

Research.

## The Effect of Promotion Mix on Purchasing Decisions on the Shopee Platform with Lifestyle as an Intervening Variable

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**Abstract.** This research was conducted to evaluate the effect of the promotion mix (promoting products through sales, advertising, personal selling, public relations, and direct marketing) on consumer purchasing decisions, with lifestyle as an intervening variable. This is important to research because the promotional mix plays an important role in influencing consumer purchasing decisions and lifestyle has an influence on how a person processes promotional information and makes purchasing decisions. This research aims to provide a deeper understanding of how the promotional mix affects purchasing decisions through lifestyle. This research is expected to provide benefits for Shopee in making marketing strategy decisions for Shopee's own progress.

This type of research is quantitative research with a descriptive approach and the data analysis used in this research is path analysis. The population used in this research were 118 STIE Malangkucecwara graduate students. There is also a way of sampling, namely using saturated samples (saturated sampling) by means of a questionnaire given to all postgraduate students who are actively attending lectures as many as 118 people in the period January 30, 2023 to February 9, 2023, of the 118 samples that provided responses or feedback amounted to 61 people.

In accordance with the results of the analysis, it can be seen that the promotion mix has a significant influence on purchasing decisions, so it can be said that the more effective the promotion mix is, the greater the chance of purchasing decisions when purchasing or using our products. From the results of the analysis, it can be seen that there is a significant influence between lifestyle on purchasing decisions, which Shopee must reflect the customer's lifestyle, so that consumers have a greater chance of making purchasing decisions. In accordance with the results of the path analysis, there is no evidence that the promotion mix has a significant influence on lifestyle purchasing decisions. This means that the promotion mix does not necessarily use lifestyle as a benchmark for designing promotional strategies.

**Key words:** *Promotion Mix, Life Style, Purchasing Decision*

### INTRODUCTION

#### Background

In times of the Covid-19 Pandemic like today, it requires people to reduce direct interaction activities in every activity, be it work, research, and efforts to meet daily needs. Activities that take place online and have become a new obligation in every daily activity. this is a form of community adaptation to the world health crisis that has occurred since 2020. It can be said that the use of the internet in Indonesia is increasing from year to year, especially in the current Covid-19 pandemic situation, people use the internet as a primary need to conduct activities and fulfill their daily needs. "The Central Bureau of Statistics (BPS) reported that 78.18% of households in Indonesia used the

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Internet in 2020. This figure increased by 4.43 percentage points from 73.75% in the previous year". (Dwi Hadya Jayani, 2021, <https://jonantea.com/jurnalistik-now/>, March 29, 2022).

According to (Sofyan et al., 2021) A digital marketplace or platform is a place to buy and sell products where customers and sellers meet on a digital marketplace/platform. Vendors will sell their products in an e-commerce booth equipped with the concept of a digital marketplace/platform. Examples of digital marketplaces/platforms are: Shopee, Lazada, Tokopedia, Bukalapak, etc. Shopee's success cannot be separated from its advertising strategy and free shipping and cashback services supported by the development of Artificial Intelligence (AI) and In-Game games have been technologically improved. Shopee is currently available in Indonesia, Taiwan, Thailand, Singapore, Malaysia, Vietnam, Philippines, and Brazil. Shopee Mall is an online shopping site for authentic products that have become a lifestyle for Indonesians.

The Shopee platform is currently one of the most crowded websites used by sellers and consumers in conducting product buying and selling transactions. Shopee is a way to buy and sell online Various products are available to support daily activities, such as: Clothing, Smartphones, Beauty Tools, Photography equipment, Sports equipment, Automotive tools, medicines, Household appliances, Food & Beverages, Souvenirs and so on, which are provided in various forms of shopping vouchers and various payment services. The Shopee platform can be said to be an e-commerce that can provide many business opportunities that can be run online. Thus, Shopee can become the largest market in Indonesia because of the diversity of product categories and the way Shopee promotes its e-commerce through vigorous advertising in various mainstream media such as TV and social networks. In this case, consumer purchasing decisions are strongly influenced by the seller's lifestyle and advertising mix.

Shopee as an e-commerce facility needs to consider many things related to the wants and needs of consumers or potential consumers in order to address consumer purchasing decisions in the midst of the covid-19 pandemic situation which has decreased income and has a direct impact on consumer decisions in making purchases at Shopee e-commerce. According to (World Health Organization; London School of Hygiene and Tropical Medicine, 2017) A purchasing decision is a decision in accordance with a person's interest in a product and the desire to buy, try, use, or own that product. When consumers decide to buy goods, there are often more than two parties involved in the exchange or purchase process. Each manufacturer must follow different strategies to make consumers decide to buy their products. Purchasing decisions are actions taken by consumers whether they want to buy a product or not, it also Influencing consumer purchasing decisions requires an effective marketing strategy.

In determining marketing strategies, companies can offer sales promotions to attract the interest and attention of consumers so that they can make a decision to buy a product on the Shopee platform, and in this case Shopee uses a combination of promotions within the company as a form of its marketing strategy. Speaking of marketing tactics, there are several elements that e-marketers need to master to achieve their goals, one of which is the promotion mix. According to (Iswanto, 2020) Marketing mix is something that can affect the demand for a company's product demand. while according to (Limakrisna, Nandan., Purba, 2017) The marketing mix is a component of the elements that make up your strategy mix that you want to design with the intention of getting the desired response from your target market. In other words, the marketing mix is an independent variable that can be used to influence fixed variables such as purchasing decisions. These elements are the company's marketing communicator tools to communicate with customers. The marketing mix or promotion mix itself cannot be separated or separated from consumer lifestyles. Reading or analyzing consumer lifestyles is very important for Shopee to determine the right promotion strategy because consumer lifestyles are an outward expression of consumer values and needs. By describing the lifestyle of consumers, you can see how they live and express the values they hold to meet their needs. According to (Pura & Madiawati, 2021), consumer lifestyle is a description of consumer behavior in terms of how they live, use their money and use

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their time. This **research** was conducted to evaluate the effect of promotion mix (promoting products through sales, advertising, personal selling, public relations, and direct marketing) on consumer purchasing decisions, with lifestyle as a variable that is passed through. This is important to study because the promotion mix plays an important role in influencing consumer purchasing decisions and lifestyle has an influence on how a person processes promotional information and makes purchasing decisions. The purpose of this research is to provide a deeper understanding of how the promotional mix affects purchasing decisions through lifestyle. This research is expected to provide benefits for Shopee in making marketing strategy decisions for the progress of Shopee itself. From the results of previous research, this research aims to test "The Effect of Promotion Mix on Purchasing Decisions with Consumer Lifestyle as an Intervening Variable (study on Postgraduate students of STIE Malangkecewara Shopee E-commerce Users)".

### **Problem Formulation**

From the background of the above problems, the author formulates the problem in the form of the following questions:

1. Does the promotion mix affect the purchasing decisions of STIE Malangkecewara Postgraduate students in Shopee e-commerce?
2. Does consumer lifestyle influence purchasing decisions for Postgraduate students of STIE Malangkecewara in Shopee e-commerce?
3. Does the promotion mix affect purchasing decisions through the consumer lifestyle of postgraduate students of STIE Malangkecewara in Shopee e-commerce?

## **LITERATURE REVIEW**

### **Promotion Mix**

According to (Kotler, P & Keller, 2016) Promotion mix is the best strategic combination of advertising elements used to achieve company goals. These elements are the company's marketing communication tools with its customers. According to (Iswanto, 2020) The marketing mix consists of four elements using the term 4P in marketing goods which include:

#### **1. Product**

A product is anything that can be offered to the market to attract attention, buy, use, or consume that can satisfy a want or need (Ismanto, 2020, p. 33). Products can be product variety, quality, design, features, brand names, packaging, size, service, guarantees, and returns. Products can be divided into two main groups in accordance with their shape, namely:

##### **a. Goods**

Goods are products that are physically tangible, which can be seen, felt or touched, felt, held, stored, moved and physically manipulated.

##### **b. Services**

Services are activities, benefits, and satisfaction offered for sale (consumed by others). Such as workshops, beauty salons, hotels, etc.

#### **2. Price**

Price is the total accumulation paid by consumers to buy or replace products (Iswanto, 2020, p. 34). The total accumulation that customers must pay for the desired product is a central measure in the economic system, where prices affect the distribution system and production factors. Price and price changes are complex problems in sales.

#### **3. Place**

Place is the location of various activities conducted by the company to make

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products that are traded in a pocket-friendly manner and available for marketing purposes (Iswanto, 2020, p. 35). Place in service is a combination of location and distribution channel decisions, in this case related to how consumers will be served and where the strategic location is. Location is understood as a relationship with the place where the company needs to be located and conduct its business. Since one of the promotion-mix variables in determining the position and distribution channel is aimed at providing products and services to consumers at the right time and place, the most important thing for the company is to ensure the safety of the product itself.

#### 4. Promotion (advertising)

Advertising is a variety of company activities directed by companies to communicate and introduce products to target markets in order to encourage consumers to be interested in and buy these products and services (Iswanto, 2020, p. 36). Promotion or advertising when conducted functions to make the product known and convince consumers of the advantages and disadvantages of the advantages of the product being offered, convincing and reminding consumers that consumers are ready to buy the product.

According to Kotler (in Iswanto, 2020, p. 36) promotional tools can be divided into several types as follows:

##### 1. Advertising

Goods or services are promoted through various media and well-known sponsoring agencies that advertise to a very wide audience, such as: TV or Internet advertising media.

##### 2. Personal selling

Created by sellers who believe in simultaneous selling (trying and convincing sales at the same time).

##### 3. Sales Promotion

Actions that encourage consumers to buy the company's products and services known through sales promotions.

##### 4. Public Relation

Indirect promotion of company products or services is disseminated through communication and building relationships with the community.

It should be known that marketing is very important in a business activity, including market analysis, before conducting production activities, in accordance with the marketing principles of a product, then at least contact potential customers and know their characteristics so that quality and convenience can be felt in the minds of potential customers. The quantity and scale can be measured. The most important thing to remember is that in order for our products to be accepted in the market, we must be guided by the desires of our customers, and not limited to their needs. successful in the market, we must follow the wishes of customers who are not limited to their needs.

#### **Purchasing Decision**

According to Tjiptono in (Pura & Madiawati, 2021), purchasing decision is a process in which consumers research problems, information about a particular product, and assess or consider every alternative that can solve problems, which leads consumers to decide whether to buy or not. And according to (Mahanani, 2018) Purchasing Decision is the process of identifying problems, seeking information, assessing and considering alternatives in deciding whether to buy or not and behavior after the buying process.

#### **Lifestyle**

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According to Kotler in (et al., 2019) Lifestyle is a person's way of life in the world which is expressed in his activities, interests and opinions. Lifestyle paints the wholeness of a person in interaction with the environment. Meanwhile, according to Horley, Carroll & Little in (et al., 2019) Lifestyle is a form of market that will be profitable in the future and also targets the field of consumer psychology. Lifestyle itself is seen or reviewed in a person's way of life or the way a person lives life. While the opinion in (Mahanani, 2018) consumption patterns are reflected in a person's preferences in various things and how to spend their time and money.

### Previous Literature Review

1. According to (Pura & Madiawati, 2021) The descriptive results show that the four variables are in the excellent category with separate values as follows: Promotion Mix 79.3%, Lifestyle 83.2%, Purchasing decision 79.6%, Consumer Behavior 83.7%. And from the results of the hypothesis test conducted by Pura & Madiawati, it can be seen that the Promotion Mix variable has a good and significant effect on consumer behavior with a statistical value of 3.513 and a p value of 0.000. And with a statistical value of 6.576 and a p value of 0.002, lifestyle can be said to have a good and significant effect on consumer behavior. And with a statistical value of 28,230 and a p-value of 0.000, consumer behavior has a significant effect on purchasing decisions. The conclusion in this research is that the promotion mix has a significant effect on purchasing decisions through consumer behavior with a statistical value of 3489 and a p-value of 0.001. And with a statistical value of 6,199 and a p value of 0.000 and lifestyle has a significant effect on purchasing decisions through consumer behavior with a statistical value of 6,199 and a p value of 0.000.
2. According to (Haryanto, 2013) The results of the t test show that the variables of product, price, promotion and location have a good effect on the decision to purchase Surakarta Win Mild cigarettes, and the variables of price, promotion and location have a positive effect on the decision to purchase Surakarta Win Mild cigarettes. Consumer interest in cigarettes Win Mild Surakarta While the product variable has no effect on consumer interest, the consumer interest variable has a significant effect on the decision to purchase cigarettes Win Mild Surakarta. The results of the F test obtained with the product, price, promotion, and location variables have a joint effect on purchasing decisions, and the consumer interest variable has a significant effect on purchasing decisions.
3. According to (Philip, 2019) The acquisition of research results can be interpreted that both lifestyle and consumer behavior have a significant influence on purchasing decisions. A person's decision to buy something also has a significant effect on his consumer behavior.

The following will present a comparison between previous and current research comparisons which will be displayed through table 1:

Table 1: Comparison of Previous and Current Research

No	Remarks	Pura & Madiawati (2021)	Wawan Tri Haryanto (2013)	Philip (2019)	Current Research
1	Dependent variable	Purchasing Decision	Purchasing Decision	Purchasing Decision	Purchasing Decision
2	Independent variable	Promotion Mix & Lifestyle	Promotion Mix	Lifestyle	Promotion Mix
3	Intervening variable	Consumer Behavior	Consumer Interest	Consumptive Behavior	Lifestyle
4	Object of Research	Shopee App users in Bandung City	Win Mild cigarette consumers	Generation Z whose birth interval is 1995 to	Shopee Application

No	Remarks	Pura & Madiawati (2021)	Wawan Tri Haryanto (2013)	Philip (2019)	Current Research
			Surakarta	2009 and who have bought sneakers from well-known brands in Surabaya.	Users at STIE Malangkuncece wara
5	Research method	Quantitative and causal descriptive approach	Multiple Regression Analysis	Linear Partial Least Square (PLS) Analysis	Quantitative with descriptive approach and path analysis
6	Research Results	Promotion Mix has a good and significant influence on consumer behavior, lifestyle has a significant influence on consumer behavior, consumer behavior has a significant influence on purchasing decisions, lifestyle has a significant influence on purchasing decisions through consumer behavior.	Product, price, promotion, and simultaneously affect purchasing decisions and simultaneously the consumer interest variable has a significant influence on purchasing decisions.	lifestyle and consumptive behavior variables, have a significant and good influence on purchasing decisions, and it can also be said that lifestyle has a significant and positive effect on consumptive behavior.	-

## RESEARCH METHODS

The type in this research is typical of quantitative research using a descriptive approach with path analysis. There is also a way of taking samples, namely using saturation samples (saturation sampling) by means of questionnaires given to all postgraduate students who are active in lectures as many as 118 people in the time period January 30, 2023 to February 9, 2023, out of 118 samples that gave responses or feedback amounted to 61 people. Therefore, from the total sample of postgraduate students of STIE MALANGKUNCECWARA, there were 61 people. The data analysis technique used is:

### a. Descriptive

The descriptive measurement uses a comparison between the average value of the minimum and maximum against the average in each indicator, while to measure the extent of the spread of the data, a comparison between the total average divided by the average of each indicator is used against the average standard deviation.

### b. t Test

The t test in this research aims to identify the partial (own) effect obtained from the independent variable (promotion mix) on the dependent variable (purchasing decision) and the intervening variable (lifestyle) on the dependent variable (purchasing decision).

### c. Path Analysis

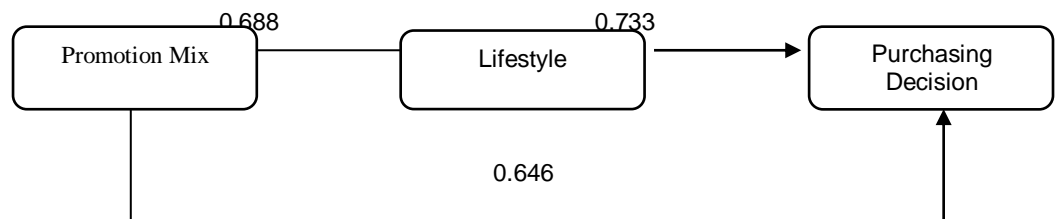
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In this research, path analysis or path analysis is used to identify the indirect effect provided by the promotion mix variable through the lifestyle variable to the purchasing decision variable. The lifestyle variable itself is an intervening variable that indirectly affects the purchasing decision variable.

## RESULTS AND DISCUSSION

### Path Analysis Results

In this section, a path diagram is presented regarding the effect of promotion mix on purchasing decisions with lifestyle as an intervening variable.



Source: Primary Data Processed, 2023

Figure 1. Path diagram of the effect of promotion mix on purchasing decisions through lifestyle

In accordance with the results of the path analysis conducted from the three variables as in Figure 1, the promotion mix variable is obtained the standardized coefficients beta value of the promotion mix variable on lifestyle of 0.668 which means it shows a positive direction in the research or can be said to have a significant effect, and for the standardized coefficients beta value of the lifestyle variable on purchasing decisions amounting to 0, 733 which means the same thing, namely showing a positive direction in research or can be said to have a significant effect, while for the direct effect that the promotion mix has on purchasing decisions of 0.646, while the indirect effect of promotion mix on purchasing decisions through lifestyle is the multiplication of the standardized coefficients value of promotion mix on purchasing decisions with lifestyle on purchasing decisions, namely  $0.646 \times 0.733 = 0.473$ .

In accordance with the above calculations, it can be seen that the direct effect has a value of 0.646 and the indirect effect or influence through the intervening variable (lifestyle) is 0.473, so it can be said that the indirect effect or influence through the intervening variable (lifestyle) is smaller than the direct effect. So thus the effect of promotion mix through lifestyle on purchasing decisions has no significant effect.

### Hypothesis Testing

#### Hypothesis 1 Test

In testing hypothesis 1, it is said that it should be suspected that the influence of Promotion Mix on Purchasing Decisions, the linearity test results get a deviation from linearity value of 0.72 or > 0.05, so it can be said that there is an influence between promotion mix and purchasing decisions. The results of the linearity test are also supported or strengthened by the next test, namely the t test value which has a t value > t table, which is  $6.492 > 2.000$ , which means that promotion mix has a significant effect on purchasing decisions. And in the path analysis, the significant value is 0.000 or less than 0.05, thus a conclusion can be drawn that the promotion mix variable has a significant influence on the purchasing decision variable.

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## **Hypothesis 2 Test**

In testing hypothesis 2 states that it should be suspected that there is an influence of lifestyle on purchasing decisions, the t test value is obtained that the value of  $t_{count} > t_{table}$ , namely  $7.209 > 2.000$ , so in accordance with the t test it can be said that lifestyle has a significant influence on purchasing decisions, these results are also strengthened or confirmed by the results of the next analysis, namely path analysis which has a significance value of 0.000 which means  $< 0.05$ . A conclusion is drawn that lifestyle variables have a significant influence on purchasing decisions.

## **Hypothesis 3 Test**

In testing hypothesis 3 which states that it should be suspected that Promotion Mix has a significant influence on Purchasing Decisions Through Lifestyle, from the results of hypothesis testing using path analysis, a beta value of 0.473 is obtained which is lower when compared to the beta value in hypothesis 1 (the effect of promotion mix on purchasing decisions), namely the beta value is 0.646, it can be concluded that promotion mix does not have a significant influence on purchasing decisions through lifestyle ( $H_0$ ).

## **The Effect of Promotion Mix on Purchasing Decisions**

From the results of the linearity test, the deviation from linearity value is 0.72 or  $> 0.05$ , so it can be said that there is an influence between the promotion mix and purchasing decisions. The results of the linearity test are also supported or strengthened by the next test, namely the t test value which obtained a calculated t value greater than the t table, namely  $6.492 > 2.000$ , which means that the promotion mix has a significant effect on purchasing decisions. And in the path analysis, the significant value is 0.000 or  $< 0.05$ , so it can be concluded that the promotion mix variable has a significant effect on the purchasing decision variable. These results also support the results of previous research, & (Haryanto, 2013) which states that the promotion mix has a significant effect on purchasing decisions.

## **The Effect of Lifestyle on Purchasing Decisions**

From the t test value, the value of  $t_{count} > t_{table}$  is  $7.209 > 2.000$ , so in accordance with the t test it can be said that lifestyle has a significant effect on purchasing decisions, this is also confirmed or confirmed by the results of the next analysis, namely path analysis with a significant value of 0.000, which means less than 0.05. Thus, it can be concluded that lifestyle variables have a significant influence on purchasing decisions. These results also support the results of previous studies, namely (Pura & Madiawati, 2021) & (Philip, 2019) which state that lifestyle has a significant effect on purchasing decisions.

## **The Effect of Promotion Mix on Purchasing Decisions Through Lifestyle**

From the results of hypothesis testing using path analysis, a beta value of 0.473 is obtained, which is lower when compared to the beta value in hypothesis 1 (the effect of promotion mix on purchasing decisions), namely the beta value is 0.646, it can be concluded that the promotion mix has no significant effect on purchasing decisions through lifestyle ( $H_0$ ). This reserach also has results that contradict or contradict the results of previous research, namely (Pura & Madiawati, 2021) which in their research stated that the promotion mix has a significant effect on purchasing decisions through lifestyle.



## CONCLUSIONS AND SUGGESTIONS

### Conclusions

From the results of the research and discussion that has been conducted, the following conclusions can be drawn:

- a. In accordance with the results of the analysis, it can be seen that there is a significant influence between Promotion Mix on purchasing decisions, thus it can be said that the more effective the promotion mix is, the greater the chance of purchasing decisions in buying or using our products.
- b. From the results of the analysis above, it can be seen that there is a significant influence between lifestyle on purchasing decisions, meaning that Shopee needs to map the lifestyle of its customers so that the chances of consumers deciding to purchase are even more.
- c. In accordance with the results of the path analysis, it is not proven that the promotion mix has a significant influence on purchasing decisions with lifestyle as an intervening variable. This means that the promotion mix does not necessarily consider lifestyle as a benchmark in designing promotion strategies.

### Suggestions

In accordance with the conclusions of the research results, several suggestions are proposed as follows:

- a. Shopee is expected not to pay attention to consumer lifestyles as a benchmark in making promotion mix decisions according to the results of this research.
- b. For further researchers, it is expected to develop other independent variables that influence purchasing decisions and expand the research population so that the results of this research are more developed and can be generalized.

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