

ABSTRACT

Currently, the Shopee live feature is a live streaming shopping feature that is very popular and most chosen by the Indonesian people. This phenomenon is utilized by the local skincare brand Somethinc to face the current competition in the skincare industry in Indonesia. However, utilizing Shopee live as a marketing medium is not enough to face this competition. Somethinc also utilizes the impulse buying phenomenon that is currently rife in Indonesia. In creating the impulse buying phenomenon, Somethinc provides price discounts and tries to build a comfortable atmosphere through visual in-store displays during Shopee live. With the amount of discount given and the comfort created through visual displays, the greater the opportunity for someone to make an impulse purchase.

This study aims to measure the direct effect of price discounts and in-store displays on impulse buying. The research method uses quantitative methods with non probability sampling techniques on 155 respondents of Somethinc brand consumers in Indonesia who have made unplanned purchases at least once through Shopee Live. Data was collected through an online questionnaire via google form. The data analysis technique used is Partial Least Squares Structural Equation Modeling (PLS-SEM).

Based on the results of hypothesis testing, it is concluded that price discounts and in-store displays have a positive and significant influence on the impulse buying behavior of Somethinc brand consumers in Indonesia through Shopee live. Price discount and in-store display simultaneously also have a positive and significant influence on the impulse buying behavior of Somethinc brand consumers in Indonesia through Shopee live.

As for the suggestions that can be given, the Somethinc brand needs to maintain and increase attention to the design of in-store displays through its Shopee live feature. The Somethinc brand must pay attention to the useful value of the product according to the product content claim, use technology such as augmented reality, create games during the live which are unique to interactivity, and adjust the quantity and discount period according to customer needs. Suggestions for further research are to explore other variables or factors that have the potential to influence impulse buying and use different e-commerce platforms such as Tiktok live which is currently also popular among the public.

Keywords: Price Discount, In-Store Display, Impulse buying, Shopee Live