

ABSTRACT

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The Influence of Consumptive Behavior and Lifestyle on Purchasing Decisions of Instagram Followers @Shopee_Id on Shopee Live.

Keywords: Followers, Lifestyle, Instagram, Purchasing Decisions, Consumptive Behavior, Shopee Live.
(xii + 98 + Attachments)

This study aims to analyze the influence of consumer behavior and lifestyle on purchasing decisions of Instagram followers @Shopee_id in using the Shopee Live feature. The method used is a quantitative survey with data collection techniques through questionnaires announced to 400 respondents, who were selected using purposive sampling. Data analysis was carried out using multiple linear regression. The results of the study indicate that consumer behavior has a positive and significant influence on lifestyle, with a strong regression coefficient. Furthermore, lifestyle is proven to have a positive and significant influence on purchasing decisions. However, consumer behavior does not have a positive and significant effect on purchasing decisions. The multiple linear regression test produces a correlation coefficient (R) of 0.705, which indicates a strong relationship between the independent and dependent variables. The coefficient of determination (R²) of 0.497 indicates that 49.7% of the variation in purchasing decisions can be explained by consumer behavior and lifestyle variables. The remaining 50.3% can be influenced by other factors not identified in this study. The implication of this finding is that although consumer behavior does not directly influence purchasing decisions, lifestyle plays an important role in driving purchasing decisions, which can be a key consideration in Shopee Live marketing strategies.

Bibliography (2015 – 2023)