



## The Influence of Shopping Lifestyle and Discounts on Impulsive Buying of Fashion Products (A Study among Generation Z Shopee Users in Pekalongan)

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### ABSTRACT

*The rapid development of Shopee e-commerce in Indonesia not only brought various positive impacts but also negative impacts including impulsive buying behavior. This study aims to examine the influence of shopping lifestyle and discounts on impulsive buying of fashion products at Shopee e-commerce among Generation Z Consumers in Pekalongan. This study is a survey-based field research with a quantitative approach. Data collection in this study was carried out using a Google Form questionnaire as an instrument. The sample in this study is 96 Generation Z in Pekalongan who used Shopee E-Commerce. The data analysis method is multiple linear regression analysis. Based on the results of data analysis, this study found that shopping lifestyle and discounts had a positive and significant effect on impulsive buying of fashion products on Shopee e-commerce among Generation Z in Pekalongan.*

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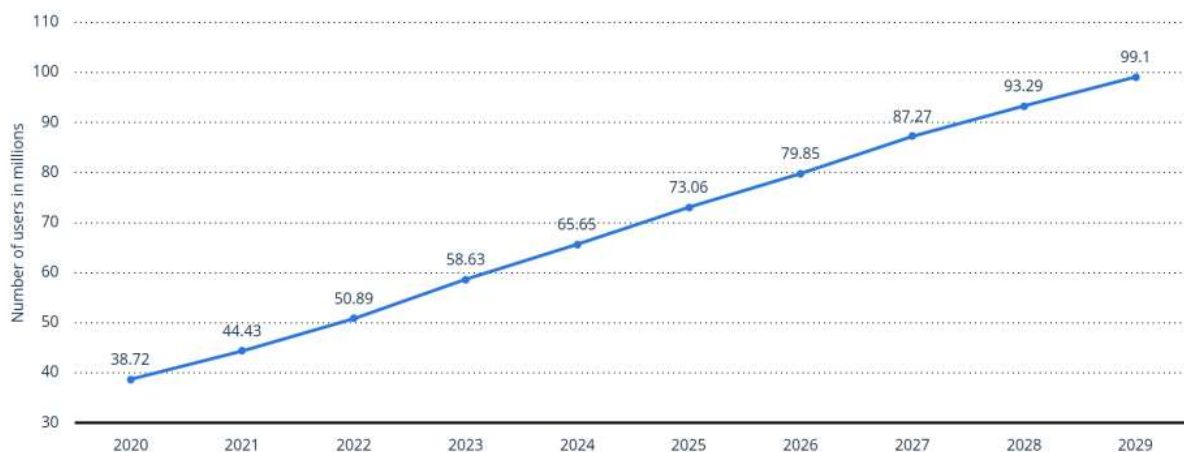
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## INTRODUCTION

The rapid development of technology has caused changes in various sectors of human life, including in the economy and trade. Nowadays, with the advancement of existing technology, buying and selling transactions have become easier (Oprescu, 2019). The widespread use of smartphones and the internet has encouraged online buying and selling transactions, without requiring sellers and buyers to meet face-to-face. Virtual buying and selling transactions that connect sellers and buyers online are known as e-commerce (Rosario & Raimundo, 2021).

The development of e-commerce in Indonesia is inseparable from the large number of e-commerce users in this country. Indonesia is one of the countries with a large number of e-commerce users growing, this can be seen in the following Figure 1 below:



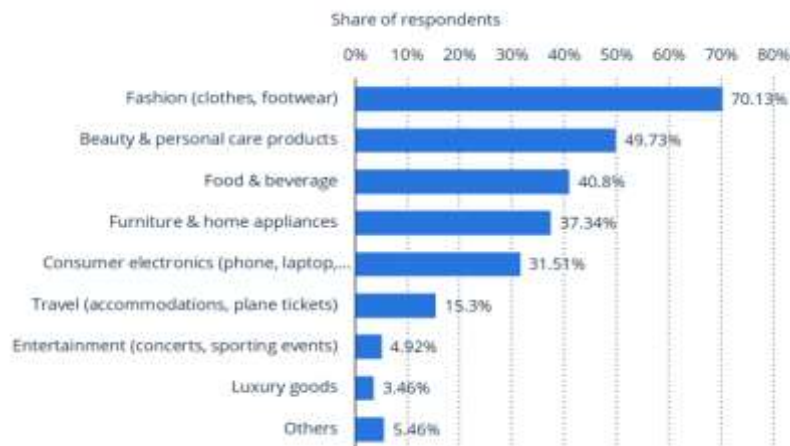
**Figure 1. Number of E-Commerce Users in Indonesia**  
Source: Ministry of Trade of Republic Indonesia (2023)

Based on Figure 1, the number of e-commerce users in Indonesia shows significant growth every year. The Indonesian Digital Trade (E-Commerce) Report for the 2023 Period released by the Ministry of Trade of Republic Indonesia mentions that the number of e-commerce users in Indonesia has continued to increase since 2020. In 2023, the number of e-commerce users in Indonesia was 58.63 million. The number of e-commerce users in Indonesia will continue to grow over the next few years. By 2029, the number of e-commerce users in Indonesia will reach 99.1 million. Based on SimilarWeb data, Shopee is the e-commerce that received the most site visits in Indonesia throughout 2023. During January-December 2023, cumulatively the Shopee site received around 2.35 billion visits, far surpassing its competitors (databoks.katadata.co.id, 2024).

The development of e-commerce in Indonesia opens up various new business opportunities (Dewi & Lusikooy, 2024), not only for sellers and developers of e-commerce platforms, but also for various supporting business lines, including expedition and payment services. The development of e-commerce has a positive impact on national economic growth (Aula & Suharto, 2021), through increasing people's purchasing power, growing interest in entrepreneurship, investment, and innovation, and the opening of new jobs. Thus, it can be said that e-commerce not only offers convenience in buying and selling transactions but also provides promising economic prospects.

From a consumer perspective, in addition to the convenience aspect, e-commerce also offers a complete and diverse selection of products (Alamin et al., 2023). Among the various products available on e-commerce, fashion is one of the products most purchased by its users. Based on a Statista survey in January 2023 of 1,434 respondents aged over 18 years, 70.13% of respondents admitted that they used e-commerce to buy fashion (clothes and shoes). This number is more than beauty and personal care products (49.73%) and food and beverages

(40.8%). More complete data can be seen in Figure 2 below:



**Figure 2. products most purchased on the e-commerce in Indonesia January 2023**  
Source: Statista (2023)

Although e-commerce brings so many positive impacts, it also brings negative impacts, one of which is encouraging people to become more consumptive (Fadhilah et al., 2024). One form of consumptive behavior that occurs from the use of e-commerce is impulsive buying. Impulsive buying is consumer behavior in which they make purchases of a product spontaneously, without prior careful consideration. This behavior arises because consumers prioritize emotional drives or external appeals over rational considerations in purchasing a product (Alemu & Zewdie, 2021).

Psychologically, impulsive buying behavior often makes consumers feel pleasure in the short term, but then feel dissatisfaction or even regret because the product they bought was not needed (Sarwar et al., 2023). Impulsive buying behavior in Islam is very close in meaning to the *tabdzir*, which is excessive spending of wealth for something without wise thought about its benefits (wastefulness). This behavior is a despicable morality that is expressly prohibited in the Quran, Surah Al Isra' verse 27 which means, "Indeed, the wasteful are brothers of Satan and Satan is very ungrateful to His Lord." (Awadin et al., 2024).

Impulsive buying behavior of e-commerce users can be influenced by internal and external factors. Internal factors refer to factors that originate from within the e-commerce user, such as shopping habits (shopping lifestyle). External factors refer to factors that originate from outside the e-commerce user, such as discounts offered by sellers (merchants) or the e-commerce platform itself. These two factors are critical factors that influence a person's impulsive buying behavior.

A shopping lifestyle is a behavior that shows how habits, preferences, and motivations will affect the way and frequency of a person in shopping. A person with a strong shopping lifestyle considers that shopping is not only an act to fulfill needs, but is also part of social identity and self-image. A strong shopping lifestyle in a person causes a tendency to make purchases without careful consideration but only based on mood to achieve satisfaction. In other words, individuals with a strong shopping lifestyle will be more susceptible to impulsive buying behavior because they are more easily tempted to buy the products they want spontaneously (Meutia, 2021).

Besides shopping lifestyle, another factor that can encourage impulsive buying behavior is the presence of external stimuli such as discounts. Discounts refer to the actions of sellers who provide price reductions on a product in order to attract consumer interest in buying the product. Discounts are one of the marketing strategies that can effectively influence the psychological condition of consumers. When consumers know that there is a discount, they will feel an urgency to gain financial benefits, namely the opportunity to get products at a cheaper price. This can then encourage them to carry out impulsive buying so as not to miss the

momentum of the ongoing discount (Tan, 2023).

There have been many previous studies that analyze the influence of shopping lifestyles and discounts on impulsive buying. According to research by Dewi & Adi (2023), a shopping lifestyle has a positive and significant effect on impulsive buying. This finding is reinforced by Simatupang et al. (2024) who mention that the stronger a person's shopping lifestyle, the more it will encourage impulsive buying behavior. However, different findings were revealed in research by Kumbara et al. (2024) and Satria (2024) who mention that shopping lifestyle has no effect on impulsive buying behavior.

According to research by Setiawan & Sri Ardani (2022), discounts have a positive and significant effect on impulsive buying. This finding is supported by Octafehili et al. (2024), who mention that the discount of a product will further encourage a person's impulsive buying behavior towards the product. However, different findings were revealed in research by Qomariah et al. (2020) and Aliwinoto et al. (2024) who mention that discounts do not affect impulsive buying behavior. The difference in research findings regarding the influence of shopping lifestyle and discounts on impulsive buying is a research gap that makes research on this topic still relevant and interesting to study.

The purpose of this study is to examine the influence of shopping lifestyle and discounts on impulsive buying behavior of fashion products among Generation Z Shopee users in Pekalongan. This study has important significance because it provides an understanding of the psychological and economic factors that influence the impulsive buying behavior of Generation Z in the context of e-commerce. The results of this study are expected to provide theoretical contributions to the development of literature related to young consumer behavior in the digital era.

## RESEARCH METHOD

This research is a type of field study because this research uses data obtained from respondents directly related to the object being studied. The approach used in this study is a quantitative causality research approach that aims to test the causal relationship of the variables studied (Sugiyono, 2022). This research approach was chosen to analyze whether there is a significant influence of shopping lifestyle variables and discounts on impulsive purchases of fashion products.

The type of data used in this study is primary data. Data was collected through a survey in June 2024, with questionnaires distributed online to respondents via Google Forms. The population in this study was Generation Z users of Shopee e-commerce in the Pekalongan area and its surroundings. Determination of the number of samples in this study used the Lemeshow Formula with the consideration that this formula is suitable for determining the number of samples in research based on cross-sectional study surveys with a large population and certain proportion characteristics (Setiawan et al., 2022). The calculation of the number of samples with the Lemeshow Formula in this study is as follows:

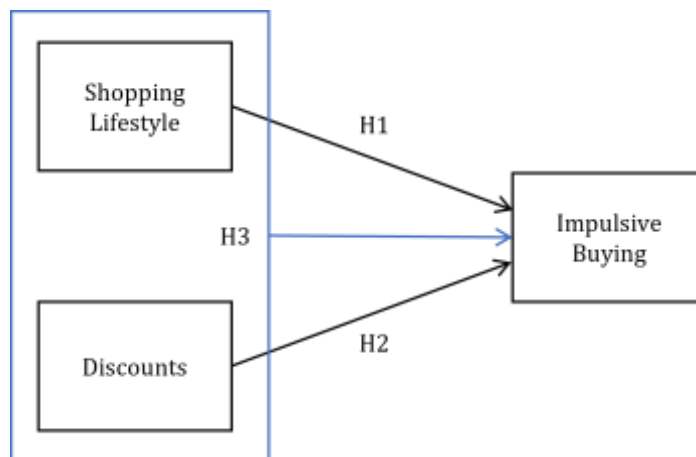
$$n = \frac{z\alpha^2 PQ}{L^2} = \frac{(1,96)^2 \times 0,5 \times 0,5}{(0,1)^2} = 96,04$$

Description	:
N	: Number of samples
Z $\alpha$	: Standard value of normal distribution used at $\alpha = 5\%$ (1.96)
P	: Estimated population proportion (0.5)
Q	: Interval and storage (0.5)
L	: Level of accuracy (0.1)

From the calculation of the Lemeshow Formula, a sample size of 96 respondents was obtained. The determination of respondents in this study used a purposive sampling technique, with the following criteria: (1) living in the Pekalongan area and its surroundings; (2)

generation Z (born between 1997-2012); and (3) having purchased fashion products on Shopee. Data analysis in this study used multiple linear regression analysis with the help of the SPSS version 26.

In accordance with the purpose of this study, namely to examine the influence of shopping lifestyle and discounts on impulsive buying, the research framework of this study are as follows:



**Figure 3. Research Framework**

Based on the research framework, and supported by various literature reviews of previous research (Hamdani et al., 2022; Liantifa & Haryono, 2022; and Maidah & Sari, 2022), the hypotheses tested in this study are as follows:

- H1 : Shopping lifestyle affects impulsive buying.
- H2 : Discounts affect impulsive buying.
- H3 : Shopping lifestyle and discounts affect impulsive buying.

The measurement of variables in this study adopted and adapted from previous research questionnaires with the same variables, including the following.

**Tabel 1. Measurement of Variables**

Variable	Item	Question/Statement
Shopping Lifestyle (Pratami, 2022)	X1.1	When shopping online through Shopee I tend to be interested in shopping for products with the latest models.
	X1.2	When shopping online through Shopee I tend to look for products with well-known brands when shopping online at Shopee.
	X1.3	When shopping online through Shopee I tend to shop for products from more than one brand or product category.
	X1.4	When shopping online through Shopee I tend to shop for products that have good ratings and reviews when shopping online at Shopee.
Discounts (Suryani, 2023)	X2.1	I am interested in buying a product if it is on discount.
	X2.2	I feel happy if the product I like is on discount.
	X2.3	I will buy a product if the discount period is almost over.
	X2.4	I am interested in buying a product that is on discount because I feel I am saving more.
Impulsive Buying (Pratami, 2022)	Y.1	When shopping for fashion products online at Shopee, I tend to shop without planning or shop spontaneously.
	Y.2	When shopping for fashion products online at Shopee, I tend to buy items that I want rather than items that I need.
	Y.3	When shopping for fashion products online at Shopee, I can't help but buy products that look attractive.
	Y.4	When shopping for fashion products online at Shopee, I tend to shop without thinking about the benefits of the products purchased.

Source: Processed Previous Research, 2024

## RESULT AND DISCUSSION

### 1. Data Analysis Results

#### a. Descriptive Analysis

Descriptive Data Analysis is a test to determine respondents' answers to the questionnaire given by the researcher (Wahyuni, 2020). Based on the results of the study, which was conducted on 96 respondents through the distribution of questionnaires, the descriptive analysis of respondents' answers to each variable in this study was obtained as follows:

- Shopping Lifestyle (X1)

**Table 2. Descriptive Analysis of Shopping Lifestyle Variable**

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Shoping Lifestyle (X1.1)	96	3.00	5.00	4.4375	.59493
Shoping Lifestyle (X1.2)	96	3.00	5.00	4.3750	.60263
Shoping Lifestyle (X1.3)	96	3.00	5.00	4.3229	.58929
Shoping Lifestyle (X1.4)	96	3.00	5.00	4.2813	.62750
Valid N (listwise)	96				

Source: Processed Primary Data, 2024

Based on Table 2, it can be seen that the Shopping Lifestyle variable has an average respondent answer of more than 4. This means that the answers obtained tend to agree, and it can be concluded that respondents like online shopping activities for fashion products on the Shopee e-commerce platform.

- Discounts (X2)

**Table 3. Descriptive Analysis of Discounts**

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Discounts (X2.1)	96	3.00	5.00	4.3646	.60035
Discounts (X2.2)	96	3.00	5.00	4.2813	.62750
Discounts (X2.3)	96	3.00	5.00	4.3229	.70330
Discounts (X2.4)	96	3.00	5.00	4.3958	.57086
Valid N (listwise)	96				

Source: Processed Primary Data, 2024

Based on Table 3, it can be seen that the discounts variable has an average respondent answer of more than 4. This means that the answers obtained tend to agree, and it can be concluded that the existence of discounts can be an attraction for respondents to make purchases of fashion products on the Shopee e-commerce platform.

- Impulsive Buying (Y)

- 

**Table 4. Descriptive Analysis of Impulse Buying**

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Impulsive Buying (Y1)	96	3.00	5.00	4.3438	.53955
Impulsive Buying (Y2)	96	3.00	5.00	4.2917	.63107
Impulsive Buying (Y3)	96	1.00	5.00	4.2396	.73620
Impulsive Buying (Y4)	96	2.00	5.00	4.2292	.64038
Valid N (listwise)	96				

Source: Processed Primary Data, 2024

Based on Table 4, it can be seen that the impulsive buying variable has an average

respondent answer of more than 4. This means that the answers obtained tend to agree, and it can be concluded that respondents like to make impulsive purchases of fashion products on the Shopee e-commerce platform.

**b. Instrument Quality Test**

- **Validity Test**

Validity testing aims to analyze whether each statement item in the research questionnaire measures what is intended to be measured. The validity test in this study was carried out using Pearson Correlation, which is to correlate the value of each item with the total value of the statement items in one variable. An item in the questionnaire is considered valid if the calculated r value is greater than the r table (Sujarweni, 2022). It is known that the r table value at degrees of freedom (df) = n - 2 = 96 - 2 = 94 and alpha 0.05 is 0.2006. The results of the validity test can be seen in the following table:

**Table 5. Validity Test**

Variabel	Item	r count	r table	Result
Shopping Lifestyle	X1.1	0,710	0,2006	Valid
	X1.2	0,765	0,2006	Valid
	X1.3	0,753	0,2006	Valid
	X1.4	0,723	0,2006	Valid
Discounts	X2.1	0,748	0,2006	Valid
	X2.2	0,672	0,2006	Valid
	X2.3	0,771	0,2006	Valid
	X2.4	0,890	0,2006	Valid
Impulsive Buying	Y.1	0,615	0,2006	Valid
	Y.2	0,663	0,2006	Valid
	Y.3	0,776	0,2006	Valid
	Y.4	0,688	0,2006	Valid

Source: Processed primary data, 2024

Based on Table 5, it can be seen that all items in the questionnaire have r count > r table. Thus, it can be concluded that all items in this research questionnaire are valid.

- **Reliability Test**

The reliability test aims to determine the questionnaire items that have been declared valid in each variable, whether they are reliable or not. What is meant by reliable is the questionnaire shows consistent measurement results if used to measure the same thing repeatedly. The reliability test in this study was carried out using the Cronbach's Alpha coefficient value. The questionnaire can be declared reliable if it has a Cronbach's Alpha value of more than 0.60 (Sujarweni, 2022). The results of the reliability test can be seen in the following table:

**Table 6, Reliability Test**

No.	Variabel	Cronbach's Alpha	Criteria	Result
1.	Shoping Lifestyle	0,720	0,60	Reliable
2.	Discounts	0,752	0,60	Reliable
3.	Impulsive Buying	0,628	0,60	Reliable

Source: Processed Primary Data, 2024

Based on Table 6, it is known that all variables have a Cronbach's Alpha value greater than 0.60. Therefore, all statement items in the research instrument to measure each variable of this study are declared reliable.

**c. Classical Assumption Test**

- Normality Test

The normality test is used to test the residuals from the analysis of the influence of independent variables on the dependent variable whether they are normally distributed or not. The data normality test in this study uses the Kolmogorov-Smirnov Test with the criteria that if the significance value is > 0.05, the data is normally distributed (Sujarweni, 2022). From testing using SPSS, the following output is produced:

**Table 7. Normality Test  
 One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.33656866
	Most Extreme Differences	
	Absolute	.076
	Positive	.062
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.200 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed Primary Data, 2024

Based on Table 7, it can be seen that the Asymp. Sig. (2-tailed) value is 0.200. The significance value is greater than 0.05. Therefore, the data tested is normally distributed.

- Multicollinearity Test

The Multicollinearity Test is used to determine whether there is a relationship between independent variables in a regression test, using Tolerance and variance inflation factor (VIF). The regression model has a requirement that there is no multicollinearity between variables. The criteria for this test are if the Tolerance value is greater than 0.1 and the VIF is less than 10, then there is no multicollinearity between independent variables (Sujarweni, 2022). From testing using SPSS, the following output is produced:

**Table 8. Multicollinearity Test**

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.417	1.614		2.736	.007	

Shopping Lifestyle	.552	.085	.558	6.518	.000	.843	1.186
Dicounts	.175	.083	.181	2.115	.037	.843	1.186

a. Dependent Variable: Impulsive Buying

Source: Processed Primary Data, 2024

Based on Table 8, it can be seen that there is a tolerance value of all independent variables greater than 0.1 and the VIF value of all independent variables is less than 10. This means that there is no multicollinearity in this study.

- Heteroscedasticity Test

The Heteroscedasticity Test is used to determine whether there is inequality of variance from the absolute residuals in the regression model or in other words whether the data in the study has heteroscedasticity interference or not. A good regression model has requirements so that heteroscedasticity does not occur. The heteroscedasticity test in this study uses the Glejser Test method, with the criteria that if the significance value is  $> 0.05$ , it can be stated that there is no heteroscedasticity in the regression model (Sujarweni, 2022). From testing using SPSS, the following output is produced:

**Table 9. Heteroscedasticity Test**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.790	1.039		1.724	.088
	Shopping Lifestyle	.017	.055	.034	.304	.762
	Dicounts	-.061	.053	-.128	-1.143	.256

a. Dependent Variable: Absolute Residuals

Source: Processed Primary Data, 2024

Based on Table 9, it can be seen that the Significance value of all variables is greater than 0.05. This means that in this study there is no Heteroscedasticity.

**d. Hypothesis Testing**

The hypothesis test in this study uses multiple linear regression analysis. Multiple linear regression analysis is a linear regression model that has more than one independent variable. This analysis is carried out to test whether there is an influence of the independent variable on the dependent variable or not (Ghozali, 2017).

- t Test

The t Test is used to test whether the independent variable partially has an effect or does not have an effect on the dependent variable. This test has the criteria that if the Sig. value is less than 0.05, it can be stated that there is a partial influence of the independent variable on the dependent variable (Ghozali, 2017).

**Table 10. t Test**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.417	1.614		2.736	.007
	Shopping Lifestyle	.552	.085	.558	6.518	.000

	Dicounts	.175	.083	.181	2.115	.037
a. Dependent Variable: Impulsive Buying						
Source: Processed Primary Data, 2024						

Based on Table 10, it can be seen that:

- 1) The Shopping Lifestyle variable (X1), has a significance value of 0.000 and is less than 0.05, which means it is significant. So that the Shopping Lifestyle variable has a significant effect on the Impulsive Buying variable.
- 2) The Discounts variable (X2), has a significance value of 0.037 and is less than 0.05, which means it is significant. So that the Discounts variable has a significant effect on the Impulsive Buying variable.

### F Test

The F test is used to test whether the independent variables simultaneously have an effect on the dependent variable. In this test, the criteria are that if the significance value is less than 0.05, it is concluded that there is an influence between the independent variables on the dependent variable simultaneously (Ghozali, 2017).

**Table 11. F Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	125.249	2	62.624	34.318	.000 <sup>b</sup>
	Residual	169.709	93	1.825		
	Total	294.958	95			

a. Dependent Variable: Impulsive Buying

b. Predictors: (Constant), Shopping Lifestyle, Discounts

Source: Processed Primary Data, 2024

Based on the Table 11, it can be seen that the significance value is 0.000 and is less than 0.05, so  $H_0$  is rejected. This means that there is an influence between the shopping lifestyle and discounts on impulsive buying simultaneously.

- **Determination Coefficient**

The determination coefficient explains how much the independent variable being tested influences the dependent variable. The magnitude of the determination coefficient can be seen in the Adjusted R Square value. The greater the Adjusted R Square value, the greater the influence of the independent variables on the dependent variable (Ghozali, 2017).

**Table 12. Determination Coefficient**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652 <sup>a</sup>	.425	.412	1.35086

a. Predictors: (Constant), Shopping Lifestyle, Discounts

Source: Processed Primary Data, 2024

Based on Table 12, it can be seen that the Adjusted R Square value is 0.412 or 41.2%. So it can be concluded that Shopping Lifestyle and Discounts have an effect on impulsive buying of 41.2% and the remaining 58.8% is determined by other variables.

## 2. Discussion

### a. The Influence of Shopping Lifestyle on Impulsive Buying

The influence of shopping lifestyle on impulsive buying of Generation Z consumers'

fashion products on Shopee produces a regression of the Shopping Lifestyle variable of 6,518 and a significance value of 0.000. This means that the Sig. value is  $0.000 < 0.05$ , so it can be concluded that H1 is accepted, which means that there is a positive and significant influence of the independent variable, namely Shopping Lifestyle, on the dependent variable, namely impulsive buying.

The acceptance of the first hypothesis indicates that the higher the shopping lifestyle, the higher the impulsive buying of Generation Z consumer's fashion products. Marked by consumer consumption patterns that reflect a person's choice of how to spend time or money. For example, when deciding to shop in e-commerce, because there are new and contemporary products on offer, consumers will tend to buy them immediately. This result is equal to previous studies conducted by Deviana & Giantari, (2016), Asriningati & Wijaksana (2019), and Millah et al. (2024), who stated that the shopping lifestyle variable has a significant effect on the impulsive buying of consumers.

#### **b. The Effect of Discounts on Impulsive Buying**

The effect of discounts on the impulsive buying of Generation Z consumers' fashion products on Shopee shows the results of the discounts variable regression of 2.115 and a significance value of 0.037. This means that the Sig. value is  $0.037 < 0.05$ , so it can be concluded that H2 is accepted, which means that there is a positive and significant effect of the independent variable, namely Discounts, on the dependent variable, namely impulsive buying.

The acceptance of the second hypothesis indicates that the greater the discounts, the greater the urge for impulsive buying of Generation Z consumers on fashion products, for example when the fashion product offered has discounts, most consumers buy the fashion product, even though it is not planned. This result is equal to previous studies conducted by Azwari & Lina (2020), Harpepen (2022), and Arliny et al. (2022), who stated that the discounts variable has a significant effect on impulsive buying of Generation Z consumers.

#### **c. The Effect of Shopping Lifestyle and Discounts on Impulsive Buying**

The effect of shopping lifestyle and discounts on impulsive buying of Generation Z consumers on fashion products on Shopee resulted in a regression of the discounts and shopping lifestyle variables of 34.318 and a significance value of 0.000. This means that the Sig. value is  $0.000 < 0.05$ , so it can be concluded that H3 is accepted, which means that there is a positive and significant influence of the two independent variables, namely shopping lifestyle and discounts, on the dependent variable, Impulsive Buying.

The acceptance of the third hypothesis indicates that the greater the shopping lifestyle and discounts, the higher the impulsive buying interest of Generation Z consumers in fashion products. For example, when there is a new fashion product that has a discount promo, Generation Z consumers will immediately shop without thinking. This result is equal to previous studies conducted by Hamdani et al. (2022), Liantifa & Haryono (2022), and Maidah & Sari (2022), who found that Discounts and Shopping Lifestyle have a significant influence on the Impulsive Buying.

## **CONCLUSION**

From the study on the influence of shopping lifestyle and discounts on impulsive buying of Generation Z consumers in Pekalongan on fashion products on the Shopee e-commerce, the following conclusions were obtained:

1. Shopping Lifestyle has a positive and significant effect on the Impulsive Buying of Generation Z Consumers as indicated by a t value of 6.518 with a significance value of 0.000 which is less than 0.05. Thus, the higher the Shopping Lifestyle, the higher the Impulsive Buying of Generation Z consumers on fashion products.
2. Discounts have a positive and significant effect on the impulsive buying of Generation Z consumers, as indicated by a t value of 2.115 with a significance value of 0.037, which is less than 0.05. Thus, the greater the discounts, the greater the urge for impulsive buying of Generation Z consumers on fashion products.

- By using a multiple linear regression test model, the coefficient of determination shows an Adjusted R Square value of 0.412. This means that the dependent variable, namely Impulsive Buying, can be explained by independent variables consisting of shopping lifestyle and discounts of 41.2%, and the remaining 58.8% is influenced by other variables.

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