

ABSTRACT

In 2019 Shopee launched a new feature to increase sales, which is evident in research conducted by Ginee that orders during Shopee live shopping sessions have tripled. Based on research conducted by Fitryan, et al (2021), it is stated that the behavior of consumers who make purchases at Shopee live shopping is irrational which is called impulse buying. Based on the phenomena found on social media, it shows that consumers watch Shopee live shopping during their free time, consumers' impulse buying behavior when watching Shopee live shopping is driven by discount vouchers and the products chosen when checking out products are mostly fashion categories.

The purpose of this research was to examine: (1) the effect of shopping lifestyle, price discount and fashion involvement on impulse buying at Shopee live shopping partially, and (2) the effect of shopping lifestyle, price discount and fashion involvement on impulse buying at Shopee live shopping simultaneously.

This research is classified into quantitative research with multiple linear regression analysis. This research uses a survey method with a sample size of 186 respondents who are Shopee live shopping users.

The results of this study are: partially there is a positive and significant effect of shopping lifestyle variables on impulse buying variables, there is a positive and significant effect of price discount variables on impulse buying variables, and there is a positive and significant effect of fashion involvement variables on impulse buying variables. Simultaneously shopping lifestyle, price discount and fashion involvement together affect the impulse buying variable (based on the results of the F test). Meanwhile, the determinant test shows the results of 38.2% so it can be concluded that Shopping Lifestyle, Price Discount and Fashion Involvement on impulse buying have an effect of 38.2% and the remaining proportion of 61.8% is affected by other variables not examined in this study.

Keywords: *Shopping Lifestyle, Price Discount, Fashion Involvement, Impulse Buying*