



DOI: <https://doi.org/10.38035/dijefa.v5i5>
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The Dynamics of Impulse Buying: Exploring the Impact of Price Discounts, Time Pressure, Easy of Transaction, and Price Perception on Shopee Live

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Abstract: This study investigates the factors influencing impulse buying behavior on Shopee Live, focusing on price discounts, time pressure, ease of transaction, and price perception. The findings reveal that price discounts significantly and positively affect impulse buying. Discounts enhance the perceived value of products, create a sense of urgency with time-limited offers, and utilize social influence by showcasing other buyers taking advantage of the deals. Time pressure also plays a crucial role, as it intensifies urgency, leading consumers to make quick, impulsive decisions. The interaction between sellers and consumers during live streaming further amplifies this effect. Conversely, ease of transaction does not significantly impact impulse buying. Although a smooth transaction process is appreciated, it does not independently drive impulsive purchases without the presence of other motivating factors. Additionally, positive price perception significantly boosts impulse buying, as consumers who view prices favorably are more likely to make spontaneous purchases. This study underscores the effectiveness of price discounts, time pressure, and positive price perception in enhancing impulse buying on Shopee Live, suggesting that sellers can optimize these factors to increase sales.

Keywords: Price Discounts, Time Pressure, Easy of Transaction, and Price Perception

INTRODUCTION

Since the announcement of the Covid-19 virus entering and spreading in Indonesia in 2020, the government has implemented Large-Scale Social Restrictions (PSBB) followed by the Enforcement of Restrictions on Community Activities (PPKM) (Arnani et al., 2021). The Covid-19 pandemic has changed people's habits to get closer to technology and carry out activities virtually (Andriyanti & Farida, 2022). One form of technological change is to change the sales strategy from offline to online systems (Faeda et al., 2023). The presence of e-commerce makes consumers get complete product-related information in a short time (Primahutami et al., 2024). Currently, e-commerce in Indonesia is increasing rapidly (Ismawati, 2020). This opportunity makes sellers to innovate, dare to take risks and take

advantage of opportunities for technological developments that exist (Anggeun Famelia, Wan Suryani, 2022).

According to Fauzan & Sujana, (2022) a very popular sales method currently affected by the development of digital technology is the live streaming shopping method. Live streaming is a form of recording media and broadcasting sound or images in real-time, the broadcasting process utilizes one or more communication methods that can make the audience feel directly present (Tuapattinaya & Farida, 2024). Meanwhile, according to Febriah & Febriyantoro (2023) live streaming is a method of distributing video content directly to a large number of viewers. Live streaming facilitates communication between sellers and prospective buyers, especially for the products they sell, detailing the quality, size, and material of the product without having to meet face-to-face so that consumers can be sure that the product to be purchased is a quality product (Febriah & Febriyantoro, 2023).

Based on data from the 2023 ipsos survey, Shopee Live is a live streaming feature that MSMEs favor (Micro, Small and Medium Enterprises).

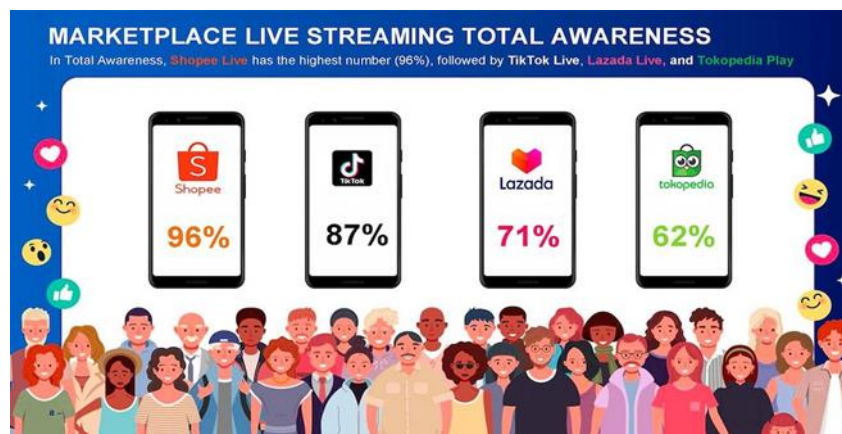


Figure 1. Most Popular Platforms Used for Online Shopping Broadcasts
(Source : Survei IPSOS 2023, 2024)

Based on the picture above, there are several digital platforms for online shopping broadcasts, shopee live is ranked first at 96%, then tiktok live is ranked second at 87%, lazada at 71%, and tokopedia at 62% (IPSOS Survey 2023, 2024).

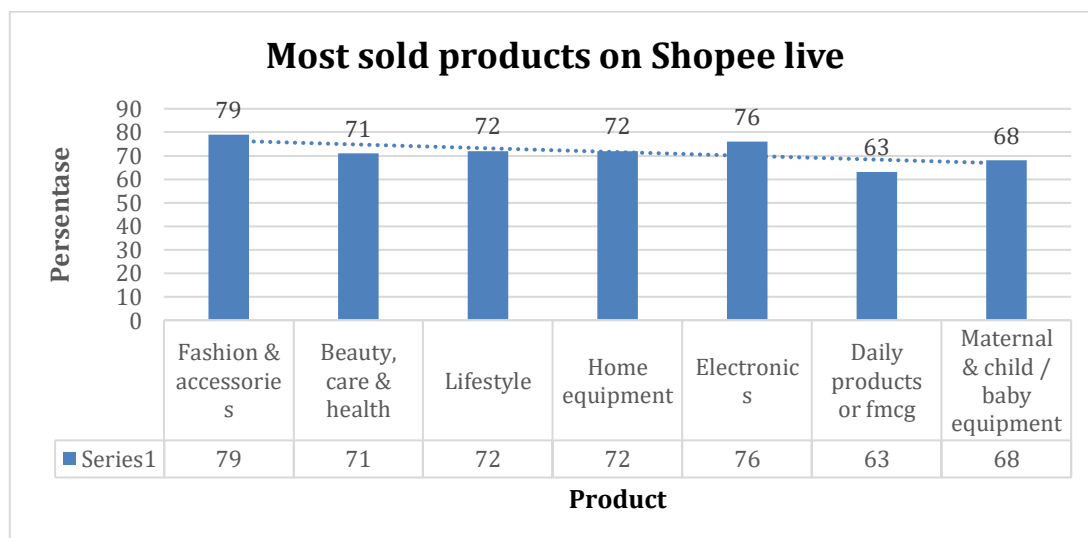


Figure 2 Graph of the Most Sold Products on Shopee Live
(Source : Kata Data 2023, 2023)

Based on the Populix report entitled “Study and Analysis of the Online Shopping Ecosystem through Live Streaming in Indonesia”, the report is based on a survey of 506 people with a period from May 12 - 23, 2024. The most sold products on shopee live include Fashion and Accessories as much as 79%.

The increase in the use of shopping through live streaming in Indonesia has resulted in the phenomenon of impulse buying, this makes it difficult for many consumers to refrain from buying products while watching live-streaming shopping (Kinasih & Wuryandari, 2023). Emotional factors are the most important aspect in impulse buying (Kamil et al., 2023). Impulse buying is related to spontaneous purchases that are not considered beforehand (Kamil et al., 2023). Impulse buying is a consumer behavior that is proven to be a purchasing activity related to the environment and time constraints in shopping (Risnawati et al., 2021).

Price discounts are one of the strategies used by sellers on Shopee live. With discounts, consumers argue that they can get more products at a lower price, this is done by consumers without realizing that they are making impulse purchases (Risma & Sukmawati, 2023). This method is considered effective because it can influence and increase purchases so that sales through the live-streaming feature increase (Nainggolan & Parinduri, 2020). Previous research according to Bambang et al (2023) stated that price discounts do not have a significant effect on impulse buying. Meanwhile, other research according to Ginting et al (2023) states that discounts have a significant effect on impulse buying.

Time pressure is a subjective perception of the limited or scarce amount of time available to facilitate the decision-making process (Sun et al., 2023). Consumers who are under time pressure have a stronger urge to buy products Hoang & Dang, (2021). According to Huang & Suo (2021) Consumers with high time pressure have a high level of impulse buying. Previous research conducted by Kinasih & Wuryandari (2023) regarding time pressure on impulse buying stated that time pressure has no influence on impulse buying. Meanwhile, other research conducted by Sun et al (2023) states that time pressure has a positive influence on impulse buying.

Ease of transactions relates to whether or not the application used by prospective buyers is easy to make purchases (Fauzan & Sujana, 2022). Ease of transactions is a consideration in the convenience of this user with regard to how operational it is to shop online (Makarawung et al., 2023). The ease of transactions is a consideration for someone to shop, the more convenience provided to consumers, the more loyal consumers will be who have a relationship with the buying and selling process that occurs online (Dan, 2021). Based on previous research Makarawung et al (2023) shows that ease of transaction has no effect on impulse buying. Meanwhile, other research conducted by Parwanti et al (2024) shows that ease of transactions has a positive and significant effect on impulse buying.

The thing that consumers see first before making a purchase is price perception (Rifa'I et al., 2020). Price perception is a way to measure how much money will be used to buy a product or service (Yasshyka et al., 2024). Dewanti & Haryono (2021) state that price perception is an influential factor because consumers will evaluate prices before making a decision to buy. One of the important components in impulse buying is price perception (Aditomo & Nugroho, 2015).

The presence of the live shopping phenomenon provides a new experience for shopping with only a cellphone (Saputra & Fadhilah, 2022). Meanwhile, according to Dong et al., (2023) Live broadcast shopping provides a different experience because it has real time characteristics and high communication interaction.

METHODOLOGY

Research design is a plan for systematic and objective data collection, processing, analysis and presentation activities carried out to solve a problem to develop general principles (Herdayati et al., 2019). Therefore, researchers use quantitative methods to see the cause-and-effect between the independent variables (discounts, time pressure, convenience and price perception) and the dependent variable (impulse purchases).

Table 1. Operational Variables

Variable	Indicator
Impulse Buying (Febriyanti et al., 2021)	<ol style="list-style-type: none"> 1. Spontaneity is done without planning 2. Lack of consideration of consequences 3. A sudden desire to buy followed by emotion 4. Inability to suppress inner desires
Price discounts (Yuliarahma et al., 2022)	<ol style="list-style-type: none"> 1. Time of giving discount Magnitude of discount 2. Discount period 3. Types of products that get discounts
Time pressure (Sari& Nurhasanah., 2024)	<ol style="list-style-type: none"> 1. Feelings of distress 2. Sufficient time 3. Amount of time required
Ease of Transaction (Lestari & Iriani., 2018)	<ol style="list-style-type: none"> 1. Ease of navigation 2. Ease of understanding and operation 3. Ease of payment 4. Flexible transaction options
Price Perception (Rifa'I et al., 2020)	<ol style="list-style-type: none"> 1. Consumers pay a fair price 2. Pricing Accuracy 3. Reasonableness of paying policy 4. Price changes by ethics 5. Price is acceptable to the customer

The measurement scale used in this study is a Likert scale. The population of this study were Shopee users in Tanjung Duren who had made purchases through Shopee Live within the last 3 months. The purposive sampling method was used in this study. Purposive sampling is a technique of determining the sample with a certain consideration (Sugiyono, 2022). Purposive sampling criteria in this study are Shopee Live users in Tanjung Duren, Made a transaction for at least the last 3 months through Shopee Live, and making impulse purchases at Shopee Live in the form of Skincare & Makeup products. Determining the number of samples in this study uses the theory (Hair et al., 2019) which recommends the sample to be taken based on the number of indicator items multiplied by 5-10, namely $19 \times 5 = 95$ respondents.

The data source in this study uses primary data which is data directly collected from research respondents through questionnaires. The data collection technique in this study was a questionnaire via Google form distributed to Shopee live users in Tanjung Duren. This research is included in the type of quantitative research. The data analysis tool used is descriptive statistics, which means that the variables in this study are presented. Statistical Package for the Social Sciences (SPSS) version 26 software was used to analyze the data in this study.

Table 2. Coefficients Test

Coefficients ^a							
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	Result
1	(Constant)	-3,800	2,017		-1,883	,063	
	Price discounts	,561	,191	,306	2,941	,004	Supported
	Time Pressure	,347	,147	,222	2,359	,020	Supported
	Ease of transactions	-,039	,181	-,027	-,216	,830	Not Supported

Price Perception	,398	,157	,325	2,540	,013	Supported
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a. Dependent Variable: Impulse Buying

Source: data processed with SPSS Version 26

RESULTS AND DISCUSSION

Based on the validity test in this study on the variable price discount, time pressure, ease of transaction and price perception of impulse buying, it is said to be valid because the value of r count $>$ r table. The reliability test aims to show the consistency of the measuring instrument in measuring the same symptoms on other occasions. Alpha value with Cronbach's Alpha value $>$ 0.6 can be declared reliable (Ghozali, 2018), Based on the reliability test, it can be concluded that the variables of price discounts, time pressure, ease of transactions, price perceptions and impulse buying are said to be reliable.

Price Discount has effect positive and significant on impulse buying

The research findings indicate that price discounts have a positive and significant impact on impulse buying behavior in the context of shopping on Shopee Live. Consumers who receive discounts are more likely to make impulsive purchases compared to those who do not receive discounts. Price discounts enhance the perceived value of products in the eyes of consumers, create a sense of urgency due to time-limited offers, and leverage social effects where consumers are influenced by the number of other buyers also taking advantage of the discount. Additionally, direct interaction between sellers and consumers during live streaming sessions on Shopee Live strengthens the emotional connection and prompts consumers to make immediate purchases. This study confirms that the strategy of offering discounts on Shopee Live is effective in driving impulse buying, enabling sellers to increase sales by providing attractive and interactive discounts.

Previous research according to Bambang et al (2023) stated that price discounts do not have a significant effect on impulse buying. Meanwhile, other research according to Ginting et al (2023) states that discounts have a significant effect on impulse buying. According to Antariksa & Respati (2021) in research shows that there is a significant positive influence between the discount variable and the impulse buying variable. Furthermore, other research conducted by Kinasih & Wuryandari (2023) shows that there is an effect of discounts on impulse buying. This is also supported by other research conducted Ginting et al (2023) which states that discounts have a significant effect on impulse buying.

Time Pressure has effect positive and significant on impulse buying

The research findings indicate that time pressure has a positive and significant impact on impulse buying behavior in the context of shopping on Shopee Live. Consumers faced with time-limited offers are more likely to make impulsive purchases. Time pressure creates a strong sense of urgency, making consumers feel they must quickly take advantage of the offer before it expires. This urgency often reduces the time they have to rationally consider their decision, prompting them to act swiftly. Additionally, direct interaction with sellers during live streaming sessions can amplify this time pressure, as sellers frequently emphasize the limited time or quantity of available products. This study confirms that time pressure is a crucial factor that sellers on Shopee Live can leverage to enhance impulse buying by creating offers that feel urgent and appealing to consumers.

Previous research conducted by Kinasih & Wuryandari (2023) regarding time pressure on impulse buying stated that time pressure has no influence on impulse buying. Meanwhile, other research conducted by (Sun et al., 2023) states that time pressure has a positive influence on impulse buying. Time pressure is a very important factor in influencing impulse buying Sun et al (2023). According to Sun et al (2023). in their research shows that time pressure has a positive relationship with impulse buying. Furthermore, Arnindita & Saputri (2024) in their

research show that time pressure has an effect on impulse buying. This is also supported by other research conducted by Lestari et al (2020) that time pressure has a positive and significant effect on impulse buying.

Ease of transaction does not affect impulse buying

The research findings indicate that ease of transaction does not have a significant impact on impulse buying behavior in the context of shopping on Shopee Live. While it was expected that ease of transaction, such as quick payment processes and user-friendly navigation, would increase the likelihood of impulsive purchases, the data does not support this hypothesis. Consumers may appreciate the ease of transaction as a convenience factor, but it is not strong enough to drive them to make impulsive purchases without other motivating factors like price discounts or time pressure. This study suggests that other more emotional and urgent factors play a more dominant role in triggering impulse buying, whereas ease of transaction serves more as a complementary factor that enhances the overall shopping experience but does not directly drive impulse buying.

Berdasarkan penelitian sebelumnya Makarawung et al (2023) menunjukkan bahwa kemudahan bertransaksi tidak berpengaruh terhadap impulse buying. Sedangkan penelitian lain yang dilakukan oleh Parwanti et al (2024) menunjukkan bahwa kemudahan bertransaksi berpengaruh positif dan signifikan terhadap impulse buying. Kemudahan transaksi dalam belanja online menjadi pertimbangan yang sangat penting (Sinaga et al., 2023). Menurut Alkusani et al (2022) dalam penelitiannya menunjukkan adanya pengaruh antara kemudahan bertransaksi terhadap impulse buying. Hal ini juga didukung dalam penelitian Parwanti et al (2024) menunjukkan adanya pengaruh positif antara kemudahan bertransaksi terhadap impulse buying.

Price Perception has effect positive and significant on impulse buying

The research findings indicate that price perception has a positive and significant effect on impulse buying behavior in the context of shopping on Shopee Live. Consumers who perceive prices more favorably are more likely to engage in impulsive purchases. A positive price perception often arises when consumers feel that the prices offered are lower or more competitive compared to other options, or when they believe they are receiving greater value for their money. On Shopee Live, sellers frequently use promotional strategies and discounts that make consumers feel they are getting a highly advantageous deal, prompting them to make quick purchases without extensive deliberation. This study confirms that positive price perception can effectively enhance impulse buying, suggesting that sellers can leverage attractive pricing strategies to drive impulsive purchases and boost sales.

Price perceptions make consumers make many considerations before determining a purchase, but price perceptions are likely to make consumers make impulse buying (Dewanti & Haryono, 2021). According to Gorga et al (2022) in their research, price perceptions affect impulse buying. Furthermore, according to (Cahyani & Saufi, 2023) in their research, price perception has a positive and significant effect on impulse buying. This is also supported by other research conducted by Hermawan et al (2024) showing that price perception has a positive and significant effect on impulse buying.

CONCLUSION

The research findings demonstrate that price discounts, time pressure, and price perception all have a positive and significant impact on impulse buying behavior in the context of shopping on Shopee Live. Discounts enhance the perceived value of products and create a sense of urgency, while time pressure further intensifies this urgency, prompting consumers to make quick, impulsive decisions. Positive price perception also contributes to increased

impulse buying by making consumers feel they are getting a valuable deal. Conversely, ease of transaction does not significantly influence impulse buying, suggesting that while it improves the overall shopping experience, it does not directly drive impulsive purchases. Overall, effective use of discounts, strategic time pressure, and positive price perception can significantly boost impulse buying and sales on Shopee Live.

ACKNOWLEDGMENTS

We would like to express our sincere appreciation to the Lembaga Riset dan Pengabdian kepada Masyarakat Universitas Dian Nusantara for their invaluable support and funding for this research.

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