

**THE EFFECT OF SHOPPING LIFESTYLE AND FASHION
INVOLVEMENT ON IMPULSE BUYING BEHAVIOR
(Study on Retail Store Consumers at Delipark Mall Medan)**

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Abstract

Impulse buying is a buying decision by consumers spontaneously shortly after seeing a product offer, nowadays people are increasingly making impulse purchases because of their lifestyle, especially in fashion products. Retailers must understand the phenomenon and study the factors causing it so as to be able to maximize it, to be able to attract consumers to make impulse buying. This study aims to determine the effect of shopping lifestyle and fashion involvement on impulse buying behavior. The form of this research is quantitative research with an associative approach. The population in this study were consumers of Delipark Mall Medan with a sample of 100 people. The data collection technique was carried out with primary data with questionnaires through google form. The results of this study indicate that shopping lifestyle and fashion involvement have a significant effect on impulse buying behavior. In simultaneous testing, the shopping lifestyle and fashion involvement variables have a simultaneous effect on impulse buying behavior, with the magnitude of the relationship between the Shopping Lifestyle and Fashion Involvement variables on the Impulse Buying Behavior variable of 0.561, with a fairly close category. While the remaining 30% is influenced by other variables beyond this study.

Keywords: Shopping Lifestyle, Fashion Involvement, Impulse Buying Behavior

1. INTRODUCTION

Nowadays, consumer behavior patterns are increasingly varied, each consumer has his own attitude in consuming goods, some consume goods out of necessity and some consume goods only to fulfill their desires without considering their needs. The consumption index in Indonesia has increased which is dominated by clothing needs, there are eight components of consumption that have increased, with the largest percentage being clothing at 47%. This situation is certainly a breath of fresh air for business people, where business people will compete to issue and offer their products, especially for retail businesses as one of the providers of clothing needs.

Retail store sales growth in Indonesia increased in the first trimester of 2022 with the largest percentage in January at 15%, an increase compared to the previous year, from the data it can be concluded that the level of consumer purchases at retail stores continued to increase compared to the previous year. The Point of Purchase Advertising Institute (POPAI) states that around 75% of purchases at supermarkets are made unplanned. This data is also supported by the results of a study conducted by Nichols et al in Pratomo & Ermawati (2019) which states that 50% of shoppers in shopping centers make impulse purchases.

Impulse Buying has become a way of life for the community, lifestyle is a factor

why consumers can make buying decisions without considering the need for purchasing these goods. Lifestyle changes that were once only to meet needs, but are now moving to meet lifestyle demands. Shopping lifestyle or shopping lifestyle is a pattern of consumer habits to spend some or all of their money on various goods that they need or want (Asriningati & Wijaksa, 2019). Shopping is usually just an activity to buy products that are needed by someone, but nowadays with more variety of different products, consumers are able to spend more time in the process of choosing a product that is not only a product of necessity but also a product that supports a lifestyle.

Based on various products provided by business people, fashion products are the type of product that is most often requested and purchased by someone spontaneously or without a plan with a percentage value of 42.24% (Ummah, 2020). Fashion is part of a lifestyle, the lifestyle that a person chooses can be reflected in the fashion he chooses, someone who is very fashionable without realizing it forms a person who has a modern lifestyle and always follows the development of existing trends. This shows that the way we live will help determine attitudes, values and be able to express our position in the social environment in which we live.

Delipark Mall Medan is a shopping center that carries the concept of Luxurious society in the city of Medan. Delipark Mall Medan is one of the most complete shopping centers in offering fashion products in the city of Medan, providing the best fashion retail mall brands to meet the needs of various segments.

Based on several studies related to impulse buying, it is explained that retail stores must be equipped with knowledge about the factors that make consumers can often do impulse buying, taking advantage of the situation so that marketers can attract consumers' impulsive tendencies (Vinayagamorthy, in (Khawaja, 2018)). Moreover, the results of the Navigating Indonesia's E-Commerce: Omnichannel as the Future of Retail report (Kompas.com, 2021) actually show that 74.5% of consumers shop online more than they shop offline.

Departing from there, retail business actors who move offline, especially Delipark Mall Medan as well as the newest Mall in Medan City which is facing intense competition, it is important for companies to know the factors that can be optimized and utilized in order to attract more consumers to shopping.

2. LITERATURE REVIEW

2.1. Consumer behavior

Consumer behavior is a process that is closely related to the existence of a buying process, at that time consumers carry out activities such as searching, researching, and evaluating products and services (Firmansyah, 2018).

2.2. Shopping Lifestyle (X₁)

Shopping lifestyle is a lifestyle that refers to how a person lives his life, the way he uses to allocate his time and money, his shopping activities, attitudes and opinions about the world in which they live according to Levy (Graciella Tansah Gunawan, 2018).

2.3. Fashion Involvement (X₂)

Fashion involvement as explained by Pentecost and Andrews in Irawan et al. (2020) is the involvement of an individual in a concept related to fashion, which can be in the form of knowledge, interest, awareness, and reaction.

2.4. Impulse Buying Behavior (Y)

Rook & Fisher in Arifianti & Gunawan (2021) argue that impulse buying is a spontaneous purchase or immediately after the consumer sees a product. This means that there are no plans to buy ahead of time. Spontaneous buying is not based on need, but on interest in the subject. This behavior is dominated by emotional considerations, this behavior is considered an out-of-control behavior.

3. RESEARCH METHODS

The form of this research is quantitative research with associative approach. The population in this study were consumers of Delipark Mall Medan with a total sample of 100 people. The sampling technique used is non-probability sampling with purposive sampling. The data collection technique was carried out with primary data obtained by distributing questionnaires through google form and secondary data obtained through literature study.

4. RESULTS AND DISCUSSION

4.1. Results Research

4.1.1. Multiple linear regression

This multiple linear regression analysis aims to examine the effect of two or more independent variables on the dependent variable.

Table 1. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
1	(Constant)	11,277	4,775	
	Shopping Lifestyle	,394	,122	,323
	Fashion Involvement	,668	,211	,316

Source: Data Processing Results (2022)

Based on the results of the regression test in table 1, the multiple linear regression equation used in this study is as follows.

$$Y = 11,277 + 0,394X_1 + 0,668X_2$$

The constant coefficient of 11,277 which can be interpreted if the independent variables Shopping Lifestyle (X₁) and Fashion Involvement (X₂) are zero, then the value of Impulse Buying Behavior (Y) is 11,277.

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The regression coefficient of the Shopping Lifestyle (X_1) variable is 0,394, which means that for every increase in the X_1 variable by one unit, there will be an increase of 0,394 in the Impulse Buying Behavior (Y) variable.

Regression coefficient for the variable Fashion Involvement (X_2) is 0,668, which means that for every increase in the X_2 variable every one unit, there will be an increase of 0,668 in the Impulse Buying Behavior (Y) variable.

4.1.2. Partial Test (T Test)

The partial significance test is used to determine whether or not there is an effect of the independent variable on the dependent variable partially.

Table 2. Partial Test Results (T Test)

Coefficients ^a			
Model		t.	Sig.
1	(Constant)	2,362	,020
	Shopping Lifestyle	3.232	,002
	Fashion Involvement	3,164	,002

Source: Data Processing Results (2022)

The test results obtained by testing the Software Statistics program for the Shopping Lifestyle (X_1) variable on the Impulse Buying Behavior (Y) that is equal to the $t_{\text{statistic}}$ value of 3,232 > 1,984 with a significance value of 0,002 < 0,05 This indicates that the Shopping Lifestyle variable (X_1) significant effect on Impulse Buying Behavior (Y).

The test results obtained by testing the Software Statistics program for the Fashion. Variable Involvement (X_2) on Impulse Buying Behavior (Y) which is equal to the $t_{\text{statistic}}$ value of 3,164 > 1,984 with a significance value of 0,002 < 0,05 This indicates that the Fashion variable Involvement (X_2) has a significant effect on Impulse Buying Behavior (Y).

4.1.3. Simultaneous Test (F Test)

Simultaneous significance test is used to determine whether all independent variables, namely Shopping Lifestyle (X_1) and Fashion Involvement (X_2) have a simultaneous influence on the dependent variable, namely the Impulse Buying Behavior (Y) variable.

Table 3. Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1102,748	2	551,374	22,222	,000 ^b
	Residual	2406,812	97	24,812		
	Total	3509,560	99			
a. Dependent Variable: Impulse Buying Behavior						
b. Predictors: (Constant), Fashion Involvement, Shopping Lifestyle						

Source: Data Processing Results (2022)

Based on the results of data processing in table 3, the $F_{\text{statistic}}$ value is 22,222, which means the $F_{\text{statistic}}$ value is greater than the F_{table} value, which is $22,222 > 3,09$ and the significance value is $0,000 < 0,05$.

These results indicate that the independent variables, namely Shopping Lifestyle (X_1) and Fashion Involvement (X_2) have a simultaneous effect on the dependent variable, namely Impulse Buying Behavior (Y).

4.1.4. Coefficient of Determination Test (R^2)

The coefficient of determination (R^2) is useful for measuring the contribution of the dependent variable.

Table 4. Results of the Coefficient of Determination (R^2 Test)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,561 ^a	,314	,300	4,98121
a. Predictors: (Constant), Fashion Involvement, Shopping Lifestyle				
b. Dependent Variable: Impulse Buying Behavior				

Source: Data Processing Results (2022)

Based on the results of data processing in table 4 above, the Adjusted R Square value or the coefficient of determination above shows that the Shopping Lifestyle (X_1) and Fashion Involvement (X_2) variables can explain the Impulse Buying Behavior (Y) variable by 30%, while the remaining 70% influenced by other variables not described in this study.

4.2. Discussion

4.2.1. The Effect of Shopping Lifestyle on Impulse Buying Behavior

Based on the results of research from respondents' answers to the shopping lifestyle variable which has three indicators, namely: activities, interests and opinions, it is known that respondents are happy and enjoy their shopping activities, thus making shopping a lifestyle where they willing to spend the time and money they have to support the lifestyle they live and make consumers buy fashion products impulsively at Delipark Mall Medan.

The results of this study are in accordance with research conducted by Aliyah (2020) with the title "*Hubungan Shopping Lifestyle, Fashion Involvement, dan Brand Image dengan Impulse Buying Behavior Pada Matahari Department Store Kota Tegal*" The results of this study show that there is a strong, positive influence and significant shopping lifestyle on impulse buying behavior at Matahari Department Store Tegal City.

4.2.2. The Influence of Fashion Involvement on Impulse Buying Behavior

Based on the results of the study, it is known that respondents have an attachment to fashion which is reflected in their interest, knowledge and reactions to something related to fashion offered by Delipark Mall Medan, the greater the respondents' attachment, the greater the influence that makes respondents buy fashion products impulsively.

The results of this study are in accordance with research conducted by Ummah (2020) with the title "Fashion involvement *dan* Shopping Lifestyle *dengan* Pembelian Impulsif Produk Fashion pada Dewasa Awal". The results of this study indicate that fashion involvement has a significant relationship with impulse buying of fashion products in early adult consumers.

4.2.3. Influence Shopping Lifestyle and Fashion Involvement on Impulse Buying Behavior

Based on the results of data processing in the table, the $F_{\text{statistic}}$ value is $22,222 > 3,09$ and the significance value is $0,000 < 0,05$. These results indicate that the independent variables, namely shopping lifestyle (X_1) and fashion involvement (X_2) have a simultaneous effect on the dependent variable, namely impulse buying behavior (Y).

The results of this study are in line with research conducted by Warjani (2019) with the title "*Pengaruh* Shopping Lifestyle *dan* Fashion Involvement *Terhadap* Impulse buying (*Studi Pada* Konsumen *UMKM* Toko *Pakaian Ryn Boutique* Jalan *Dr. Mansyur Medan*)". The results of data analysis in this study indicate that there is a positive and significant influence between shopping lifestyle and fashion involvement together on impulse buying clothes at the Ryn Boutique store, Dr. Mansyur Medan Street.

5. CONCLUSION

Shopping lifestyle positive and significant effect on impulse buying behavior, the higher the shopping lifestyle of someone who shops at the Delipark Mall Medan retail store, the greater the influence given and will eventually lead to impulse buying. Meanwhile, fashion involvement positive and significant effect on impulse buying behavior, the higher the fashion involvement of someone shopping at the Delipark Mall Medan retail store, the greater the influence given and will eventually lead to impulse buying. Moreover, shopping lifestyle (X_1) and fashion investment (X_2) simultaneously affect the dependent variable, namely impulse buying behavior (Y).

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