

The Effect of Discounts and Free Shipping on Impulsive Purchases Moderated by Seller Service

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Abstract

This research was conducted to determine the relationship between discounts, free shipping and impulse purchases moderated by the seller's service. The population in this study were all Generation-Z users of the Shopee marketplace in Yogyakarta using the Smart PLS 3 application. The research sample uses a non-probability sampling technique with purposive sampling method. This study shows a relationship between discounts and free shipping on impulse purchases. In addition, the seller's service is pure moderation between discounts, free shipping against impulse purchases. The research has limitations that it is to be on a discount, free shipping, seller service, impulse purchases and focus on a Generation-Z that's available in Yogyakarta. This study will give insight to readers especially in the field of marketing about the impulsive buying behavior of Generation-Z in the Shopee marketplace with discounts and free shipping as the independent variables, as well as the involvement of seller services as a moderating variable. The difference in this research is to use the seller's service as a moderating variable to find out a deeper relationship between the independent and dependent variables. Using Generation-Z in Yogyakarta which has never been done by previous researchers.

Keywords: discount; free shipping; impulsive purchases; seller service

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Introduction

Internet today is a means of communication that is efficient and very fast. There is no denying that the Internet is growing rapidly as a means of information and communication. Based on reports We Are Social Internet users in Indonesia as of January 2022 reached 204.7 million which made Indonesia the third largest internet user in Asia in March 2021. With the internet, people's lives have become easier. An easy lifestyle stems from the convenience that technology promises, and one doesn't have to go to great lengths for it. Technological developments have a major impact on economic traffic through various innovations in online sales (Maria & Widayati, 2020). This situation encourages people who initially make purchases manually to switch to online shopping, which has led to the emergence of various online shopping applications (Sazali & Rozi, 2020). This has encouraged Indonesia to start using the

marketplace to keep up with developments and adjust to the global trading environment so as not to be left behind. Based on Ipsos, a market research company in Indonesia, there are 3 main marketplace players, namely Shopee, Lazada, and Tokopedia. Therefore, creating optimal customer satisfaction, quality service, aggressive promotion and advertising, application security and ease of use, and ease of purchase, is a major challenge for the marketplace. One of the well-known marketplaces in Indonesia is Shopee. Shopee, the largest e-commerce service provider, is the best choice for online shopping for students, with various discounts and free shipping, making it more attractive to students (Jatmika et al., 2022). Shopee was launched in Singapore in 2015 and expanded to Indonesia the following year. As time goes by, Shopee is also constantly innovating and doing its best, but there are also more and more sellers in the market, and the competition among

sellers is becoming more and more fierce. Established sellers have to compete with established sellers with greater market potential, such as consumer trust, a large number of store fans, and reviews that support store sales, but established sellers must find strategies wisely so as not to compete with new sellers. But you need to understand upfront what drives consumers to buy, especially if they don't know it.

The behavior of the current generation generally prefers online activities, including purchases or transactions in the marketplace, which is one of the main factors supporting the high level of competition between online service provider applications (Indahingwati et al., 2019). The digital technology used by Shopee has been accepted and used by the public because it meets the Technology Acceleration Model (TAM) factor and is low risk due to Shopee's high security value. Not only from a technical point of view, but also in terms of events and promotions, this can lead to impulse buying in this market (Azizah et al., 2022). Therefore, the rapid growth of online shopping transactions is a natural thing. Based on APPII, internet users aged 15-19 years are 91%, aged 20-24 years are 88.5%, and aged 25-29 years are 82.7% of this can be concluded that the largest internet users are Generation-Z (Atman Maulana & Asra, 2019). Generation-Z are people born in 1997-2012. This generation is also known as digital native because they were born in the midst of technology and understand internet technology. According to Generation-Z, online shopping is one of the fun activities. So that young people tend to make impulse purchases and tend to buy more products online (Thakur et al., 2020). Impulse buying is an unplanned decision to buy a product or service before making a purchase. Impulse buying is an important element in the marketplace and has become so common in recent times that it accounts for 50% of total customer spending (Thakur et al., 2020) Impulse buying makes people feel comfortable with the product and rarely shows dissatisfaction (Halim et

al., 2020). This is supported by technological advances that provide customers with unlimited impulse buying opportunities by offering faster, smarter and more affordable purchasing options. According to iNewsYogya.id, inflation in Yogyakarta City is caused by the large number of online buying and selling. Advances in technology are driving young people to shop digitally, and almost everyone, especially teenagers, cannot live without their cell phones. They also don't care about items in the online marketplace that cost more. This makes researchers interested in researching Generation-Z in Yogyakarta. Quoting from Harianjogja.com Yogyakarta is one of the most online shoppers and most of them are Gen-Z. Inflation in the city of Yogyakarta is caused by the large number of online buying and selling. Advances in technology are driving young people to shop digitally, and almost everyone, especially teenagers, cannot live without their cell phones. They also don't care about items in the online marketplace that cost more. This makes researchers interested in researching Generation-Z in Yogyakarta. Quoting from Harianjogja.com Yogyakarta is one of the most online shoppers and most of them are Gen-Z. Inflation in the city of Yogyakarta is caused by the large number of online buying and selling. Advances in technology are driving young people to shop digitally, and almost everyone, especially teenagers, cannot live without their cell phones. They also don't care about items in the online marketplace that cost more. This makes researchers interested in researching Generation-Z in Yogyakarta. Quoting from Harianjogja.com Yogyakarta is one of the most online shoppers and most of them are Gen-Z. This makes researchers interested in researching Generation-Z in Yogyakarta. Quoting from Harianjogja.com Yogyakarta is one of the most online shoppers and most of them are Gen-Z. This makes researchers interested in researching Generation-Z in Yogyakarta. Quoting from Harianjogja.com Yogyakarta is one of the most online shoppers and most of them are Gen-Z.

Over time, the number of sellers on Shopee is increasing, forcing sellers to be smart in their sales strategies. To influence impulse buying, there are four main factors, namely contextual targeting, buying atmosphere, promotion, and packaging design (Nguyen & Giang, 2021). Sales promotions influence consumers and encourage them to make unplanned purchases (Karim et al., 2021). Therefore, the way that can be done is to do promotions because it can affect impulse buying (Wiranata & Hananto, 2020). This opinion is also in line with the results of research (Tirtaning & Setiaji, 2021) that there is a positive and significant influence of sales promotion on impulse buying in the marketplace. The external factors are: Promotional efforts made by sellers such as giving discounts can affect impulse buying online (Febrilia & Warokka, 2021). So one possible way is to offer various discounts, as this is considered a very good marketing strategy. Offering discounts can affect business development as discounts can attract customers and thereby increase sales. However, in providing promos, attention must be paid to attracting consumers to the maximum (Salim et al., 2021). Price discounts are the main driver for impulse purchases, followed by quantity discounts, free shipping, on-site cash payments, gift cards, holiday deals, debit/credit card offers, easy returns, and end-of-season bargains. And the least influential factors are detailed product descriptions, customer reviews, and email notifications (Parmar & Chauhan, 2018). Sometimes buyers cancel purchases because they are burdened with postage costs to pay. So with free shipping, buyers will be encouraged to make a purchase. So free shipping is one of the drivers of impulse buying.

Although discounts and free shipping can attract consumers, consumers can cancel the purchase if the service provided by the seller is not good. If the seller can maintain the quality and service, word of mouth communication will be better and attract more consumers to shop and feel

satisfied shopping (Pramesti et al., 2022). Similarities in agreeableness and openness increase impulse buying from agreeable and open-minded buyers with stronger and more favorable effects (Wang et al., 2020). Trust in sellers has a positive and significant effect on repurchase intentions (Lisnawati et al., 2021). Discount promotions and free shipping provide an advantage for vendors, because many buyers make impulse purchases. Buyers who are initially not interested in buying goods turn into a desire to buy these goods at low prices and match them with their needs. Therefore, researchers are interested in directing the exploration, especially to students as Generation-Z as subjects in this study. The title of this research is "The Effect of Discount and Free Shipping on Impulsive Buying on Shopee Marketplace in Generation-Z" (Study on Generation-Z in Yogyakarta)". In this study, there are a number of "novelties" that exist, such as: (1) The study uses the seller's service as a moderating variable to find out a deeper relationship between the independent and dependent variables. (2) Using Generation-Z in Yogyakarta which has never been done by previous researchers. The aims of this study are: (1) To find out whether the discount has an effect on impulse buying in Generation-Z in Yogyakarta.

Literature Review

Along with the times, technology is also growing which causes people to get used to being spoiled by technology in their activities. One thing that stands out is the change in the way people shop, who initially did offline shopping, turned to online shopping. This also makes the number of online sellers increase, so that in order to compete with other sellers they must be smart in carrying out promotional strategies. By doing a promotion, for example giving a discount, it will influence consumers to make impulse purchases, they will not think too long because they are afraid that prices will return to normal (Karim et al., 2021). So it can be said that by applying promotions it can influence consumers to make impulse

purchases (Wiranata & Hananto, 2020). Apart from the promotion factor, Free shipping makes consumers interested in making purchases, because they feel they are not burdened with paying shipping costs which are sometimes more expensive than the goods they buy (Parmar & Chauhan, 2018). However, the seller's service also affects the buyer, and if the seller provides excellent service, namely friendly, fast, and responsive, consumers tend to feel satisfied. If customers are satisfied, business development will be more advanced because consumers will tend to buy and even repeat purchases because they are satisfied with the convenience of shopping, service, and answers to all questions related to the product to be purchased. With discounts and free shipping, it will affect consumers to make purchases without having to think long. Moreover, the addition of appropriate and satisfactory seller services makes consumers more confident to make a purchase (Pramesti et al., 2022). So the concepts in this study are discounts (X1) and free shipping (X2) as independent variables that affect impulse buying (Y) as the dependent variable and moderated by the seller's service (Z).

An urge or motive to buy is an unprepared choice to buy something made prior to the purchase, also known as an impulse purchase. People who make such purchases are called motivated shoppers or and tend to shop spontaneously after being stimulated by price promotions, limited edition advertisements and attractive product displays (Bansal & Kumar, 2018). As a result, consumers suddenly develop a strong and persistent desire to buy immediately. Impulse buying is complex and can lead to emotional conflict. Impulse buying usually occurs without much thought or consequence (Pramezwary et al., 2021). Consumers will consider factors such as sales promotion, social environment, feedback, logistics, and payment processes when shopping online (Nartea et al., 2019). Online sellers who promote shopping must be able to pay attention to atmospheric factors,

situational factors, cognitive factors, affective factors (Rajvanshi & Malhotra, 2021). By applying this factor, it can influence customers to make purchases. Consumers often make purchases because they are interested in promotions (Miao et al., 2020). Because impulsive buying only requires a low level of awareness so that consumers can be more easily influenced (Shahjehan & Qureshi, 2019).

To achieve maximum sales targets, sellers must have a way to attract buyers. One of the efforts that can be done is by make promotions (Wiranata & Hananto, 2020). Promotions that can be done by sellers are giving discounts, because through the emotion of shopping discounts affect impulse purchases (Destari et al., 2020). Discounts are price discounts given by sellers to buyers to increase sales so that discounts greatly influence buyers to make impulse purchases (Harahap & Siregar, 2022). Overall, discounted prices can attract buyers to buy without thinking (Ranto et al., 2021). Therefore, marketing managers should try to improve fashion by focusing on pricing policies that can encourage the tendency to do instant shopping among consumers (Bilal Ahmad et al., 2019). Therefore, the greater and more attractive the discount rate, the stronger the buyer's motivation to buy. They will not consider buying before the discount ends. Therefore the researcher has the following hypotheses:

H1: Discounts have a significant Impact on impulse buying.

Online shopping can be done anytime and anywhere. Buyers will be easier buy products over long distances without having to incur transportation costs and save time. But one of the things that buyers think about in buying online is the cost of postage. Sometimes buyers object when having to pay postage that causes buyers to think more length and take it into account. With the free shipping provided by Shopee makes consumers think that they can get something for a

price which is cheap and does not have to pay postage costs that support the occurrence impulse buying. Buyers prefer to keep the products they want they buy in their cart until they get free shipping (Jamunadevi et al., 2021). Optimal free shipping policy for price retailers low or high (Chang et al., 2021). This has been proven in research Triviona Housing Community in Hamlet VI Marinda II, Sumatra Indonesia stated that free shipping and discounts had a positive effect and significant impact on purchasing decisions (Nurainun & Syamsuri, 2022). That matter also in line with research conducted by (Pramesti et al., 2022) that discount and the tagline “free shipping” has a positive and significant effect on Purchasing decisions for FEB students at Labuhan Batu University. So that buyers who are initially hesitant because they object to the shipping costs that must be borne will not think long about making a purchase because they feel the price of the goods they get is much cheaper and without having to pay shipping costs. So researchers have a hypothesis:

H2: Free Shipping have a significant Impact on impulse purchases.

While discounts and free shipping can lure consumers, consumers can choose not to buy if the seller doesn't live up to expectations. Similarities in friendliness and openness increase impulse buying by agreeable and open-minded shoppers, with stronger and more beneficial effects (Wang et al., 2020). Seller service is one of the most important things for buyers. With good service, consumers will be more satisfied and confident when buying. On the other hand, poor service will frustrate consumers and discourage them from making purchases, and sellers who are negligent in providing services create a sense of consumer dissatisfaction (Jamunadevi et al., 2021). If traders can maintain quality and service, word of mouth communication will attract more consumers to buy and are satisfied with their purchases (Pramesti et al., 2022). By providing friendly and fast service and answering all consumer questions, it will maximize sales

efficiency and improve purchasing decisions (Rahmawaty, 2021). In addition, trust in the seller has a positive and significant effect on repurchase intentions (Lisnawati et al., 2021). Therefore, it is important for sellers to invest in seller relationship assets, as these assets create dependence on the seller on the side of the buyer, thereby increasing the power of the seller and influencing the buyer's decision-making process. The seller's service is an example of an investment that is sometimes more important in marketing than the product and provides more value to the buyer (Jafari, 2018). Therefore, the seller's service is considered to be able to moderate the relationship between discounts and free shipping on impulse purchases. So that researchers have the following hypothesis: H3: Seller service moderates the relationship between discounts and free shipping on impulse purchases.

Methods

This study uses two types of data, namely primary data and secondary data. Primary data was obtained from a questionnaire that was formed and collected through a google forms structure which was distributed to the Gen Z community in Yogyakarta who filled out questions on a 5-point Likert scale from strongly disagree to strongly agree. Secondary data collection methods come from journals, books, websites, and previous research. The study was conducted in Yogyakarta in September 2022. The population in this study were all Gen Z in Yogyakarta who used the Shopee Marketplace to make purchases of unknown quantities. The sampling technique chosen is non-probability sampling and testing techniques using the method purposive sampling with the criteria of people in Yogyakarta, aged 10-24 years, accustomed to using the Shopee Application, and making purchase transactions at Shopee at least twice.

The analytical technique used in this research is quantitative data analysis and uses a

model Moderated Regression Analysis (MRA) with the help of SmartPLS version 3. The primary data collected was tested for validity and reliability. After that, hypothesis testing is carried out through the approach Structural Equation Modeling (SEM) based Partial Least Square (PLS) which is variant based. In addition, a structural model test was also conducted to see the correlation between the constructs measured. To

carry out the moderation test, the researcher conducted an interaction test or what is known as the Moderated Regression Analysis (MRA). The F significance test and T significance test were also carried out in this study to determine the relationship between variables partially or simultaneously.

Table 1. Operationalization of Variables

Variable/Concept	Indicator	Scale
Discount (Kosanke, 2019)	Interesting Discount Discount Size Purchase Amount	1-5
Free Shipping (SARI, 2022)	Attention Interest Action	1-5
Impulsive Purchases (Dalihade et al., 2017)	Spontaneity Power Excitement and Simulation Disregard of Consequences	1-5
Seller Service (Wang et al., 2020), (Rahmawaty, 2021)	Friendliness Openness Responsive Trust	1-5

Source: Researcher (2022)

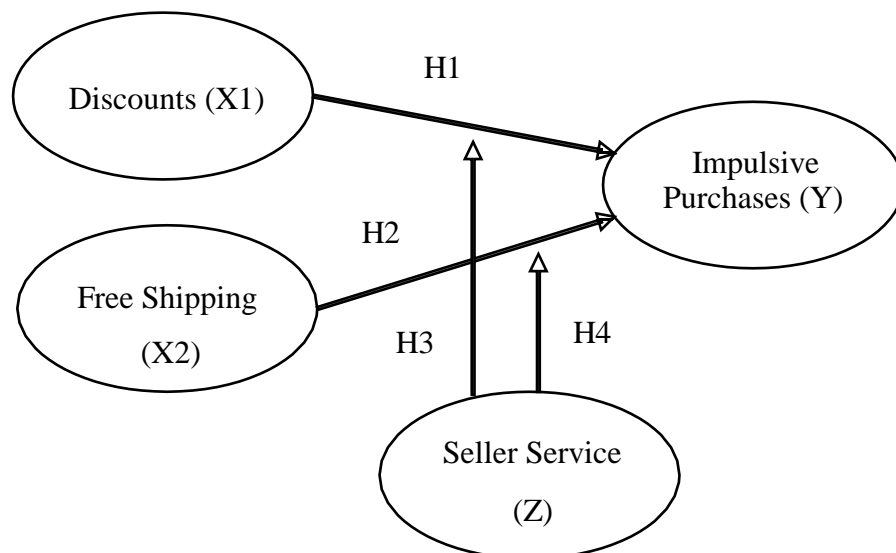


Figure 1. Theoretical Framework
 Source: Researcher (2022)

Results and Discussion

The sample in this study is Generation-Z who live in the Special Region of Yogyakarta, which consists of the districts of Bantul, Sleman,

Kulon Progo, Yogyakarta City, and Gunung Kidul which are distinguished by gender, age, number of purchases, and income in one month. For more details will be explained in the table below.

Table 2. Respondent Data

	Variable	Amount	Percentage
Gender	Woman	106	74
	Man	38	26
Age	Less than 17 years old	6	4
	17-20 years old	47	33
	20-24 years old	91	63
Address	Bantul	66	46
	Yogyakarta City	30	21
	Gunung Kidul	14	10
	Kulon Progo	14	10
	Sleman	20	14
Income in 1 Mount	Less than IDR 1.000.000	89	62
	IDR 1.000.000-IDR 2.000.000	38	26
	More than IDR 2.000.000	17	12
Number of transactions	2-5 times	27	12
	6-9 times	17	19
	More than 10 times	100	69

Source: Questionnaire data processing, 2022

Table 3. Outer Model

Variables/Indicators	Outer Loading	Cronbach Alpha	Composite Reliability	Conclusion
Discount		0,702	0,834	Reliable
- There is Market Competition	0,810			Valid
- Price competition	0,739			Valid
- Profitable some customers	0,825			Valid
Free Shipping		0,743	0,854	Reliable
- Attention	0,809			Valid
- Interest	0,819			Valid
- Action	0,810			Valid
Impulsive Buying		0,864	0,908	Reliable
- Spontaneity	0,807			Valid
- Power	0,856			Valid
- Excitement and simulation	0,863			Valid
- Disregard of consequences	0,845			Valid
Seller Service		0,812	0,874	Reliable
- Friendliness	0,823			Valid
- Openness	0,752			Valid
- Responsive	0,809			Valid
- Trust	0,801			Valid

Source: Processing Results, 2022

All indicators on each variable are valid because they are greater than 0.7. All variables have also been compromised reliably because they have met the limits used in this study (cronbach alpha

discount 0.702; free shipping 0.743, impulsive buying 0.864, and seller service 0.812 greater than 0.7 while the composite reliability discount 0.834,

free shipping 0.854). impulsive buying 0.908 and seller service 0.874 greater than 0.8).

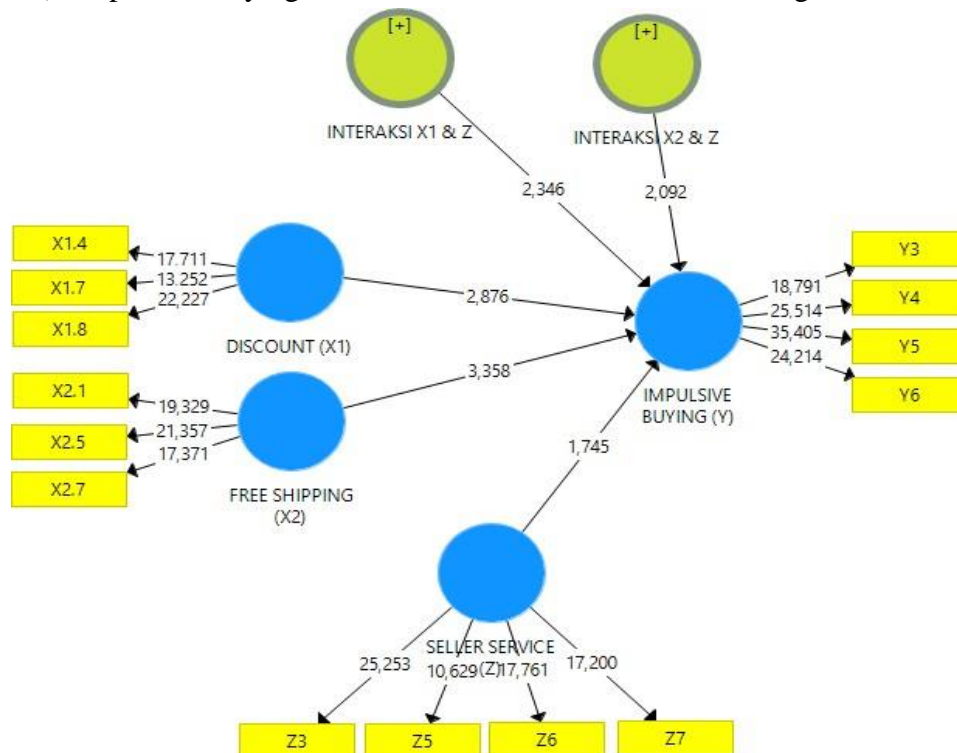


Figure 2. Analysis Results
 Source: Analysis Data (2022)

Figure 2 shows estimates from indicators to variables and the relationship between variables. All indicators have a role in shaping their respective variables. The X1.8 indicator is the

main indicator of discount forming, X2.5 is the main indicator of free shipping, Z3 is the main indicator of seller service, and Y5 is the main indicator of impulsive buying.

Table 4. Estimation

Flow	Kind	Std. Devisiasi	P-Value	Conclusion
Discount (X1) → Impulsive Purchases (Y)	Immediately	0,118	0,004	Significant
Free Shipping (X2) → Impulsive Purchases (Y)	Immediately	0,121	0,001	Significant
Interaksi X1 & Z → Impulsive Purchases (Y)	Moderation	0,100	0,019	Insignificant
Interaksi X2 & Z → Impulsive Purchases (Y)	Moderation	0,089	0,037	Significant
Seller Service (Z) → Impulsive Purchases (Y)	Immediately	0,085	0,082	Insignificant

Source: Processing Results, 2022

Table 4 shows the flow of influence between variables in the model. Discounts affect impulse buying, free shipping affects impulse

purchases, seller service does not directly affect impulse purchases. However, the seller's service as a pure moderation between discounts on

impulse purchases, and seller service as a pure moderation between free shipping and impulse purchases. So it can be said that all hypotheses in this study are accepted.

This study resulted in the finding that the promotion used by the seller had a positive effect on impulse buying with a coefficient value of 0.11. The better or the more promotions applied by the seller, the higher the impulse buying. In other words, the bigger the promotion, the more impulse buying will be. This study is in line with previous findings (Thakur et al., 2020) although in a different context and measurement. This study is also in line with the findings of other researchers (Nurainun & Syamsuri, 2022), (Pramesti et al., 2022) that discount influence consumers in purchasing decisions. The results of the same study were also conducted by (Arda & Andriany, 2019) stating that discounts will affect impulse buying. So that with the discount promotion it can increase impulse purchases (Tirtaning & Setiaji, 2021). This has a consequence of the need to use various promotions in carrying out business activities, especially for online sellers because the better the discount given, the more impulsive buying will be (Ranto et al., 2021).

The results of this study indicate that free shipping affects impulse buying with a coefficient value of 0.169 which means that the higher the intensity of free shipping, the higher the level of impulse buying. This research is also in line with previous research (Huang et al., 2019) that free shipping can trick consumers into making purchases, even though there is a minimum shopping limit to get free shipping promos. Similar research results were also conducted by (Septiani et al., 2022) that free shipping promos can improve purchasing decisions. So that by applying the free shipping promo it will be profitable for both buyers and sellers.

The seller's service as a pure moderation between discounts and impulse purchases is 0.045, and pure moderation between free shipping and impulse purchases is 0.033. Therefore, by improving and improving the service of the seller,

it can increase the level of impulse buying. The results of this study are in line with research (Wang et al., 2020) that the similarity between friendly and open buyers and sellers increases stronger and more profitable impulse buying. If traders can maintain their quality and service, word of mouth will attract more consumers to buy and feel satisfied with their purchases (Pramesti et al., 2022). This will increase sales efficiency and improve purchasing decisions by providing friendly and timely service and answering all consumer questions (Rahmawaty, 2021). Thus, good service will increase impulse buying.

Conclusions

This study examines the relationship between discounts and free shipping on impulse purchases moderated by sales service to Gen Z in Yogyakarta. Overall, the findings demonstrate and support the concept of impulse buying. Some of these findings may have theoretical and practical implications. For discounts, researchers suggest Shopee sellers should be able to offer various discounts, especially for relatively cheap items. This is done because some items are price sensitive, so applying a discount should increase impulse buying. This research has a contribution to improve information and data about the effect of discounts and free shipping on impulse buying decisions for Z-generation in Yogyakarta, besides that it can be used as material for consideration in determining purchasing choices at Shopee. For sellers on Shopee, this research can help sellers determine the strategies they will use to attract consumers. The results of this research can also be information and ideas that encourage companies to attract customers and as business evaluation material.

Promotion is an effective medium to let consumers know about products (Hendrayani et al., 2022). However, when running this promotion, the seller must be careful in setting a discounted price because it can be detrimental to the seller if he uses the wrong tactics. Sometimes customers don't

believe the discounts offered because the goods sold do not match the original price before the discount. In addition, price reductions often question the quality of the products sold. Shipping is one of the factors that consumers consider when shopping online. Therefore, introducing free shipping promotions can increase impulse buying. However, if the seller joins the free shipping program on Shopee, the seller pays quite a lot of admin fees, so the seller must consider the price to be applied to avoid losses. Free shipping promotion creates a symbiotic relationship of mutualism between buyers and sellers. Buyers will find it easier to make purchases because less money is spent on shipping costs and for sellers it will increase sales. In making online purchases, buyers also pay attention to several things, namely the seller's service.

Good seller service will convince consumers to make a purchase, and vice versa bad seller service will make consumers think long about buying products and even consumers often cancel their intention to make a purchase. With good service it can increase public satisfaction which of course has a positive impact on the seller, service quality will also affect consumer loyalty (Miati & Setiawan, 2022), (Ningsih et al., 2022). So that one thing other than promotion that needs to be considered is the quality of seller service. This research focuses on the Shopee marketplace with Generation-Z in Yogyakarta because it is one of the areas with the most online buyers being Gen-Z. The study has limitations namely discounts, free shipping, seller services, impulse buying and focus on Gen Z available in Yogyakarta. Future research is expected to explore other marketplaces in order to broaden knowledge about discounts, impulse buying, seller service, and free shipping. Future researchers are also expected to add other variables that can affect impulse buying, because in this study the effect of the independent variable was only 58.2%. In addition, this research only focuses on Generation-Z in Yogyakarta and is a maximum of

24 years old, so it is hoped that future research can add several cities and more mature age ranges to find out the comparison and the extent of this research.

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