



THE INFLUENCE OF LIFESTYLE AND FASHION INTEREST ON IMPULSE BUYING BEHAVIOR ON TIKTOKSHOP

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ABSTRACT

KEYWORDS

lifestyle, fashion interest, impulse buying behavior

This study aims to test the variables of Fashion Lifestyle and Interest in Impulse Buying Behavior on TiktokShop Erigo Products for Wiilayah Ciayumajakuning. Using a type of quantitative approach research method and research population, namely Erigo Product Consumers on TiktokShop for the Ciayumajakuning Region with a total of 97 respondents. This Sample Collection Technique uses Non-Probability Sampling. Data Collection Techniques using Questionnaires and data analysis used are multiple regression analysis, and data analysis techniques using SPSS Program version 27. Obtained results that show that Lifestyle on Impulse Buying Behavior does not have a significant influence while Fashion Interest on Impulse Buying Behavior has a significant influence, Lifestyle and Fashion Interest simultaneously on Impulse Buying Behavior have a significant influence.

INTRODUCTION

Indonesian society is experiencing rapid growth in fashion, particularly among Gen Z, driven by technological advancements and lifestyle changes (Gunawan et al., 2022; Hinduan et al., 2020; Rahman & Indra, 2024; Simangunsong, 2018; Wijaya et al., 2020). E-commerce platforms like TikTok are catering to this trend, offering features like TiktokShop for online shopping. TikTok's content can expand product offerings and engage users. As of October 2023, the number of TikTok users in Indonesia increased by 6.74% from 99.79 million to 106.52 million, indicating a growing trend in online shopping.

It is also commonly known that trends in fashion exist and have developed to present current and stylish looks (Barnard, 2013; Entwistle, 2023; Mukendi et al., 2020; Robinson, 2024; Stone & Farnan, 2018). Technology advancements have a big impact on Gen Z's fashion sense since they cater to their rapidly evolving lifestyle (Katz et al., 2022; Van den Bergh & Behrer, 2016). They frequently embrace popular lifestyles more quickly and are more receptive to new trends. There are a lot of native brands in Indonesia that are well-known elsewhere. In terms of quality and design, their items are comparable to those of other brands. ERIGO goods is the local brand that Gen Z is currently joining. Growing diversity in fashion styles draws in more customers and boosts their spending power. From consumer purchases to a need is now a want. The influence of fashion development inevitably makes people follow existing trends.

Erigo is one of the largest clothing companies in the country and was founded in June 2013 by Muhammad Sadad with the concept of street style and travel clothing. In order to expand its market share, Erigo continues to expand its product types, including: thirt, short shirts, pants, koko short, hoodie, sandals, jackets, bags, sweatshirts and many other products. Erigo focuses on online sales, including social media, TikTok, web shops, and marketplaces.

TikTok is now a very popular social media in the field of marketing because it is the most influential in conveying messages and is a source of information that many people can see because of the concept of the video. Erigo started marketing its products on social media using the @erigo.store account in July 2020, and now features more than 200 promotional video content on the Erigo TikTok account.

Impulsive buying behavior occurs because of emotional impulses triggered by the development of social media (Kimiagari & Asadi Malafe, 2021; Xiang et al., 2016; Zafar et al., 2021), including TikTok. Features on TikTok such as live broadcasts, unboxing videos, and promotions from Influencers that cause Gen Z to be tempted to buy Products without thinking and done spontaneously. Because of the way influencers convey good information and look interesting, it often happens that the products obtained are not appropriate. Therefore, this study examined the lifestyle and fashion interest in customer impulse buying behavior for the Ciayumajakuning region. Hopefully, it can give more information on the topic discussed and become a reference for future relevant studies.

Hypotheses used are:

- 1) H1: The Effect of Lifestyle (X1) on Impressive Buying Behavior (Y)
- 2) H2: effect of Fashion Interest (X2) on Impressive Buying Behavior (Y)
- 3) H3: The Effect of Lifestyle (X1) and Fashion Engagement (X2) on Impulse Buying Behavior (Y)

RESEARCH METHOD

The research method used in this study is the Quantitative research method. Researchers used this method because they wanted to determine the effect of lifestyle variables and fashion interest on impulse buying behavior using statistical evidence. The population in this study consisted of 97 Consumers who bought Erigo Products on Tiktoshop for the Ciayumajakuning Region. The sample size of this study was 97 respondents because the sampling technique of this study used non-probability sampling. Data Collection Techniques in research using questionnaires based on the Corchan formula. The data analysis technique used is multiple regression analysis using SPSS Program version 27.

RESULTS AND DISCUSSION

Result

From the results of data processing, the characteristics of respondents are shown in the following table:

Table 1. Respondent Characteristics

Category	Description	Total	Percentage (%)
Gender	Male	34	35,1%
	Female	63	64,9%
Age	15-18	9	9,3%
	19-22	75	77,3%
	23-26	12	12,4%
	27-29	1	1,0%
Domicile	Cirebon	36	37,1%
	Indramayu	42	43,3%
	Majalengka	5	5,2%
	Kuningan	14	14,4%

Source : Data Processing Results, 2024

Based on the characteristics of respondents in table 1.1. that the object of this study consists of men amounting to 34 or 35.1% of all respondents and women amounting to 63 or 64.9% of all respondents. It can be concluded that the majority of respondents in this study are women. In terms of age, the majority of respondents are between 19-22 years old. Based on its

area, most are domiciled in. To determine the accuracy of the instrument in measuring the variables studied, researchers conducted a validity test in the following table.

Table 2. Validity Test Result

Lifestyle		Fashion Interests		Impulse Buying Behavior	
No	R Count	No	R Count	No	R Count
1	0,648	1	0,666	1	0,667
2	0,659	2	0,586	2	0,744
3	0,585	3	0,642	3	0,705
4	0,594	4	0,471	4	0,722
5	0,611	5	0,444	5	0,389
6	0,734	6	0,609	6	0,727
7	0,581	7	0,551		
8	0,620				

Source: Data Processing Results, 2024

Based on table 2, validity tests with 97 respondents showed that the instruments of the variables Lifestyle, Fashion Interest variables and Impulsive Buying Behavior were valid. Because the value of r count is greater than r table, so the sum of all r count > 0.1975. Researchers then conduct instrument reliability tests to determine the level of consistency of research instruments. The results are shown in the table below:

Table 3. Reliability statistic

Variable Name	Cronbach's Alpha	N of items
Lifestyle	0,873	8
Fashion Interests	0,777	7
Impulse Buying	0,880	6

Source: Data Processing Results, 2024

Based on table 3, this research method uses Cronbach's Alpha to test reliability. The measured value shows how much the level of reliability of the instrument used. Lifestyle variable of 0.873, Fashion Interest variable of 0.777 and Impulse Buying Behavior variable of 0.880. This number can be used to show that all variables in this study are realistic. Because Cronbach's Alpha value > 0.6.

Table 4. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson	
					R Square Change	F Change	df1	df2		Sig. F Change
1	.628 ^a	.394	.381	4.572	.394	30.580	2	94	.000	1.916

a. Predictors: (Constant), Fashion Interests, Lifestyle

b. Dependent Variable: Pembelian Implusif

Source: Data Processing Results, 2024

Based on table 4, it can be seen that the correlation coefficient between the variables Lifestyle and Fashion Interest in Impulse Buying behavior is 0.628. This means that the degree of closeness of the relationship between variables is in a strong category.

The value of the coefficient of determination of the variables Lifestyle and Fashion Interest in Impulse Buying Behavior is 0.394 which means that the size of the influence on the variable is 39%.

To find out the importance of the influence of these variables can be seen from the table below:

Tabel 5. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	-3.935	3.265		1.205	.231					
1 Lifestyle	.229	.135	.197	1.692	.094	.537	.172	.136	.476	2.099
Fashion Interest	.651	.161	.471	4.045	.000	.613	.385	.325	.476	2.099

a. Dependent Variable: Optional Purchasing

Source: Data Processing Results, 2024

Based on table 5, the sig value of the Lifestyle variable is 0.094 > 0.05 which means that there is no significant influence between Lifestyle and Impulse Buying Behavior. **H1: Not accepted**

Furthermore, the sig value of the Fashion Interest variable is 0.000 < 0.05 which means that there is a significant influence between the Fashion Interest variable and Impulse Buying Behavior. **H2: Accepted.**

It can be seen that the value of the tolerance of the independent variable >0.10 (0.476) and the value of the VIF <10 (2.099). To determine the significance of the influence of Fashion Lifestyle and Interest on Impulse Buying Behavior can be seen as follows:

Tabel 6. ANOVA^a

Model	Sum of Squares	Df.	Mean Square	F	Sig.
1 Regression	1278.682	2	639.341	30.580	.000 ^b
Residual	1965.297	94	20.907		
Total	3243.979	96			

a. Dependent Variable: Pembelian Implusif

Predictors: (Constant), Fashion Interests, Lifestyle

Source: Data Processing Results, 2024

Based on table 6, it can be seen that the sig value of 0.000 < 0.05, it can be concluded that there is a significant influence between Lifestyle and Fashion Interest simultaneously on Impulse Buying Behavior.

The Effect of Lifestyle on Impulse Buying Behavior

Based on data analysis, it shows that the Influence of Lifestyle on Impulse Buying Behavior. Lifestyle variables did not have a significant influence on impulse buying behavior. This shows that Lifestyle tends not to show impulse buying behavior. The high frequency of assessment of the survey shows that the majority of respondents aged 19-22 years are more likely to spend high impulsively (Rismawati et al., 2021).

The Effect of Fashion Interest on Impulse Buying Behavior

Based on the Research Results show that Interest Fashion has a significant influence, meaning that Attraction Fashion tends to lead them to make impulse purchases. This shows that respondents are mostly women so they are sensitive to fashion products and tend to make impulse purchases. This may be a factor influencing the high frequency of high positive evaluations of statements in the questionnaire (Ramadhanty et al., 2022).

CONCLUSION

The study reveals that fashion lifestyle and interest significantly influence impulse buying behavior on TikTokshop. Lifestyle does not significantly influence impulse buying behavior, but interest significantly influences it. Lifestyle variables are crucial for maintaining the quality and diversity of Erigo product brands. Businesses and marketers can encourage impulse purchases through programs. Further research could explore independent variables like price, quality, and loyalty to understand the impact of these factors on impulse buying behavior.

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