

The Effects Of Mobile Marketing, Discount, And Lifestyle On Consumers' Impulse Buying Behavior In Online Marketplace

Nurul Ittaqullah, Rahmat Madjid, Nursaban Rommy Suleman

Abstract— This study aims to determine the effect of Mobile marketing, Discount, and Lifestyle on Impulse buying Behavior of Marketplace Consumer in students case study of Halu Oleo University. The method used is quantitative research methodology with an explanatory survey method. The population of this study are active internet users of students at Halu Oleo University who have made purchases in the marketplace in the last 10 months from January to October 2019. The sampling technique uses non probability sampling (convenience sampling) techniques, with the number of 100 respondents. The results showed that Mobile marketing and Discount have no significant effect on impulse buying on marketplace consumers. While Lifestyle has a significant positive effect on impulse buying behavior in marketplace consumers by 35.1%. The simultaneous effect of Mobile marketing, Discount, and Lifestyle on impulse buying in the marketplace is 20.9%. While the remaining 79.1% is influenced by other factors not examined in this study.

Index Terms— Mobile Marketing, Discount, Lifestyle, Impulse Buying, Marketplace

1 INTRODUCTION

Market is a network of interactions and relationships in which information, products, services and payments are exchanged. When the online marketplace has been favored by many people, the business center is no longer a physical building but rather a specific site or platform on a network where business interactions take place, which are more familiar with the term Electronic marketing. E-Marketing (Electronic Marketing) is one part of E-commerce where today, E-Marketing itself is increasingly becoming a Mobile Marketing (M-Marketing) because of consumer demands that prioritize convenience and personalization. Mobile-Marketing or cellular marketing is marketing using mobile devices, such as cellphones, smartphones and tablets. Initially, buying and selling activities on the internet, especially in the mobile context are expected to shape consumer behavior to make rational purchases. That is because mobile internet has efficient characteristics and has a variety of information so that consumers can compare prices and information about a product or service more easily. From there, consumers are expected to use logic and reasoning when making a purchase. But the fact is that not all consumers act rationally and logically when making online purchases. So from that comes a phenomenon namely impulse buying (Koski, 2004: 23). Impulse buying or impulsive buying generally occurs without any preparation or planning in advance and occurs spontaneously (Tinne, 2010: 66). Besides being influenced by the ease of transaction element which is part of service stimuli, another factor that can encourage impulsive buying is through marketing stimuli in the form of promotional activities. One form of sales promotion is to provide discounts (discounts).

Price discount is a price-based sales promotion strategy where customers are offered the same product at a reduced / lower price. Xu, Y., and Huang, J.S. (2014), in his study entitled "Effects of Price Discounts on Online Impulse buying", states that the variable discount will further trigger impulse buying online for consumers if the product offered has a low price. The phenomenon of impulse buying both online and offline certainly has a positive impact on marketers, retailers and profits for the store. Therefore, it is important for retailers to find out information about competitive strategies related to unplanned purchases. Unplanned purchases or impulse buying can occur due to external and internal factors. External factors such as discounts, displays and promotions. While factors from internal consumers, such as lifestyle, addiction to shopping, availability of resources, and so on. Lifestyle or Lifestyle according to Assael (2001) is a lifestyle in the world expressed by one's activities, interests and opinions. Consumers with hedonic lifestyles in satisfying their needs, often use emotional criteria rather than logic in evaluating brand choices (Assael, 2001). The type of consumption of people with a hedonic lifestyle involves the use of products to fulfill fantasy and satisfy emotions (Assael, 2001). The subjects in this study are specifically for undergraduate students at Halu Oleo University. This is based on a survey of internet user profiles in 2018 which showed that the most internet users were those who had the status or education level as students with a percentage of 92.6%. Another supporting survey which is about the percentage of internet user penetration by age shows that the most users are in the age range of 15-24 years, namely 91% of users aged 15-19 years and 88.5% aged 20-24 years. Where the age range is an advanced adolescent category. In addition, other considerations are because at that age they (students) have been categorized as mature enough to determine purchasing decisions. Based on preliminary observations the researchers stated that the majority of students at Halu Oleo University were active internet users. Overall discussion based on surveys and theoretical studies of the rapid development of the internet (Mobile marketing), the phenomenon of Impulse buying followed by the role of stimulants from internal factors (Lifestyle) and external (Discount), then an investigation can be carried out further regarding the relationship between the four variables.

- Nurul Ittaqullah, Postgraduate Program at Halu Oleo University, Indonesia, nurul.ittaqullah@gmail.com
- Prof. Dr. Rahmat Madjid, M.Si, Department of Management, Faculty of Economics and Business, Halu Oleo University, Indonesia, rahmatmadjid61@gmail.com
- Dr. Nursaban Rommy S. M.Si, Department of Management, Faculty of Economics and Business, Halu Oleo University, Indonesia, nursaban.rommy@uho.ac.id

2 LITERATURE REVIEW

2.1 Mobile Marketing

Leppäniemi et.al. (2006) have conducted a review of all previous mobile marketing research by establishing their own definition of cellular marketing. The authors propose that "mobile marketing is the use of cellular media as a means of marketing communication" (Leppäniemi et.al., 2006, p.38). This definition involves several characteristics of marketing communication: one-way or interactive communication; at least one party of communication uses a mobile / mobile device; at least one party benefits economically from communication (p.38). The Mobile Marketing Association (MMA) set the definition, describing mobile marketing as "a series of activities that enable organizations to communicate and engage with their audience interactively and relevantly through any mobile device or network" (MMA, 2009). Special features of cellular / mobile channels can be distinguished to illustrate the benefits of using mobile devices for marketing communications. Wireless devices do not depend on a specific place or time - they are portable and can be accessed at any time. Cellular channels are "immediate" and "customized", meaning that the main advantage is mobility, which allows users to get information whenever they want, regardless of location or time (Karjaluo, 2007, p.12).

2.2 Discount

According to Kotler (2009) price discount, is a savings offered to consumers from the normal price of a product, which is listed on the label or product packaging. Belch & Belch (2011) explained that the promotion of price discounts provides several benefits including: can trigger consumers to buy in large quantities, anticipate the promotion of competitors, and support trade in larger quantities. The discount is a popular price because it directly stimulates the purchase of the product being promoted, resulting in an increase in sales (Gendall et al, in Asterrina et al 2011: 3). According to Sutisna (2002: 300) the price discount is a reduction in the price of the product from the normal price within a certain period. The discount indicators are: 1) The size of the discount, that is the size of the discounted price given when the product is discounted. 2) The price discount period, namely the time period given at the time of the discount, and 3) The type of product that gets the discounted price, namely the diversity of choices on the discounted product.

2.3 Lifestyle

Lifestyle or Lifestyle according to Assael (2001) is a pattern of life in the world expressed by one's activities, interests and opinions. Consumers with hedonic lifestyles in satisfying their needs, often use emotional criteria rather than logic in making purchasing decisions (Assael, 2001). Lifestyle is a person's lifestyle in the world that is revealed in his activities, interests and opinions. Lifestyle describes the whole person who interacts with their environment. And each person has different personality characteristics that influence his buying behavior. Personality is usually described by using innate traits such as self-confidence, dominance, autonomy, honor, social skills, self defense, and adaptability. Meanwhile, according to Kotler, Lifestyle is a pattern of life based on psychographics. Psychographics require measurement of the primary AIO dimensions of consumers, namely: Activities, Interests, Opinions.

2.4 Impulse Buying

Impulsive buying is defined as an unplanned form of purchase, as a result of an exposure to stimulus and is decided on the spot. After making a purchase, consumers will experience emotional and or cognitive reactions. In other words impulsive purchases can be defined as purchasing decisions made by consumers without any planning or purchase intention. Koski (2004: 25) adds that Impulse buying or impulsive buying is defined as a buying process that is not based on a purchase plan, and usually occurs when an impulse or stimulus arises from the feeling of wanting to have something seen at the time. After making a purchase, consumers usually experience emotional or cognitive reactions. Based on these definitions, it can be seen that there are four main characteristics of impulse buying, namely: unplanned, immediate, emotional and / or cognitive reaction, exposure to the stimulus (Parboteeah, 2005: 15).

3 CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESES

Based on this description, the conceptual framework is arranged as follows:

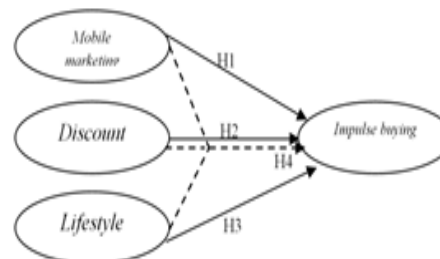


Figure1. Conceptual Model

Barwise and Strong (2002) based on a survey of young consumers stated that: "mobile marketing is a good channel for advertisements concerning low cost products. They discuss some of the necessities that marketers need to consider. First of all, the likelihood of gaining consumer attention "(Barwise & Strong, 2002). With the Indonesian language interpreted that mobile marketing is a good place for advertising about low-cost products. In the study, they (youth consumers) revealed several needs that marketers need to consider, especially the tendency to get consumers' attention. In short it can be said that mobile marketing is the right channel to attract the attention of consumers. In addition, Bucht & Gillberg (2015) cites "In application advertisements (in-app ads) is another type of advertising on mobile platforms, which can be in the form of banner pop-ups, full-page image ads, or video ads. When clicking on in-app banners consumers are directly transported to the web store and the promoted product, which makes it easy for consumers to engage in impulsive purchasing. (Koufaris, 2002) ". This explains that in mobile application, there are many advertisements (ads) with various types such as pop-up ads, as well as video ads. By clicking on the ad, the consumer will be directly connected to the web shop and the products being promoted, which makes it easier for consumers to be stimulated in impulse purchasing. The theories mentioned above suggest that approaches taken through mobile marketing are an approach that is easily able to get the attention of consumers. Mobile marketing features that make it easier for consumers to find the desired item can increase the desire of consumers to make purchases, including impulsive purchases.

H1 Mobile marketing has a positive and significant effect on Impulse buying behavior in Marketplace consumers.

Belch & Belch (2009) say that the price discount provides several benefits including: can trigger consumers to buy in large quantities, anticipate the promotion of competitors, and support trade in larger quantities. Consumers like discounts because consumers get reduced losses from direct price discounts from a product (Ben Lowe, 2010). Discount is a popular price because it stimulates the direct purchase of the product being promoted, resulting in an increase in sales. According to Park (2006) impulse buying often appears suddenly, fast, spontaneous, more emotional than rational, more often considered bad than good, and consumers tend to feel out-of-control when buying goods impulsively. In accordance with research from Brian Vicky Prihastama (2016), Septian Wahyudi (2017), and Sudharto P. Hadi (2017) the tendency of consumers to buy out-of-control comes from stimulants of sales promotion, one of which is caused by price cuts or Discount. The existence of price discounts in a marketplace can encourage impulse buying behavior. This is based on previous studies, where some consumers make unplanned purchases when the item or product item is subject to a discount. So many consumers who buy suddenly remember the benefits they get from the discounted price.

H2 Discount has a positive and significant effect on Impulse buying behavior in Marketplace consumers.

Improvements to service quality can ultimately foster trust that increases the quality of relationships. Several studies such as those conducted by Rai Imtiaz Hussain (2013), Eva Sri Lestari (2015), Aidil Syahputra, Mukhlis Yunus, Mahdani (2017) and Ulviana Ulfah (2018) revealed a similar result, namely the Lifestyle variable had a significant positive effect on Impulse buying. Based on the results of lifestyle research (Lifestyle) that affects the tendency of impulsive buying, it can be interpreted the higher or more hedonistic lifestyle of a person, then this will increasingly lead to and encourage the tendency of impulsive buying. Based on the theory it is found that a person's Lifestyle is determined by their Activity, Interest, and Opinion. That is, there are certain activities, interests / opinions in personal consumers in determining their attitude to make a purchase. With the existence of a Lifestyle standard (lifestyle) a person greatly influences the occurrence of impulsive purchases. For example, this can be proven by the tendency of consumers to like activities related to their hobbies, such as fashion, as well as having certain tastes and interests and opinions in fashion, so they will tend to make unplanned purchases of existing fashion item products. in the marketplace. Based on a literature review, as explained above, the researcher proposes to test the following hypothesis:

H3 Lifestyle has a positive and significant effect on Impulse buying behavior in Marketplace consumers.

Several studies on the partial effect of each independent variable on the dependent variable have been studied by researchers in the same field. However, research about the simultaneous influence of Mobile marketing, Discount, and Lifestyle on impulse buying behavior is still very limited. Up to the time of writing this thesis, research findings regarding the relationship between the four variables have never been

published in national or international journals. Judging from several investigations that have been there, mobile marketing produces a significant positive effect on impulse buying behavior, as well as the variable Discount, and Lifestyle. All three variables show the potential for significant positive influences so that it can be formulated that Mobile marketing, Discount, and Lifestyle can stimulate the appearance of impulse buying behavior.

H4 Mobile marketing, Discount, and Lifestyle have a positive and significant effect on impulse buying behavior in Marketplace consumers

4 METHODS

The design of this study uses a quantitative approach, with the type of explanatory research. This research is students case study conducted at Halu Oleo University. The population in this study are all marketplace consumers who are identified as students at Halu Oleo University. Thus, the total population of this study is not known with certainty. The sample size of this study was determined using Ferdinand's theory (2014) in multivariate studies (including those using multivariate regression analysis), the sample size was determined 25 times the number of variables. Regression analysis with 4 (four) variables requires sufficient samples of 100 respondents. After determining the number of samples used, it was determined the number of respondents was 100 students with the following criteria: 1) Respondents were undergraduate students at the Halu Oleo University aged ≤ 24 years (15-24 years). 2) Participating respondents are students who are popular marketplace consumers in Indonesia, such as Tokopedia, Shopee, Bukalapak, Lazada, Blibli and JD.ID and 3) Participating respondents have made purchases in the marketplace in the last 10 months from January to October 2019. The technique used in the sampling of this study is convenience sampling. The method of data collection is used survey method by distributing online questionnaires through Google form documents.

5 FINDINGS AND DISCUSSION

Research respondents are marketplace consumers who are Halu Oleo University Students, Southeast Sulawesi with a sample of 100 people with description of respondent characteristics according to: gender, age, frequency of shopping, product categories that are frequently purchased, and which marketplaces are most frequently visited. The results of the description of the characteristics of respondents in this study are presented in Table 1.

Table 1. Characteristics of Respondents

Characteristics of Respondents		Frequency (person)	Percentage (%)
Gender	Man	23	23
	Woman	77	77
	Total	100	100
Age	15-19 years old	30	30
	20-24 years old	70	70
	Total	100	100
Purchasing Frequency	1 time	25	25
	2 times	18	18
	3 times	7	7
	More than 3 times	50	50
	Total	100	100
Visited Marketplace	Shopee	87	87
	Bukalapak	3	3
	Tokopedia	4	4
	Lazada	5	5
	Blibli	0	0
	JD.ID	1	1
Total	100	100	
Characteristics of Respondents		Total of Items	Percentage (%)
Product Categories	Household Electronics	5	1.94
	Fashion & Accessories	75	29.07
	Handphone & Tablet, Gadget	8	3.10
	Watch, Glasses & Jewelry	28	10.85
	Camera & Photography	1	0.39
	Health & Beauty	31	12.01
	Computer & Laptop	6	2.33
	Toys & Baby's equipment	1	0.39
	Food, Drink & Grocery	20	7.75
	Media, Music & Books	27	10.47
	Sport & Outdoor	6	2.32
	Household Equipment	9	3.48
	Bag & Suitcase	27	10.47
	Automotive	1	0.39
	Voucher & Services	13	5.04
	Total	258	100

Source: Processed Primary Data, 2019

Based on data from the characteristics of these respondents, it can be seen that the majority of the profile of respondents in this study were respondents with female sex, aged 20-24 years, generally made purchases more than 3 (three) times during the last 10 months, with the categories generally bought namely the Fashion & Accessories, as well as Health & Beauty. Respondents are consumers who frequently visit Shopee.

Description of Research Variables

Based on the description of respondents' answers presented in Table, it is known that the mean value of the Mobile marketing variable is 3.57, which means that most respondents agree with the use of mobile marketing features in providing convenience and the desire to make unplanned purchases. While from the description of respondents' answers presented in Table 2, it is known that the mean value of the Discount variable is 4.01, which means that most consumers agree to the desire to shop caused by a variable discount if it is reflected in the amount of the discounted price, the discounted period, as well as the types of products subject to discounts. In addition, based on the description of the respondents' answers presented in the Table, the mean value of the Lifestyle variable is 3.98, which means that most consumers agree to the desire to shop due to Lifestyle or lifestyle variables. Whereas based on the description of the respondents' answers presented in Table 2, it is known that the mean value of Impulse buying variable is 3,375 which can be interpreted that most of the consumers stated that they were quite agreeable or neutral on the emergence of a desire to shop because of the stimuli in the marketplace. The results of the description of each indicator of this research variable are presented in Table 2 as follows.

Table 2 Indicators' Mean and Research Variables

Variable(s)	Indicators	Mean	
		Indicator	Variable
Mobile Marketing (MM)	MM1 - SMS/MMS	3,08	3,57
	MM2 - Mobile Web	4,09	
	MM3 - Social media	3,89	
	MM4 - Mobile Ads	2,89	
	MM5 - QR Codes	2,75	
	MM6 - Push Notification	3,06	
	MM7 - Mobile Shopping	4,19	
	MM8 - Mobile Banking	3,98	
	MM9 - Mobile Tracking	4,20	
Discount (D)	D1 - Discount amount	4,17	4,01
	D2 - Discount period	3,92	
	D3 - Product category	3,95	
Lifestyle (L)	L1 - Activities	4,17	3,98
	L2 - Interest	3,82	
	L3 - Opinion	3,97	
Impulse Buying (IB)	IB1 - Unplanned	2,93	3,375
	IB2 - Immediate	3,2	
	IB3 - Emotional reaction	3,64	
	IB4 - Exposure to the stimulus	3,73	

Source: Processed Primary Data, 2019

Based on the results of the mean indicators and variables it was found that the responses of respondents showed that the role of mobile tracking and mobile shopping in the Marketplace application had the highest average scores of 4.20 and 4.19. Followed by the role of the Mobile web at 4.09, then mobile banking at 3.98, and the role of Social media at 3.89. While the lowest average score is on the use of the QR Codes feature which is only 2.75 and Mobile ads is 2.89. If we look at the actual empirical conditions, based on respondents' assessment of the Mobile marketing variable, it is considered good. Because it increases the benefits of marketplace features can provide direction to the emergence of consumer impulse buying behavior so that it is expected to influence the increase in profitability of the marketplace. In addition, the Discount variable, the respondent's response shows that the Amount of Discount Price has the highest average score of 4.17 followed by the Product Type of 3.95, and the Discount Period of 3.92. If examined from the actual empirical conditions, based on consumer ratings on the Discount variable is considered good. Because it gives discounts to certain types of products and within a certain period can make consumers tend to like things like that and encourage them to make purchases. Then in the Lifestyle variable, respondents' responses showed that the Activities indicator had the highest average score of 4.17, followed by the Opinion indicator of 3.97, and Interest of 3.92. If it is examined from the actual empirical conditions, based on consumer ratings on the Lifestyle variable is considered good. Whereas in the Impulse Buying variable, respondents' responses indicate that the Exposure to the stimulus indicator has the highest average score of 3.73 followed by the Emotional reaction indicator of 3.64, then the third sequence followed by the Immediate indicator of 3.2, and Unplanned indicator of 2.93. If we look at the actual empirical conditions, based on consumer ratings on the Impulse buying variable is still considered quite good. In other words, even though Marketplace has succeeded in providing an easy and user-friendly shopping place, offering discounted prices, and in accordance with a consumer's lifestyle, it does not guarantee that consumers will make impulsive purchases.

Evaluation of Multiple Linear Regression Analysis

Table 3 Coefficients
Coefficients^a

Model	B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	8.733	4.143		2.108	.038
Mobile marketing	.056	.049	.125	1.133	.260
Discount	.008	.127	.008	.060	.952
Lifestyle	.351	.137	.371	2.555	.012

a. Dependent Variable: Impulse buying

Source: Processed Data, 2019

T Test Results (Partial Test)

T test or partial test is a statistical test that is used to determine whether there is a significance of the influence of each coefficient of the independent variable that is, mobile marketing (X1), Discount (X2) and lifestyle (X3) to the related variable namely, impulse buying (Y) partially (separate). The test uses a significance level (α) = 0.05. T Test results can be seen in table 3 above.

Hypothesis Test 1: Mobile marketing has a positive and significant effect on Impulse buying behavior

T test results can be seen from the table above that the Mobile marketing variable obtained $t_{count} = 1.133$ with a probability value of 0.260. To find out the table, we can look for the 0.05 significance with degrees of freedom $df = (n-k-1)$ or $100-3-1 = 96$ (n is the amount of data and k is the number of independent variables). The table can be searched using the MS program. Excel with the formula = $tinv(\alpha; df2)$ or = $tinv(0.05; 99)$. Then the table obtained is 1.984. So it can be concluded that the value of $t_{count} = 1.133 < t_{table} = 1.984$ with a significance level of $0.260 > 0.05$, this indicates that H1 is rejected so it can be concluded that mobile marketing has no effect on impulse buying behavior in the consumer marketplace of Halu Oleo University student case studies.

Hypothesis Test 2: Discount has a positive and significant effect on Impulse buying behavior

Discount variable obtained value of $t = 0.060$ with a probability value of 0.952. So it can be concluded that the value of $t_{count} = 0.159 < t_{table} = 1.984$ with a significance level of $0.952 > 0.05$, this shows that H2 is rejected so it can be concluded that the variable discount has no effect on impulse buying behavior in the consumer marketplace in this study.

Hypothesis 3 Test: Lifestyle has a positive and significant effect on Impulse buying behavior

Lifestyle variable obtained by $t_{count} = 2.555$ with a probability value of 0.012. So it can be concluded that the value of $t_{count} = 2.555 > t_{table} = 1.984$ with a significance level of $0.012 < 0.05$, this shows that H3 is accepted so it can be concluded that lifestyle variables have a positive and significant influence on impulse buying behavior in the consumer marketplace. In brief, an overview of the results of the hypothesized test in general can be seen in Table 4. The results of testing the hypothesis regarding the effect between each variable are as follows:

Table 4 Hypothesis Test

Hypothesis	Effects between variables	Description
H1	Mobile marketing ? Impulse buying	Rejected
H2	Discount ? Impulse buying	Rejected
H3	Lifestyle ? Impulse buying	Accepted

Source: Processed Data, 2019

Based on the analysis results in the above table, it appears that out of 3 (three) direct influences between the variables tested, there were 2 (two) hypotheses that were rejected and 1 (one) other was accepted. F Test Results (Simultaneous Test) Test results can be seen in the table below.

Table 5 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	487.024	3	162.341	8.475	.000 ^b
	Residual	1838.976	96	19.156		
	Total	2326.000	99			

a. Dependent Variable: Impulse buying

b. Predictors: (Constant), Mobile marketing, Discount, Lifestyle

Source: Processed Data, 2019

The results of the F test can be seen from the F_{count} value in table 5 above, obtained by the F_{count} of 8.475 and sig. 0,000. To find out F_{table} , the degree of freedom is first determined ($df1$ and $df2$). Using significance $\alpha = 5\%$, $df1$ (df value of the regression model / number of independent variables) = 3, and $df2$ (df value of the residual model / $nk-1$) or $100-3-1 = 96$ (where n is the number of respondents and k is the number of independent variables). The table can be searched using the MS program. Excel with the formula = $finv(\alpha; df1; df2)$ or = $finv(0.05; 3; 96)$. The obtained table is 2.699.

Hypothesis Test 4: Mobile marketing, Discount, and Lifestyle have a positive and significant effect on impulse buying behavior

From the results of the F test it can be concluded that the value of $F_{count} = 8.475 > F_{table} = 2.699$ with a significance level of $0.000 < 0.05$, this indicates that H4 is accepted.

Table 6 Hypothesis Test

Hypothesis	Effects between variables	Description
H4	Mobile marketing , Discount, Lifestyle ? Impulse buying	Accepted

Source: Processed Data, 2019

Therefore, it can be concluded that Mobile marketing, discount and lifestyle together (simultaneously) have a positive and significant influence on impulse buying in the consumer marketplace in this study. Multiple Correlation Test Results (R) The results of the multiple correlation analysis can be seen in the table below:

Tabel 7 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458 ^a	.209	.185	4.37676

a. Predictors: (Constant), *Mobile marketing, Discount, Lifestyle*

Source: SPSS Processed data, 2019

Based on the table above summary model obtained R value of 0.458. This shows the correlation between mobile marketing, discount and lifestyle variables on impulse buying of 0.458. This means that the degree of strength of influence between mobile marketing, discount and lifestyle on impulse buying falls into the medium category.

Determination Test Results (R2)

Based on table 6 of the previous model summary, it can be seen that the Adjusted R2 (R Square) number is 0.209 or 20.9%. This shows that impulse buying is influenced by mobile marketing, discount and lifestyle by 20.9%. While the remaining 79.1% is influenced by other factors not examined in this study.

DISCUSSION

The results of the description of consumer responses to the use of mobile marketing features are considered good by consumers. However, the fact that occurs that the high utilization of mobile marketing features is still not able to provide a good stimulus to encourage impulsive buying numbers to consumers as a whole. This is indicated by the fact that there are still 27.2% of consumers who consider that the overall indicators on the variable mobile marketing are still inadequate. The results of the analysis through the mean score found that mobile tracking is the highest indicator perceived by consumers. This means that the marketplace has given confidence to consumers about the safety and transparency of the tracking process of goods (tracking) in the shipping period (shipping) from the seller's warehouse to the consumer's hands. In addition, consumers' assessment of mobile shopping (application) is considered good where Marketplace has been able to provide easy access to the majority of consumers so as to produce a place that is user-friendly or user-friendly for them to visit and shop. Some factors that are considered still low by consumers are such as the use of QR Codes and Mobile ads, which are considered to be unable to provide maximum stimulation as expected by consumers. This could be because consumers have not yet mastered or are not familiar with the use of these features. In connection with these conditions, the marketplace really needs to make efforts to improve how to provide interesting information in ways or media that are easier and more user-friendly. From the results, it was found that mobile marketing had no significant effect on impulse buying. The survey that underlies that the average biggest internet user is aged 20-24 years, with commercial activities most often done is online shopping, so it is hoped that the marketplace through mobile marketing will be the right facility in increasing impulsive purchases. But apparently it does not become a guarantee for marketplace consumers to make an immediate purchase. Logically, consumers who are students can be categorized as consumers who do not have fixed income. So that mobile marketing strategy efforts have not been able to influence their desire to make unplanned purchases. In other words, most respondents still consider the right time and opportunity to

make a sudden and unplanned purchase. Referring to the findings of this study that mobile marketing has no significant effect on impulse buying, this proves the theory put forward by P. Mahalakshmi (2019) that the approaches applied through mobile marketing are not always perceived well by consumers. He revealed that mobile marketing is indeed a very flexible approach with costs that are not high compared to offline marketing strategies. However, for some approaches such as the use of the SMS / MMS feature if the information content provided is not in accordance with the wishes or tastes of the recipient (SMS / MMS recipient) then such an approach will be assessed as 'disturbing' because it is irrelevant to what consumers want. This is in line with the results of this study, where several features such as SMS / MMS, Push Notification, QR Codes and Mobile ads provide a lot of information and promotional content but are of no value to consumers, or some are not relevant to consumer needs. This is evidenced by the low results of respondents' answers to these features. So that although other indicators in terms of mobile applications succeed in influencing impulse buying but with the existence of indicators that are of low value like this, it will affect the results of the overall research variable. Kathivaran (2019) also revealed things that influence impulse buying through mobile marketing, namely from psychological factors, time availability, and resource availability (money availability). If it is adjusted to the characteristics of respondents in this study who are students with an age range of 15-24 years, it can be assessed that psychologically they can be said to be mature enough to determine purchasing decisions, but they cannot be categorized as capable in terms of time availability and availability of resources. . Given their status as students who have solid activities and do not yet have a steady income, they tend to make purchases that are planned according to needs rather than unplanned or sudden purchases. Research with the same variables revealed by Lili Wang (2016) that shopping via mobile has a positive but not significant effect on impulse buying behavior. Furthermore, Wang gave an illustration that although impulse buying behavior was indeed more often found in the realm of cellular purchases, but his hypothesis was still not supported (accepted) with the results of his research. He further added about mobile marketing research on impulse buying in the future so that research is conducted directly right after consumers make a purchase via mobile, so consumers will easily remember and recognize their impulsive behavior. This is because impulsive buying is sudden (impromptu) so as to immediately recognize it, it cannot be detected in a long period of time. In addition, from the results of multiple linear regression tests on SPSS, it was found that the discount had no significant effect on impulse buying. Logic and theoretical studies that underlie that discounts can influence consumers to make unplanned purchases in offline retailing actually have different results with the background of online retailing, in this case cellular (mobile setting) in the marketplace. With the discount, it is expected that consumers will be stimulated to make purchases immediately, but in fact it does not become a guarantee in the case of the online marketplace, even more so in the case study of Halu Oleo University students. In this study, the variable discount does not affect the variable impulse buying the reason is because consumers when visiting the marketplace do not think about discounts so that consumers desire to open applications to view products or visit and shop without thinking about discounts offered. This is evidenced by

consumers' high assumptions about their affective reactions to the size of the discounted price indicator, but the desire to make unplanned and sudden purchases is very low on the unplanned and immediate indicators in the impulse buying variable. In other words, consumers only visit but whether with a discount or not, it will not affect the desire to shop impulsively on the marketplace. In addition, based on the results of the description of respondents' characteristics in terms of frequency of shopping, 50% or half of the respondents are consumers who often make purchases in the marketplace more than 3 times in the last 10 months. That is, with or without a discount, consumers will still make purchases in the marketplace if it relates to their needs. Another argument that causes variable discount has no effect on impulse buying lies in the type of product or the discounted period listed on the marketplace. Consumers can like the amount of discount given, but it turns out the type of product that is discounted is not the product they need, so they discourage making a purchase. In addition, consumers may like and be compelled to make purchases in terms of good discounted prices, as well as the type of product needed, but the discounted period is in the wrong time. In other words, to stimulate consumers to make an immediate purchase, it is not enough to offer appropriate discounts. Marketplaces must also provide discounts for types of products that are relevant to the needs of consumers at certain times in accordance with the opportunities owned by consumers. So in the context of online retailing, discounts are expected to have a positive and significant influence on impulse buying behavior in future studies. Referring to the findings of this study that the discount does not have a significant effect on impulse buying, then this is in line with research findings by Herdin Febriyanto (2018) who suggested that the existence of discounts in offline and online retailing does not necessarily invite impulse buying agents. He revealed that the more aggressive discounts offered to customers did not guarantee the purchase. The same thing was also investigated by Jauhari (2017) with the title "Effect of Promotion, Discounts, Brands, Store Atmosphere, and Shopping Emotion on Impulse buying among students of economics at PGRI Yogyakarta University" which states that the Discount variable has no effect and is not significant on Impulse buying. In their research, from some of the students who became respondents, they assumed that the greater the discount offered, the price set before the discount was much higher than the normal price. So that impulse buying behavior among these students does not occur. Jauhari (2017) draws the conclusion that the more aggressive the discounts offered by impulse buying behavior among students of the Faculty of Economics, PGRI University, Yogyakarta, are getting lower. The results of the study reveal an assumption that some consumers do not immediately assume the stimulus they receive in this case is a discount, to simply make them impulsive consumers. But on the contrary, they assume discount is a trick used by marketers only to attract buyers on the basis of prices that have been raised from normal prices first. Based on the results of the analysis note that lifestyle variables in the marketplace are reflected through the three indicators with good categories. The results of the analysis through the mean score found that activities are the highest indicators perceived by consumers. This means that the marketplace has provided a place to shop in accordance with lifestyle activities preferred by consumers. Marketplace has facilitated consumers with the convenience in

the shopping process so that the activities in it become what consumers like, and make them compelled to make impulsive purchases. In addition, consumers' assessments of Opinion and Interest are considered good where Marketplace has been able to provide good shopping facilities to the majority of consumers so that consumers can make choices based on their opinions and generate interest. or consumer interest to shop. From the results of multiple linear regression tests on SPSS, it was found that lifestyle has a significant effect on impulse buying. Based on a survey that underlies that the average internet user carries out the most frequent commercial activities such as online shopping, the marketplace has provided the right facilities to increase impulsive purchases. Surveys and theoretical studies stating lifestyle can influence consumers to become impulsive buyers in line with the results of this study. So that the approach efforts made by the marketplace have been able to influence the activities (activities), interests (opinions) and opinions (opinions) of consumers to make unplanned purchases. This condition shows that the higher the level of lifestyle (lifestyle) of consumers, the stronger the desire of consumers to meet the needs of a product that has become their lifestyle. So that it refers to the tendency of the appearance of impulse buying behavior in this study. Referring to the findings of this study that lifestyle has a significant influence on impulse buying, then this is in line with research findings by Wahyuningsih (2016) which suggests that lifestyle has a significant positive effect on impulse buying behavior due to fashion involvement. In his research, he cites the theory from O'Cass (2004) which found that "involvement in fashion (such as clothing) is closely related to personal characteristics (i.e women and young people) and fashion knowledge, which in turn affects consumer confidence in purchase decision making. "Consumers with high fashion involvement will tend to be easily attracted to stimuli and then make unplanned purchases. The research findings are closely related to the results obtained through this study. If it is reviewed based on the description of the characteristics of respondents, it is known that the majority of consumers are those aged 20-24 years (70%, 70 people), female (77%, 77 people) with the categories of products that are often purchased, namely items of fashion products and accessories (75 items). This suggests that young people, especially the women studied in this study, mostly like fashion activities and have high interest and opinion about fashion. Then it is made a standard of lifestyle in supporting their daily activities, so that their taste or interest in fashion items is a factor in why lifestyle has a positive and significant effect on impulse buying behavior in this study. Moreover, based on the results of the F test or the simultaneous test, the calculated F value is 8.475. With an F table of 2.699. Therefore $F_{\text{arithmetic}} > F_{\text{table}}$ then H4 is accepted. So it can be concluded that there is a positive influence between mobile marketing program, discount and lifestyle together (simultaneously) on impulse buying in the consumer marketplace. Finally, based on the results of the multiple correlation test, the degree of influence strength (R), between the variables of mobile marketing, discount and lifestyle towards impulse buying is 0.458. From the determination test results obtained R² (R Square) of 0.209. Based on these results it can be seen that the role of the elements of mobile marketing, discount and lifestyle, the degree of strength of its influence on impulse buying is included in the medium category, with a percentage of

influence of 20.9%, while 79.1% is influenced by other factors not examined in this study.

6 CONCLUSION

Based on the results of the study, several conclusions can be formulated as follows: 1) Mobile marketing has no significant effect on impulse buying behavior. This means that the high utilization of mobile marketing features is not followed by an increase in impulse buying behavior, 2) Discount has no significant effect on impulse buying behavior. This means that the high number of discounts on products and certain times is not followed by an increase in impulse buying behavior, 3) Lifestyle has a positive and significant effect on impulse buying behavior. This means that the higher the level of lifestyle (lifestyle) of consumers, the tendency to make impulsive purchases is also higher. The most dominant indicator having a significant impact is the indicator of consumer interest, 4) Mobile marketing, discount, and lifestyle have a positive effect on impulse buying behavior. The effect of mobile marketing, discount, and lifestyle together (simultaneously) on impulse buying was 20.9%. While the remaining 79.1% is influenced by other factors.

ACKNOWLEDGMENT

This research was supported by our colleagues from Halu Oleo University Students who provided insight and expertise that greatly assisted the research, although they may not agree with all of the interpretations/conclusions of this paper.

We thank Dr. Nursaban Rommy Suleman, M.Si, Department of Business and Management, Halu Oleo University for assistance with particular technique and methodology, and Prof. Dr. Rahmat Madjid, M.Si from Department of Business and Management, Halu Oleo University for comments that greatly improved the manuscript.

We would also like to show our gratitude to the lecturers; Dr. Juharsah, Dr. Nasrul, and Dr. Endro Soekotjo (Department of Business and Management, Halu Oleo University) for sharing their pearls of wisdom with us during the course of this research.

REFERENCES

- [1] Assael, H.(1992). *Consumer Behavior & Marketing Action*, Fourth Edition, New York: Kent Publishing Company.
- [2] Asterrina, Febrya; Hermiati, Tuti (2011). *Pengaruh Discount Terhadap Perilaku Impulse buying (Studi Pada: Konsumen Centro Department Store Di Margo City)*. Fakultas Ilmu Sosial dan Politik. Universitas Indonesia.
- [3] Azmi, Muhammad Ulil (2016). *Pengaruh Program Komunikasi Pada Digital Marketing dan Sales Promotion Terhadap Impulse buying Pada Konsumen Situs Lazada.co.id*. Jakarta : Universitas Paramadina
- [4] Barutcu, S. (2007). *Attitudes towards mobile marketing tools: a study of Turkish consumers*. *Journal of Targeting, Measurement and Analysis for Marketing*. 16 (1). 26-38
- [5] Barwise, P., & Strong, C. (2002). *Permission-based mobile advertising*. *Journal of interactive Marketing*, 16(1), 14-24.
- [6] Belch, George and Belch, Michael. (2007). *Advertising and Promotion: An Integrated Marketing Communication Perspective*, New York: McGraw Hill.
- [7] Belch, George and Belch, Michael. (2015). *Advertising and Promotion: An Integrated Marketing Communication Perspective*, New York: McGraw Hill.
- [8] Bucht, Ellinor dan Gillberg, Rebecka (2015). *Mobile marketing and its Effects on the Online Impulsive Purchasing Tendency*. Master of Science in Business and Economics (Civilekonom): Luleå University of Technology
- [9] Carter, E. (2008). *Mobile marketing and generation Y African-American Mobile Consumers: the issues and opportunities*. *International Journal of Mobile marketing*. 3p.62
- [10] Cooper, Donald R. & Schindler, Pamela S. (2006) , *"Bussines Research Methods"*, 9th edition. McGraw-Hill International Edition.
- [11] Engel, James F, R.D.Blackwell and Paul W. Miniard. (1992). *Perilaku Konsumen* .Edisi Keenam. Group
- [12] Eroglu, Sevgin A. (2001). "Atmospheric qualities of online retailing, A conceptual model and implications", *journal of business research*, No 54.
- [13] Febriyanto, Herdin (2018). "Pengaruh Shopping lifestyle, Discount, dan Promosi
- [14] *Penjualan terhadap Impulse Buying"*. Fakultas Ekonomi dan Bisnis: Institut Agama Islam Negeri Surakarta
- [15] Hussain, Rai Imtiaz (2013). *Impact of Cultural Values and Life Style on Impulse buying Behavior: A case study of Pakistan*. *International review of management and Business research*, Vol.2
- [16] Karjaluo, H. (2007). *Insights into the implementation of mobile marketing campaigns*. *International Journal of Mobile marketing*
- [17] Koski, Nina. (2004). "Impulse buying on the internet: Encouraging and discouraging", *Frontiers of e-business research*,
- [18] Kotler, Philip and Kevin Keller. (2012). *Marketing management 14 E*, New Jersey: Pearson.
- [19] Kotler, Philip et all. (2009). *Marketing Management: an introduction*, Essex: Pearson Education limited.
- [20] Koufaris, Marios. (2002). "Applying the technology acceptance model and flow theory to online consumer behavior", *Information Systems Research*, Vol. 13, No. 2.
- [21] Jauhari, Miftahul (2017). " Pengaruh Promosi, Diskon, Merek, Store Atmosphere, dan Shopping Emotion terhadap Impulse buying di kalangan mahasiswa fakultas ekonomi universitas PGRI Yogyakarta". Universitas PGRI Yogyakarta
- [22] Liu, Z.C. and Lu, Z.W. (2017) *Research on Influence of Shopping APP's Characteristic on Consumer's Impulse buying*. *Modern Economy* , 8, 1484-1498.
- [23] Mahalakshmi and Dr. C. Kathiravan (2019). *An Exploration of Mobile Commerce and its Impact of Consumer Impulse buying Behaviour in the Digital Marketing*, Annamalai University: *International Journal of Advance and Innovative Research* Vol. 6
- [24] Malhotra, Naresh K., and David F. Birks. (2012). *Marketing Research: An Applied Approach 3rd European Edition*. Harlow, England: Prentice-Hall.

- [25] Mulyana, Deddy. (2009). Ilmu Komunikasi Suatu Pengantar, Bandung: PT Remaja Rosdakarya.
- [26] Parboteeah, D. V. (2005). "A Model of Online Impulse buying: An Empirical Study", Washington State University.
- [27] Park, E. J., Kim, E. Y. and Forney, J. C. (2006), A Structural model of Fashion-oriented Impulse buying Behavior, *Journal of Fashion Marketing and Management*, Vol. 10 No. 4, pp. 433-446
- [28] Piron, Francis. (1991). Defining Impulse Purchasing, *Advances in Consumer Research*, Volume 18, hal. 509-514.
- [29] Plummer, J. (1974) "The Concept and Application of life Style Segmentation", dalam jurnal of marketing, 38 Januari. Pp.33-37
- [30] Putria, Narti Eka (2015). Pengaruh Pemanfaatan Mobile-Marketing Smarthone Blackberry Dan Komunikasi Interpersonal Terhadap Perilaku Impulse buying. *CBIS Journal*, Volume 3 No 1.
- [31] Rook, D.W. (1987) "The Impulse buying", *The Journal of Consumer Research*, Vol. 14, 189- 199
- [32] Safko, L., Brake, D. (2009). *The social media bible*. New Jersey: John Wiley&Sons.
- [33] Schiffman, Leon G and Leslie Lazar Kanuk. (2010). *Consumer Behavior*, London: Prentice- Hall International.
- [34] Sekaran, Uma (2006), *Metodologi Penelitian untuk Bisnis*, Edisi 4, Buku 1, Jakarta: Salemba Empat.
- [35] Stern, Hawkins. (1962). "The Significance of Impulse buying Today", *Journal of Marketing*, vol. 26, 59-63.
- [36] Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif, dan Brand*, Bandung: Alfabeta
- [37] Sutejo, Bertha S. (2006). "Internet marketing: Konsep dan persoalan baru dunia pemasaran", *Jurnal manajemen*, Vol. 6, No. 1.
- [38] Sutisna. (2002). *Perilaku Konsumen & Komunikasi Pemasaran*. Bandung: Rosda Karya.
- [39] Syahputra, Aidil, Yunus, Mukhlis, dan Mahdani (2017). Pengaruh Gaya hidup hedonisme, Materialisme dan Pendapatan terhadap Shopping lifesyle serta dampaknya pada Pembelian Impulsif online produk fashion pada masyarakat Kota Banda Aceh . *Universitas Syiah Kuala : Jurnal Manajemen dan Inovasi* Vol. 8, No. 3, Oktober 2017: 65-75
- [40] Tinne, Wahida S. (2010). "Impulse purchasing: A literature overview", *ASA University Review* Vol. 4.
- [41] Tjiptono, F. (2002). *Strategi Pemasaran*, Yogyakarta: Andi.
- [42] Ulfah, Ulviana (2018). Pengaruh Gaya Hidup (Life Style) Dan Store Atmosphere Terhadap Pembelian Impulsif. IAIN Purwokerto
- [43] Varnali, K. & Toker, A. (2010). Mobile marketing research: state-of-the-art. *International Journal of Information Management*, 30 (2), 144-151.
- [44] Vatanparast, R., Butt, A. (2010). An empirical study of faktors affecting the use of mobile advertising. *International Journal of Mobile marketing*. 5 (1). 28-40.
- [45] Wahyudi, Septian (2017). Pengaruh Price Discount Terhadap Impulse buying. *Islamic University Of Riau: Jurnal Valuta* Vol. 3 No 2, Oktober 2017
- [46] Wahyuningsih, Widowati (2016). The Influence Of Hedonic Lifestyle, Shopping Addiction, Fashion Involvement On Global Brand Impulse buying. *Universitas Muhammadiyah Yogyakarta: JBTI* Vol. 7 No. 2 Oktober 2016
- [47] Wang, Lili (2016). Do consumers buy impulsively more often in mobile shopping than in-store?, *Auckland University of Technology*
- [48] Xu, Y., & Huang, J. (2014). Effects of price discounts and bonus packs on online impulse buying. *Social Behavior and Personality: An international journal*, 42, 1293-1302.
- [49] Yeboah, Abraham (2017). Exploring the Consumer Impulse buying Behaviour from a Range of Consumer and Product Related Faktors, *Sunyani Technical University, Department of Marketing: International Journal of Marketing Studies; Vol. 9, No. 2*
- [50] Website:**
- [51] APJII. (2019). Profil Pengguna Internet Indonesia, retrieved from www.apjii.or.id/v2/upload/laporan/profil%20internet%20Indonesia%.pdf, 9 September 2019.
- [52] Dailysocial.id (2019). Survei APJII: Pengguna Internet di Indonesia Capai 171,17 Juta Sepanjang 2018, retrieved from <https://dailysocial.id/post/pengguna-internet-indonesia-2018/>, 9 September 2019
- [53] MMA (Mobile marketing Association) (2019). MMA Updates Definition of Mobile marketing, retrieved from <https://www.mmaglobal.com/news/mma-updates-definition-mobile-marketing>, 9 September 2019