# The Influence of Shopping Lifestyle, Discount, and Use of Shopee Paylater on Impulsive Buying Behavior in Gen-Z

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## Abstract

This study aims to analyze the influence of shopping lifestyle, discounts, and the use of ShopeePay Later on impulsive buying behavior among Generation Z. Using a quantitative approach, data were collected through questionnaires distributed to 276 respondents. The data analysis method employed multiple linear regression tests with classical assumption tests to ensure validity and reliability. The findings reveal that shopping lifestyle has a significant effect on impulsive buying behavior, indicating that individuals who adopt a more consumption-oriented lifestyle tend to engage in unplanned purchases. However, discounts do not significantly influence impulsive behavior, suggesting that price reductions alone may not be the primary trigger for spontaneous purchases among Gen-Z. On the other hand, the use of ShopeePay Later has a significant effect, implying that the availability of deferred payment options encourages impulsive spending. Simultaneously, these three variables collectively influence impulsive buying behavior, highlighting the interconnectedness of financial flexibility, consumer culture, and purchasing tendencies. This study provides valuable insights for e-commerce companies in designing more effective marketing strategies, such as targeted promotions and personalized shopping experiences, to enhance consumer engagement. Additionally, the findings emphasize the need for financial literacy among young consumers, helping them make more informed and responsible purchasing decisions in an increasingly digital shopping environment.

**Keywords:** Shopping Lifestyle, Discount, Shopee Paylater, Impulsive Buying, Gen-Z.

## Introduction

The development of digital technology has changed the economic and social landscape globally, including in people's consumption behavior. Digitalization in the trade sector has driven a shift from conventional shopping methods to e-commerce which is growing rapidly. Generation Z, as a demographic group that grew up in the digital era, has a high dependence on technology and the internet in various aspects of life, including online shopping activities. According to research by Amaliya et al ., 2025 , Generation Z shows a high tendency to use

digital payment methods, including paylater services, which provide flexibility in making transactions without having to pay directly in advance. This phenomenon is interesting to study because it can have implications for more impulsive consumption patterns.

One of the increasingly popular features in the world of e-commerce is the "buy now, pay later" (BNPL) service that allows consumers to make purchases with a deferred payment system. ShopeePay Later is one example of a BNPL service that has been widely used by consumers in Indonesia, especially from Generation Z. This service provides convenience for users in making transactions, but on the other hand can also increase the risk of uncontrolled consumer behavior. Based on research conducted by Triyana et al ., 2024, easy access to BNPL services contributes significantly to increasing impulsive buying behavior among young consumers. This is in line with the findings of research by Di & Padang, 2025 which revealed that the ease of payment and aggressive promotions encourage individuals to make purchases without careful consideration.

In addition to ease of payment, other factors that influence impulsive buying behavior are shopping lifestyle and discounts. Shopping lifestyle is a person's consumption pattern that reflects their shopping habits, including responding to trends and promotions offered by e-commerce platforms. Research by Aceh , 2024 shows that individuals with a consumptive lifestyle are more likely to make impulsive purchases, especially when faced with various attractive offers such as discounts and cashback. The discount factor is also an important element in encouraging impulsive buying, as stated in research by Elly Ayu Lestari et al ., 2024 where discounts given for a limited period of time can create urgency for consumers to immediately make purchases without prior planning.

The phenomenon of impulsive buying is increasing along with the development of increasingly innovative digital marketing strategies. Current e-commerce platforms not only offer a variety of products at competitive prices but also implement data-based marketing algorithms that can influence consumer shopping decisions. Promo notifications, personalized ads, and product recommendation features based on search history make consumers increasingly encouraged to shop outside of their actual needs. A study conducted by Hamzah et al. , 2025 revealed that algorithm-based digital marketing techniques have a significant impact on shaping impulsive shopping patterns in e-commerce users.

Based on the phenomena that have been described, this study aims to analyze in more depth the influence of shopping lifestyle, discounts, and the use of ShopeePay Later on impulsive buying behavior in Generation Z in Indonesia. By understanding the factors that drive consumer behavior in the digital era, this study is expected to contribute to the development of more effective and responsible marketing strategies for e-commerce industry players and provide insight for consumers in making wiser shopping decisions
.

**Material and Method**

**Research Design**

This study employs a quantitative approach with a survey method to examine the influence of shopping lifestyle, discounts, and the use of Shopee PayLater on impulsive buying behavior.

The population consists of students from the Faculty of Economics and Business at Lamongan Islamic University, specifically those who actively use Shopee PayLater. To ensure relevance and accuracy, the study utilizes a purposive sampling technique, selecting 276 respondents who meet specific criteria related to their shopping behavior and use of BNPL (Buy Now, Pay Later) services. Data collection was conducted through a structured questionnaire, which includes questions measuring shopping lifestyle, discount attractiveness, Shopee PayLater usage, and impulsive buying behavior. Responses were recorded using a Likert scale, allowing participants to indicate their level of agreement or disagreement with each statement. To ensure data validity and reliability, a pre-test was conducted before full-scale data collection. The rationale behind adopting a quantitative approach and survey method lies in its ability to provide empirical, measurable, and generalizable insights into consumer purchasing behavior. By targeting active Shopee PayLater users, this study ensures that the data accurately reflects real consumer tendencies in digital transactions. The well-structured research design strengthens the study's ability to provide valuable insights for e-commerce platforms, financial service providers, and policymakers, particularly in understanding how BNPL services influence impulsive buying behavior among young consumers..

**Data Analysis**

The data analysis in this study was carried out using the multiple linear regression method to assess the impact of each independent variable on the dependent variable. Prior to conducting the regression analysis, validity and reliability tests were performed to ensure the accuracy and consistency of the measurement instruments used in the questionnaire. These tests helped verify whether the survey items effectively captured the intended constructs and could produce stable and reliable results. To ensure the suitability of the regression model, several classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests. The normality test was applied to check whether the data distribution followed a normal pattern, which is a key requirement for regression analysis. The multicollinearity test was performed to detect potential correlations among independent variables that could distort the results, while the heteroscedasticity test was used to assess whether the variance of errors remained constant across observations. These diagnostic tests ensured that the regression model met the necessary statistical assumptions, enhancing the reliability of the findings. After verifying the data quality and assumptions, the regression analysis was conducted using SPSS Version 23, a widely used statistical software for data analysis. The results of this analysis were then interpreted to examine the relationships between shopping lifestyle, discounts, Shopee PayLater usage, and impulsive buying behavior. By analyzing the significance and magnitude of these relationships, the study aimed to provide deeper insights into consumer purchasing patterns, particularly among Generation Z. The findings also offer valuable implications for e-commerce platforms, marketers, and financial service providers, helping them develop more targeted marketing strategies and promote responsible financial management among young consumers.
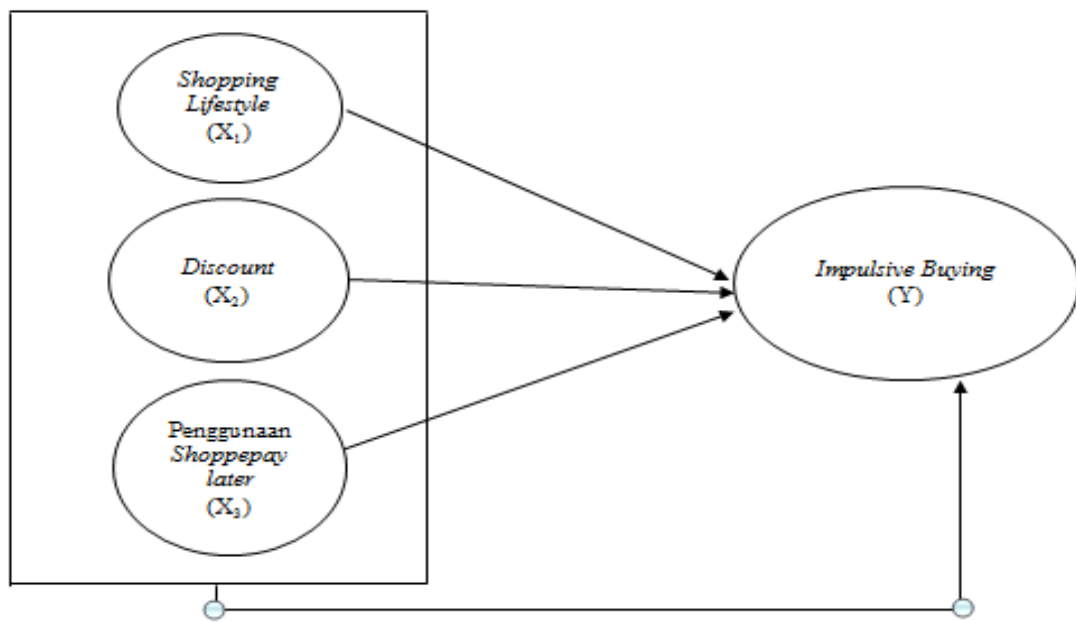
**Figure 1.** Research Model

**Result**

Based on table 4.1, the descriptive statistical analysis shows that the number of respondents in this study was 276 people. Shopping Lifestyle Variable has a minimum value of 10 and a maximum of 25 with an average (mean) of 19.87 and a standard deviation of 3.045. Discount Variable has a value range between 12 to 30 with an average of 24.70 and a standard deviation of 3.070. Spaylater Usage Variable shows a minimum value of 14 and a maximum of 30, with an average of 24.10 and a standard deviation of 3.255. Meanwhile, the Impulsive Buying variable has a minimum value of 8 and a maximum of 29, with an average of 22.12 and the highest standard deviation of 4.247. Higher standard deviation on the Impulsive Buying variable shows greater variation in the data compared to other variables. In general, the average value of each variable shows the tendency of respondents in this study towards the factors studied.

Table 1. Descriptive Statistical Analysis

| Descriptive Statistics | | | | | |
|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Shopping Lifestyle | 276 | 10 | 25 | 19.87 | 3,045 |
| Discount | 276 | 12 | 30 | 24.70 | 3,070 |
| Use of Spaylater | 276 | 14 | 30 | 24.10 | 3,255 |
| Impulsive Buying | 276 | 8 | 29 | 22.12 | 4,247 |
| Valid N (listwise) | 276 | | | | |

Table 2. Normality Test Results

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | Unstandardized Residual |
| N | | 276 |
| Normal Parameters [a,b] | Mean | .0000000 |
| | Std. Deviation | 3.05585453 |
| Most Extreme Differences | Absolute | .052 |
| | Positive | .032 |
| | Negative | -.052 |
| Test Statistics | | .052 |
| Asymp. Sig. (2-tailed) | | .072 [c] |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |

From table 2 above, One sample Kolmogorov-Smirnov Test shows the Asymp. Sig (2-tailed normal) value of 0.072 with a significance value greater than 0.05 (0.072 > 0.05). This indicates that the model is acceptable and means that the residual data model is normally distributed, thus the normality assumption is met.

Table 3. Multicollinearity Test Results

| Coefficients [a] | | | | | | | |
|---|---|---|---|---|---|---|---|
| | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
| Model | B | Std. Error | Beta | T | Sig. | Tolerance | VIF |
| 1 (Constant) | -.715 | 1,641 | | -.436 | .663 | | |
| X1 | .635 | .085 | .455 | 7,453 | .000 | .510 | 1,962 |
| X2 | .058 | .079 | .042 | .735 | .463 | .578 | 1,731 |
| X3 | .364 | .076 | .279 | 4.785 | .000 | .560 | 1,786 |
| a. Dependent Variable: Y | | | | | | | |

Based on Table 3, the tolerance value of each variable has a value > 0.10 and the VIF value < 10 so it can be concluded that the data is free from multicollinearity.
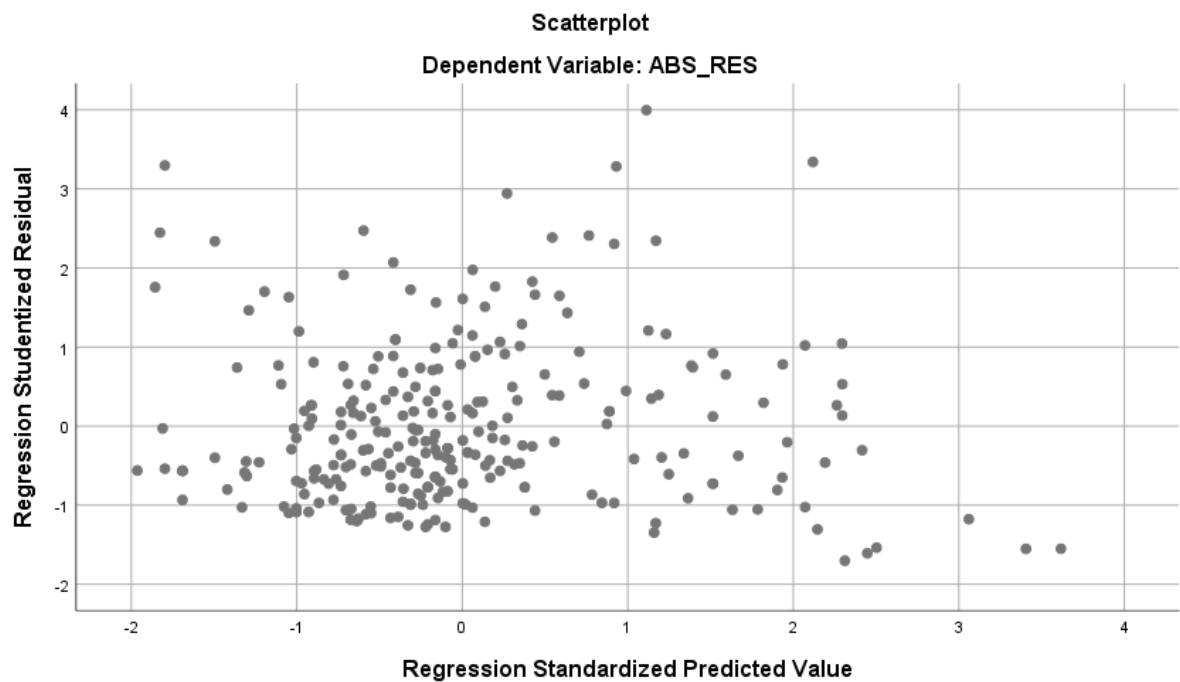
**Figure 2.** Heteroscedasticity Results

Based on the results of the heteroscedasticity test in the image, it shows the characteristics that there is no heteroscedasticity, including: data points are spread above and below or around the number 0, the points do not only gather above or below, thus the assumption of heteroscedasticity is met.

Table 4. Coefficient Test Results Correlation (R) And Determination (R²)

| Model Summary b | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | Std. Error of the Estimate | Change Statistics | | | | |
| Model | R | R Square | Adjusted R Square | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .695 a | .482 | .477 | 3.073 | .482 | 84,489 | 3 | 272 | .000 |
| a. Predictors: (Constant), Shopping Lifestyle , discount , Use of shoppe paylatter | | | | | | | | | |
| b. Dependent Variable: impulsive buying | | | | | | | | | |

Based on the data above, the coefficient of determination is shown by R square which is 0.482 or 48.2%. From the R square , it can be concluded that the variables Shopping Lifestyle , discount , Use of shoppe paylatter from the impulsive buying variable contribute 48.2% while the rest is influenced by other variables.

Table 5. Multiple Linear Regression Analysis Results

| Coefficients ᵃ | | | | | | |
|---|---|---|---|---|---|---|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | -.715 | 1,641 | | -.436 | .663 |
| | Shopping Lifestyle | .635 | .085 | .455 | 7,453 | .000 |
| | Discount | .058 | .079 | .042 | .735 | .463 |
| | Use of SP aylatter | .364 | .076 | .279 | 4.785 | .000 |
| a. Dependent Variable: impulsive buying | | | | | | |

Based on table 4.5, the results of multiple linear regression analysis show that the variables Shopping Lifestyle and Use of shoppe paylatter have a significant effect on the impulsive buying variable , with a significance value of 0.000 each (p <0.05). The regression coefficient for Shopping Lifestyle of 0.635 indicates that every one unit increase in Shopping Lifestyle will increase impulsive buying by 0.635, while Use of shoppe paylatter has a regression coefficient of 0.364, which means that a one unit increase in Use of shoppe paylatter will increase Y by 0.364. On the other hand, the discount variable has a significance value of 0.463 (p> 0.05), which indicates that discount does not have a significant effect on impulsive buying in this model. The constant (intercept) of -0.715 indicates that if all independent variables are zero, then the predicted value of impulsive buying will be negative, but in this context it functions more as a starting point for regression calculations. Overall, these results indicate that Shopping Lifestyle and Use of Shoppe Paylater contribute significantly to influencing impulsive buying , while discounts do not have a significant impact on the dependent variable.

Table 5. T Statistic Test Results

| Coefficients ᵃ | | | | | | |
|---|---|---|---|---|---|---|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | -.715 | 1,641 | | -.436 | .663 |
| | Shopping Lifestyle | .635 | .085 | .455 | 7,453 | .000 |
| | Discount | .058 | .079 | .042 | .735 | .463 |
| | Use of shoppe paylatter | .364 | .076 | .279 | 4.785 | .000 |
| a. Dependent Variable: impulsive buying | | | | | | |

Based on the results of the t-statistic test in the table presented, it can be concluded that the shopping lifestyle and Use of shoppe paylatter variables have a significant effect on the impulsive buying variable , while the discount variable does not have a significant effect. This is indicated by the significance value (Sig.) for shopping lifestyle of 0.000 and Use of shoppe paylatter of 0.000 (p <0.05), which means that these two variables statistically affect Y. Meanwhile, the discount variable has a significance value of 0.463 (p> 0.05), which indicates that its effect on impulsive buying is not significant. The shopping lifestyle regression coefficient of 0.635 indicates that every one unit increase in shopping lifestyle will increase impulsive buying by 0.635, with a fairly high level of influence as seen from the Beta value of

0.455. Meanwhile, the Use of shoppe paylatter has a regression coefficient of 0.364, which means that a one-unit increase in the Use of shoppe paylatter will increase impulsive buying by 0.364, with a Beta value of 0.279. On the other hand, discount has a regression coefficient of 0.058 with a Beta value of only 0.042, which indicates that its impact on impulsive buying is very small and insignificant. These results indicate that in the regression model used, shopping lifestyle and Use of shoppe paylatter are the main factors influencing the impulsive buying variable , while discount does not have a significant effect. Thus, in the context of this study, more attention can be given to the variables of shopping lifestyle and Use of shoppe paylatter to understand and develop strategies related to increasing the impulsive buying variable.

Table 6. F Statistic Test Results

| ANOVA [a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 2393.036 | 3 | 797,679 | 84,489 | .000 [b] |
| | Residual | 2568.018 | 272 | 9,441 | | |
| | Total | 4961.054 | 275 | | | |
| a. Dependent Variable: impulsive buying | | | | | | |
| b. Predictors: (Constant), Shopping Lifestyle , discount , Use of shoppe paylatter | | | | | | |

Based on the table above, it can be seen that the significance value of 0.000 is compared to the significance level ($\alpha$ = 5%) 0.05, so it can be concluded that 0.000 <0.05. While the f-count value of 84.489 and f-table can be known by the formula f-table = f (k: nk) then obtain the value of f (3: 273) then the value is searched for in the distribution of f-table values, then obtain a value of 2.662. In the f-count table, a value of 84.489> 2.662 (f-table) is obtained so that it can be concluded that H0 is rejected H4 is accepted, this means that Shopping Lifestyle , discounts , the use of shoppe paylater simultaneously have a positive effect on impulsive buying

**Discussion**

This study examines the impact of shopping lifestyle, discounts, and the use of Shopee PayLater on impulsive buying behavior among Generation Z using multiple linear regression analysis in SPSS. The findings reveal that shopping lifestyle has a positive and significant effect on impulsive buying. Individuals who adopt a consumptive shopping pattern are more likely to make unplanned purchases, particularly when exposed to the latest trends and attractive promotions on e-commerce platforms. This aligns with the research of Mahardisatya et al. (2024), which highlights that individuals with a strong consumer-oriented lifestyle are more prone to impulsive buying behavior. In contrast, statistical tests indicate that discounts do not have a significant effect on impulsive buying. This suggests that price reductions alone do not necessarily trigger spontaneous purchases, as consumers may base their buying decisions on other factors such as actual needs and financial capacity. This finding contradicts the study by Rusni & Solihin (2022), which argues that discounts create a sense of urgency that can increase impulsive shopping behavior.

Meanwhile, the use of Shopee PayLater has been shown to have a positive and significant impact on impulsive buying. The convenience offered by Buy Now, Pay Later (BNPL) services encourages consumers to make purchases without careful financial planning. These results are consistent with the findings of Wijaya and Konsumtif (2022), which suggest that the accessibility of deferred payment options significantly increases impulsive shopping behavior, especially among young consumers. Overall, this study concludes that shopping lifestyle and the use of Shopee PayLater significantly influence impulsive buying behavior, while discounts do not play a major role in driving impulsive purchases. These findings offer valuable insights for e-commerce businesses in understanding Generation Z's shopping tendencies and formulating more effective and responsible marketing strategies that align with consumer behavior trends.

## Conclusion, Implication, and Recommendation

The findings of this study reveal that shopping lifestyle and the use of Shopee PayLater have a positive and significant impact on impulsive buying behavior, while discounts do not play a significant role in triggering unplanned purchases. Generation Z, especially those with a consumptive shopping habit and frequent users of Buy Now, Pay Later (BNPL) services, are more likely to engage in impulsive shopping due to the ease of deferred payments and their exposure to trends in digital commerce. This indicates that convenient access to BNPL services and a consumer-driven lifestyle are among the key factors driving impulsive purchasing behaviors in e-commerce. These insights highlight the growing need for financial awareness and responsible spending practices, particularly among young consumers who rely on digital payment platforms. From a theoretical perspective, this study contributes to the literature on digital marketing and consumer behavior, particularly in understanding the psychological and financial factors influencing impulsive buying in the digital era. The results reinforce the idea that impulsive purchases are not solely driven by external factors like promotions or discounts but are also shaped by internal psychological drivers, including the ease of payment flexibility and lifestyle consumption patterns. These findings align with prior research suggesting that convenient financial solutions can increase the likelihood of impulsive spending, particularly among younger demographics. From a practical standpoint, these insights offer valuable implications for e-commerce platforms, consumers, and policymakers. For e-commerce businesses, understanding Generation Z's shopping behavior allows them to design more effective marketing strategies, such as personalized product recommendations, AI-driven shopping experiences, and targeted promotional campaigns that align with consumer preferences. However, while enhancing sales, companies should also consider incorporating financial literacy content within their platforms to educate consumers on responsible spending and BNPL usage.

For consumers, particularly young digital buyers, financial awareness is crucial to making informed and responsible purchasing decisions. Without proper financial planning, the convenience of BNPL services can lead to overspending and financial distress. Therefore, initiatives such as budgeting tools, spending limit settings, and awareness campaigns on responsible debt management should be encouraged to help consumers develop healthier financial habits. Given the increasing reliance on BNPL services, further research is necessary to explore the long-term impact of BNPL usage on Generation Z's financial health. Future

studies should investigate how deferred payment options influence debt accumulation, savings behavior, and overall financial stability among young consumers. This will provide deeper insights into the broader economic implications of BNPL adoption. Additionally, government bodies and financial regulators must play a more active role in establishing stricter regulations for BNPL services. Clearer guidelines on credit limits, interest rates, and consumer protection measures are necessary to prevent young consumers from falling into excessive debt cycles. Policymakers should ensure that BNPL services remain accessible yet regulated to maintain consumer financial well-being.

For e-commerce companies, implementing sustainable promotional strategies beyond traditional discount-based marketing is essential. Financial literacy programs, responsible lending practices, and partnerships with financial institutions can help create a more responsible digital shopping environment. Educating Shopee PayLater users on the implications of deferred payments and financial planning will contribute to a more balanced and sustainable e-commerce ecosystem that benefits both businesses and consumers. By addressing these aspects holistically, all stakeholders—e-commerce businesses, financial institutions, consumers, and policymakers—can work together to build a more sustainable, responsible, and financially aware digital commerce landscape that promotes economic growth while safeguarding consumer financial well-being.

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