



The effect of social media, online review, and price discount on impulse buying

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ARTICLE INFO

Received 17 May 2024
Accepted 26 June 2024
Published 30 June 2024

Keywords:

Social media; online review; price discount; impulse buying

ABSTRACT

The purpose of this study was to analyze the effect of social media on impulse buying, to analyze online reviews on impulse buying, and to analyze the effect of price discounts on impulse buying. The population of this study were Padang City students who used the Shopee application. The research sample is 180 respondents. The sampling technique used was purposive sampling with the criteria that they were Padang city students and had made purchases in the Shopee application. The data analysis technique used is multiple linear regression analysis. The results showed that social media has a positive and significant effect on impulse buying, online reviews have a positive and significant effect on impulse buying, discounts have a positive and significant effect on impulse buying.

How to cite: Fradia, R., & Yasri. (2024) The effect of social media, online review, and price discount on impulse buying. *Marketing Management Studies*, 4 (2), 133-143. DOI: [10.24036/mms.v4i2.509](https://doi.org/10.24036/mms.v4i2.509)



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INTRODUCTION

Advances in technology and information have brought many changes in aspects of life, one of which is in interacting with fellow humans and in conducting buying and selling transactions. This can be seen with the use of social media and marketplace platforms that have become an inseparable part of everyday life, especially among students. In accordance with the data from research conducted by Jakpat in 2021, which previously found that the 20-24 year old age group as much as 24% topped the online shopping preference. Where in terms of age, the majority of this age group are students (Kemendikti, 2020).

The high interest of the Indonesian people in utilizing technological advances in the field of buying and selling transactions is supported by data from the We Are Social survey in 2022 to 2023, where the survey results show an increase in the number of people doing online shopping by 12.79% and reaching 178.9 million people compared to the previous year, which was 158.65 million people. The phenomenon of people doing online shopping brings opportunities for businesses to open online shopping platforms. One of the online shopping platforms that are of interest to the Indonesian people is Shopee.

Shopee as one of the leading marketplaces in Indonesia, offers easy access through smartphone applications, allowing users to make online purchases quickly and efficiently. With a variety of products on offer, ranging from fashion, cosmetics, to household products and electronics, Shopee has

become the top choice for many college students (Anggarwati et al., 2023). This is supported by data from Databoks in 2023, which shows that Shopee is the top application widely used by Indonesians.

Shopee's success to occupy the top rank of this marketplace platform cannot be separated from the success of the strategies implemented by Shopee. One of them is in utilizing impulse buying behavior that is often found in consumers. Impulse buying behavior, which is characterized by purchases made without prior planning and often triggered by emotional impulses, has become a common phenomenon among college students. Factors such as online reviews from previous consumers and price discounts have been shown to have a significant influence in influencing impulse purchase decisions.

Evidently, several news articles have highlighted some very rapid sales increases when Shopee conducts promotions in the form of giving discounts called discount parties. Where this discount party is often Shopee does on the same date as the current month. As in the 9.9 and 10.10 discount parties, a number of brands recorded an increase in sales even up to 17 times (Setyowati, 2023) up to 30 times and could reach a turnover of Rp. 16 billion (Septiani, 2023).

According to Rook (1987) impulse buying occurs when a person feels a sudden, strong, and continuous urge to immediately buy an item or product. The tendency of impulse buying students on the shopee application in Padang city according to Juswan and Neo (2022) is in the medium category. According to this study, students are less able to restrain themselves when buying something. Factors such as social media, online reviews, and price discounts can increase the tendency of students to buy something without careful consideration.

According to Singh et al., (2023) social media plays an important role in influencing consumer purchasing decisions. Shopee uses a lot of social media in advertising its application. Where most social media users are young consumers such as children to early adults who can still be easily influenced by the content of advertisements so that they make impulsive buying. Shopee regularly promotes through several social media platforms by presenting advertisements or posting videos about promos, product recommendations, and even sharing discount vouchers. However, there is a problem where advertisements featuring Shopee promotions on social media are often ignored by consumers, and the comments given are only related to the assessment of the ad stars. This is due to consumers' lack of interest in the promotion, and tend to focus on the brand ambassador starring in Shopee rather than on the actual offer.

Another factor that influences consumer impulse purchases is online reviews. Shopee provides an online review feature to help new customers and potential customers make purchasing decisions. From some of the latest reviews related to purchases in the Shopee application, we can see a variety of opinions from consumers. Some positive reviews show that consumers feel helped and facilitated, thus encouraging consumers to make purchases immediately. On the other hand, negative reviews are about disappointing purchase experiences, such as cases of fraud committed by sellers or receiving goods that do not match the order. Judging from these reviews, there are still many negative reviews, as many as 65% of consumer reviews out of 100 recent reviews regarding purchases on the Shopee app tend to be negative.

Price discounts provided by Shopee are also able to influence consumers to make purchases immediately. Shopee often provides discount programs to its consumers, especially when approaching the national online shopping day (HARBOLNAS) and Shopee's birthday sale. The consumer response to the price discount given by Shopee also varies, some give a positive response and some give a negative response. Negative responses are usually caused by consumers who fail to get a discount or the goods purchased through discounts are not what consumers want, for example damaged goods or goods that are different from the photos.

LITERATURE REVIEW

Impulse buying

impulse buying is a purchase that occurs without planning, triggered by a strong stimulus, without careful consideration and a rational decision process (Wang et al., 2022). Impulse buying is a purchase made suddenly without prior consideration, either to meet certain needs or for certain types of goods (Beatty and Ferrell, 1998). Impulse buying is an event when a person experiences a sudden, often strong, desire to immediately purchase an item without considering the consequences. Impulse buys are often considered bad compared to well-considered purchases because they tend to be made spontaneously and less carefully and are driven more by emotion than rational consideration (Rook, 1987).

Social media

Social media are Internet-based channels that allow users to interact opportunistically and present themselves selectively with a wide or limited audience in real-time (Carr and Hayes, 2015). Social media are online platforms and mobile applications that allow individuals, groups, and institutions to connect, interact, cooperate, and form communities (Nau et al., 2022). social media is a group of internet-based applications that are based on web 2.0 technologies and allow users to create and share public and private content that they themselves create (Kaplan and Haenlein, 2010).

Online review

Online reviews are information about functional features, sensory feelings, and user experiences collected and expressed by customers after purchasing a product (Liu., 2023). Online reviews are online consumers' positive or negative comments on a product which can be a benchmark for reducing product uncertainty by referring to other consumers' comments (Zhang., 2018). An online review is information about a product created by a customer, posted on the internet based on the user's personal experience and focused on whether and how a product fits a particular user's usage preferences and needs (Thakur, 2018).

Price discount

Price discount is a sales promotion method in which the same product is sold at a lower price to customers (Xu and Huang, 2014). Price discount is a sales promotion strategy where products are sold at a reduced price to consumers (Mishra et al., 2011). price discount is defined as a direct reduction in the price of an item below the normal price at the time of purchase within a certain period of time (Anggarwati et al., 2023)

The effect of social media on impulse buying

Elisa et al., (2022) have examined the effects of social media use in impulse buying. The results found that the use of social media plays a significant role in consumer impulse buying. Sudha and Bharathi's research (2018) shows that social media significantly influences customer impulse buying behavior. Other research conducted by baker Qureshi, Murtaza, and Kazi (2019) shows a significant relationship between social media and impulse buying.

H1 : Social Media has a positive and significant effect on Impulse Buying for student Shopee users in Padang City.

The effect of online review on impulse buying

Liu (2023) has examined the relationship between online reviews and impulse buying. His study found that online reviews have a positive and significant impact on consumer impulse buying. Research conducted by Zhang, Zhao, and Yu (2018) shows that online reviews influence impulse buying behavior. Other research conducted by Chen and Ku (2021), shows that online reviews have a positive impact on impulse buying buyers.

H2 : Online Review has a positive and significant effect on Impulse Buying for Shopee user students in Padang City.

The effect of price discount on impulse buying

Research conducted by Setiawan and Ardani (2022) shows that price discounts have a positive and significant effect on impulse buying. Similarly, the results of research conducted by Noor (2020) price discount has a positive and significant effect on impulse buying. Research conducted by Antariksa and Respati (2021) shows that price discounts have a positive and significant effect on consumer impulse buying. Meanwhile, Xu and Huang (2014) examined the effect of price discounts on impulse buying. His study found that price discount is a trigger for consumer impulse buying.

H3 : Price Discount has a positive and significant effect on Impulse Buying of Shopee user students in Padang City.

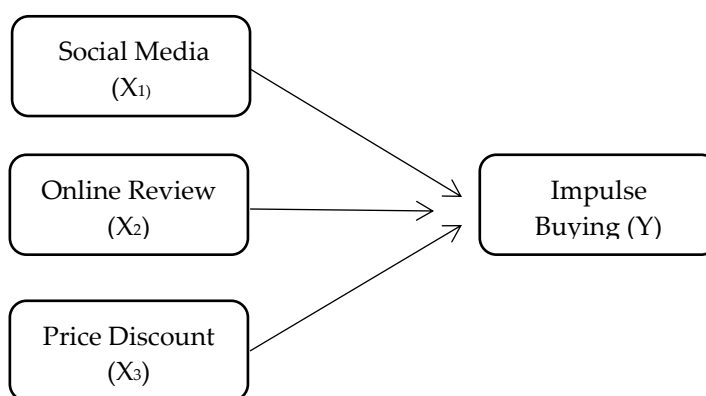


Figure 1. Conceptual Model

METHOD

Quantitative research was used in this study and the type of causal research. This research design includes associative research, namely research that aims to determine the relationship between two or more variables that are causal. the object of research that will be the population is students of Padang city using Shopee. the sample in this study was calculated from the formula 10 multiplied by 18 indicator items = 180 respondents. Purposive sampling was used to take samples in this study. The questionnaire was also used to collect primary data. Multiple linear regression analysis was used for data analysis.

Table 1. Operational Definition

Variable	Indicators	Reference
Social Media (X1)	1. had no plans to buy anything beforehand. 2. social media ads can encourage purchases. 3. make purchases only because of promos 4. Promotional offers trigger purchases.	(Sing et al., 2023)
Online Review (X2)	1. Satisfaction of reading reviews 2. Get what you're looking for in a review 3. information sought is contained in the review	(Zhang et al., 2018)
Price Discount (X3)	1. The size of the price discount. 2. Price discount period. 3. Types of products that get price discounts.	(Ittaqullah et al., 2022)
Impulse Buying (Y)	1. "buy everything on shopee" describes the way buy things.	(Sing et al., 2023)

Variable	Indicators	Reference
	2. "Free shipping across Indonesia" encourages me to shop.	
	3. it is necessary to make impulse purchases.	
	4. if needed, will be purchased immediately.	
	5. bought more dishopee than expected.	
	6. buying goods without planning.	
	7. buying items that are not known to exist before.	
	8.impulse buying is fun.	

A variable is a construction measure that can be measured with different types of values. In this study only uses dependent variables and independent variables, including 1 dependent variable and 3 independent variables. Impulse Buying as the dependent variable has 8 indicators adopted from Sing et al. (2023), then there are 3 independent variables, including the Social Media variable which has 4 indicators adopted from Sing et al. (2023), then the Online Review variable which has 3 indicators adopted from Zhang et al. (2018), and the Price Discount variable which has 3 indicators adopted from Ittaqullah et al. (2022).

RESULT AND DISCUSSION

Characteristics of respondents

Consumer characteristics in this study are divided into several characters based on gender, age, type of work, income, purchase intensity, and place of study. The following are the consumer characteristics of this study:

Tabel 2. Characteristics of Respondents

Characteristics	Category	Amount	Percentage
Gender	Male	37	20,6%
	Female	143	79,4%
Age	18-20 years	77	42,8%
	21-25 years	102	56,7%
	26-30 years	1	0,6%
	>30 years	0	0
	Profession	student	0
Spending per mounth	college student	180	100%
	self-employed	0	0
	Others	0	0
	< IDR1.000.000	62	34,4%
	IDR 1.000.000 - IDR 1.500.000	68	37,8%
Purchase intencity	IDR 1.500.000 – IDR 2.000.000	35	19,5%
	IDR 2.000.000 – IDR 3.000.000	9	5%
	>IDR 3.000.000	6	3,3%
	Very often	31	17,2%
	Often	71	39,5%
Studying in Padang city	sometimes	67	37,2%
	Rare	11	6,1%
	Never	0	0
	Yes	180	100%
Place of study	no	0	0
	Padang State University	79	43,9%

Characteristics	Category	Amount	Percentage
	Andalas University	60	33,4%
	Bung Hatta University	16	9%
	Putra Indonesia YPTK University	25	13,7%

Validity test

In this study, the validity of the instrument was tested using SPSS 24 with the method of correlating the item score with the product moment (person) total score. Analysis was carried out on all instrument items. Significant less than 0.05 means the item is valid, while significant greater than 0.05 means the item is invalid. The result showed that all statement items used in this research variable, namely social media (X1), online reviews (X2), price discounts (X3) and impulse buying (Y) have a significance value of 0.000. This value is smaller than the alpha value used in this study, which is 0.05. Therefore, it can be concluded that all statement items used in this study are valid, so they can be used for research.

Reliability test

The instrument will be identified as reliable or not by looking at the Cronbach alpha value. Reliability is said to be bad if it is less than 0.6. However, if the value is greater than 0.6, it is categorized as good and reliable. The results showed that all questionnaire statement items in this study have Cronbach's alpha values above 0.60. Therefore, it can be concluded that all statement items in this study were reliable.

R-Square

Coefficient of determination (R²) to calculated models can describe the dependent variable. Result of testing the coefficient of determinant:

Tabel 3. Coefficient of Determinant

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,617 ^a	,381	,370	4,26703

Source : Results of data processing, 2024.

Based on the results of testing the coefficient of determination above, it can be explained that the value of R = 0.617, where this figure explains that the relationship between social media (X1), online review (X2), and price discount(X3) with the impulse buying(Y) can be concluded to be interconnected with a correlation of 0.617 which is classified as a strong correlation. R Square value = 0.381 where this figure explains that social media variables (X1), online reviews (X2), and price discounts (X3) can explain the impulse buying variable (Y) by 0.381 or a percentage of 38.1%. while the rest is influenced by other variables not included in this study.

Hypothesis test

In this study, the t test was also carried out by comparing the significance value of each variable with the alpha value. The following are the results of the hypothesis testing carried out:

Tabel 4. Hypothesis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,135	2,511		2,841	,005

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
Social Media	,950	,122	,512	7,782	,000
Online Review	,441	,212	,152	2,082	,039
Price Discount	,168	,209	,060	,801	,424

Source : Results of data processing, 2024.

Based on the table above, it can be seen that two variables in this study have a significance value of less than 0.05, namely social media and online reviews and one variable has a significant value greater than 0.05, namely price discount. Thus, it can be concluded that the two hypotheses in this study, namely H1 and H2, are accepted and one hypothesis H3 is rejected.

This study aims to analyze the effect of social media, online reviews and price discounts on impulse buying of students at shopee in Padang city. After analyzing the data using multiple linear regression analysis, the results of this study indicate that:

The effect of social media on impulse buying

Based on the results of the study, it is known that there is a positive and significant influence of social media on impulse buying for shopee users in Padang City. This means that social media can have a significant influence on impulse buying for students at shopee in Padang City. The more attractive social media ads are, the more impulse buying for students at shopee in Padang City will increase. The significant meaning in this study is that social media variables have an important and clearly measurable role in influencing impulse buying behavior, namely the results of the analysis show a sig value of $0.000 < \alpha 0.05$ which means that social media significantly influences impulse buying. This finding is reinforced by research conducted by Baker Qureshi et al., (2019) which states that Social Media has a positive and significant influence on Impulse Buying. Social media plays a role in influencing customers by providing relevant information, personalized advertisements based on previous actions and feedback from people about products or services. The same thing with research conducted by S. Sudha and Bharathi Karuppiah (2018) which shows that Social Media has a significant influence on Impulse Buying.

The results of Elisa et al.'s research (2022) show how important social media is in influencing people's cognitive and emotional reactions, which are related to customer purchasing decisions. This study shows that excessive use of social media plays a role in strengthening the relationship between scarcity messages and consumer impulse buying. The results of this study indicate that the use of social media plays a significant role in consumer impulse buying. So it can be concluded that social media can influence impulse buying of students at Shopee in Padang City. This can be caused by online advertisements that appear on social media or promotional information which results in impulse purchases of products in the Shopee application. The significant research results indicate that the higher the influence of social media, the higher the impulse buying of shopee user students in Padang City.

The effect of online review on impulse buying

Based on the results of the study, it is known that there is a significant effect of online reviews on impulse buying for shopee users in Padang City. This means that online reviews can have a significant influence on impulse buying for students at shopee in Padang City. The more varied the consumer reviews on shopee, the more the impulse buying of students at shopee in Padang City will increase. The significant meaning in this study is that online reviews have an important and clearly measurable role in influencing impulse buying behavior, namely the results of the analysis show a sig value of $0.039 < \alpha 0.05$ which means that online reviews significantly influence impulse buying. This finding is reinforced by research conducted by Zhang et al., (2018) which states that online reviews affect

consumer impulse buying. Other research conducted by Chen and Ku (2021), shows that online reviews positively influence impulse buying buyers. The pleasure that consumers feel from the clarity of the information needed such as real images, review reputation, and references for future customers can stimulate consumers' desire to engage in impulse buying.

Furthermore, research conducted by Fan, (2015) which shows that impulse buying can be influenced by online reviews. Similarly, Liu's research (2023) found that online reviews have a positive and significant impact on consumer impulse buying. So it can be concluded that online reviews can influence impulse buying for students at Shopee in Padang City. This can be due to the presence of clear information such as the original product image, the references provided and the pleasure when reading the review can trigger impulse product purchases on the Shopee application. The significant research results indicate that the higher the influence of online reviews, the higher the impulse buying of shopee user students in Padang City.

The effect of price discount on impulse buying

Based on the results of the study, it is known that price discounts do not have a significant effect on impulse buying. This means that price discounts do not have a significant effect on impulse buying for students at shopee in Padang City. The number or variety of discounts given by shopee to consumers does not affect consumer impulse buying. It can be seen from the results of the analysis which shows a sig value of $0.424 > \alpha 0.05$ which means that price discount does not significantly affect impulse buying. This is in line with the research of Nurul Ittaqullah, Rahmat Madjid, Nursaban Rommy Suleman (2020) which shows that price discounts do not have a significant effect on impulse buying. In this study, it shows that the high number of discounts on certain products and times is not followed by an increase in consumer impulse buying.

This research means that it is not in line with research conducted by Setiawan and Ardani (2022), where they mention that the higher the discount given, the higher the impulse buying of consumers, which is contrary to the results of this study. This research is also not in line with the studies conducted by Noor (2020), Antariksa et al., (2021) and Xu et al., (2014) which found that there is an influence between price discount and impulse buying. So it can be concluded that in this study there is no significant influence between price discounts on impulse buying. This could be because the amount of the discount, the time of the discount and the discounted product category do not affect consumers' desire to make impulse purchases. The results of the study indicate that the higher the price discount, the less influence it will have on impulse buying for students at shopee in Padang City.

CONCLUSION

Based on the results of the analysis of hypothesis testing the influence of Social Media, Online Reviews and Price Discounts on Impulse Buying Students at Shopee in Padang City can be concluded as follows: (1) Social Media variable (X1) has a positive and significant effect on Impulse Buying students at Shopee in Padang City. This means that the more diverse shopee social media is, the higher the tendency for someone to do impulse buying, especially Shopee user students in Padang City. (2) The Online Review variable (X2) has a positive and significant effect on Impulse Buying students at Shopee in Padang City. This means that the more diverse shopee's online reviews are, the higher the tendency for someone to do impulse buying, especially students who use Shopee in Padang City. (3) Price Discount variable (X3) has no significant effect on Impulse Buying students at Shopee in Padang City. This means that the discounts provided by Shopee do not affect the tendency of consumers to make impulse buying, especially students who use Shopee in Padang City.

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