



# THE EFFECT OF PRICE DISCOUNT AND SHOPPING LIFESTYLE AGAINST IMPULSE BUYING ON SHOPEE CONSUMERS

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## ABSTRACT

This purpose of this study is how Price Discount, Shopping Lifestyle, Impulse Buying and the effect of Price Discount, Shopping Lifestyle, Impulse Buying on Shopee Consumers. The method used in this study is a descriptive method and a verification method, where the descriptive method is used to explain the conditions of Price Discount, Shopping Lifestyle and Impulse Buying on Shopee consumers, while the verification method is used to explain the causes and effects of the three variables. The total sample in this study was 100 respondents with the sampling technique in this study using judgmental sampling techniques, namely samples with respondents who met the requirements. While the analysis tool used is SmartPLS 3.0 Based on the results of the study, the overall responses of respondents regarding Price Discount, Shopping Lifestyle and Impulse Buying can be said to be good, this shows that the price discounts offered and shopping lifestyle are able to increase impulse buying for Shopee users. Meanwhile, based on hypothesis testing, it can be concluded that price discount has an effect on Impulse Buying, and shopping lifestyle has an effect on Impulse Buying.

**Keywords:** *Price Discount; Shopping Lifestyle; Impulse Buying*