

## **EFFECT OF SHOPPING LIFESTYLE ON IMPULSIVE PURCHASE IN ONLINE STORE**

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### **ABSTRACT**

*The purpose of this study is to analyze effect of shopping lifestyle on impulsive purchase in Online Store. This research is a quantitative research with an associative approach. The types of data used in this study are primary and secondary data. The population in this study are consumers in Online Store for types of clothing in Medan City whose number is not known with certainty. The sample in this study were 145 respondents. Data analysis used simple regression analysis. The results show that shopping lifestyle has a positive and significant effect on impulsive purchase in Online Store for types of clothing in Medan City.*

**Keywords:** *Shopping Lifestyle, Impulsive Purchase, Online Store.*

### **INTRODUCTION**

The development of technology is currently running rapidly, and there are many advantages that can be obtained from the development of this information technology. Information technology now has a very large role in all areas of the organization, from education, medicine, government,

business and others. For example, in the business sector, information technology can be used to increase promotions and to help manage existing data to be made into information. For processing data into information, one example is data processing using a computer, the processing will be faster and the results are much better than without using a computer.

Along with the development of the era in the field of technology, companies are increasingly being triggered to use advanced technology as a tool or medium to survive and win the competition which is increasingly tough and hard. The internet is a medium that is familiar in various parts of the world that has many functions. Economic globalization also makes changes constant, rapid, radical, and simultaneous. So the company must have the ability to quickly adapt to changes that occur so that the company will be able to compete with its competitors.

The company is now starting to offer a way of shopping that does not require buyers to meet directly with the seller at the same time and place. Buying and selling transaction activities are carried out with an internet connection intermediary to do online shopping so that it becomes easier for people to meet their needs. In addition, online shopping is more attractive because it is considered more practical without having to come directly to the store and is not limited by store operating hours. Buyers can make transactions anytime and anywhere while having an internet connection network.

Online stores offer a variety of products that vary and the prices offered are more competitive and there are promos that are often given. Along with the many conveniences offered by online stores, it will create a new phenomenon among online shoppers. Many people buy products not only to meet their needs but also to fulfill their desires that arise spontaneously. A person shopping for products that are not actually needed and previously not planned, in this condition is said to be an impulse buying.

Impulse buying is a buying decision made by consumers at a place after seeing the goods. Consumers often make impulse purchases on a

product without having a prior plan and not thinking about the consequences (Levy and Weitz, 2012). Impulse buying is behavior that is carried out unintentionally and most likely involves various kinds of unconscious motives, and is accompanied by a strong emotional response (Herabadi, 2003). Globally, more and more people identify themselves as impulsive buyers (Lucas and Koff, 2014). Pornpitakpan and Han (2013) stated that adults in Canada engage in impulse buying, impulsively purchased items including clothing, shoes, and technology products.

According to Wadera and Sharma (2019), impulse buying by consumers is a widespread phenomenon and has received considerable attention in the traditional market environment. According to Donthu and Garcia (1999), impulse purchases do not only occur in physical stores but also occur in online stores, online purchases are found to be more impulsive than purchases directly at the store. Hausman (2000), states that 40% of all purchases made in retail stores can be classified as impulse purchases. Online shopping is a phenomenon that occurs today, especially in India, where online shops are trying to get bigger opportunities. The study shows that the frequency of internet users for online shopping rose from 81% in 2014 to 86% in 2015. The goods purchased online are clothing and other accessories increased from 48.6% in 2014 to 60.2% in 2015.

Nurhayati (2017) states that there are forms of consumptive behavior experienced by some students in Aceh when shopping online. Online shopping provides various changes including the goods consumed and the differences in the transaction processes used. In addition, online shopping can save time without having to meet face to face to buy the desired item. According to Sakitri et al. (2017), the phenomenon of impulse buying will have a positive impact on business people so that they can understand consumer behavior by determining effective and efficient marketing strategies for companies to achieve the desired goals. One of the basic needs that make consumer purchasing decisions is fashion products. This condition makes the fashion business a promising business opportunity to run.

Kotler and Keller (2016) argue that the notion of lifestyle is a person's lifestyle in the world which is expressed in his activities, interests, and opinions. Lifestyle is a pattern of life that is identified with how people use their time. Lifestyle is a person's pattern of living in the world of everyday life which is expressed in activities, interests and opinions. Lifestyle describes the whole person in interacting with his environment.

The purpose of this study is to analyze effect of shopping lifestyle on impulsive purchase in Online Store.

## **RESEARCH METHODS**

This research is a quantitative research with an associative approach. Quantitative research with an associative approach is to determine the relationship between two or more variables (Sugiyono, 2017).

The types of data used in this study are primary and secondary data. Meaning primary data refers to the first hand data gathered by the researcher himself. Secondary data means data collected by someone else earlier. Source surveys, observations, experiments, questionnaire, personal interview, etc. Government publications, websites, books, journal articles, internal records, etc (Ghozali, 2005).

The population in this study are consumers in Online Store for types of clothing in Medan City whose number is not known with certainty. The sample in this study were 145 respondents.

Data analysis used simple regression analysis. Simple regression analysis is a statistical tool that is used in the quantification of the relationship between a single independent variable and a single dependent variable based on observations that have been carried out in the past (Gujarati, 2012).

## **RESULT**

### **Simple Regression Analysis Results**

**Table 1. Simple Regression Analysis Result**

<b>Variable</b>	<b>B</b>	<b>Sig.</b>
Shopping Lifestyle	0.244	0.000

Dependent Variable: Impulsive Purchase

The results show that shopping lifestyle has a positive and significant effect on impulsive purchase in Online Store for types of clothing in Medan City. Impulse purchase occurs when a consumer suddenly experiences a strong and persistent urge to buy something immediately. Impulse purchase, like all buying behavior, is generally influenced by a number of personal, chronological, location, and cultural factors. It is very easy to be influenced by various things around it, one of which is the development of the times and technology. Therefore, many consumers follow all the trends that are developing, both in terms of using the internet as a place for shopping lifestyle, buying and selling, fashion, and others.

## **CONCLUSION AND SUGGESTION**

The results show that shopping lifestyle has a positive and significant effect on impulsive purchase in Online Store for types of clothing in Medan City.

Suggestions for this research are that Online Store for types of clothing in Medan City to maintain a sense of pleasure and happiness for consumers when shopping. The solution that can be done to increase positive emotions and impulse purchases from consumers is Online Store for types of clothing in Medan City must often carry out promotions in the form of discounts, free shipping, conduct monthly raffles for consumers who have shopped, provide the latest products according to existing trends as a form of concern and solutions for consumers as product users. So that consumers feel comfortable and confident when using the product. Impulse buying occurs because of some encouragement from existing companies,

this is based on the available questionnaire answers. Consumers think that discounts, being able to pay for orders on the spot and the large variety of products offered by Online Store for types of clothing in Medan City are important factors to encourage consumers to make impulse purchases. One of the effective strategies that must be given to induce impulse buying is to provide maximum service starting from responding to messages or comments properly and politely to consumers so as to create a comfortable atmosphere for consumers who ask questions and shop.

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