

Predictors of Impulse Buying: Discounts, In-Store Displays and Shopping Lifestyle

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ABSTRACT

The development of modern retail business has influenced consumer behaviour, namely shifting from planned shopping to impulsive shopping. One business sector that is growing rapidly is the fashion product industry. The fashion industry experiences constant annual changes. Various aspects of fashion have a significant impact on a person's daily life. The purpose of this research is to identify factors that influence customers' tendencies to make impulse purchases, such as sales, store layout, and previous purchases. Quantitative methods were used in this research. One hundred participants were selected randomly using a non-probability selection method known as purposive sampling. Research has shown that several factors can influence impulse buying. These factors include price drops, in-store displays, shopping lifestyle, and the combined effect of all three—impulse buying. Retailers often run sales to entice customers to buy, especially during holidays such as Christmas, Eid al-Fitr and the end of the year. The store's expansive layout of shelves and aisles provides a pleasant and comfortable atmosphere for customers to navigate. In addition, the categorization and colour coordination of merchandise makes it easier for clients to find the desired products. Shopping is a fun activity that offers a pleasant experience for consumers, making it a suitable choice to improve one's mood. Additionally, as price discounts, in-store displays, and shopping habits become more common, the likelihood of making impulse purchases increases.

Keywords: Price Discount, In-Store Display, Shopping Lifestyle, Impulse Buying

INTRODUCTION

The rapid growth of the retail industry in Indonesia has caused intense competition between business actors. As a result, companies are now required to focus on understanding and fulfilling consumer desires and expectations. Consumer behaviour is the basis for consumers in making purchasing decisions. Companies, especially retail companies, are concerned with customer behaviour and the factors that influence it in the context of marketing operations. The fashion goods industry is experiencing rapid growth. The fashion industry experiences fluctuations every year. Fashion elements permeate everyday life and have a significant impact on a person. Likewise, every woman wants to appear visually attractive. Therefore, fashion products and women are interrelated because fashion products have an impact on physical appearance and lifestyle. Currently, Muslim fashion, which includes the hijab, is becoming more advanced every year while maintaining adherence to the principles of the Islamic faith. Currently, the hijab has gained popularity as a fashion

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item, especially among Muslim women. The reference is quoted as (Febriani & Purwanto, 2019).

The evolution of the contemporary retail industry has influenced customer behaviour, changing it from deliberate and planned purchases to impulsive and spontaneous purchases. (Pontoh, et al. 2017). Impulse buying as defined by Mowen & Minor in Zayusman & Septrizola (2019) refers to the act of making a purchase without any prior planning or pre-existing purchase intention. Apart from that, as stated by Kacen and Lee in Artana et al. (2019), impulse buying refers to the spontaneous purchase of a product that was not previously intended, triggered by external stimuli and decided quickly. According to Arfianti's research in Jakarta, as quoted in Widiyati & Ghozi (2018), in retail today, 44% of all purchases are made suddenly. It reached 61% over the weekend. A study by AC Nielsen supports this. This research found that although 15% of buyers in Surabaya had a deliberate plan, 85% of purchases occurred suddenly. (Source: Adiputra, 2015).

The implementation of various sales promotions, such as providing price discounts, is expected to increase impulse purchases in retail companies. Price discounts play an important role in influencing consumer purchasing decisions, so that they have a significant impact on the marketing success of a product. In Sonata (2019), Peter and Olson define price discounting as a pricing strategy characterized by deliberate and gradual price reductions after the introduction of a high-priced product. According to Tjiptono in Artana et al. (2019), price cuts or discounts are considered a form of sales promotion. Price cutting refers to reducing the price of a product from its usual value for a certain period. Sonata (2019) emphasized that attractive promotional strategies, such as price reductions, have the potential to stimulate impulse buying choices thereby increasing sales. In addition, other elements may influence purchasing choices, in particular psychological aspects, customer attributes, and the buyer's economic circumstances. Economic development triggers changes in a person's way of life. Levy & Weitz, as quoted in Fauziyyah & Oktafani (2018), defines a shopping lifestyle as a way of life that includes habits, spending, purchasing behaviour, as well as an individual's overall perspective and beliefs about the society they live in. A person's shopping habits shape his social status, qualities and characteristics, thus determining his lifestyle. Lifestyle is used for market segmentation because of its ability to offer a comprehensive perspective on customers' daily lives. Consumers show a consumptive nature due to their unique economic situation, so they continue to buy goods they are interested in, even at relatively high prices.

Shopping is a lifestyle hobby. Today, individuals incorporate daily purchasing activities into their lifestyles and undertake regular planning. Shopping activities not only function as a means to obtain necessary goods but also as a form of entertainment or a way to relieve boredom. A person's shopping lifestyle reflects their decisions and how they allocate their time and money. The source of information is the publication of Fauziyyah and Oktafani in 2018. Shopping lifestyle refers to individual behaviour and habits related to spending time and money. Given the abundance of free time, clients will have many opportunities to engage in shopping activities with their financial resources, thereby increasing purchasing capacity and consequently increasing impulse buying behaviour. Research conducted by Zayusman and Septrizola (2019) shows that a person's shopping habits have a significant influence on impulsive buying behaviour.

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Seeing the relatively rapid development of Muslim fashion at the moment, many fashion companies are starting to emerge to offer their products in a variety of attractive models and adapt to current trends. However, they are still in accordance with Islamic law. One of the Muslim fashion companies that is starting to become known and has its characteristics, namely Umama Scarf, is a hijab brand dedicated to ensuring that Muslim women in Indonesia comply with Islamic law by offering clothing that reflects the characteristics of Muslim clothing. Additionally, the brand aims to inspire other Muslim women with their clothing designs. Umama Scarf offers a range of products made from high-quality materials and decorated with contemporary and aesthetic-themed designs. Despite their affordability, these products have gained significant recognition across many demographics, particularly among middle-aged individuals.

METHOD

This research uses quantitative research methods, where the quantitative method uses statistical assistance to help researchers calculate numbers to analyze the data obtained. This method is also called a positivistic method because it is based on the philosophy of positivism, used to research the conditions of natural objects, where the researcher is the key instrument, data collection techniques are carried out in a triangulated (combined) manner, data analysis is inductive/qualitative, and the results of qualitative research are more emphasized. Meaning rather than generalization. (Sugiyono 2017).

RESULTS

All statement items related to the variables price discounts, in-store displays, shopping lifestyle, and impulse purchases are considered valid based on the estimated r value being greater than the table r value of 0.195. The price discount indicator has shown high dependency, as evidenced by Cronbach's alpha value of 0.707, which is above the threshold of 0.60. The research findings on in-store displays are considered credible, as evidenced by a Cronbach's alpha score of 0.662, which exceeds the criterion of 0.60. This suggests that the metrics used to assess in-store displays have effectively passed a reliability assessment. The results of the shopping lifestyle research are considered credible, as evidenced by a Cronbach's alpha score of 0.810, exceeding the criterion of 0.60. These results show that the effective shopping lifestyle indicator passes the reliability test. The impulse buying indicator shows reliability, as indicated by a Cronbach's alpha value of 0.693, which exceeds the threshold of 0.60. This indicates that the impulse buying indicator has successfully passed the reliability test.

All variables show a Variance Inflation Factor (VIF) value below ten and a Tolerance value above 0.1. This shows that there is no multicollinearity between variables. The correlation coefficient (R) of 0.942, or equivalent to 94.2%, shows that there is a very large relationship between price discounts (1), in-store displays (2), and shopping lifestyle (3) with spontaneous purchases (Y). The combined influence of price discounts (1), in-store displays (2), and shopping lifestyle (3) on impulse purchases (Y) is shown by an R^2 value of 0.888 or 88.8%. Up to 88.8%. In addition, this study did not consider any factors that explain the remaining 11.2%.

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T Test Results Table (Partial)

Coefficients.					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
1	B	Std. Error	Beta		
(Constant)	-1.358	.708		-1.916	.058
PD	.569	.007	.533	7.381	.000
ID	.294	.093	.187	3.171	.002
SL	.183	.042	.280	4.358	.000

a. Dependent Variable: IB

Source: Data processed using IBM SPSS Statistics version 21

At a significance level of 0.000, the t-test produces a t-value of 7.381 for price discounts. It can be concluded that the price discount variable has a positive effect on the impulse buying variable because the calculated t value (7.381) exceeds the t table value (1.985), and the resulting significance value (0.000) is smaller than 0.05. In-store display produces a t-value of 3.171 and a significance value of 0.002 based on t-test calculations. Because the calculated t value of 3.171 is greater than the significant t value of 1.985 and the significance value obtained of 0.002 is lower than 0.05, it can be concluded that the in-store display variable influences the impulse buying variable positively. The results of the shopping lifestyle t-test show a t-count value of 4.358 and a significance value of 0.000. There is a positive correlation between the shopping lifestyle variable and the outcome because the calculated t value of 4.358 is higher than the critical t value of 1.985, and the resultant significance value of 0.000 is lower than the expected significance level of 0.05. To questions about impulse buying factors.

Table F Test Results (Simultaneous)

ANOVA						
Model	The sum of Squares	df	Mean Square	F	Sig.	
1 Regression	623.587	3	207.862	253.868	.000	
Residual	78.603	96	.819			
Total	702.190	99				

a. Dependent Variable: IB

b. Predictors: (Constant), SL, ID, PD

Source: Data processed using IBM SPSS Statistics version 21

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The estimated f value of 253.868 is higher than the table f value ($253.868 > 2.70$) with a significance level of < 0.05 ($0.000 < 0.05$), as seen in Table 4.17. So, factors such as sales, store layout, and consumer habits all play a role in shaping the impulse buying variable.

DISCUSSION

Price Discounts influence Impulse Buying

The results of hypothesis testing show that price discounts influence impulse buying. Empirical studies show that offering unique member discounts to customers leads to an increase in unplanned purchases. In addition, most of the discounts provided also serve as incentives for customers to make additional purchases. Customers tend to show greater enthusiasm for shopping when retail stores frequently offer discounts, especially during certain periods such as Eid al-Fitr, Christmas and the end of the year. This is in line with Sumarwan's theory, which was put forward by Sari (2018), which states that a marked reduction in advertised prices is likely to attract buyers' attention. Observing the presentation can evoke a sense of immediacy to satisfy one's desires and make a purchase of the advertised product. According to research by Sonata (2019), price cuts have a good impact on impulse buying. Additional corroborating evidence can be found in research conducted by Artana et al. (2019), which confirms that price discounts have a positive and important impact on impulse buying behaviour.

In-store displays influence Impulse Buying

Hypothesis testing shows that in-store displays significantly influence customers' tendencies to make impulse purchases. Empirical research results reveal that customers are happier and find it easier to navigate stores with well-designed aisles and shelves. Another way to make it easier for customers to find what they are looking for is to organize products by colour and category. Customers are more likely to make impulse purchases when a business is well-organized and attractive to look at. This, in turn, encourages more frequent visits. According to the theory put forward by Loudon and Bitta in Sari (2018), an attractive appearance is believed to have the ability to influence impulse buying. An attractive presentation can transform a boring retail environment into a more visually appealing space, thereby not only increasing its appeal but also increasing sales. According to research conducted by Melina and Kadafi (2017), in-store displays have a good and large impact on impulse purchases. Additional evidence supporting this claim comes from research conducted by Sonata (2019), which confirmed that in-store display factors may have an impact on impulse buying factors.

Shopping Lifestyle influences Impulse Buying

The results of hypothesis testing confirm that the shopping lifestyle does influence impulse buying. Empirical research shows that shopping is a fun activity that offers customers an enjoyable experience. Therefore, shopping can be seen as the right choice to improve one's mood. Additionally, customers tend to engage in shopping when they discover new fashion items, experience monotony in their routine tasks, or have idle free time. Many customers have a strong interest in shopping and may become obsessed with it, especially when they are feeling down. As a result, this will lead to an increase in impulse purchases

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made by customers. According to the ideas put forward by Levy and Weitz in Fauziyyah & Oktafani (2018), a shopping lifestyle is a way of life that includes individual habits, time allocation, financial decisions, purchasing behaviour, and their perspective on the environment in which they live in. They remain. A person's purchasing habits significantly shape his or her social status, personal qualities, and attributes. Given the amount of time they have, customers will be able to participate in shopping activities and have large amounts of disposable income, thereby increasing impulse buying behaviour. Gunawan and Sitingjak (2018) conducted research showing the influence of a shopping lifestyle on impulsive shopping. Furthermore, independent research conducted by Zayusman and Septrizola (2019) confirmed these findings, providing further evidence that shopping habits have a significant impact on impulse buying behaviour.

Price discounts, in-store displays, and shopping lifestyles have a simultaneous influence on impulse buying

Hypothesis testing shows that the combination of store appearance, sales, and shopper habits increases the likelihood of an impulse purchase. Therefore, increases in the magnitude of price drops, in-store displays, and shopping lifestyle attributes will collectively lead to an increase in the frequency of impulse purchases. The relationship between the independent variable and the dependent variable (impulse buying) in this study is very significant and looks consistent. Independent variables such as price discounts, in-store displays, and shopping lifestyle have a significant beneficial impact on the dependent variable, namely impulse buying. An increase in independent variables such as price discounts, in-store displays, and shopping lifestyle will result in a corresponding increase in the dependent variable, namely impulse buying. Conversely, a decrease in these independent variables will cause a decrease in impulse buying.

CONCLUSION

Several factors influence a consumer's tendency to make impulse purchases, including sales, store layout, and the way people shop overall. Additionally, these factors collectively influence impulse buying. There is a positive correlation between the size of product discounts given by shops and the size of unplanned purchases made by consumers. The level of unplanned purchases (impulse purchases) made by consumers increases as the size increases. There is a positive correlation between consumers' shopping habits and their tendency to make unplanned purchases, which are sometimes called impulse purchases. The combined effect of increasing markdown variables, in-store displays, and shopping lifestyle will increase impulse purchases. To increase consumer interest, it is recommended to increase the size of discounts, offer additional facilities to customers who have membership cards, and increase the frequency of discount opportunities, especially at certain times such as Eid al-Fitr, Christmas and the end of the year. Year. To facilitate customer shopping, thereby increasing impulse purchases. Stores should organize spacious shelves and corridors for the comfort and convenience of consumers when walking around the store; the arrangement of goods must always be neat and arranged based on colour and type of goods; it increases the attractive appearance of the store and clear flow and also stimulates consumers to enter the store so that can increase unplanned purchases made by consumers.

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Some consumers tend to shop when they are bored or just window shopping to spend their free time. Some people develop a strong passion for shopping and become fixated on it, especially when they are feeling down, and shopping is a means to improve their mood. The emergence of the latest fashion items will also attract consumers to shop. Some consumers believe that shopping is a fun activity that offers a pleasurable experience, which automatically increases the number of impulse purchases made by consumers. The strategy above can be carried out even in the current COVID-19 pandemic era because Umama operates in the fashion sector, which is people's primary need, such as clothing, hijab and equipment, so people will continue to make purchases. The Covid-19 pandemic has not had a significant influence on product sales.

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