



EFFECT OF LONELINESS AND DISCOUNT PRICE ON IMPULSE BUYING IN TEENAGE GIRLS

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Abstract

Impulsive buying is a psychoeconomic phenomenon that has hit many people's lives, especially those living in urban areas. At the age of this teenager, individuals begin to prioritize social relations with others or separate themselves from others. When a close relationship with certain people is not achieved, then individuals tend to look for other escapees rather than having to solve the problem. One example is by shopping for an online shop. Another factor that affects impulsive buying is a discount on product prices or often called a discount. This study aims to determine the effect of loneliness and discount prices on impulse buying especially in adolescent girls. The Lemeshow formula is used for unknown populations, so the sample in this study was 98 people with the criteria of ever purchasing products through shopee. The analysis technique used is multiple linear regression analysis. The partial and simultaneous test results show that loneliness and discount have a positive and significant effect on impulse buying in adolescent girls. Based on the results of the study it was found that loneliness and discount gave a variation on impulse buying by 91%. The loneliness level in adolescent girls in Medan City is quite high which affects impulse buying compared to discount. This means that shopee consumer girls in Medan have social relationships that are not as expected and intimate emotional relationships that feel loneliness that affects the behavior of impulse buying.

Keywords: *Loneliness, Discount, Impulse Buying.*

I. Introduction

Marketers have used conventional media to market their products in conducting marketing activities. Before the development of the internet, advertising media was limited to print media such as newspapers, magazines and electronics (Ilmalana, 2012:16). The development of internet technology creates a new way of doing business that connects producers, sellers, and customers through technology in ways that have never been thought of



before. The result is new companies built on business models that abandon various traditional trading and industrial methods.

Marketplace is a business model where the website concerned not only helps promote merchandise, but also facilitates online money transactions. In this online shopping system, a website provides land or a place for sellers to sell their products. Each product contained in the website has been given specifications and explanation of the condition of the product, so that buyers can immediately click the "buy" button and then transfer a number of prices listed, such as: tokopedia, olx, bukalapak, and shopee.

Current fashion products in Indonesia are changing rapidly even in a matter of days, especially fashion products for women. The current phenomenon, relatively low prices with models that are even the same as well-known brands, are more likely to be the choice of women, especially with the middle and lower economies. Through internet media, these conditions can certainly make it easier for consumers to find their needs by not forgetting to always compare the prices of each supplier offering the product (Suprihartini, 2010:2). One of the online marketplace, Shopee, said that the highest transaction recorded in their application is a fashion shopping category. Included in this category are clothing, shoes, and other complementary displays, (www.cnbcindonesia.com, 19 Januari 2018).

At the time of the emergence of buying and selling transactions on the internet form the behavior of consumers to make purchases rationally. This is supported because the internet has efficiency characteristics and various information so that consumers can make price comparisons and information on a product or service. However, in reality, not all consumers act rationally and logically when making transactions or making purchases online. Therefore, the term irrational buying or impulsive buying appears (Koski, 2004:5).

Impulsive buying is a psychoeconomic phenomenon that has hit many people's lives, especially those living in urban areas. This phenomenon is interesting to study considering impulsive purchases also hit the lives of adolescents who moved to early adulthood in big cities that actually did not yet have the financial capacity to meet their needs. The factors that influence impulsive buying in this study are internal factors which include the tendency of impulsive buying, psychological conditions and normative evaluation. While external factors for female students include marketing stimuli, shopping environment, and webstore (Ilmalana, 2012:46).

At the age of this teenager, individuals begin to prioritize social relations with others or separate themselves from others. When a close relationship with certain people is not achieved, then individuals tend to look for other escapees rather than having to solve the problem. At this age, individuals are vulnerable to seeking escape from their problems in various ways. One example is by shopping for an online shop. This method is done to cover the individual emptiness due to feelings of loneliness (Agustina, 2012:2). According to Kraut *et al.*, Internet use is also associated with an increase in feelings of loneliness (Papalia, 2008:695).

This is reinforced by (Hurlock, 2006) which states that clothing determines which group a person is accepted as a member. So it can be concluded that adolescents consume



fashion products mainly because they are based on feelings and emotions they want to be accepted in the group by presenting themselves through their appearance.

Another factor that affects impulsive buying is a discount on product prices or often called a discount. Discount is a discount given by the seller to the buyer as a reward for certain activities of the buyer that are pleasing to the seller (Tjiptono, 2008:166). The objectives of sales promotions are very diverse. Through sales promotion, companies can attract new customers, influence their customers to try new products, encourage customers to buy more, attack competitors' promotional activities, increase impulse buying (purchase without prior plans), or strive for closer collaboration with retailers. The tool used in promoting the product is discount (Tjiptono, 2008:229).

This situation is also supported by the number of daily transactions of fashion products in Shoppe which is one of the marketplace in Indonesia reaching 400,000 daily transactions. This was triggered by the low price offered by the sellers with a discount.

Based on the background description of the problem, it can be raised as a discussion in this study with the title "The Effect of Loneliness and Discount Price on Impulse Buying for Teenage Girls".

II. Theoretical review Impulse Buying

Rook (in Verplanken, 2001) defines impulsive buying as irrational purchases and fast and unplanned purchases, followed by emotional conflicts and impulses. Emotional impetus is related to the presence of deep feelings shown by making a purchase because of the urge to buy a product immediately, ignoring negative consequences, feeling satisfaction and experiencing conflict in thought. Hirschman and Stern in (Sumarwan, 2011: 163) defines impulsive buying, namely the tendency of consumers to make purchases spontaneously, not reflected, in a hurry, and driven by emotional psychological aspects of a product and tempted by the persuasion of marketers. Impulse buying is defined as the act of buying previously not consciously recognized as a result of a consideration or intention to buy formed before entering the store, (Mowen dan Minor, 2012:10).

Bayley and Nancarrow in (Yistian, 2012) classify impulsive purchases into four indicators:

1. Spontaneous purchase, is a situation where customers often buy something without being planned in advance.
2. Purchases without thinking due, is a condition where customers often make purchases without thinking first about the consequences of the purchases made.
3. Rush purchases, is a situation where customers often feel that they are too rushed to buy something.
4. Purchases are influenced by emotional conditions, is the assessment of customers where customers do shopping activities influenced by the emotional state felt.

According to Stern in (Utami, 2010) there are four types of impulsive purchases, including:



1. **Pure Impulse.** This definition refers to the act of buying something for interesting reasons, usually when a purchase occurs because of brand loyalty or buying behavior that has been commonly done.
2. **Impulse Reminder.** This purchase action is because a product is usually purchased by consumers, but is not listed on the shopping list.
3. **Planned Impulse.** A product that consumers see for the first time will stimulate consumers' desire to try it.
4. **Planned Impulse.** The planning aspect in this behavior shows the consumer's response to some special incentives to buy the anticipated product. These impulses are usually stimulated by announcements of sales of coupons, coupons, or other attractive offers.

Factors that influence impulsive purchases are internal factors which include purchasing trends, psychological conditions and normative evaluations (Ilmalana, 2012: 46). The tendency of impulsive purchases is related to the nature or personality of an individual towards a lack of control, especially cognitive control in making impulsive purchases. Second, psychological conditions as consumers, namely affective and cognitive aspects. Third, normative evaluation as a consumer assessment of the feasibility of making impulsive purchases in certain situations.

Loneliness

According to Robert Weiss (in Santrock, 2003), loneliness is a reaction to the absence of certain types of relationships. Loneliness occurs when there is a discrepancy between what someone expects and the reality of his interpersonal life, so that someone becomes alone and lonely (Burger, 1995). Loneliness can cause social rejection (Nolan, Flynn and Garber, 2003) so that the feeling of loneliness increases (Beach *et al.*, 2003).

Weiss (in Santrock, 2003) mentions the existence of two aspects of loneliness related to the unavailability of different social conditions, such as :

1. Emotional isolation is a form of loneliness that arises when a person does not have an intimate relationship; single adults, divorced, and left behind by their partners often experience this type of loneliness.
2. Social isolation is a form of loneliness that arises when a person does not have an integrated involvement in him; not participating in groups or communities involving togetherness, shared interests, organized activities, meaningful roles; a form of loneliness that can make a person feel alienated, bored, and anxious.

So that conclusions can be drawn, the loneliness indicator in this study is 1) individuals feel the absence of emotional isolation, 2) individuals who do not have involvement in groups, 3) individuals who do not participate in groups and the same role, 4) individuals feel deliberately excluded from social networks (social isolation).

Discount

Discounts are discounted prices given by the seller to the buyer as an appreciation for certain activities of the buyer that are pleasing to the seller (Tjiptono, 2008: 166). Whereas according to (Kotler and Armstrong, 2008: 317) a discount is a reduction in the price given to consumers for quick payment or for promotions carried out by the provider itself. Based on



(Sutisna, 2002: 299) explains that the important thing in marketing efforts through sales promotion is done in the short term. Discounts can be made to attract consumers' attention and encourage consumers to make purchases. The company must increase the discount rate to be able to arouse consumer attention which can then attract the attention of consumers. The purpose of the price discount is (Sutisna, 2002:303):

1. Encourage large purchases.
2. Encourage that purchases can be made with cash or shorter time.
3. Tying customers not to move to another company.

According to Grewal in (Nurmasari and Iriani, 2013: 531) discount measurement indicators are:

1. Internal reference prices, which are formed from consumer experience and knowledge of prices or goods.
2. Consumer perceptions about quality, namely consumer knowledge about the quality of a product; product quality and brand.
3. Perception of value, that is, consumers will give their own assessment of the goods to be bought.

III. Research Methods

This type of research is quantitative descriptive research. Quantitative descriptive research is research that aims to describe or describe the characteristics (characteristics) of a situation or object of research (Arikunto, 2010: 281). The nature of this research is explanatory research, namely research that intends to explain the position of the variables studied and the relationship between one variable with another variable (Sugiyono, 2011: 38). The population in this study were late adolescents who were active internet users aged 18-21 years in the city of Medan whose population is unknown. The sampling technique used is nonprobability sampling. The population in this study is not clearly known, so the type of sampling used is purposive sampling which is taking the subject of research based on the criteria set by the researcher (Cozby and Bates, 2012). Certain consideration criteria for the sample in this study are respondents who meet the following criteria: (1) Respondents aged 18-21 years, (2) Respondents are active internet users in Medan, (3) Respondents have purchased products online through "shopee "At least once. The formula used to determine the number of samples is the Lemeshow formula for unknown populations with tolerated deviations of 10%, so the number of samples is 98 people.

The type of data collected in this study comes from: 1) Primary data obtained from the distribution of a list of statements (questionnaire) with google form tools, 2) Secondary data, namely data obtained from books, journals and other data that supports research. Data collection techniques used in this study were: 1) questionnaire, and 2) documentation study. The analysis technique used is multiple regression analysis.

Based on the results of statistical analysis with the SPSS 22 program for Windows, the results of validity and reliability tests are obtained as follows:

Table 1: Validity and Reliability Test Results.

No	Corrected Item-Total Correlation	Status Validitas	Cronbach's Alpha	Status Reliabilitas
1	,966	Valid	,984	Reliable
2	,925	Valid	,985	Reliable
3	,927	Valid	,985	Reliable
4	,926	Valid	,985	Reliable
5	,927	Valid	,985	Reliable
6	,967	Valid	,984	Reliable
7	,926	Valid	,985	Reliable
8	,967	Valid	,984	Reliable
9	,840	Valid	,987	Reliable
10	,926	Valid	,985	Reliable
11	,878	Valid	,986	Reliable

Based on the results of data processing, all instrument items are declared valid because the item-total correlation value is corrected > r table value (0.361). All instrument items were declared feasible to use, this can be proven from the Cronbach alpha value of all instruments greater than the constant value 0.6.

IV. Research Results and Discussion

Research Results

The value of t table in this study is 1.660 (by looking at table t at the 0.05 significance level).

Table 2: Partial Significance Test (t-Test)

Model	Unstandardized Coefficients		t	Sig
	b	Std. Error		
(Constant)	,764	,504	1,515	,133
Loneliness	,824	,047	17,371	,000
Discount	,156	,053	2,927	,004

a. Dependent Variable: Impulse Buying

Based on Table 2 can be explained as follows; The value of t count > t table loneliness (X1) is 17,371 > 1,66 and the significant value of social media 0,000 < alpha 0,05, so that the loneliness variable has a positive and significant effect on the impulse of buying young women. The value of t count discount variable (X2) > t table which is 2.927 > 1.66 and the significant value of 0.004 < alpha 0.05 discount, so that the discount variable has a positive and significant effect on the impulse buying of young women. This is indicated by the respondent's statement to the questions posed related to the impulse buying which was

responded positively by most respondents. Judging from the constant value, it can be shown that if there is no loneliness and discount, impulse buying can still occur.

Table 3: Simultaneous Significance Test Results (F-Test)

Model	Sum of Square	df	Mean Square	f	Sig
Regression	232,112	2	116,056	492,684	,000 ^b
Residual	22,378	95	,236		
Total	254,490	97			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Discount, Loneliness

Based on Table 3 it was found that a significant level of 0,000 was smaller than alpha 0.05 (5%). Thus the simultaneous loneliness and discount variables significantly influence the impulse buying of young women. This means that there is an influence of loneliness and a discount on impulse buying in adolescent girls. Therefore there is an influence between variables X1 and X2 with variable Y. In conclusion, the regression model above is correct and feasible

Furthermore, to find out the magnitude of the influence of the independent variables on the dependent variable is to use the test coefficient of determination R in Table 4:

Table 4: Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,955 ^a	,912	,910	,485

a. Predictors: (Constant), Discount, Loneliness

Adjusted R Square value obtained is 0.910 or 91% indicating the ability of loneliness and discount variables in explaining variations or effects that occur on impulse buying for adolescent girls 91%, while the remaining 9% is influenced by other variables outside of this study.

Discussion

The loneliness level in adolescent girls in Medan is quite high. This means that shopee consumer girls in Medan have social relationships that are not as expected and intimate emotional relationships that feel lonely. According to Brehm and Kassin (in



Dayakisni, 2003) loneliness is the feeling of lacking social relations caused by dissatisfaction with existing social relations. Loneliness also means a mental state and emotional feelings that are mainly characterized by feelings of isolation and a lack of meaningful relationships with others. In a large study of Parlee (in Sears et al., 1992: 216), 79 percent of people under the age of 18 said that they sometimes or often felt lonely compared to people aged 45-54 as many as 53 percent and 37 percent there in people aged 55 years and over. This indicates that in early adulthood, individuals are prone to loneliness. Some research results show that loneliness is less common among married people than people who are not married. But among those who did not marry, people who are still single most felt loneliness than divorced people (Dayakisni, 2009: 146). The rise of online shops in Indonesia makes young people more active on social media than having to spend their energy to go to a mall or shopping center. When intimate relationships with certain people are not achieved, individuals tend to look for other escapees rather than having to solve the problem. At this age, individuals are vulnerable to seeking escape from their problems in various ways. One example is by shopping for an online shop. This method is done to cover the individual emptiness due to feelings of loneliness. This feeling of loneliness is also based on a lack of appreciation of oneself and a feeling of insignificance that triggers individuals to spend spontaneously to cover their emptiness (Agustina, 2012).

Discounts offered by online shops affect the impulse buying of teenagers in Medan City. This means that discounts offered by online shop sellers will increase impulse buying for teenagers in Medan City. Respondents stated that the discount at Shopee was included in the good category because Shopee gave a discount for a long period of time, the discount offer did not depend on certain events, the items discounted also varied, and the quality was quite good. So the respondents felt that they benefited from the discount at Shopee. However, there were still respondents who stated that the discounted goods offered were only to deceive consumers to be interested in buying products and the quality of the goods was not good so they were offered by giving a discount.

V. Conclusion

Based on the results of the study, it was concluded that: 1) Loneliness had more influence on impulse buying in female adolescents in Medan City with a regression coefficient of 0.824, 2) discounts also influenced impulse buying in adolescent girls in Medan with a regression coefficient of 0.156. It is recommended to be able to increase Shopee consumer impulse buying so the company should be more careful in determining the discount amount. In addition, the quality of products that are not up-to-date also needs to be improved so that consumers do not feel that the discount is made to fool them.

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