THE EFFECT OF DISCOUNT AND SHOPPING LIFE STYLE ON IMPULSE BUYING WITH POSITIVE EMOTION AS AN INTERVENING VARIABLE ON THE SHOPEE SHOPPING PLATFORM

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ABSTRACT

Business that employs an online store using the Shopee platform is Ghealsy.id. The aim of this study is to ascertain: (1) whether Discounts have an influence on Impulse buying, (2) whether Shopping lifestyle has an influence on Impulse buying, (3) whether Positive emotions have an influence on Impulse buying, (4) whether Discounts have an influence on Positive emotions, (5) whether Shopping lifestyle has a positive influence on Positive emotions, (6) whether Discounts have an influence on Impulse buying through Positive emotions as an Intervening Variable, and (7) whether Shopping lifestyle has an influence on Impulse buying through Positive emotions as an Intervening Variable. This study employs a quantitative (numeric) approach with 100 respondents as its sample. The results of this research demonstrate that: (1) Discounts have an effect on Impulse buying, (2) Shopping lifestyle does not have an effect on Impulse buying, (3) Positive emotions have an effect on Impulse buying, (4) Discounts have an effect on Positive emotions, (5) Shopping lifestyle has a positive effect on Positive emotions, (6) Through Positive emotions as an Intervening Variable, Discounts have an effect on Impulse buying, and (7) Through Positive emotions as an Intervening Variable, Shopping lifestyle has an effect on Impulse buying

Keywords: *Discount, Shopping Lifestyle, Positive Emotion, Impulse Buying*

ABSTRAK

Bisnis yang menggunakan toko online dengan menggunakan platform Shopee adalah Ghealsy.id. Penelitian kali ini bertujuan untuk mengetahui (1) *Discount* memiliki pengaruh terhadap *Impulse buying* (2) *Shopping life style* memiliki pengaruh terhadap *Impulse buying* (3) *Positive emotion* memiliki pengaruh terhadap *Impulse buying* (4) *Discount* memiliki pengaruh terhadap *Positive emotion* (5) *Shopping life style* memiliki pengaruh *Positive emotion* (6) *Discount* memiliki pengaruh terhadap *Impulse buying* melalui *Positive emotion* sebagai Variabel Intervening (7) *Shopping life style* memiliki pengaruh terhadap *Impulse buying* melalui *Positive emotion* sebagai Variabel Intervening. Penelitian ini menggunakan metode pendekatan secara kuantitatif (numerik) dengan 100 responden sebagai sampelnya. Hasil penelitian ini menunjukan bahwa (1) *Discount* berpengaruh terhadap *Impulse buying* (2) *Shopping life style* tidak berpengaruh terhadap *Impulse buying* (3) *Positive emotion* berpengaruh terhadap *Impulse buying* (4) *Discount* berpengaruh terhadap *Positive emotion* (5) *Shopping life style* berpengaruh *Positive emotion* (6) Melalui *Positive emotion* sebagai Variabel Intervening *Discount* berpengaruh terhadap *Impulse buying* (7) Melalui *Positive emotion* sebagai Variabel Intervening *Shopping life style* berpengaruh terhadap *Impulse buying*.

Kata Kunci: Diskon, Gaya Hidup Belanja, Emosi Positif, Pembelian Impuls

Introduction

The development of retail business in Indonesia is also accompanied by the rapid advancement of information technology. As a result, many conventional retail businesses are transitioning to modern retail businesses using digital platforms. Digital economy is widely embraced by pioneering companies, often referred to as startup companies. According to Boyoung (2018), a Startup Business is created to launch new products or services in uncertain conditions. With the presence of retail startups, businesses are now expanding their market share from conventional sales to modern methods, one of which is app-based marketing.

The prevalent method of app-based marketing nowadays utilizes platforms known as e-commerce. Examples of e-commerce platforms in Indonesia include Shopee, Tokopedia, Lazada, Bukalapak, and others.Based on www.goodstats.id (2022), 77% of the e-commerce platform preference in Indonesia still belongs to Shopee compared to seven similar competing platforms. In 2022, Shopee's revenue saw an increase of 64.4%, reaching approximately 1.5 billion dollars. One interesting aspect of Shopee is its large following in comparison to similar competitors, as Shopee is closely associated with fashion-related sales such as clothing, shoes, and bags, unlike its counterparts like Tokopedia, Bukalapak, and others, which predominantly sell non-fashion necessities like electronics and automotive spare parts

An example of a retail business utilizing the Shopee shopping platform is Ghealsy. Ghealsy operates an online store on Shopee and has earned the title of "star seller" due to its high sales intensity. Additionally, Ghealsy's Shopee online store boasts the largest number of followers, totaling 299.2 thousand, surpassing the top 2 other clothing online stores on Shopee, namely Prabujaya and Clodia

Ghealsy leverages the phenomenon of impulse buying to increase its sales volume. According to Solomon (2007), impulse buying refers to when consumers make spontaneous purchases driven by certain factors. Ghealsy's customers tend to engage in impulse buying when the store offers products at discounted prices during specific periods and releases new products that align with ongoing trends.

According to Tjiptono (2008), the discount offers provided by Ghealsy to its customers include examples such as discounts on special dates, holiday discounts, early-month discounts, anniversary discounts, new product launch discounts, and clearance sale discounts in the form of flash sales. This phenomenon aligns with previous research as stated by Sari (2018), where Price Discount has a positive and significant influence on

impulse purchasing. However, in contrast to the study by Bambang et al (2023), it is shown that discounts actually have a negative and insignificant influence on impulse buying.

Aside from discounts, the shopping lifestyle phenomenon can also influence impulse buying among consumers who use the Shopee platform for shopping. Shopping lifestyle can be described as how consumers allocate their time and finances to obtain what they desire. This is in line with prior research by Padmasari and Widyastuti (2022) that shows Shopping lifestyle significantly affects impulse buying. However, in contrast to the study by Umboh et al (2018), it is indicated that Shopping lifestyle does not have a significant influence on impulsive purchases.

To enhance impulse buying, Ghealsy also strives to trigger emotional responses from consumers during special offers, including positive emotions. According to Saputro (2019), positive emotion is a characteristic that someone possesses to support a decision. Such decisions can aid consumers in making product purchases based on their interests.

METHODS

The approach utilized in this study employs a quantitative approach, which involves research that employs numerical statistical analysis and data collection methods that are objective (Sugiyono, 2015). The population used in this research consists of all Ghealsy consumers who have made purchases through the Shopee online store at Ghealsy.id, the exact number of which is unknown. Meanwhile, the sample used follows Cooper & Emory's (1996) method and consists of 100 respondents. The respondent criteria are as follows: (1) A minimum age of 17 years, (2) Having shopped at Ghealsy through the Shopee platform within the period of March to May 2023, (3) Having made impulsive purchases at Ghealsy, and (4) Having purchased Ghealsy products, specifically clothing.

The research is conducted in Malang, East Java. The choice of Malang as the research location is due to Ghealsy's research subject being located at Jalan Raya Jetis No.19A Mulyoagung, Dau Malang. The research was conducted over a span of 4 months, from March to June 2023, which includes literature collection for proposal development to the publication process.

The data analysis technique employs quantitative or numerical measurement methods using a Likert scale ranging from 1 to 5 (strongly disagree - strongly agree). The data analysis method involves path analysis, utilizing the SmartPLS data processing tool.
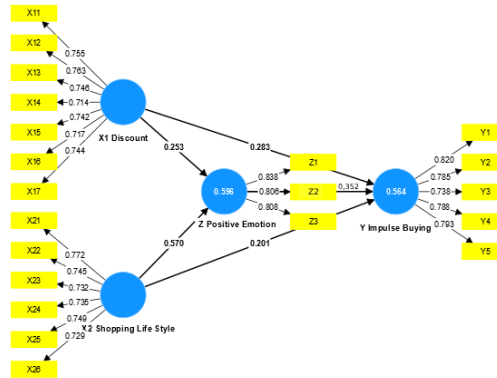
RESULT AND DISCUSSION

A. Outer Model Measurement

   a. Validity Test

   1.1 *Loading Factor*

Image 1. Structural Model

Source: SmartPLS Output (2023)

Based on the output diagram from SmartPLS regarding the loading factors, all indicators of each variable can reflect Discount (X1), Shopping Lifestyle (X2), Positive Emotion (Z), and Impulse Buying (Y) as the values of each indicator towards their respective variables are > 0.7, thus considered valid.

1.2. *Fornell Lacker*

Table 1. Fornel Lacker

	X1 (Discount)	X2 (Shopping Life Style)	Y (Impulse Buying)	Z (Positive Emotion)
X1 (Discount)	0,740			
X2 (Shopping Life Style)	0,719	0,752		
Y (Impulse Buying)	0,660	0,669	0,785	
Z (Positive Emotion)	0,663	0,762	0,690	0,818

Source: SmartPLS Output (2023)

As can be seen from the above Fornell-Lacker table, the results indicate that the discount variable has a value of 0.740, which is greater than the other variables. Similarly, shopping lifestyle has a value of 0.752, impulse buying has a value of 0.785, and positive emotion has a value of 0.818. The results from the table above demonstrate that discriminantly, the constructs of Fornell-Lacker indicators used to measure the research variables are declared valid.

1.3. Cross Loading

Table 2. Cross Loading

Variabe	X1 (Discount)	X2 (Shopping Life Style)	Y (Impulse Buying)	Z (Positive Emotion)
X11	0,755	0,658	0,491	0,602
X12	0,763	0,555	0,560	0,585
X13	0,746	0,572	0,576	0,453
X14	0,714	0,480	0,480	0,454
X15	0,742	0,543	0,443	0,492
X16	0,717	0,403	0,419	0,421
X17	0,744	0,466	0,415	0,372
X21	0,585	0,772	0,419	0,578
X22	0,639	0,745	0,458	0,581
X23	0,539	0,732	0,494	0,552
X24	0,515	0,735	0,505	0,526
X25	0,489	0,749	0,573	0,539
X26	0,446	0,729	0,525	0,579
Y1	0,562	0,540	0,820	0,490
Y2	0,492	0,489	0,785	0,572
Y3	0,541	0,499	0,738	0,491
Y4	0,495	0,553	0,788	0,584
Y5	0,503	0,542	0,793	0,569
Z1	0,616	0,658	0,564	0,838
Z2	0,518	0,620	0,591	0,806
Z3	0,485	0,561	0,537	0,808

Source: SmartPLS Output (2023)

Based on the cross loading table above, it is evident that all cross loading values of the indicators for each variable towards the intended construct are higher compared to the cross loading values towards other constructs. This indicates that the outer model used is declared valid.

1.2 Reliability Test

Table 3. Reliability Test

	Cronbach Alph	Composite Realibility	Average Variance
X1 (Discount)	0,863	0,895	0,548
X2 (Shopping Life Style)	0,838	0,881	0,553
Y (Impulse Buying)	0,844	0,889	0,617
Z (Positive Emotion)	8,752	0,858	0,668

Source: SmartPLS Output (2023)

Based on the reliability test table above, it is evident that the Cronbach's alpha value for the discount variable is 0.863 (> 0.6), the AVE value for discount is 0.548 (> 0.5), and the composite reliability value is 0.895 (> 0.8). Similarly, for the shopping lifestyle variable, the Cronbach's alpha value is 0.838 (> 0.6), the AVE value is 0.553 (> 0.5), and the composite reliability value is 0.881 (> 0.8). Furthermore, for the impulse buying variable, the Cronbach's alpha value is 0.844 (> 0.6), the AVE value is 0.617 (> 0.5), and the composite reliability value is 0.889 (> 0.8). Lastly, for the positive emotion variable, the Cronbach's alpha value is 0.752 (> 0.6), the AVE value is 0.668 (> 0.5), and the composite reliability value is 0.858 (> 0.8). This implies that the research instruments used are valid.

B. Inner Model Measurement

1. R-*Square* (R²)

Table 4. R-*Square* (R²)

	R-Square	R-Square Adjusted
Y (Impulse Buying)	0,564	0,550
Z (Positive Emotion)	0,596	0,588

Source: SmartPLS Output (2023)

According to the R-Square table above, it shows that the R-Square value for positive emotion (Z) is 0.596. This means that 59.6% of the variance in positive emotion (Z) is explained by discount and shopping lifestyle. The remaining 40.4% is accounted for by other latent constructs that are not considered in this research. Meanwhile, the R-Square value for impulse buying (Y) is 0.564. This indicates that 56.4% of the variance in impulse buying (Y) is explained by discount, shopping lifestyle, and positive emotion. The other unconsidered latent constructs account for 43.6%.

2. Effect Size

Table 5. F Square Table

	X1 (Discount)	X2 (Shopping Life Style)	Y (Impulse Buying)	Z (Positive Emotion)
X1 (Discount)			0,082	0,077
X2 (Shopping Life Style)			0,032	0,390
Y (Impulse Buying)				
Z (Positive Emotion)			0,115	

Source: SmartPLS Output (2023)

Based on the F Square table above, it is indicated that the f2 value for the relationship between discount and impulse buying is 0.082. From these results, it can be inferred that discount has a moderately significant influence on impulse buying. Similarly, the f2 value for the relationship between shopping lifestyle and impulse buying is 0.031.

This suggests that shopping lifestyle has a weak to moderately significant influence on impulse buying. Next, the f2 value for the relationship between positive emotion and impulse buying is 0.115. This indicates that positive emotion has a moderately significant influence on impulse buying. Furthermore, the f2 value for the relationship between discount and positive emotion is 0.007. This suggests that discount has a somewhat significant influence on positive emotion. Similarly, the f2 value for the relationship between shopping lifestyle and positive emotion is 0.390. This result explains that shopping lifestyle strongly influences positive emotion.

3. Q Square (Q²)

The Q Square will further elucidate the value of Goodness of Fit (GoF). The Goodness of Fit (GoF) value is calculated manually. As per the formula provided by Tenenhaus (2004)

$$GoF = \sqrt{AVE \times R^2}.$$

for R² = 0,564 obtained:

$$GoF\ discount = \sqrt{0{,}548 \times 0{,}564} = 0{,}556$$

GoF *shopping life style*=$\sqrt{0,553 \times 0,564} = 0,558$

GoF *positive emotion* =$\sqrt{0,668 \times 0,564} = 0,614$

Untuk $R^2 = 0,596$ obtained:

GoF *discount* =$\sqrt{0,548 \times 0,596} = 0,571$

GoF *shopping life style* =$\sqrt{0,553 \times 0,596} = 0,574$ $\text{---------------------------------}$(1)

According to Tenenhaus (2004), GoF values are as follows: small GoF = 0.1, medium GoF = 0.25, and large GoF = 0.38. Based on the calculated results above, it is evident that the GoF value for the impulse buying construct explained by discount and shopping lifestyle through positive emotion is greater than 0.38. Therefore, the structural model satisfies the Goodness of Fit (GoF) criterion and is considered acceptable.

C. Hypothesis Test

Table 6. Hypothesis Test

Variabel	Original Sample	T Statistics	P Values	Kesimpulan
		Direct Effect		
X1 -> Y	0,283	2,367	0,018	**Signifikan**
X1 -> Z	0,253	2,879	0,004	**Signifikan**
X2 ->Y	0,201	1,610	0,108	
X2 -> Z	0,570	5,970	0,000	**Signifikan**
Z ->Y	0,352	3,105	0,002	**Signifikan**
		Specific Direct Effect		
X1 -> Z -> Y	0,089	2,070	0,039	**Signifikan**
X2 -> Z -> Y	0,201	2,676	0,007	**Signifikan**

Source : SmartPLS Output (2023)

Based on the structural equations formed in Path 2, Discount has a positive value of 0.283 units. Thus, the first hypothesis of this research, H1, stating that "discount influences impulse buying," is **accepted.**

Based on the structural equations formed in Path 2, Shopping Lifestyle has a positive value of 0.253 units. Therefore, the second hypothesis of this research, H2, stating that "Shopping Lifestyle influences impulse buying," is **rejected.**

Based on the structural equations formed in Path 2, positive emotion has a positive value of 0.352 units. Hence, the third hypothesis of this research, H3, stating that "positive emotion influences impulse buying," is **accepted.**

From the formed structural equations, it's known that the path coefficient of Discount has a positive value of 0.253 units. Therefore, the fourth hypothesis of this research, H4, stating that "discount influences positive emotion," is accepted.

The path coefficient of Shopping Lifestyle has a positive value of 0.570 units. This indicates that Shopping Lifestyle has a positive influence on positive emotion. Hence, the fifth hypothesis of this research, H5, stating that "Shopping Lifestyle influences positive emotion," is **accepted.**

Similarly, the indirect influence of discount on impulse buying through positive emotion (X1 → Z → Y) has a positive value of 0.089, with a t-statistics value of 2.070 (> 1.96), and a Sig. value of 0.039 (< 0.05), which proves the mediating role of positive emotion in the influence of discount on impulse buying. Thus, the seventh hypothesis of the research (H6), stating that "Discount influences Impulse buying mediated by Positive Emotion," is **accepted.**

Likewise, the indirect influence of Shopping Lifestyle on impulse buying through positive emotion (X2 → Z → Y) has a positive value of 0.201, with a t-statistics value of 2.676 (> 1.96), and a Sig. value of 0.007 (< 0.05), which demonstrates the mediating role of Positive Emotion in the influence of Shopping Lifestyle on impulse buying. Hence, the seventh hypothesis of the research (H7), stating that "Shopping Lifestyle influences Impulse buying mediated by Positive Emotion," is **accepted.**

CONCLUSION

In this study, it can be concluded that:

1. Discount has a positive and significant influence on Impulse Buying.
2. Shopping Lifestyle has a positive influence but is not significant on impulse buying.
3. Positive emotion has a positive and significant influence on impulse buying.
4. Discount has a positive and significant influence on positive emotion.
5. Shopping Lifestyle has a positive and significant influence on positive emotion.
6. Discount has a positive and significant influence on impulse buying through positive emotion.
7. Shopping Lifestyle has a positive and significant influence on impulse buying through positive emotion.

Suggestion

a. For Ghealsy.id

Based on the conclusions presented above, it can be observed that the majority of respondents from Ghealsy.id are students, most of whom do not yet have their own income and tend to receive financial support from their parents. Therefore, Ghealsy provides special offers for students, such as exclusive discounts during school breaks.

b. For Future Researchers

For future researchers, it is recommended to include additional variables in subsequent studies. Since impulsive buying is not solely influenced by discount, shopping lifestyle, and positive emotion, including more factors could lead to improved research outcomes that can be compared with the findings of this study.

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