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The Influence of Price, Promotion, and Digital Lifestyle on Online Shopping Frequency on E-Commerce Platforms (Case Study on Gen Z Students of the Faculty of Economics at Universitas Merdeka Madiun).

Deva Satya Pradana[1]*, Muhammad Imron[2] , Hartirini Warnaningtyas[3]
[1,2,3]Department of Management, Faculty of Economics, Universitas Merdeka Madiun, Indonesia
*Corresponding author: devasatyapradana@gmail.com
https://orcid.org/0000-0002-7867-270X

Abstract

The rapid development of information and communication technology has increased the use of e-commerce platforms for online shopping activities. Generation Z is a group with a high level of technological adaptation, making online shopping an integral part of their daily lives. This study aims to analyze the influence of price, promotion, and digital lifestyle on the online shopping frequency of Generation Z students at the Faculty of Economics, Universitas Merdeka Madiun. This research employed a quantitative method with a causal associative approach. The sample consisted of 133 respondents selected through purposive sampling. Data were collected using questionnaires and analyzed using multiple linear regression, t-test, F-test, and the coefficient of determination (R^2). The results indicate that price has a positive and significant effect on online shopping frequency (t = 4.794; sig. = 0.000). Promotion also has a positive and significant effect on online shopping frequency (t = 3.943; sig. = 0.000). In contrast, digital lifestyle does not have a significant effect on online shopping frequency (t = 1.219; sig. = 0.225). Simultaneously, price, promotion, and digital lifestyle significantly influence online shopping frequency (F = 92.157; sig. = 0.000). The Adjusted R Square value of 0.674 indicates that 67.4% of the variation in online shopping frequency can be explained by the three independent variables. The study concludes that price and promotion are significant factors influencing online shopping frequency, while digital lifestyle does not have a significant partial effect. Price is the most dominant factor affecting students' online shopping frequency.

Keywords: Price, Promotion, Online Shopping Frequency.

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INTRODUCTION

The rapid development of information and communication technology has driven digital transformation globally particularly in the trade sector through e commerce. Digital platforms such as Shopee Tokopedia and Lazada have become an essential part of modern society lives because they provide convenience in conducting transactions. This development has also changed society consumption patterns from conventional methods to practical and efficient digital ones according to Handayani et al (2023).

Indonesia is one of the countries with a very rapid growth of internet users. Based on data from the Association of Indonesian Internet Service Providers the number of internet users in Indonesia in 2024 reached 221.5 million people with a user percentage of 79.5 percent and increased in 2025 to 229.4 million people with a percentage of 80.66 percent. This indicates that more than 80 percent of Indonesian society has been connected to the internet thereby accelerating the digital economy including online shopping activities.

The increase in the number of internet users has a direct impact on the rise of online shopping activities in Indonesia. Based on recent surveys a portion of Indonesian society shops online routinely either several times a month or a week. This indicates that e commerce has become a part of the digital society lifestyle.

The survey found that 30.34 percent of respondents conducted online purchasing transactions several times a month. Then 24.26 percent transacted online several times over a few months 14.78 percent several times a week and 2.41 percent almost every day. These data indicate that the online shopping frequency of Indonesian society is classified as very high making this phenomenon interesting to study further especially in the Generation Z group which represents the largest internet users.

Generation Z is a generation born and raised in the digital era thus possessing characteristics that are adaptive to technology. This generation tends to be more active in using the internet social media and e commerce platforms to fulfill their needs. In addition Generation Z also has a tendency toward consumptive behavior influenced by trends digital promotions and the ease of access offered by e commerce platforms according to Hasibuan et al (2023). Research shows that Generation Z has a higher intensity and frequency of online shopping compared to previous generations according to Smith (2024)..

University students as part of Generation Z represent an interesting group to study because they have a high level of technological access but on the other hand have financial limitations. This condition causes students to have unique consumption behaviors where they tend to utilize various promos and transaction conveniences to make purchases. The online shopping frequency among students is influenced by various factors such as price promotion ease of application use and digital lifestyle according to Putri and Rahma (2024).

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Various previous studies have identified the factors that influence online shopping behavior. These factors include price promotion ease of application use lifestyle and trust in e commerce platforms according to Sari et al (2025). In addition psychological factors such as impulse buying also play an important role in increasing purchase frequency especially in Generation Z who tend to be easily influenced by digital stimuli according to Johnson (2024). This indicates that online shopping frequency is not only influenced by rational factors but also by emotional and social factors.

Although online shopping provides various conveniences there are several issues that need attention such as increased consumptive behavior low financial literacy and potential transaction security risks. Students often do not yet possess good financial management skills leading them to make excessive purchases without considering their actual needs according to Hasibuan et al (2023). This condition becomes an important challenge in understanding students online shopping behavior.

Previous studies have generally focused more on purchasing decisions rather than online shopping frequency. For instance research by Sari et al (2025) examined the influence of lifestyle and financial literacy on student consumption behavior while research by Lee (2024) highlighted the ease of application use on purchasing decisions. This shows that studies regarding online shopping frequency as a dependent variable are still relatively limited.

Based on these limitations there is a research gap that needs to be filled namely the need for a deeper analysis of the factors influencing online shopping frequency among Generation Z students in a local context. Therefore this study focuses on students of the Management Study Program at Universitas Merdeka Madiun to obtain a more specific and relevant empirical overview.

This research is expected to contribute to the development of science particularly in the fields of marketing management and consumer behavior. In addition the results of this study can serve as a reference for academics business practitioners and policymakers in understanding the online shopping behavior of Generation Z. With the increasing frequency of online shopping among students this research becomes important and urgent to identify the factors influencing such behavior and its implications for students consumption patterns and financial management.

THEORETICAL REVIEW

In quantitative research, grand theory serves as the primary foundation for explaining the relationships between the variables under investigation. This study focuses on consumer behavior in a digital context, specifically regarding the online shopping

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frequency of Generation Z students. The primary theory utilized in this research is Consumer Behavior Theory, which explains that consumer behavior is the result of interactions between economic, psychological, and social factors (Kotler and Keller, 2022). In this study, price and promotion represent economic factors influencing purchasing decisions, while digital lifestyle reflects psychological and social factors shaping consumption habits.

The second theory is Stimulus-Organism-Response Theory, which explains that individual behavior results from the interaction between external stimuli, the individual's internal conditions, and the resulting response (Lim et al., 2022). Here, price and promotion act as external stimuli, digital lifestyle functions as the organism or internal condition, and the resulting response is online shopping frequency. The third theory is Digital Consumer Behavior Theory, which explains that technological advancements have changed how consumers seek information, evaluate products, and make purchases, with Generation Z being highly engaged with e-commerce platforms, making online shopping a daily routine rather than an incidental activity (Lemon and Verhoef, 2021). Based on these three theories, online shopping frequency as an actual behavior is influenced by a combination of external and internal factors.

Price is defined as a specific amount of money consumers must pay to acquire the benefits of a product or service (Kotler and Keller, 2022). In the digital context, information transparency allows consumers to easily compare prices across e-commerce platforms, making price a highly sensitive factor that influences purchasing decisions. Price perception is related to the consumer's assessment of price fairness based on the trade-off between benefits and sacrifices (Zeithaml, 1988). If consumers feel that the price aligns with quality and benefits, satisfaction is formed, which encourages repeat purchases. In this study, price is positioned as an external factor influencing online shopping frequency, measured by affordability, alignment of price with quality, price competitiveness, and alignment of price with benefits.

Promotion is defined as the activities companies use to communicate product value and persuade consumers to buy the product (Kotler and Armstrong, 2021). Digital promotion is highly effective because it can reach consumers broadly and quickly, and can be tailored to consumer preferences, making it more relevant and personal (Chaffey and Ellis-Chadwick, 2019). In the context of e-commerce, promotions such as discounts, cashback, and free shipping are essential factors in attracting consumer attention, not only increasing purchase interest but also encouraging repeat purchases that impact online shopping frequency. The indicators for promotion in this study include discounts, cashback, free shipping, and digital advertising.

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Digital lifestyle reflects an individual's pattern of activities, interests, and opinions in daily life, specifically relating to their level of engagement with technology and digital media (Solomon, 2020). Digital consumers have different characteristics compared to conventional consumers, as they are more active in seeking information, comparing products, and conducting online transactions (Lemon and Verhoef, 2021). As digital natives, Generation Z has a high level of technological adaptation, making online shopping a part of their daily routines. A high digital lifestyle increases an individual's tendency to make repeat purchases. In this study, digital lifestyle is positioned as an internal factor influencing online shopping frequency, measured by the intensity of internet use, social media activity, and online shopping tendencies.

Online shopping frequency is the dependent variable that describes the actual behavior of consumers conducting transactions through digital platforms, reflecting the intensity of purchases made within a specific period. Purchase frequency is a critical indicator of consumer behavior that demonstrates the level of engagement and loyalty, where more frequent purchases indicate a higher level of attachment to a product or platform (Schiffman and Wisenblit, 2021). In the digital context, online shopping frequency reflects both purchasing decisions and consumption habits formed through interaction with technology. The indicators for online shopping frequency include the number of transactions, purchase intensity, repeat purchase consistency, and the time interval between purchases.

METHOD

Research Design

This study employed a quantitative research methodology utilizing a causal associative approach to systematically obtain empirical data and objectively test relationships between variables. The quantitative approach emphasized variable measurement using numerical data and statistical analysis to test the formulated hypotheses, while the causal associative approach aimed to identify the cause-and-effect relationship between independent variables (price, promotion, and digital lifestyle) and the dependent variable (online shopping frequency). A cross-sectional research design was adopted, wherein data were collected at a single point in time to depict the actual conditions of the respondents.

Setting and Study Population

The study population comprised all Generation Z students enrolled in the Management Study Program at the Faculty of Economics, Universitas Merdeka Madiun, who

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have previously engaged in online shopping via e-commerce platforms. This specific population was selected because university students representing Generation Z demonstrate high intensity in digital technology utilization and active participation in online shopping activities, which align directly with the research variables of price, promotion, digital lifestyle, and online shopping frequency. Due to the exact number of the entire population fitting the criteria being identified as 133 students, the population size was fixed at this number.

Sampling Technique Procedure

The sampling technique employed in this research was saturated sampling or total sampling. This technique involves taking all members of the population as the research sample. Because the total population was relatively small and manageable, comprising 133 Generation Z students from the Faculty of Economics at Universitas Merdeka Madiun who had online purchasing experience, the entire population was utilized as the sample. This technique ensured that the collected data was highly representative of the studied group, thereby allowing for accurate findings regarding the impact of price, promotion, and digital lifestyle on online shopping frequency.

Instruments

Price is the amount of value that consumers must pay to obtain the benefits of a product or service according to Kotler and Armstrong (2018). The measurement indicators for this price variable include price affordability by consumers, the suitability between price and product quality, price competitiveness in the market, and the alignment of price with the obtained benefits.

According to Kotler and Keller (2016), promotion is a company marketing activity to provide information, persuade, and attract consumers to make a purchase. This promotion variable is operationalized through the indicators of offering price discounts, providing cashback, giving free shipping services, and displaying advertisements through digital media.

Digital lifestyle is defined by Prasetyo and Huda (2022) as an individual behavioral pattern in utilizing technology and the internet in daily activities that ultimately affects consumption behavior. The digital lifestyle variable is measured through the indicators of internet usage intensity, the level of activity on social media, and the tendency of online shopping habits.

According to Sari and Nugroho (2021), online shopping frequency is the level of consumer intensity in making purchases through e commerce platforms within a certain period. The indicators used to measure this dependent variable include the total number of

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transactions, the intensity or frequency of purchases, the consistency of repeat purchases on the same platform, and the time interval between one purchase and the next.

Data Collection

Primary data was collected directly from the respondents through the distribution of the structured questionnaires, which were administered both in-person and digitally via Google Forms. Each statement within the questionnaire was designed to be clear and specific to minimize interpretation differences and accurately capture the numerical data required for statistical processing. Furthermore, secondary data derived from scientific journals, methodology textbooks, and relevant consumer behavior publications were utilized to reinforce the theoretical framework and provide empirical context regarding e-commerce developments. The collected data were then analyzed using multiple linear regression, classical assumption tests (normality, multicollinearity, and heteroskedasticity), coefficient of determination, and hypothesis testing (t-test) via statistical software.

Data Analysis

IBM SPSS version 26 was used to analyze data collected. Both descriptive and inferential statistics were collected. The hypotheses were tested using multiple linear regression analysis and accepted at $p < .001$ level of significance.

RESULTS

Table 1: Participants' Demographic Information

Variable	Categories	Frequency	%
Age	18 to 19 yrs	69	51.9
	20 to 21 yrs	21	15.8
	Above 22 yrs	43	32.3
Gender	Male	45	33.8
	Female	88	66.2
Semester	Semester 2	33	24.8
	Semester 4	36	27.1

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	Semester 6	21	15.8
	Semester 8	43	32.3
Platform	Shopee	67	50.4
	Tokopedia	27	20.3
	TikTok Shop	35	26.3
	Lazada	4	3.0
Total		**133**	**100.0**

Table 1 presents the demographic variables of the study participants. Descriptive statistics revealed that the majority (66.2%) of the respondents were females, and more than half of the total participants (51.9%) were within the 18 to 19 years age bracket. In terms of academic standing, the respondents were distributed across various levels, with the highest proportion (32.3%) being students in their eighth semester. Finally, when observing their preferred digital marketplaces, half of the participants (50.4%) frequently accessed Shopee, indicating its strong dominance as the primary e-commerce platform for online shopping activities among Generation Z students in this study.

Testing the hypothesis

JASP was used to analyze data collected. Both descriptive and inferential statistics were collected. The hypotheses were tested using multiple linear regression analysis and accepted at $p < .001$ level of significance.

Table 2a: Model of Price, Promotion, and Digital Lifestyle on Online Shopping Frequency

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.826	0.682	0.674	2.738

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Table 2b: ANOVA of Price, Promotion, and Digital Lifestyle on Online Shopping Frequency

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2072.616	3	690.872	92.157	0.000
Residual	967.068	129	7.497		
Total	3039.684	132			

Table 2c: Coefficients Predicting Online Shopping Frequency from Price, Promotion, and Digital Lifestyle

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	2.119	1.765		1.201	0.232
Price	0.423	0.088	0.405	4.794	0.000
Promotion	0.385	0.098	0.369	3.943	0.000
Digital Lifestyle	0.111	0.091	0.113	1.219	0.225

Tables 2a to 2c show the results of the multiple linear regression analysis carried out to determine if price, promotion, and digital lifestyle will predict online shopping frequency among Generation Z students at the Faculty of Economics, Universitas Merdeka Madiun. The result revealed that the predictor variables significantly predicted online shopping frequency among study participants, R Square = 0.682, $F(3, 129) = 92.157$, $p < 0.001$. Regarding the specific variables, price demonstrated a high and statistically significant predictive relationship (Beta = 0.405, $p < 0.001$).

The unstandardized coefficient (B = 0.423) suggests that for every one-point increase in price perception, online shopping frequency increases by approximately 0.423 points. Similarly, promotion significantly predicted the outcome (B = 0.385, t = 3.943, $p < 0.001$). In contrast, digital lifestyle did not significantly predict online shopping frequency (B = 0.111, t = 1.219, p = 0.225). Furthermore, the model explains that price, promotion, and digital

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lifestyle collectively accounted for 67.4 percent of the variance in online shopping frequency (Adjusted R Square = 0.674), a proportion considered high and meaningful in behavioral research. This partially supported the hypotheses.

DISCUSSION

The results indicate that price and promotion significantly and positively influence online shopping frequency, with price being the most dominant predictor. Generation Z students are highly rational consumers who meticulously evaluate price affordability, quality, and competitiveness. This confirms the findings of Lee (2023), who stated that competitive pricing directly drives repeat digital purchases. Furthermore, promotional offers such as discounts, cashback, and free shipping act as powerful external stimuli that effectively trigger impulsive and frequent transactions, corroborating the studies by Johnson (2024) and Putri and Rahma (2024).

Conversely, digital lifestyle demonstrates a positive but statistically insignificant effect on online shopping frequency. Although Generation Z is deeply immersed in digital technology and social media, this digital engagement does not automatically translate into actual purchasing behavior. Students still rely on concrete financial considerations rather than mere digital habits to execute transactions, which adds a critical nuance to the digital consumer behavior concepts proposed by Lemon and Verhoef (2021).

Simultaneously, the combination of price, promotion, and digital lifestyle robustly predicts online shopping frequency. Grounded in the Stimulus-Organism-Response framework, these findings confirm that external marketing stimuli, when processed alongside the consumer's internal digital habits, collectively shape intensive online consumption patterns.

CONCLUSION

In conclusion, price and promotion are the primary significant determinants that positively drive online shopping frequency among Generation Z students, with price emerging as the most dominant factor. However, an active digital lifestyle alone fails to significantly stimulate repeat purchases without the support of competitive pricing and attractive promotional offers. Collectively, these three variables account for 67.4 percent of the variance in students' online shopping behaviors.

Recommendations

E-commerce platform managers and digital marketers are strongly advised to maintain highly competitive, transparent pricing strategies and deploy relevant

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promotional campaigns, such as targeted discounts and free shipping. Since price is the paramount consideration for students, aligning product value with affordability will effectively secure long-term consumer retention and drive frequent transactions.

Additionally, universities and educational stakeholders should implement practical financial literacy programs to help students navigate massive digital marketing stimuli responsibly. Educating students to differentiate between genuine needs and promotional triggers will prevent impulsive consumptive behaviors and promote healthier financial management in the digital era.

Limitations and suggestions for further study

This study is primarily limited by its focused scope on a specific demographic cohort within a single university and the exclusion of other potential behavioral variables. Future researchers are encouraged to incorporate additional independent variables, such as e-commerce trust, application usability, product quality, and self-control, while expanding the geographical and demographic sampling to produce a more comprehensive understanding of digital consumer behavior.

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