

The Influence of Using Idol Kpop Brand Ambassador, Viral Marketing, and Lifestyle on Impulse Buying in Consumers Shopee Marketplace



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ABSTRACT: This study aims to analyze the effect of using kpop idol brand ambassadors, viral marketing, and lifestyle on impulse buying on shopee marketplace consumers in Badung Regency, This research uses quantitative research methods, with purposive sampling techniques. The sample calculation used the Slovin formula technique which in this study amounted to 100 respondents. The results of this study explain that the variables of using kpop idol brand ambassadors, viral marketing, and lifestyle simultaneously have a significant positive effect on impulse buying. The use of kpop idol brand ambassadors partially has a positive and significant effect on impulse buying. viral marketing partially has a positive and significant effect on impulse buying. Lifestyle partially has a positive and significant effect on impulse buying.

KEYWORDS: kpop idol brand ambassador, viral marketing, Lifestyle and Impulse buying

I. INTRODUCTION

Most people have moved online and integrated digital services, such as e-commerce, into their lifestyle. Quoted from Suara.com (2023) Consumers in Indonesia have become accustomed to digital devices and spend more time on online platforms. The various conveniences and technological advances offered have an influence, especially in the tendency of people's online shopping behavior. According to SimilarWeb data (2023), the 5 e-commerce sites in the marketplace category with the most visitors in Indonesia in the second quarter of 2023 were Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. As for the 5 sites, only Shopee and Blibli achieved growth in visits. During the second quarter of 2023, Shopee's website received an average of 166.9 million visits per month, up 5.7% compared to the previous quarter (quarter-on-quarter/qqq). To increase visitors to the Shopee website, shopee always strives for various digital marketing in increasing visitors, one of which is by using KPOP Idol Brand Ambassadors. Quoted from Indriningtiyas (2022) many people like to use Korean artists as brand ambassadors because young people are interested in K-pop and South Korean culture and things. Apart from using brand ambassadors, shopee also uses viral marketing in its marketing. Viral marketing used by shopee According to Hindayani (2018) Viral marketing starts from the habits of everyday life. If we feel something positive or negative, we will pass it on (tell stories) to others. In addition to brand ambassadors and viral marketing in shopping online through shopee, there are internal factors that stimulate consumers to make impulse purchases, namely lifestyle factors. According to Wulan et al., in Angela (2020) said that currently shopping habits have become a lifestyle to satisfy emotions and no longer to meet needs, thus causing changes in behavior from what people used to shop with a plan to shopping unplanned and even spontaneously.

II. LITERATURE REVIEW AND RESEARCH DEVELOPMENT

Impulse Buying

Utami (2010) Impulse buying is a purchase that occurs suddenly after consumers see items on display at a shopping place, so that consumers are interested in having them. This interest occurs because of the stimulation of the shopping place. Mowen and Minor explain that impulse buying is a buying behavior where consumers do not consider buying or consider buying but have not decided what product to buy, or can be defined as a buying action without having prior problems or buying intentions / intentions formed before entering the store. Or it can also be said to be a sudden, strong, persistent and unplanned urge to buy something directly, without much thought about the consequences (Utami, 2010).

Brand Ambassador

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The use of brand ambassadors is not only more cost-effective, but also more effective than other marketing tools such as advertising (Andersson and Ekman, 2009). Brand Ambassadors, also known as opinion leaders, can start using a new product or idea and create a special place for the brand (Rehmet and Dinnie, 2013). Brand ambassadors are mediators between internal and external brand management and can have a significant impact on customer perceptions of brands and organizations; and in general, brand ambassadors are brand representatives who confirm the brand with their reputation (Goutam, 2013; Harris and De Chernatony, 2001). Recent studies have been conducted on brand ambassadors, for example, research examined how employees can be effective and recognized as brand ambassadors (Gilani et al., 2016) and other research explored the effects of football players as brand ambassadors on beverage brand management (Fairchild et al., 2017), and other research investigated the positive and negative impacts of celebrities such as actors and athletes on brand awareness and image (Boeuf, 2017) and other research investigated the positive effects of celebrities on brand awareness (Rahman, 2017).

Viral Marketing

To measure the success of viral marketing, Kotler and Keller (2014) argue that in measuring the viral success of the jackrabbit.intuit.com website, blogs are classified based on speed (how long it takes for a blog to go viral), Vote share (How many conversations are happening on the Arena blog), the quality of the voice (what is being said and how positive or negative it is), and the sentiment. (How meaningful the comment is). Viral marketing is a type of marketing that broadcasts itself and encourages others to voluntarily share the message with others. As one of the modern tools, viral marketing can advertise and promote companies with interactive media, which utilizes social networks to increase brand awareness. In this era, many consumers use this method when making purchasing decisions (S.L. Wei, 2014). Based on the research result of Widyadhari and Wiyadi (2023) viral marketing having a positive effect on purchasing decisions.

Lifestyle

Lifestyle according to Assael (2019) is a pattern of life in the world expressed by a person's activities, interests, and opinions. Consumers with a hedonic lifestyle in satisfying their needs, often use emotional criteria rather than logic in making purchasing decisions (Assael, 2019). According to (Reni 2019) Lifestyle is an individual's way of life in which they manage their psychosomatic, social and physical economic environment based on daily habits. According to Kotler & Keller (2016), lifestyle is a person's life as shown through activities, interests, and opinions. It can be concluded that lifestyle is a person's style of living the life cycle. Based on the research result of Nuri (2022) lifestyle having a positive and significant to impulse buying.

III. RESEARCH METHOD

This study is a quantitative research. The population in this research consists of teenagers in Badung, Bali. The sampling method used is non-probability sampling, with a sample size of 100 respondents selected through purposive sampling. Data collection is done using a Google Form distributed to respondents who meet the criteria, which are teenagers aged 15-24 years, residing in Badung, Bali, and have made purchases on Shopee. The collected data is analyzed using multiple linear regression

IV. RESULT AND DISCUSSION

Respondents this research are 100 consumers of Shopee in Badung Regency. These respondent are 25% or 25 person with the age 15-19 years old, 25% or 25 person 20-24 years old and 25% or 25 person with the age 25-29, years old, 25% or 25 person 30-34 years old. "The age of the respondents indicates their ability to make impulse buying by considering brand ambassadors kpop idol, viral marketing and lifestyle.

Result of validity and Reliability test

Test the validity of the questionnaire statements distributed to 100 respondents who have made purchases at Shopee. All items used valid because Person Correlation value all items more than 0,01. "This study tested reliability using the Conbrach's Alpha test, and the reliability test results for all items yielded a Conbrach's Alpha value higher than 0,5.

Table 1. Validity and Reliability Test

Variable	Item	Valid	Reliabel
Brand Ambassador Kpop Idol (X1)	Shop at every event held by shopee (X1.1)	0,879	
	Interested in shopping at shopee because it suits their needs (X1.2)	0,893	
	Kpop idols can be trusted when conveying about the shopee application (X1.3)	0,867	0,903

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	Kpop idols have an attraction due to their popularity which is known to people from various circles (X1.4)	0,887	
	Kpop idols as brand ambassadors have the ability to influence consumer perceptions about shopee (X1.5)	0,881	
Viral Marketing (X2)	How long does it take for shopee to go viral on social media (X2.1)	0,620	
	Suggesting others to shop at shopee (X2.2)	0,704	
	Spread information about shopping at the shopee marketplace through social media (X2.3)	0,752	0,754
	Interested in shopping at shopee because I saw the information on social media (X2.4)	0,702	
Lifestyale (X3)	Shop at every shopee event (X3.1)	0,679	
	Interested in shopping at shopee marketplace because shopee follows korean wave (X3.2)	0,895	0,688
	Interested in shopping at the shopee marketplace because it can increase self-confidence (X3.3)	0,661	
Impulse Buying (Y)	Shopped at shopee because they saw advertisements on various websites (Y1)	0,720	
	Buying items without planning when seeing discounts (Y2)	0,693	0.777
	Buying products or services that promise a pleasant experience even without planning (Y3)	0,783	
	Like to enjoy the moment now and bear the consequences later rather than carefully planning every purchase (Y4)	0,708	

"The multiple linear regression analysis results are free from classic assumption tests. The One-Sample Kolmogorov-Smirnov Test for normality yielded an asymptotic significance value of 0.200, which is higher than 0.05, indicating that the data is normally distributed. The regression model is free from multicollinearity as the Variance Inflation Factor (VIF) is less than 10, and the tolerance values are more than 0.1. The heteroskedasticity test using the Gletjer test indicates that it is free from heteroskedasticity because the significance value is higher than 0.05

Multiple Regression Analysis

Table 2 multiple regression analysis

Dependent Variable	Independent Variable	Coefisien Regression	t Value	Level of Sig
Y	Constant	0.866	0.911	0.365
Impulse Buying	Brand Ambassador Kpop Idols	0.050	5.357	0.000
	Viral Marketing	0.066	5.342	0.000
	Lifestyle	0.081	4.743	0.000
	F Value		79.301	0.000
	Adjusted R Square		0.704	

Based on the regression model's F-test, it is considered suitable because the F-value has a significance level of less than 0.05 (alpha). An adjusted R Square value of 0.704 means that 70.4 % of consumer impulse buying are determined by variations in on brand ambassadors kpop idols, viral marketing, and lifestyle. Meanwhile, 29.6 % is determined by other variables that are not included in the model. This study has three hypotheses, H1 : There is a significant influence between the use of Kpop Idol Brand Ambassadors on Impulse Buying in Shopee Marketplace Consumers, H2 : A significant influence between Viral Marketing on Impulse Buying in Shopee Marketplace Consumers and H3 : A significant influence between Lifestyle on Impulse Buying in Shopee Marketplace Consumers.

V. DISCUSSION

H1 states that Brand ambassador kpop idol reviews have an effect on customer impulse buying. Brand ambassador kpop idol can enhance customer impulse buying. The emergence of the Korean wave caused local brands to use Korean artists and idols as

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brand ambassadors for their products. Shopee uses the Kpop idol "Blackpink" as their brand ambassador to attract the attention of Kpop fans to visit the Shopee site. This research is supported by studies conducted by Putri (2023), Salsabila (2023), Zulianto (2022), all of which found a positive and significant impact on impulse buying. H2 state that Viral marketing have an effect on customer impulse buying. Viral marketing can enhance customer impulse buying. Viral marketing is word of mouth marketing that uses the internet as an intermediary by creating electronic messages or other marketing events that are very contagious so that consumers are willing to spread and recommend products or services to friends or relatives, because consumers convey messages or promotions to other consumers, then using viral marketing does not cost a lot of money. This means that viral marketing also affects customer impulse buying. This research is supported by studies conducted by Widyadhari, Wiyadi (2023) which found a positive and significant impact on impulse buying. H3 states that lifestyle reviews have an effect on customer impulse buying. Lifestyle that changes people from planned to unplanned shopping habits. This is very influential on costumer impulse buying. This research is supported by Nuri (2022), which found a posive and significant impact on customer impulse buying.

VI. CONCLUSION

Brand ambassadors Kpop idols, viral marketing and lifestyle have the same positive and significant effect on impulse buying. This research has theoretical and practical implications. The theoretical implications involve the development of consumer behavior theory in impulse buying. Practically, for sellers on Shopee, it is recommended to continue to increase viral marketing by spreading it on social media. For consumers, Before making a purchase, you must first find out whether the item is purchased based on needs or just a lifestyle. For further research, it is recommended to increase the number of samples with wider coverage. Apart from that, we add variables that have not been studied in this research, such as trust, quality of information, motivation and so on.

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