

# The Influence of Shopping Lifestyle and Materialism on Impulse Buying in Shopee Marketplace Consumers in South Surabaya

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## ABSTRACT

The purpose of this study is to determine the influence of Shopping Lifestyle and materialism on impulse purchases on the Shopee Marketplace in South Surabaya. Independent variables in written studies such as Shopping Lifestyle and materialism traits and the result taken into account were impulse purchases. The target audience is Masyarakat who are 18 years old and over shopee users who live in the south Surabaya area. In this study, purposive sampling procedures combined with non-probability sampling methods were used in determining samples. 67 respondents were sampled. Questionnaires are used in collecting data. Descriptive analysis and multiple linear regression analysis are defined as the analysis techniques used. Reviewing in the study, there are 2 factors that significantly affect impulsive purchases on the Shopee Marketplace, namely Shopping Lifestyle and materialism. Shopping Lifestyle has a significant influence on impulse purchases. Then materialism also exerts a significant influence on impulse buying.

**Keywords:** Shopping Lifestyle, Materialism, Impulse Buying

## 1. INTRODUCTION

The development of an increasingly modern era causes human life to be inseparable from the all-digital era. Increasingly sophisticated technology is making major changes to the world in various aspects of life. Information technology is developing rapidly, which makes it easier for people to carry out daily activities. The increase in internet users is accompanied by the popularity of online shopping stores throughout Indonesia. The rapid internet network at this time indirectly causes new phenomena and lifestyles for the community. One example is the lifestyle of shopping online in e-commerce.

One of them is Shopee. Shopee is an e-commerce marketplace category that has received the most site visits in Indonesia throughout 2023. During January-December 2023, cumulatively the Shopee site achieved around 2.3 billion visits, far outpacing its competitors. The number of promotions and discounts every day on Shopee can trigger impulse buying behavior. According to Pontoh et al., (2017) impulse buying is a person's shopping behavior that occurs unplanned in making decisions quickly when looking at a product. The emergence of impulse buying behavior can be caused by people's lifestyles, especially the younger generation who are materialistic and like shopping as a fun activity (Shopping Lifestyle). Shopping lifestyle is an expression of a lifestyle in shopping from someone that can reflect differences in social status (Japarianto and Sugiharto, 2011). Another internal factor that also influences impulsive buying is the nature of materialism. According to Winatha & Sukaatmadja (2014), the nature of materialism is the attitude that feels the most important and feels the most happy when having something. Materialism is the tendency to obtain happiness through the possession of certain material possessions.

Based on the explanation of the phenomenon that is interesting to study, therefore the author wants to conduct research to determine the influence of Shopping Lifestyle and the Nature of Materialism on Impulse Purchases on the shopee marketplace.

## 2. RESEARCH METHODS

The analysis method used is multiple linear regression analysis. This study used a quantitative approach. Data collection by distributing questionnaires. The population used in this study is Shopee users in South Surabaya who have made impulse purchases. The sampling technique uses a non-probability sampling method with a purposive sampling procedure. The sample used was 67 respondent.

### 3. RESULTS AND DISCUSSION

#### 3.1. Validity Test

The validity test is performed by correlating the answers obtained from each question with the total score for all questions. If the correlation result between each question and the total score shows a significant result (significant <0.05 and correlation >0.4), then the question item is valid.

**Table 1.** Validity Test Results

Variable	Items	Total Pearson Correlation	Sig	Information
Shopping Lifestyle (X1)	X1.1	0,845	0,000	Valid
	X1.2	0,782	0,000	Valid
	X1.3	0,742	0,000	Valid
	X1.4	0,772	0,000	Valid
	X1.5	0,624	0,000	Valid
The Nature of Materialism (X2)	X2.1	0,911	0,000	Valid
	X2.2	0,824	0,000	Valid
	X2.3	0,907	0,000	Valid
	X2.4	0,842	0,000	Valid
Impulse Buying (Y)	Y1	0,858	0,000	Valid
	Y2	0,838	0,000	Valid
	Y3	0,867	0,000	Valid

Source: Data processed by researchers using SPSS

Based on the results of table 1 it is obtained that the points on all indicators in each variable have a *Pearson correlation* > 0.4 and a significant value of < 0.05. This shows that the statement of each indicator in this study shows valid results.

#### 3.2. Reliability Test

From this study, the measure applied to test the reliability is *Cronbach Alpha (a)*, if the Alpha score (*a*) > 0.60 can be interpreted as all statements are reliable. The results of the validity test in this study can be seen in the table below:

**Table 2.** Reliability Test Results

Variable	Cronbach Alpha	Minimum Reliability	Information
Shopping Lifestyle (X1)	0,810	0,60	Reliable
The Nature of Materialism (X2)	0,894	0,60	Reliable
Impulse Buying (Y)	0,814	0,60	Reliable

Source: Data processed by researchers using SPSS

Based on the results of table 2, it can be concluded that all *Cronbach Alpha* variables have a value of > 0.60, which means that all variables are interpreted as reliable. Therefore, it can be used for further data processing in this study.

#### 3.3. Multiple Linear Regression Test

**Table 3.** Multiple Linear Regression Test Results

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (constant)	0,148	1,209		0,123	0,903
Shopping Lifestyle (X1)	0,401	0,094	0,532	4,265	0,000
The Nature of Materialism (X2)	0,199	0,097	0,255	2,043	0,045

Source: Data processed by researchers using SPSS

According to table 3 there is an explanation of multiple linear regression equations. The regression equation formula from the study above is:

$$Y = 0.148 + 0.401X_1 + 0.199X_2 \dots\dots (1)$$

Equation 1 is the formula used in this study. Constant Value = 0.148, the constant value is 0.148 which indicates that if the *variables* Shopping Lifestyle (X1) and Materialism Properties (X2) are in a constant state, then the magnitude of the value of Impulse Buying (Y) is 0.148. The value of  $b_1$  indicates a value of 0.401 and has a positive regression coefficient sign, it shows a unidirectional influence between the Shopping Lifestyle variable (X1) and Impulse Buying (Y) which means that if there is an increase in the Shopping Lifestyle variable (X1) by 1 unit, then Impulse Buying (Y) will increase by 0.401 units. Assuming other independent variables are in a fixed or constant state. The value of  $b_2$  shows a value of 0.199 and has a positive regression coefficient sign, it shows a unidirectional influence between the variable Materialism Nature (X2) and Impulse Buying (Y) which means that if there is an increase in the variable Materialism Nature (X2) by 1 unit, then Impulse Buying (Y) will increase by 0.199 units. Assuming other independent variables are in a fixed or constant state.

### 3.4. Test Hypothesis (T Test)

**Table 4.** T Test Results

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (constant)	0,148	1,209		0,123	0,903
Shopping Lifestyle (X1)	0,401	0,094	0,532	4,265	0,000
The Nature of Materialism (X2)	0,199	0,097	0,255	2,043	0,045

The Shopping Lifestyle variable (X1) has a significance value of  $0.000 < 0.05$  so it can be concluded that the Shopping Lifestyle variable has a significant effect on Impulse Purchases on the Shopee marketplace in South Surabaya. The Materialism Trait variable (X2) has a significance value of  $0.045 < 0.05$  so that it can be concluded that the Materialism Trait variable has a significant effect on Impulse Buying on the Shopee marketplace in South Surabaya.

### 3.5. Coefficient of Determination (R<sup>2</sup>)

**Table 5.** The results of the coefficient of determination test (R<sup>2</sup>)

Type	R	R Square	Adjusted R Square	Std. Error Of The Estimates
1	0,741	0,550	0,536	2,11004

Source: Data processed by researchers using SPSS

From table 5 it is concluded that the correlation between the variable Shopping Lifestyle and the Nature of Materialism with Impulse Buying is strong because the value of  $R = 0.741 > 0.05$  and obtained the value of Adjusted R Square = 0.536 or 53,6%, this means that the variable of Impulse Buying is influenced by the variable Shopping Lifestyle and the Nature of Materialism by 53,6% and the remaining 46,4% is influenced by other variables that are not included in this study.

## 3.6. DISCUSSION

Based on the results of the t test, it is concluded that Shopping Lifestyle has a significant effect on Impulse Purchases on the Shopee Marketplace in South Surabaya. This is because Shopping Lifestyle reflects a person's choice in spending his time and money. The more time the consumer has, the more time the consumer will use to shop and the more money the consumer has, the consumer's purchasing power will be high. Consumers in purchasing goods will be reflected in their interaction with the shopping environment. Indicates that the higher the Shopping Lifestyle, the more likely the impulsive buying behavior of consumers. The results of this study are in line with research conducted by Mawardi et al (2023) which shows that Shopping Lifestyle has a significant effect on impulse buying. A Shopping Lifestyle is an expression of a person's lifestyle in shopping that reflects social status and the way they spend time and money on various goods, technology, fashion, entertainment services and education.

Based on the results of the t test, it is concluded that the nature of materialism has a significant effect on impulse purchases on the Shopee Marketplace in South Surabaya. This is because consumers who have Materialistime tend to shop to buy goods that are felt to increase their degree, without thinking long and without prior plans. It can be concluded that the higher the materialist nature, the stronger the tendency to not be able to delay a purchase. This research is in line with Anggraini et al (2021) stating that the nature of materialism has a significant effect on impulsive buying behavior. The nature of materialism is the belief of someone who makes the objects and materials they buy on the Shopee marketplace very important in their lives that can increase happiness in someone.

## 4. CONCLUSION

From the results of research and discussion described in the previous chapter, several conclusions were obtained from the research. Shopping Lifestyle has a significant effect on impulse purchases on the Shopee Marketplace in South Surabaya. Materialism has a significant effect on impulse buying at Marketplace Shopee in South Surabaya.

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