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The Effect of Discounts and Free Shipping on Impulse Buying (Study on Shopee Users in Bandar Lampung)

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Abstract

The rapid growth of digital technology has changed consumer behavior patterns, especially in the use of e-commerce platforms such as Shopee. This study aims to determine the effect of discounts and free shipping on impulse buying among Shopee users in Bandar Lampung. This research uses a quantitative method with purposive sampling involving 100 respondents. Data collection was carried out using a structured questionnaire measured with a Likert scale. The data analysis techniques used include descriptive analysis, validity and reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis testing (t-test and F-test), and the coefficient of determination (R^2), all processed using SPSS version 27. The results show that both discount and free shipping variables have a significant positive effect on impulse buying behavior. Simultaneously, the two variables influence impulse buying with a contribution of 32.4%, while the remaining 67.6% is influenced by other variables not examined in this study. These findings provide insights for e-commerce marketing strategies..

Keywords: Discounts, Free Shipping, Impulse Buying

INTRODUCTION

The ongoing wave of globalization across the globe has significantly fueled advancements in numerous sectors, particularly in communication technology, with Indonesia also experiencing its impact. The swift pace of technological innovation has seamlessly integrated digital activities into the fabric of everyday life, becoming an essential component of modern routines (Putri & Hariyanti, 2022). The accelerated expansion of the marketplace industry in Indonesia is closely linked to the widespread

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and growing adoption of internet usage among the public, which has transformed consumer behavior and contributed to the emergence of a dynamic and competitive digital ecosystem.

A marketplace is a website or app-based business platform that provides a space for sellers to offer their products. In addition, marketplace providers also facilitate online transactions, which makes the buying and selling process easier (Wijaya, 2020). The marketplace also functions as a platform for sharing business information, establishing and maintaining business relationships, and as a means of conducting business transactions using telecommunications networks (Sari, 2021).

Shopee is one of the largest marketplace platforms in Indonesia that consistently implements promotional strategies to enhance competitiveness and attract consumer interest (Kismo & Lahindah, 2024). Various programs such as flash sales, discount vouchers, and free shipping are actively offered to drive transaction volume. These strategies have been proven to influence consumer behavior, particularly in triggering impulse buying. Discounts create a perception of savings that leads consumers to feel they are gaining added value, while free shipping reduces the burden of additional costs, thereby increasing the likelihood of unplanned purchases (Setyarini & Sulistyorini, 2022). These two promotional tactics indirectly generate psychological pressure in the form of perceived urgency and fear of missing out (FoMO), which ultimately leads to spontaneous purchasing decisions.

Discounts often evoke a perceived sense of urgency and increased value, which can significantly influence consumer behavior by encouraging unplanned or impulsive purchasing decisions. Meanwhile, free shipping removes an additional cost barrier, making the final price more attractive and often tipping a consumer's hesitation into a completed transaction. These two marketing strategies work synergistically to increase unplanned buying behavior, particularly among young consumers who are highly responsive to digital promotions (Juwita, Hartono, & Subagja, 2022). This phenomenon is increasingly evident in urban centers such as Bandar Lampung, where digital literacy and access to e-commerce platforms continue to grow rapidly, especially among Generation Z.One of the impacts is an increase in consumers' tendency to make impulsive purchases.

Impulse buying is a behavior that currently occurs frequently in every purchase made by consumers. This behavior occurs when someone makes a sudden purchase decision without prior planning, which is usually triggered by a sudden urge or desire to buy a product (Sarmin et al., 2023). Impulsive buying can have negative effects, such as

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causing someone to shop excessively and waste money on unnecessary items (Nurjanah et al., 2023).

Marketing strategies employed by businesses on Shopee to increase sales include discount programs and free shipping. Discounts can be defined as price reductions offered by businesses to attract consumers and boost sales (Sucipto and Niazi, 2024). A discount refers to a temporary reduction in the original selling price, typically offered within a specific timeframe. Offering discounts can increase customer interest in purchasing the products on offer (Damayanti et al., 2024).

Shopee has also used a free shipping strategy for marketing throughout Indonesia. In other words, Shopee will provide free shipping to all regions of Indonesia for Shopee users who meet the terms and conditions. This feature is very beneficial for consumers, considering that many consumers find it difficult to pay shipping costs that are sometimes higher than the price of the item itself (Fitriana and Istiyanto, 2024).

This research also aims to delve into the behavioral tendencies of Shopee users while highlighting the uniqueness and innovative aspects of the topic under investigation. What sets this study apart from previous works is the clearly defined research gap. specifically, the limited exploration of how the interplay between discount incentives and free shipping offers collectively influences impulsive purchasing behavior. By addressing this overlooked area, the study is expected to provide meaningful contributions to the field, offering fresh insights that enrich the understanding of online consumer behavior in the context of digital marketplaces.

LITERATUR REVIEW

Discounts

Price cuts represent a pricing approach in which prices are intentionally reduced over time following the initial launch of a product at a premium rate (Heridiansyah et al., 2022).

Free Shipping

Free shipping serves as a direct persuasive strategy by offering adjustable incentives aimed at encouraging immediate purchases or boosting the quantity of products bought by consumers (Basalamah & Millaningtyas, 2021).

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Impulse Buying

Hirschman and Stern (2001) define impulsive buying as a tendency among consumers to engage in unplanned, spontaneous purchases driven largely by emotional impulses rather than rational consideration. This behavior typically occurs without prior intention or thorough evaluation, often triggered by sudden emotional responses to a product's appeal, coupled with the persuasive influence of marketing strategies designed to stimulate immediate purchasing decisions.

Conseptual Framework

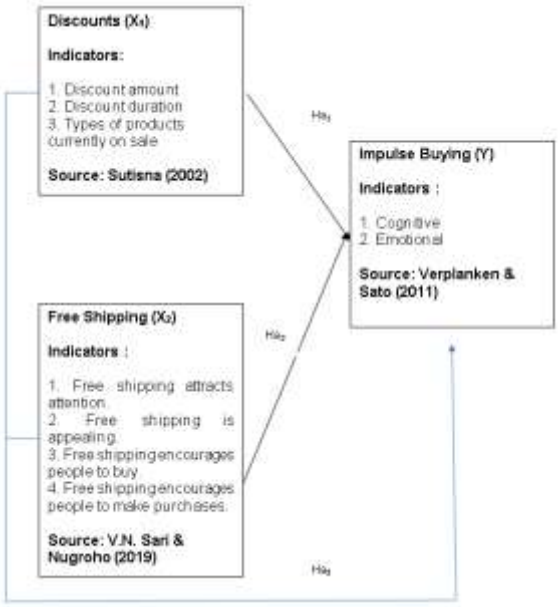


Figure 1. Conseptual Framework

H1 : The effect of discounts on impulse buying
H2 : The effect of free shipping on impulse buying
H3 : Theeffect of discounts and free shipping on impulse buying

RESEARCH METHODS

This study adopts a quantitative research approach, focusing on the collection and analysis of numerical data derived from primary sources. Data were obtained through the distribution of structured questionnaires, specifically designed and disseminated via Google Forms. The sampling technique used was purposive sampling, involving 100

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carefully selected respondents who met the criteria relevant to the study's objectives namely, individuals residing in Bandar Lampung who are active Shopee users, in accordance with the sampling framework outlined by Sugiyono (2019). The questionnaire employed a Likert scale ranging from 1 to 5 to measure participant responses with clarity and consistency. Data collection was conducted directly by leveraging digital communication channels such as WhatsApp, Instagram, and various other social media platforms to reach a broader audience efficiently. Once gathered, the data underwent statistical analysis using SPSS version 27 to generate accurate and meaningful insights aligned with the research aims..

RESULTS

Validity Measurement

Table 1. Validity Measurement Outcome

Variable	Item Question	r_{value}	r_{table}	Result
Discounts (X_1)	X1.1	0,617	0,361	Valid
	X1.2	0,664	0,361	Valid
	X1.3	0,634	0,361	Valid
	X1.4	0,752	0,361	Valid
	X1.5	0,609	0,361	Valid
	X1.6	0,588	0,361	Valid
Free Shipping (X_2)	X2.1	0,665	0,361	Valid
	X2.2	0,734	0,361	Valid
	X2.3	0,798	0,361	Valid
	X2.4	0,596	0,361	Valid
	X2.5	0,591	0,361	Valid
Impulse Buying (Y)	Y.1	0,715	0,361	Valid
	Y.2	0,608	0,361	Valid
	Y.3	0,637	0,361	Valid
	Y.4	0,662	0,361	Valid
	Y.5	0,706	0,361	Valid
	Y.6	0,705	0,361	Valid

As reflected in the validity measurement outcomes, all items employed in this inquiry have a measured r_{rate} that exceeds the r_{table}, suggesting that all instruments are declared valid.

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Realibility Measurement

Table 2. Realibility Measurement Outcome

Variable	Cronbanch Alpa	Standard	Result
Discounts (X_1)	0,720	0,60	Reliabel
Free Shipping (X_2)	0,790	0,60	Reliabel
Impulse Buying (Y)	0,755	0,60	Reliabel

The scrutiny reveals that all Cronbach's alpha Constants are above the threshold of 0.60, indicating which shows the instrument possesses adequate internal consistency and is considered reliable for further scrutiny.

Classical Assumption Measurement

Normality Measurement

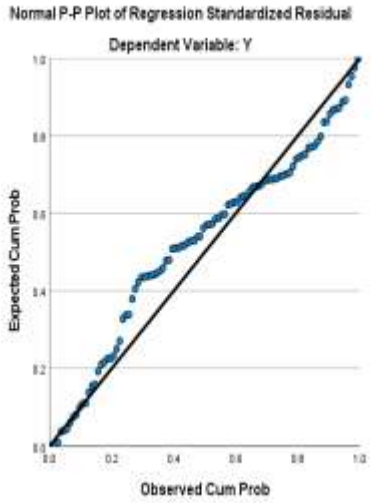


Figure 2. Normality Measurement (Probability Plots) Outcome

The assessment of the Normal P-P Plot of Regression Standardized Residuals indicates that the data points closely align along the diagonal line, suggesting that the residuals are approximately normally distributed. This alignment signifies that the assumption of normality in the regression model is met, both in the overall dataset and across various subgroups within the sample. Such a distribution pattern reinforces the statistical validity of the model, ensuring that the residuals do not display significant deviations or skewness, and thus supports the reliability of the inferential conclusions drawn from the analysis.

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Heteroskedasticity Measurement

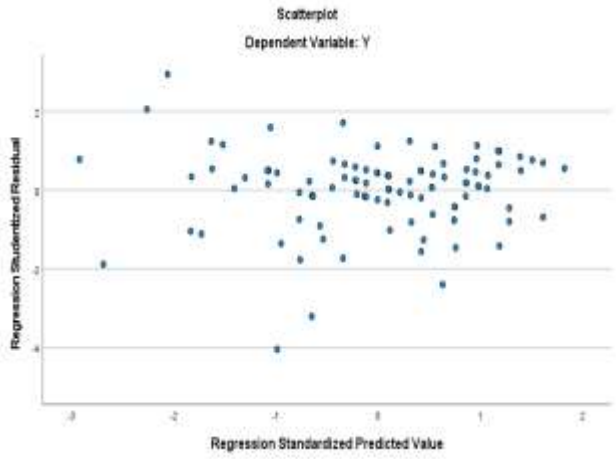


Figure 3. HeteroscedasticityMeasurement (Scatterplot) Outcome

The scrutiny suggests the regression model shows no signs of heteroscedasticity. This is supported by the random scattering of residual points around the zero line, with no discernible pattern, demonstrating which shows the model adheres to the homoscedasticity assumption and can be regarded as trustworthy.

Multicollinearity Measurement

Table 3. Multicollinearity Measurement Outcome

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
	(Constant)	9.903	2.238	
	Discounts (X1)	.440	.087	.461
	Free Shipping (X2)	.212	.097	.199
	a. Dependent Variable: Impulse Buying			

As reflected in the table, both independent elements exhibit VIF rates below 10 and tolerance rates above 0.1. Hence, the scrutiny suggests that multicollinearity is not present.

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Multiple Linear Regression Scrutiny

Table 4. Multiple Linear Regression Scrutiny

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
	(Constant)	9.903	2.238	
	Discounts (X1)	.440	.087	.461
	Free Shipping (X2)	.212	.097	.199
	a. Dependent Variable: Impulse Buying			

According to the data displayed in the table, it can be observed that the constant rate is 9.903, the rate for discounts is 0.440, and the rate for free shipping is 0.212. This can be seen below :

$$Y = a + \beta 1X1 + \beta 2X2 + €$$

$$Y = 9{,}903 + 0{,}440X1 + 0{,}212X2 + e$$

As indicated by the regression equation, the findings can be interpreted as follows:

1. The equation contains a constant value of 9.903, indicating that if both independent variables price discount and free shipping are zero, the impulse buying level remains at 9.903.
2. The coefficient for the price discount variable (X1) is 0.440, indicating that each 1 unit increase in price discount leads to a 0.440 unit increase in impulse buying. This positive coefficient signifies that price discounts positively influence impulsive buying behavior.
3. The coefficient for the free shipping variable (X2) is 0.212, indicating that each 1 unit increase in free shipping results in a 0.212 unit rise in impulsive purchases. This also indicates a positive correlation between free shipping and impulsive buying behavior.

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Hypothesis Measurement

Partial Measurement (t-Measurement)

Table 5. Partial Measurement Outcome

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.903	2.238		4.425	.001
	Discounts (X1)	.440	.087	.461	5.067	.001
	Free Shipping (X2)	.212	.097	.199	2.191	.031
a. Dependent Variable: Impulse Buying						

1. The measurement for discounts shows a t-score of 5.067, exceeding the t-table reference limit of 1.984. A significance of 0.001 indicates that discounts play an important and supportive role in impulse buying.
2. The free shipping variable yields a t-value of 2.191, which also exceeds the t-table threshold of 1.984. The corresponding significance level of 0.031 indicates that free shipping has a statistically significant and positive effect on consumers' impulsive purchasing decisions.

Simultaneous Measurement (F-Measurement)

Table 6. Outcome of the Simultaneous Measurement (F-Measurement)

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	406.098	2	203.049	23.279	.001b
	Residual	846.062	97	8.722		
	Total	1.252.160	99			
a. Dependent Variable: Impulse Buying						
b. Predictors: (Constant), Discounts, Free Shipping						

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As reflected in the F measurement results, the measured F value exceeds the F value in the F table (23.279 > 2.70) with a probability of 0.001, which is below 0.05. This indicates that discounts and free shipping have a significant and simultaneous effect on impulse purchases among Shopee users in Bandar Lampung. The comparison of the F value with the F table indicates that the alternative hypothesis (Ha) is supported in this research.

Constant Of Determination (Adjusted R2)

Table 7. Outcome of the Constant Determination (R2)

Model Summary[b]				
Model	R	R Square	Adjusted Adjusted	Std. Error of the Estimate
1	.569[a]	.324	.310	295.335
a. Predictors: (Constant), Discounts, Free Shipping				
b. Dependent Variable: Impulse Buying				

The constant correlation suggests a moderate and positive association between discounts, free shipping, and impulse buying behavior, with a correlation value of 0.569. The R^2 value of 0.324 suggests that 32.4% of the variability in impulsive purchasing behavior can be accounted for by the two examined variables, whereas the remaining 67.6% is attributed to other factors not included in this study.

DISCUSSION

The Effect of Discounts on Impulsive Purchases

These findings indicate that discounts are one of the most effective promotional factors in encouraging impulsive consumption behavior, especially among Shopee users in the Bandar Lampung area. Logically, consumers will be attracted to discounts because they will think that by making purchases that are discounted, they will get a lot of goods while spending less money (Zahroh, 2021). The results of this study are consistent with the research by Sapa et al. (2023), which found that discount offers exert a positive and significant influence on impulsive buying behavior, particularly in the context of TikTok Shop users.

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The Effect of Free Shipping on Impulsive Purchases

This study supports the conclusions drawn by Ervina et al. (2023), which indicated that free shipping plays a significant and positive role in influencing impulse buying, who are users of TikTok Shop. From a consumer behavior perspective, free shipping programs reduce the perception of risk and cost burden in online transactions. Typically, shipping costs are one of the main considerations that cause consumers to abandon their shopping intentions, especially if the product value is lower than the shipping cost. When this burden is eliminated through free shipping promotions, consumers feel they are getting added value from the transaction. This creates the perception that they are shopping more economically, thereby encouraging unplanned purchases.

The Effect of Discounts and Free Shippings on Impulse Buying

This result is consistent with the study conducted by Widagdo and Roz (2021), which concluded that discounts and free shipping can significantly increase the tendency for impulsive purchases through the hedonistic shopping motivation they generate. Marketing strategies that integrate aspects of convenience and promotion have proven effective in shaping quick, emotional, and unplanned purchasing decisions, which are characteristic of impulsive buying in today's e-commerce context.

CONCLUSION

Discounts exert a significant and positively impact on impulse buying. As discounts become more frequent or substantial, consumers are increasingly inclined to make spontaneous purchases. Discounts are one of the most effective promotional factors in encouraging impulsive consumption behavior, especially among Shopee users in the Bandar Lampung area.

Free shipping significantly and positively influences impulse buying behavior. When Shopee offers free shipping promotions, consumers are more inclined to make spontaneous purchases, even if they had no intention or plan to buy the item beforehand. These findings confirm that free shipping serves as an effective promotional stimulus in increasing product appeal and accelerating the purchasing decision-making process.

Both **discounts** and **free shipping** positively and significantly impact impulse buying. These findings strengthen the notion that the combination of convenient payment options and promotional offers fosters conditions that encourage impulsive buying behavior. Consumers tend to be encouraged to make purchases when they feel they are getting financial benefits (through discounts) and cost efficiencies (through free shipping).

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SUGGESTIONS

1. It is recommended to expand the scope beyond Bandar Lampung to compare impulsive purchasing behavior in different regions or other e-commerce platforms, thereby improving the generalization of the results. Researchers can then explore psychological factors such as FOMO or consumer confidence to explain variations in responses to limited-time promotions such as flash sales.
2. Companies can place greater emphasis on promoting large discounts, as respondents showed a high level of interest in them, for example by offering special discounts on product categories that are popular among young users (aged 21–25). Although free shipping is the main motivation, companies need to differentiate this feature to stand out from other platforms, such as by offering free shipping with no minimum purchase or with an exclusive subscription package.

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