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The Impact of E-Wom, Shopping Lifestyle, and Sales Promotion on Online Impulsive Buying

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Abstract

This study analyzes the impact of Electronic Word of Mouth (E-Wom), Shopping Lifestyle, and Sales Promotion on Online Impulsive Buying of cosmetic products on Shopee. Using a sample of 100 respondents through a Purposive Sampling technique, the results of multiple linear regression analysis and hypothesis testing with the t-test show that all three variables—E-Wom, Shopping Lifestyle, and Sales Promotion—have a significant positive effect on Online Impulsive Buying. E-Wom has been proven to increase consumers' tendency to make impulsive purchases due to reviews or recommendations from other users. A consumptive Shopping Lifestyle also strengthens impulsive buying behavior, while attractive and urgent Sales Promotions drive consumers to make immediate purchases. These findings indicate that these factors significantly influence consumers' impulsive buying behavior on e-commerce platforms like Shopee.

Keywords

E-Wom, Shopping Lifestyle, Sales Promotion, Online Impulsive Buying.

1. Introduction

The rapid development of the cosmetics industry is shown through the emergence of various new cosmetic brands. This is because cosmetics are considered a basic daily necessity, especially for women (Anggraini et al., 2023). The increase in cosmetic sales in Indonesia in recent years has been 1.7 billion cosmetic sales in 2021, 1.8 billion in 2022 and in 2023 it increased to 2 billion US dollars (Sanad, 2023). These conditions have an impact on the emergence of competition so that companies must pay attention to consumer behavior and design the right business strategy to win the competition. The development of the cosmetics business is accompanied by the development of a marketplace that has changed conventional purchasing behavior to online purchases. The number of purchases of cosmetic products in the marketplace shows the high interest in purchasing cosmetic products online. Apart from convenience and practicality, online shopping can lead to consumptive behavior or consumerism (Padli et al., 2021) and a shift in purchasing behavior from planned shopping to unplanned shopping (impulse buying). More than 50% of online purchases are categorized as impulse buying (Wu et al., 2020).

Thus, it is important for companies to understand the factors that drive online impulsive buying behavior in order to design the right marketing strategy in increasing consumer purchases by utilizing online impulsive buying owned by consumers. One of the factors that can influence Online Impulsive Buying is Electronic Word of Mouth. (Astuti et al., 2020). E-Wom is a means of communication through internet media containing positive information or negative information about products or services (Nuzula & Wahyudi, 2022; Akina & Kurniawan, 2023). E-Wom can influence online impulsive buying because e-wom stimuli are often a stimulus that suppresses the recipient's ego and has the potential to lead to impulsive buying behavior (Rahmaningsih & Sari, 2022). Research by Husnain et al. (2016), shows that E-Wom has a positive and significant effect on Online Impulsive Buying. Other research results state that e-wom has no significant effect on Impulse Buying (Pambagyo & Karnawati, 2020). Another factor that can influence online impulsive buying is a shopping lifestyle, namely a person's choice of spending time and money (Gunawan & Sitinjak, 2018; Fatmawati et al., 2021).

Shopping lifestyles can influence online impulsive buying because consumers who prioritize their consumption needs, have a high interest in shopping, and use their free time to find information on popular trends will influence sudden purchases followed by feelings of pleasure and satisfaction after getting the desired product (Yonathan, 2022). Previous research conducted by Padmasari & Widyastuti (2022), shopping lifestyle has a significant effect on impulse buying. The results of other studies state that shopping lifestyle has no significant effect on online impulsive buying (Umboh et al., 2018). Another factor that can influence Online Impulsive Buying is sales promotion. Sales promotion is a company marketing strategy using temporary advertisements or offers to increase interest and encourage the purchase of a product or service (Proboyo & Kusuma, 2019; Dey, 2022). Research conducted by Effendi et al. (2020), sales promotions have a significant positive effect on Online Impulse Buying. The results of other studies state that sales promotions have no significant effect on online impulsive buying (Tumanggor et al., 2022).

2. Literature review

E-wom is the exchange of information about a product, service, brand, or company that is available to many people on the internet involving potential

consumers, consumers, and former consumers (Ismagilova et al., 2017). A shopping lifestyle is where a person allocates their financial resources and time for personal enjoyment through the process of purchasing goods or services (Ustanti, 2018). Sales promotion is a marketing strategy that uses various incentives to stimulate rapid product purchases and increase customer purchase volume (Haque-Fawzi et al., 2022). Sales promotion is a direct persuasion that offers extra value or product incentives with the aim of creating direct sales (Kotler et al., 2016).

Electronic Word of Mouth (e-WOM) often serves as a stimulus that impacts the recipient's ego, potentially leading to impulsive buying behavior. Rahmaningsih & Sari (2022) note that e-WOM can significantly influence consumers by creating a sense of urgency and emotional pressure, which often results in impulse buying where decisions are made quickly and with minimal deliberation. This effect is supported by research from Astuti et al. (2020), Rahmaningsih & Sari (2022), and Pratama & Nuvriasari (2024), all of which demonstrate that e-WOM has a significant positive effect on online impulsive purchasing. The persuasive power of e-WOM, driven by electronically shared reviews and recommendations, can prompt consumers to make unplanned purchases, underscoring its substantial role in shaping online shopping behaviors.

H1: E-Wom has a significant positive effect on online impulsive buying of cosmetic products in the Shopee Marketplace.

Consumers who prioritize their consumption needs, show a strong interest in shopping, and use their free time to explore popular trends are more likely to make impulsive purchases, followed by feelings of pleasure and satisfaction upon acquiring desired products (Yonathan, 2022). This tendency is supported by research indicating that a shopping-oriented lifestyle significantly influences online impulsive buying. Studies by Padmasari & Widyastuti (2022), Laili (2023), and Ningrum & Widanti (2023) confirm that active engagement in shopping habits and trend-seeking behavior positively impacts the likelihood of making impulsive online purchases. The combination of prioritizing consumption needs and actively seeking out trends creates an environment conducive to spontaneous buying decisions, ultimately enhancing the consumer's sense of gratification and fulfillment with their purchases.

H2: Shopping lifestyle has a significant positive effect on online impulsive buying of cosmetic products in the Shopee Marketplace.

Sales promotion is a crucial marketing strategy used by companies to boost interest and drive purchases through advertising and limited-time offers (Proboyo & Kusuma, 2019; Dey, 2022). This approach has been demonstrated to have a significant positive effect on online impulsive buying. Research shows that promotions effectively trigger spontaneous purchasing behavior by creating a sense of urgency and enhancing perceived value. Studies by Effendi et al. (2020), Laurra et al. (2021), and Ningrum & Widanti (2023) confirm that sales promotions significantly influence impulsive buying tendencies online. By employing promotional strategies, companies can encourage immediate purchases and take advantage of consumers' increased responsiveness to special offers and discounts, making promotions a powerful tool for boosting sales and engaging customers.

H3: Sales promotion has a significant positive effect on online impulsive buying of cosmetic products in the Shopee Marketplace.

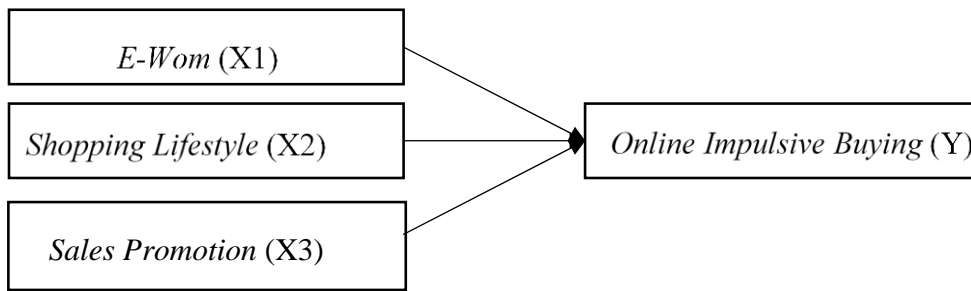


Figure 1. Research model

3. Methods

This research is quantitative research, categorized as explanatory research, which is research that explains the relationship and influence between the variables studied (Sugiyono, 2013). The data collection method uses a questionnaire where the measurement scale of the questionnaire statement items uses a vertical Likert Scale of 5. The sampling technique uses Purposive Sampling with the criteria that respondents are at least 17 years old and have purchased cosmetic products on the Shopee Marketplace at least 2 times in the last 3 months when the study was conducted. The number of samples was set at 100 respondents. The data analysis tool uses multiple linear regressions. The E-Wom indicator adopts research from Astuti et al. (2020) and Pratama & Nuvriasari (2024), namely: Online reviews of products, Information collection through reviews, online engagement, Frequency of providing reviews and Sharing links/photos/videos. The Shopping Lifestyle Indicator adopts research from Ningrum & Widanti (2023), namely: Shopping because there are attractive promotions, shopping because there are new products, Brand popularity considerations, Product quality considerations, and Product uniqueness. Sales Promotion Indicators adopt research from Effendi et al. (2020) and Laura et al. (2021), namely: Giving shopping vouchers, Price discounts or discounts, Price packages, and Cashback or refunds. The Online Impulsive Buying Indicator adopts research by Padmasari & Widyastuti (2022) and Pratama & Nuvriasari (2024), namely: buying without planning or spontaneously, buying based on recommendations, the influence of promotions, buying without thinking, shopping obsession, emotional or emotional factors, and buying even if you don't really need it.

4. Result

The validity test results show that all tested indicators are valid. For the E-WOM variable, all statements, namely X1.1 to X1.5, have a calculated r value greater than the r table (0.196) with a significance value of $p < 0.001$, indicating that all indicators are valid and meet the requirements. In the Shopping Lifestyle variable, statements X2.1 to X2.5 are also valid, with calculated r values between 0.347 to 0.866 and p values < 0.001 , indicating strong validity. For Sales Promotion, indicators X3.1 to X3.4 show significant validity with calculated r values far above the r table and p values < 0.001 . Finally, in the Online Impulsive Buying variable, all statements except Y.7, which has a calculated r value of 0.301 and $p = 0.02$, are declared valid. The p value < 0.001 in the other statements confirms their validity. This confirms that all instruments used in this study are reliable for further analysis. Based on Table 1, it is known that all questionnaire items on the E-Wom variable (X1), shopping lifestyle (X2), sales promotion (X3), and online impulsive buying (Y) have a calculated r value $>$ compared to the r table, namely the r table is 0.196 ($df = 100-2$) and a significance value of less than

0.05. Thus, all questionnaire items are declared valid and suitable for use as a measuring tool for this study.

Table 1. Validity Test Results

Variable	Statement	r calculates	r table	Significance (p)	Information
E-Wom	X1.1	0.273	0.196	0.006	Valid
	X1.2	0.725	0.196	< 0.001	Valid
	X1.3	0.770	0.196	< 0.001	Valid
	X1.4	0.726	0.196	< 0.001	Valid
	X1.5	0.745	0.196	< 0.001	Valid
Shopping Lifestyle	X2.1	0.664	0.196	< 0.001	Valid
	X2.2	0.736	0.196	< 0.001	Valid
	X2.3	0.866	0.196	< 0.001	Valid
	X2.4	0.347	0.196	< 0.001	Valid
	X2.5	0.698	0.196	< 0.001	Valid
Sales Promotion	X3.1	0.487	0.196	< 0.001	Valid
	X3.2	0.829	0.196	< 0.001	Valid
	X3.3	0.741	0.196	< 0.001	Valid
	X3.4	0.807	0.196	< 0.001	Valid
Online Impulsive Buying	Y.1	0.529	0.196	< 0.001	Valid
	Y.2	0.629	0.196	< 0.001	Valid
	Y.3	0.794	0.196	< 0.001	Valid
	Y.4	0.727	0.196	< 0.001	Valid
	Y.5	0.753	0.196	< 0.001	Valid
	Y.6	0.731	0.196	< 0.001	Valid
	Y.7	0.301	0.196	0.02	Valid

Based on Table 2, all questionnaire instruments are declared reliable with a Cronbach Alpha (α) value greater than 0.6. This value indicates that the instrument used has good internal consistency, meaning that each item in the questionnaire provides stable and reliable results. A Cronbach Alpha value greater than 0.6 is considered an indicator that the instrument is reliable enough to be used in research. Thus, the data collected through this questionnaire is considered valid and can be used for further analysis.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Information
E-Wom	0.680	Reliable
Shopping Lifestyle	0.693	Reliable
Sales Promotion	0.700	Reliable
Online Impulsive Buying	0.767	Reliable

Based on Table 3, the E-Wom variable (X1) obtained a tolerance value of 0.542 and a VIF of 1.846, the Shopping Lifestyle variable (X2) with a tolerance value of 0.512 and a VIF of 1.954, and the Sales Promotion variable with a tolerance value of 0.488 and a VIF of 2.050. The result of the tolerance value of all independent variables is not greater than 0.1 and the VIF is not more than 10, then it can be concluded that there is no multicollinearity.

Table 3. Multicollinearity Test Results

Model	Col. Stat. Tolerance	Col. Stat. VIF
E-Wom	0.542	1.846
Shopping Lifestyle	0.512	1.954
Sales Promotion	0.488	2.050

Based on Table 4, the significance value of the correlation between the independent variables and their residuals exceeds 0.05. This indicates that there is no heteroscedasticity in the model. Heteroscedasticity is a condition in which the variability of the error or residual is not constant at various values of the independent variable, which can cause the estimation to be inefficient. In the absence of heteroscedasticity, the regression model used is considered more reliable because the variability of the error remains consistent. This ensures that the results of the analysis and predictions produced are more accurate and are not affected by changes in the residual variance.

Table 4. Heteroscedasticity Test and Multiple Linear Regression Analysis

Model	Variable	Unst. Std. Coef. B	Unst. Std. Coef. Std Error	Std. Coef. Beta	t	Sig
Heteroscedasticity Test	Constant	1.365	1.233		1.107	.271
	X1	-.041	0.080	-0.069	-.507	.613
	X2	0.110	0.072	0.217	1.541	.127
	X3	0-.041	0.093	-0.063	-.439	.662
Multiple Linear Regression Analysis	Constant	07.302	1.977		3.694	<.001
	X1	0.294	0.129	0.215	2.278	.025
	X2	0.315	0.115	0.266	2.743	.007
	X3	0.541	0.149	0.361	3.639	<.001

The multiple linear regression equation is obtained as follows: $Y = 5,562 + 0,294X_1 + 0,995X_2 - 0,639X_3 + e$. The regression equation above, the results of multiple linear regression analysis of e-wom variables, shopping lifestyles, and sales promotions have a positive value and direction of influence on online impulse buying. Based on the results of the t-test in Table 7, it can be concluded that Hypothesis Test 1 (The Effect of E-Wom on Online Impulsive Buying) based on the results of the hypothesis test with the t-test, the calculated t value was obtained as much as $2.278 > t$ table (1.984) and a significance of 0.025 or $p < 0.05$. These results indicate that H_{a1} is accepted and H_{O1} is rejected, thus E-Wom has a significant positive effect on Online Impulsive Buying. Then Hypothesis Test 2 (The Effect of Shopping Lifestyle on Online Impulsive Buying) Based on the results of the hypothesis test with the t-test, the calculated t value was obtained as much as $> t$ table 2.743 (1.984) and a significance of 0.007 or $p < 0.05$. The results of the study indicate that H_{a1} is accepted and H_{O1} is rejected, thus shopping lifestyle has a significant positive effect on online impulsive buying. Hypothesis Testing 3 (The Effect of Sales Promotion on Online Impulsive Buying) based on the results of the hypothesis test with the t-test, the calculated t value was obtained $> 3.639 t$ table (1.984) and significance < 0.001 or $p < 0.05$. The results of the study indicate that H_{a1} is accepted and H_{O1} is rejected, thus sales promotion has a significant positive effect on Online Impulsive Buying.

Table 5. Test Results t

Variable	t calculates	Sig (P)	Information	Conclusion
E-Wom	2.278	0.025	$P < 0.05$	H_{a1} accepted
Shopping Lifestyle	2.743	0.007	$P < 0.05$	H_{a2} accepted
Sales Promotion	3.639	0.001	$P < 0.05$	H_{a3} accepted

Based on Table 5, the adjusted R Square value is 0.524. This shows that the contribution of the influence of E-Wom variables, shopping lifestyle and sales promotion on online impulse buying is 52.4% and the remaining 47.6% is influenced by other variables or other factors that are not studied in this study.

Table 6. Determination Coefficient Test Results (R^2)

Model	R	R Square	Adj. R Square	Std. Error
1	0.734	0.539	0.524	2.642

5. Discussion

Based on the results of the hypothesis test, it is proven that E-Wom has a significant positive effect on online impulse buying of cosmetic products on the Shopee Marketplace. The results of the study show that E-commerce is a factor that determines online impulse buying behavior. If E-wom is considered effective in providing benefits to consumers, it will have an impact on increasing online impulse buying. On the other hand, if E-wom is considered ineffective by consumers, it will reduce online impulse buying behavior. The main indicator of E-wom that is considered the most encouraging online impulse buying behavior of cosmetic products on the Shopee Marketplace is the benefit of online reviews about cosmetic products in causing consumers to want to buy products. Online reviews of cosmetic products on the Shopee Marketplace generally contain product quality, packaging, aroma, price, service quality to recommendations to potential buyers. On average, respondents assessed that E-wom activities, which include online reviews of products, information collection through reviews, online engagement, frequency of giving reviews, and sharing links/photos/videos, are considered effective in influencing purchase behavior. The results of this study support the results of previous research conducted by Rahmaningsih & Sari (2022) and Pratama & Nuvriasari (2024), which showed that E-Wom had a significant positive effect on Online impulse buying.

Based on the results of the hypothesis test, it is proven that the shopping lifestyle has a significant positive effect on online impulse buying of cosmetic products on the Shopee Marketplace. The results of the study show that the shopping lifestyle is a factor that determines online impulse buying behavior. If the level of consumer shopping lifestyle is high, it will have an impact on increasing online impulse buying behavior. On the other hand, the smaller the level of consumer shopping lifestyle, the lower the tendency of online impulsive buying behavior. The main indicator of the shopping lifestyle that is considered to be the most encouraging online impulse buying behavior of cosmetic products on the Shopee Marketplace is the consideration of product quality, causing consumers to want to buy products. On average, respondents assessed that shopping lifestyle activities include shopping because there are attractive promotions, shopping because there are new products, brand popularity considerations, product quality considerations, and product uniqueness are considered effective in influencing purchasing behavior. The results of this study support the results of previous research conducted by Laili (2023) and Ningrum & Widanti, (2023) which showed that shopping lifestyle has a significant positive effect on online impulse buying.

Based on the results of the hypothesis test, it is proven that sales promotion has a significant positive effect on online impulse buying of cosmetic products on the Shopee Marketplace. The results of the study show that sales promotion is a factor that determines online impulse buying behavior. The higher the sales promotion offered, the more it will have an impact on increasing online impulsive buying behavior. Conversely, the fewer sales promotions offered, the lower the tendency of online impulse buying behavior. The main indicator of sales promotions that are considered the most encouraging online impulse buying behavior of cosmetic products on the Shopee Marketplace is the provision of shopping vouchers, which causes consumers to want to buy products. On average, respondents assessed those sales promotions including the provision of shopping vouchers, price discounts or discounts, price packages, and cashback or refunds were considered effective in influencing purchase behavior. The results of this study support the results of

previous research conducted by Effendi et al. (2020) and Laurra et al. (2021) which showed that Sales Promotion had a significant positive effect on Online Impulsive Buying.

6. Conclusion

The results of the study show that Electronic Word of Mouth (E-WOM) has a significant positive effect on online impulsive purchases for cosmetic products on the Shopee Marketplace. This means that the more effective e-WOM is, the higher the likelihood of consumers making impulsive purchases online. E-WOM, which includes reviews, recommendations, and consumer experiences shared online, is an important factor that can encourage consumers to make spontaneous purchases without prior planning. This positive influence confirms that positive reviews and recommendations from others can increase consumers' desire to buy products suddenly. Shopping lifestyle also has a significant positive effect on online impulsive purchases on Shopee. A lifestyle that tends to prioritize shopping activities as part of a daily routine or personal pleasure can increase the tendency to make impulsive purchases. Consumers who have high shopping habits, especially on online platforms, are more likely to be tempted to buy products without prior planning when they see cosmetic products that catch their attention. Sales promotions have also been shown to have a significant positive effect on online impulse buying. Promotional programs such as discounts, special offers, or instant gifts can create a sense of urgency and a desire to buy products quickly. Effective promotions can encourage consumers to make unplanned purchases because they feel they are getting more value or an opportunity that should not be missed. This study emphasizes the importance of e-wom, shopping lifestyle, and sales promotions in influencing consumer impulse buying behavior on e-commerce platforms such as Shopee, especially for cosmetic products. These factors are key in creating impulse buying that can significantly increase sales.

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