent variables remain Static value.

The coefficient of the Advertising variable (X2) influences the impulsive buying variable (Y) with a coefficient measure of 0.799, meaning that this coefficient value shows that every time the Advertising variable (X2) increases once, the impulsive buying variable (Y) will have a tendency to increase by 0.799. Or in other words, every increase in the impulse buying variable (Y) requires an advertising variable (X2) of 0.799, assuming the other independent variables remain Static value.

The coefficient of the price discount variable (X3) influences the impulse buying variable (Y) with a coefficient measure of 0.771, meaning that this coefficient value shows that every time the price discount variable (X3) increases once, then the impulsive buying variable (Y) will have a tendency to increase by 0.771. Or in other words, every increase in the impulse buying variable (Y) requires a price discount variable (X3) of 0.771 assuming the other independent variables remain Static value.

If the regression coefficient value of lifestyle variables (X1), advertising (X2), and price discounts (X3) increases, there will be a positive influence on the impulse buying variable (Y) so that purchasing decisions will increase.

### **Coefficient of Determination Test Results**

The outcomes of the calculation test is confirmed that the  $R^2$  value is 0.391 (0.372 x 100% = 39.1%) which means that the influence of lifestyle variables, advertising and price cuts together has an effect on impulse buying by 39.1%. while the remaining 60.9% was influenced by other variables not observed in this study.

### **Hypothesis Test Results**

#### **Simultaneous Test (f Test)**

The outcomes of the calculation of the simultaneous significant test (f test) are the F coefficient value is 20.507, then the calculated f value is consulted with the F table based on the numerator df (N1) = k - 1 = 3 and the denominator df N2 = n - k = 96, with the error level set at 5 %, then the F table is 2.70. In this case, the hypothetical decision applies, because  $F_{count} 20.507 > F_{table} 2.70$  and significance value  $0.000 < 0.05$ , This reveals that lifestyle, advertising and price cuts together exhibit a significant effect on impulse buying. Thus,  $H_0$  is Disapproved and  $H_a$  is accepted.

#### **Partial Test (t Test)**

The calculation results of the partial significant test (t test) are as follows:

Table 2. t- Test Results

Coefficient			
Model		t	Sig.
1	(Static value)	-1,483	,141
	Lifestyle	-,880	,381
	Advertisement	3,562	,001
	Discounts	2,883	,005

a. Dependent Variable: Impulsive Buying

From the calculated data in table 1 above, the partial hypothesis test results (t test) are as follows:

### Hypothesis 2

According to the findings of the t test, the t-stat for the lifestyle variable is -0.880 With a significance threshold of 0.141. The ttable value for 100 respondents is 1.660. Thus The magnitude of tcount < ttable (-0.880 < 1.660). Then the significant value of 0.141 is greater than the significance value of 0.05. This means that lifestyle has no effect on impulse buying, or it could be said that H0 is accepted and Ha is Disapproved.

### Hypothesis 3

According to the findings of the t test, the advertising variable tcount is 3.562 With a significance threshold of 0.001. The ttable value for 100 respondents is 1.660. Thus The magnitude of tcount > ttable (3.562 > 1.660). Then the significant value is 0.001, smaller than the significance value of 0.05. This means that advertising has a positive and significant effect on impulse buying, or it could be said that H0 is Disapproved and Ha is accepted.

### Hypothesis 4

According to the findings of the t test, it is found that the discount variable t is 2.883 With a significance threshold of 0.005. The ttable value for 100 respondents is 1.660. Thus The magnitude of tcount > ttable (2.883 > 1.660). Then the significant value is 0.005, smaller than the significance value of 0.05. This means that price cuts have a positive and significant effect on impulse buying, or it could be said that H0 is Disapproved and Ha is accepted.

## DISCUSSION

Lifestyle (X1), Advertising (X2) and Price Discounts (X3) Exhibit a significant Influence on Impulsive Buying (Y).

According to the findings of research regarding lifestyle, advertising and price discounts on the impulsive purchases of Tokopedia application users in Kuningan Regency, it shows that lifestyle variables, advertising variables and price discount variables together exhibit a significant effect on the impulsive purchases of Tokopedia application users in Kuningan Regency.

### Lifestyle (X1) Has No Effect on Impulsive Buying (Y)

According to the findings of research that has been performed, the results show that lifestyle has no effect on impulsive buying, so the conclusion can be drawn that when users of the Tokopedia application in Kuningan Regency have a high or low lifestyle it will not influence impulsive buying. The reason that lifestyle has no effect on impulsive buying among Tokopedia application users in Kuningan Regency is because the Tokopedia application users in Kuningan Regency or especially those predominantly used in this research sample are students. Where we know that the majority of students still do not have personal income to support their lifestyle. As the opinion expressed by (Barokah et al., 2021) people who have a high lifestyle do not always decide to make purchases impulsively.

### Advertising (X2) Has a Positive and Significant Influence on Impulsive Buying (Y)

According to the findings of research that has been performed, the results show that advertising Generates a positive impact on impulsive purchases, so the conclusion can be drawn that when Tokopedia application users in Kuningan Regency see advertisements more often, impulse purchases will also increase. In other words, the larger the advertising

intensity, the larger the impulse buying. This is in line with research result (Afif & Purwanto, 2020) which shows that advertising has a positive influence on impulse buying. As well as research (Faman Sumantoro, 2021) also shows that advertising has a positive influence on impulse buying.

**Price Discounts (X3) Have a Positive and Significant Influence on Impulsive Buying (Y)**  
According to the findings of research that has been performed, the results show that price discounts have a positive impact on impulse buying, so the conclusion can be drawn that the larger the price discount, the larger the impulse buying will be. This research is in line with research results (Wibowo & Sari, 2021) shows that price cuts have an effect on impulse buying. In the analysis performed (Kristiawan et al., 2018) also shows that price cuts have an effect on impulse buying.

## CONCLUSIONS

According to the findings of data analysis and hypothesis testing, the conclusion can be drawn that:

Lifestyle, advertising and discounts exhibit a significant influence on impulse buying. This means that lifestyle, advertising and price cuts together have an influence and can increase impulse buying.

Lifestyle has no effect on impulse buying. This means that if lifestyle increases or decreases, impulse buying will not be affected or remain the same.

Advertising significantly positive effect on impulse buying. This means that more frequent advertising will increase impulse purchases.

Price discounts Exert a beneficial and Considerable influence on impulse buying. This suggests that high discounts can increase impulse buying.

## Implications

The findings suggest that lifestyle, advertising, and discounts significantly influence impulse buying, with advertising and price discounts having the most substantial impact. While lifestyle alone does not affect impulse purchases, combining relevant consumer lifestyles with frequent advertising and attractive discounts can enhance sales. Companies should prioritize advertising campaigns that evoke spontaneous purchasing desires and leverage high-value discounts to encourage impulse buying. Redirecting focus away from lifestyle trends and toward more effective promotional strategies like ads and price cuts can drive consumer behavior, ultimately boosting sales.

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