

ABSTRACT

THE EFFECT OF SHOPPING LIFESTYLE AND FASHION INVOLVEMENT ON IMPULSE BUYING FASHION PRODUCTS FOR SHOPEE CONSUMERS IN BANDAR LAMPUNG

By

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Impulsive buying during the pandemic and the new normal is still widely practiced by consumers. The increase in transactions during the new normal period of the Covid 19 pandemic was recorded at up to 130% compared to the same period last year. This study aims to determine the effect of shopping lifestyle and fashion involvement on impulse buying fashion products from Shopee consumers in Bandar Lampung. This type of research used quantitative research with the causality method. The respondents were consumers who accessed the Shopee application for more than 30 minutes a day amounting to 100 people. The Sampling method used non-probability using a purposive sampling technique. This research used primary data by distributing questionnaires to respondents. The data analysis method used Multiple Linear Regression with t-test and F-test for hypothesis. The research results showed that shopping lifestyle and fashion significantly involved partial and simultaneously positive effects on impulse buying.

Keywords: Shopping Lifestyle, Fashion Involvement, Impulse Buying.

