

The Influence of Price Discount, Free Shipping, and Shopping Lifestyle on Impulsive Buying (Case Study on Shopee Marketplace)

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Abstract

This research aims to analyze the influence of price discount, free shipping, and shopping lifestyle on impulsive buying. This research method uses quantitative methods. Based on the t test, it can be concluded that the price discount variable has no significant effect on impulsive buying as indicated by a significant value of $0.268 > 0.05$. Based on the t test, it can be concluded that the free shipping variable has no significant effect on impulsive buying as indicated by a significant value of $0.963 > 0.05$. Based on the t test, it can be concluded that the shopping lifestyle variable has a significant effect on impulsive buying as indicated by a significant value of $0.000 < 0.05$. Based on the simultaneous f test, a significant value of $0.000 < 0.05$ was obtained, so it can be concluded that price discount, free shipping, and shopping lifestyle as a whole have a significant effect on impulsive buying on the Shopee marketplace.

Keywords: Price Discount, Free Shipping, Shopping Lifestyle, Impulsive Buying.