Relationship Between Social Influence, Shopping Lifestyle, and Impulsive Buying on Purchase Intention of Preloved Products

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Abstract

This research aims to explain consumer buying behaviour on the Internet in three dimensions: shopping lifestyle, social influence, and unplanned purchases that influence consumer intentions to buy used clothes online on Facebook—conducted this research in the city of Kupang, a sample of 215 respondents. The analytical method used is SEM PLS Version 3.0. The results of this study indicate that shopping lifestyle has a significant effect on purchase intention, social influence have a considerable impact on shopping lifestyle and purchase intention, and impulsive buying substantially impacts purchase intention. Therefore, preloved business people need to consider current lifestyles, social influence and impulsive buying to increase recent preloved buying decisions.

Keywords: shopping lifestyle, impulsive buying, intention, social influence

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1. INTRODUCTION

Marketers have been competing to market more products or services since the Internet's emergence and rapid development in Indonesia. Data from Annur, (2022) shows that internet users in Indonesia have penetrated 204.7 million people and 73.3% of the total population in early 2022. One of the many uses of the Internet is for online shopping. According to Zhu *et al.* (2011) and Tuteja *et al.* (2016), several factors encourage online shopping, such as perceptions of easy use, function, trust, and system adjustments for shopping lifestyles. Referring to data from the Central Bureau of Statistics (BPS), the volume and value of used clothing imports to Indonesia increased yearly and peaked in 2019. That year, used clothing imports reached 392 tons with a value of US$6.08 million. In 2021, BPS recorded that Indonesia's second-hand clothing imports were only eight tonnes with a value of US$44 thousand with a tariff heading of HS 6309 (worn clothing and other worn articles/used clothing and other used products). However, according to the Trade

Map website, as reported by Kompas, export data for used clothes recorded by exporting countries shows that throughout 2021, Indonesia imported 27,420 tons of used clothes with a total value of US$31.95 million (Saputra, 2022). This shows that Indonesian consumers like and have a great intention to shop for preloved products. A government regulation prohibits the sale of used clothes, but consumers still insist on buying used clothes. Therefore, sales and online purchases of *fashion products* include new and used (*preloved) clothing products*.

Preloved is a product that has been owned and used before but is still in good condition, although it is not the same as the new product (Roux and Guiot, 2008). Of the many studies on used clothing products, several still focus on the effect of consumption value (Kim & Kim, 2013; Park & Choo, 2012) and product attributes (Bashir *et al.,* 2016) on purchase intentions.

Shopping for high-end or preloved branded goods is increasingly in demand in Indonesia. This is evident from the continued development of the community and market for second-hand branded goods, with relatively high buyer enthusiasm; according to Boston Consulting Group (BCG) data, currently, 70% of consumers "like the sustainable aspect" of consuming used goods, compared to last 2018, which was only 62% of consumers (Fundrika & Rachmawati, 2022) Triggering competition between marketers to attract more consumers. This business opportunity is growing, and its market value predicts to increase gradually. The price of these preloved items can still be profitable if they are sold at the right moment and time. The principle is another obstacle to increasing consumer interest in buying used *fashion* clothing online.

Fashion marketers can take advantage of changes in people's lifestyles and social influences to understand consumer behavior, especially in purchase intentions. Dean Syahmedi and Bagus Takwi stated that people in the middle class in Indonesia had realized the need to realistically meet current fashion and lifestyle trends (Gano-an, 2018). Social influence can influence the movement of used clothing in Indonesia. Shopping lifestyle is part of individual factors, while social influence is part of external factors that can influence changes in consumer behavior (Engel *et al.,* 1994; Kotler, P, and Keller, 2012). *Impulsive buying* encourages the intention to purchase used clothing *and fashion products. Impulsive buying* occurs when someone uses the media too often (TV, *online*, magazines) compared to those who do not use it. (O'Cass and Fenech, 2003)

Research on consumer behavior towards *preloved* online fashion products is still rare in Indonesia. Research (Mubarak & Sanawiri (2018) analyzes the influence of fashion lifestyle on purchasing decisions for used clothing at @FitraMar on *Facebook*. In addition, previous research on *shopping lifestyle*, *social influence,* and *impulsive buying* has yet to cover used clothing *fashion,* even though the business is growing in Indonesia, especially in Kupang. Another research only focuses on social influence and shopping lifestyles on purchase intention, and our research adds the variable of impulsive buying. Rorong *et al.* (2021) research focuses on the factors influencing the decision to purchase used clothing, emphasizing only price and quality. This research wants to look at the seven dimensions of shopping lifestyle and add planned purchase variables that influence purchasing decisions. Research on used clothing generally applies to all online and offline stores, but in this study, only one store, namely @FitraMar, means it is more focused. @FitraMar provided

information to researchers that most of their buyers came from the city of Kupang, so the researchers decided to conduct a special study in the city of Kupang so that they would concentrate on buying behavior of used clothes in the city of Kupang.

Based on the phenomenon above, to determine the extent to which shopping lifestyle, social influence, and impulsive buying influence purchase intention, the authors are interested in conducting further research with the title "Relationship Between Social Influence, Shopping Lifestyle, and Impulsive Buying on Purchase Intention of Preloved Products."

2. LITERATURE REVIEW

2.1. Purchase Intentions

With the rise of e-commerce, online shopping has become the third most popular activity after email and web browsing (Jamali, Samadi, and Marthandan, 2014). According to Close & Kukar-Kinney, (2010), the intention to buy online starts with the intention to buy. Meskaran, Ismail, & Shanmugam (2013) define online purchase intention as a customer's readiness to buy via the Internet. Consumers' willingness to buy products or services through Internet shops define as online purchase intentions (Li & Zhang, 2002; Salisbury et al., 2001). Close and KukarKinney (2010) also Define online purchase intent as the intent of an online shopper to purchase a product or service through the Internet or a virtual shopping cart. In addition, Huseynov & Özkan Yıldırım (2019) define online purchase intention as a customer's willingness to use internet services, make actual purchases of goods and services or compare product prices.

Consumer purchase intent is fundamental to predicting consumer behavior, which depends on influencing factors that are difficult to measure in various contexts. Moreover, Schlosser, White, & Lloyd, 2006) We've found that having strong privacy and security policies doesn't make people more likely to buy online.

2.2. Shopping Lifestyle

Lifestyle reflects consumer behavior in spending their lives, using their money and implementing their time well (Pebriani *et al.* 2018). Preez *et al.* (2007) define a *shopping lifestyle* as an expression of style when shopping that shows differences in social status. The way we shop reflects status, prestige, and habits. Betty Jackson also said someone would be willing to buy a preferred brand even if that person didn't have enough money. Shopping has become a *lifestyle* for everyone and a vital thing for everyone.

2.3. Social Influence

The influence of the surrounding environment, such as family, reference groups, role, and status. The reference group here means a group that has the opportunity to influence the attitudes and behavior of other individuals, either directly or indirectly (Tjokrosaputro and Cokki, 2020). For example, the family will influence a person's buying interest. However, other social factors have more influence on a person's buying interest, namely close friends or associates. A person will likely tend

to imitate a behavior or lifestyle owned by those closest to them. Most likely, one's social environment will affect one's interest in consuming a product, for example, used clothing. As a form of showing one's identity, someone will tend to consume the same product as the product consumed by their social group. When a person associates with a group of used clothing users, it will slowly affect their interest in using used clothing based on information and influence from the social group (Delre et al., 2010).

2.4. Impulsive Buying

Impulse buying is when you buy something unplanned. If it wasn't planned in your budget beforehand, it's an impulse buy. Impulse buying occurs after individuals experience a strong urge to make impulsive purchases (Peña-García *et al.,* 2020). The more urgent an individual's experience, the more likely the individual is to engage in an impulse purchase. *Impulsive buying* is behavior that appears unplanned to make purchases of goods or services (Rogers, 2010). This definition will encourage marketers to promote more frequently and encourage consumers to make unplanned purchases.

2.5. Research Model

This study has a conceptual model of the relationship between purchase intention and shopping lifestyle (seven dimensions such as enjoyment of shopping, brand/fashion awareness, price awareness, shopping confidence, convenience/convenience awareness, shopping preference, brand/fashion awareness can be developed Home, brand awareness/store loyalty, quality awareness to measure shopping orientation (Seock, 2003; Seock and Bailey, 2008; Ling et al. 2010), social influence, and impulsive buying.

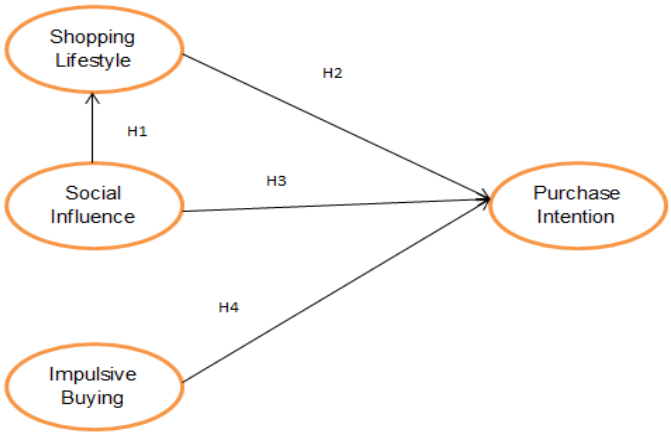

Figure 1. Research Model

2.6. Hypothesis Development

The research hypothesis is a statement about the population that needs to be tested for truth. Based on the description above, the researcher formulates the idea as follows:

2.6.1. Social Influence

A consumer's behavior is also influenced by several factors, one of which is social factors. Social Influence is a group of people that can influence a person's behavior (Kotler, 2020). Social Influence is a group of people who equally closely consider equality in status or community respect and who continuously socialize among themselves, both formally and informally (Schiffman & Leslie, 2004). The reference group consists of all groups that directly or indirectly influence a person's attitude or behavior (Kotler, P & Keller, 2012). Reference groups influence members in at least three ways. They introduce new behaviors and lifestyles to a person, they influence attitudes and self-concept, and they create comfort pressures that can influence product and brand choices (Kotler and Armstrong, 2010).

H1: Social Influence have a positive effect on shopping lifestyle.
H2: Social Influence have a positive impact on purchase intention.

2.6.2. Shopping Lifestyle

Lifestyle combined with attitude influences purchasing decisions for online and offline shopping (Swinyard and Smith, 2003). By identifying lifestyle factors and their relationship to online shopping, online businesses can predict online shopping prospects more efficiently. Thus, they can develop or improve social media or e-commerce accounts in the future.

In this following Seok's suggestion that the shopping lifestyle is divided into eight dimensions (shopping enjoyment, quality, price, brand/fashion, home shopping, and environment). (Seock, 2003; Seock and Bailey, 2008) Meanwhile, Ling et al. (2010) and Morgen et al. (2020) added quality awareness to measure purchasing intentions. Previous studies have shown that shopping habits positively and significantly influence apparel purchase intentions. (Kusuma & Septarini, 2013; Yan et al., 2015). In addition, Thamizhvanan & Xavier (2013) concluded that shopping intention significantly affects online purchase intentions.

H3: Shopping lifestyle has a positive effect on purchase intention.

2.6.3. Impulsive Buying

According to O'Cass & Fenech (2003), the immediate predecessor of e-commerce is TV infomercials (Peña-García et al., 2020), where Donthu and Gilliland (1996) found that impulsivity is one of the main differences between buyers and non-buyers of TV commercials. People who use infomercial channels are more impulsive than those who don't, and impulse purchases are a precursor to technology adoption. It is hoped that the inclusion of impulse buying in this research model proposal. It theoretically contributes to studying consumer behavior, especially introducing new technologies to facilitate shopping behavior. Impulse purchases may have more hedonic elements than rational ones (Rook, 1987). These factors form a broader and more complex spectrum and are undergoing further research to understand consumer impulse processes better. Due to the e-commerce boom, it is possible to direct this study and apply it to new e-channel alternatives. Impulsive buying encourages consumer purchase intentions for used clothing products.

H4: Impulsive buying has a positive effect on purchase intention.

3. METHODOLOGY

In this study, the authors used quantitative research methods. Data collection methods include observation techniques, direct observations of research objects, distributing questionnaires using Google forms, and conducting interviews. The population in this study are consumers who have bought used clothes at @FitraMar. The sampling technique used was convenience sampling, which consisted of people who were willing and easy for researchers to initiate interviews (Ferdinand, 2014). The analysis tool used is Smart PLS Version 3.

SmartPls analysis requires a sample of at least five times the number of parameter variables to be analyzed. Determining the number of samples in this study is ten times the number of parameter variables, so the sample calculation is 33 x 7 = 231 people. Questionnaires were distributed in the city of Kupang from September to October 2022.

4. RESULT AND DISCUSSION

4.1. Characteristics of Respondents

Questionnaires were distributed to 230 people, but only 215 people returned the questionnaires to the researchers. The respondent's profile includes their gender, age, occupation, and level of education.

Table 1. Profile of Respondents

Description	Quantity	Presentation
Gender		
Female	155	72.1%
Male	60	27.9%
age		
21-30	123	57.2%
31-40	50	23.2%
41-50	25	11.6%
>50	17	7.9%
Last Education Level		
High School	148	68.8%
D3	9	4.2%
S1	46	21.4%
S2/S3	4	1.9%
Others	8	3.7%
Occupation		
Student	155	72.1%
entrepreneur	8	3.7%
Housewife	6	2.8%
government employees	7	3.3%
Private employees	5	2.3%
Others	34	5.8%

Source: Processed by Researchers (2022)

The majority of participants in this were 155 female respondents (72.1%), 123 (57.2%) aged 21-30 years, and 148 high school graduates (68.8%). And finally, working students, as many as 155 people (72.1%).

4.2. Outer Model Test Results

A validity test is needed to determine which indicators can measure latent variables, and reliability tests show the consistency of respondents in answering the same hands at different times. The results of the validity and reliability tests are shown in Table 2.

Table 2. Validity and Reliability Test

Variables	Factor Loading	AVE	CR
Shopping Enjoyment Orientation			
SE1	0.744		
SE2	0.505	0.508	0.748
SE3	0.846		
Brands/Fashion Orientation			
B1	0.485		
B2	0.833	0.583	0.843
B3	0.809		
B4	0.864		
Price Consciousness			
P1	0.854		
P2	0.885	0.758	0.904
P3	0.872		
Shopping Convenience Orientation			
SC1	0.881		
SC2	0.870		
SC3	0.904	0.784	0.916
In-Home Tendencies			
IHT1	0.876		
IHT2	0.873	0.751	0.901
IHT3	0.851		
Quality Consciousness			
Q1	0.840		
Q2	0.892		
Q3	0.842	0.753	0.924
Q4	0.894		
Environment			
E1	0.842		
E2	0.831	0.625	0.832
E3	0.690		
Social Influence			
SI1	0.887		
SI2	0.919	0.809	0.927
SI3	0.892		
Impulsive Buying			
IB1	0.880		
IB2	0.831	0.754	0.902
IB3	0.893		
Purchase Intentions			
PI1	0.832	0.712	0.908
PI2	0.857		
PI3	0.881		
PI4	0.802		

Source: Processed by Researchers (2022)

The data was processed using Smart PLS Version 3, and two indicators were found that did not meet the criteria for a loading factor > 0.6, namely the SE2 and B1

indicators. So that was removed and re-estimated, and the results became valid for all hands. A loading value greater than 0.6 indicates a correlation between constructs with reasonably high validity (Hair et al., 2019). For AVE, which is more significant than 0.5, and composite reliability greater than 0.7 indicates that all latent variables are reliable. A high degree of component reliability indicates internal consistency. This means that all measurements consistently represent the same latent constituent (Hair et al., 2018)

Table 3. Discriminant Validity Test (Fornell-Lacker Criterion)

	IB	SE	B	P	SC	IHT	Q	E	PI	SI
Impulsive Buying	0.868									
Shopping Enjoyment orientation	0.337	0.713								
Brand/Fashion Orientation	0.463	0.441	0.763							
Price	0.428	0.612	0.422	0.871						
Shopping Convenience Orientation	0.414	0.636	0.417	0.839	0.885					
In Home Tendencies	0.485	0.619	0.429	0.807	0.855	0.867				
Quality	0.505	0.625	0.480	0.782	0.846	0.871	0.867			
Environment	0.407	0.650	0.401	0.727	0.755	0.753	0.782	0.791		
Purchase Intentions	0.558	0.463	0.389	0.570	0.594	0.596	0.684	0.646	0.844	
Social Influence	0.449	0.350	0.318	0.423	0.481	0.432	0.472	0.476	0.569	0.900

Source: Data processed by researchers (2022)

A discriminant validity test can be performed by considering the AVE root of each constituent. This should be greater than the correlation with the other constituents (Fornell and Larcker, 1981). The test results are shown in Table 3. The diagonal elements are the square roots of the mean variances (AVE) extracted from the reflectance scale, and the diagonal elements are the squared correlations between structures (Permana, 2017).

4.3. Inner Model Test Results

Furthermore, the internal model test stage looks at the R-Square criteria and significant value (t-test).

Table 4. R-Square Test Results

Variable	R Square
Shopping Enjoyment orientation	0.552
Brands/Fashion orientation	0.322
Price Consciousness	0.798
Shopping Convenience orientation	0.857
In-Home Tendencies	0.855
Quality Consciousness	0.879
Environment	0.740
Purchase Intentions	0.562

Source: Data Processed by Researchers (2022)

Table 4 above shows that shopping lifestyle can explain the variability of the shopping enjoyment contract by 55.2%, Brand/fashion by 32.2%, Price conspicuousness by 79.8%, Shopping convenience by 85.7%, In-home tendency by 85.5%, quality consciousness by 87.9%, the environment of 74%, the remaining 44.8%, 67.8%, 20.2%, 14.3%, 14.5%, 12.1%, 26 %, and 55.2% is explained by other constructs outside those examined in this study. Furthermore, shopping lifestyle, social influence, and impulsive buying can explain the variability of purchase intention constructs of 56.2%, and constructs define the remaining 43.8% outside this study.

Table 5. Path Coefficient Results

No	Hypothesis	Original Sample (O)	T-Statistics	P Value	Results
H-1	Social Influence -> Shopping Lifestyle	0.503	7,931	0.000	Received
H-2	Social Influence -> Purchase Intentions	0.250	3,123	0.002	Received
H-3	Shopping Lifestyle -> Purchase Intention	0.438	6,188	0.000	Received
H-4	Impulsive Buying -> Purchase Intention	0.220	3,287	0.001	Received

Source: Data Processed by Researchers (2022)

4.3.1. The influence of Social Influence has a positive effect on Shopping Lifestyle

Social Influence variable has a positive and significant impact on the shopping lifestyle. This result is in line with research (Fernandes and Panda., 2015; Atmaja and Puspitawati, 2019; Rahman and Triyonowati, 2022), social influence and shopping lifestyle have a significant effect. Relevant information gives more influence from the group of consumers. This information can be provided: intentionally (by seeking information), unintentionally (usually in the form of group chats where there is no intentional element), and the transfer of information to consumers can occur when the reference group initiates the process (gives influence). Social influence will influence consumers in choosing a product or brand, because family is highly trusted for their advice on better knowledge and information (Sururi and Mulyasih, 2017) The majority of this study was female. Women tend to listen more to closest to them more when they want to buy something, especially those related to trending brands, models of clothes, prices, etc.

4.3.2. The influence of Social Influence has a positive effect on Purchase Intention

Social influence have a vital role in increasing a person's desire for buying behavior; often, a person is an imitator of the reference group's behavior. Most respondents were female, as many as 155 people (72.1%), and aged 21-30 years, as many as 123 people (57.2%). Reference groups are a place for people, especially teenagers (Generation Y), to find an identity for their buying behavior and can even improve their social status. This causes social influence behavior to reinforce online buying behavior (Fernandes and Londhe, 2015; Limbad, 2015).

4.3.3. The influence of a Shopping Lifestyle has a positive effect on Purchase Intention

The shopping lifestyle variable has a positive and significant influence on purchase intention. These results are consistent with the research (Banytė, Rūtelionė, and Jarusevičiūtė 2015; Ghouri et al. 2017; Hassan et al. 2010; Morgen Shoko et al. 2020) that shopping orientation influences online shopping behavior. Each dimension affects the shopping lifestyle variable, which will discuss one by one based on the first and seventh dimensions.

Consumers who tend to enjoy shopping will spend more time looking at products. According to measured assessments, consumers of popular online fashion products tend to enjoy shopping pleasure. They need an engaging platform and a variety of information. In addition, consumers expect excellent performance from a platform that searches for and refines fast performance, various products, and neat taxonomies. Most respondents based on occupation were students, as many as 155 people (72.1%) who tended to enjoy online purchases by watching used clothes live on social media or even looking at clothes directly at used clothes sales locations.

The results of the dimensions of Quality, brand/fashion, and environment. Consumers' perceptions of the quality of luxury fashion depend on their ability to search and compare information and choose the right product on the right platform. In addition, some teenage consumers (123 respondents or 57.2%) do not consider brands a priority when buying fashion products because they are too focused on product usability functions.

The dimensions of price, In-Home Shopping Tendency, and Shopping enjoyment show that the majority of respondents in this study are students. Hence, consumers tend to consider the cost because they do not have income like people already working. Price-sensitive consumers can pay attention, collect information, and compare prices offered by marketers (Azaruddin, 2019; Vijayasarathy, 2003)

Seock and Bailey (2008) found that when consumers are confident in their shopping skills and choose the right products, they are more willing to buy these clothes online. Based on the results of the interviews, consumers of Prelov Fashion products online need detailed information and quick responses from marketers to convince them to buy the right and best products. The majority in this study are women who can categorize as consumers who find it difficult to maintain loyalty and are used to multitasking because they quickly move from one platform to another (Kusuma and Septarini, 2013).

For the millennial generation, technology is often used, so it can encourage people to make the best use of technology, whether for online shopping or to search for information (Wibowo *et al.* 2018). With digital changes, consumer behavior becomes more desirable for excellent and fast service. (Kim, Chung, and Lee, 2010) . Online shopping provides convenience and flexibility in transactions. The majority in this research are high school and undergraduate graduates; of course, they don't have a fixed income, aka they still get pocket money from their parents. They shop preloved based on personal taste, not because their surroundings influence them.

4.3.4. The influence of Impulsive Buying has a positive effect on Purchase Intention

Impulse buying is part of unplanned purchases, caused by exposure to stimuli and decided directly at the shopping location where the investment differs from the consumer plan. The impulsive buy variable has a positive and significant influence on purchase intention. These results are consistent with the research (Liang, 2012; Peña-García et al., 2020). This means that consumers who shop preloved online via social media or go directly to preloved sales points and shop impulsively because they have tried it or they are interested because of the benefits, price, brand, and quality offered by these preloved products.

5. CONCLUSION

Based on the analysis and discussion results, it can conclude that social influence significantly positively affect shopping lifestyle. Social Influence significantly positively affect purchase intention, and shopping lifestyle significantly impacts purchase intentions. Consumers tend to be curious about prices, brands, the convenience of shopping, and services and enjoy shopping offline and online (a pleasant shopping experience). The marketing task is to continue to pay attention to product quality, use online facilities to promote and explain in detail the clothes being sold, price information, precise clothing sizes and the process of getting goods to consumers. If there is clarity, consumers will trust and eventually make repeat purchases and become loyal. Impulsive buying has a significant positive effect on purchasing decisions. The researcher suggests that in the future other researchers can add fashion involvement, shopping experience, and post-purchase variables.

5.1. Managerial Implication

Based on the description above, several management impacts divide into marketing mixes, such as products, processes, advertisements, and physical evidence. Marketers must focus on product quality, product information, product discovery, product sales, and choosing suitable promotions to sell preloved products. The information provided must be complete because it concerns the seller's life, the clothing size (original shirt size, pants waist size, and so on), product appearance must also be attractive, and lighting when promoting preloved products.

Marketers show honest customer reviews, a pleasant shopping experience, responsiveness in responding to customers' chats, fast delivery, and asking consumers' ratings of preloved products that have arrived in their hands. This influences other consumers to make purchases at @FitraMar. Our consumers tend to treat other people's ratings as honest reviews. In addition, some consumers prefer to interact directly with products and marketers so marketers may consider direct promotions.

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