

Influencers' Crucial Role In Developing The Impulsive Character Of Millennial Students Based On Their Shopping Lifestyle

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ABSTRACT

Several studies have discussed various factors that influence consumers' impulse buying. However, there has not been any research on how using influencers to find out about products affects how consumers shop and their tendency to buy things on the spot. So, this research will fill the research gap to enrich references related to consumer buying behavior in the current digital era, which is sometimes uncontrolled and out of bounds. In this study, the variables examined were product knowledge, the effect of social media influencers, and the way people shop. A sample size of 327 people was chosen based on specific criteria, and the research was done with valid and reliable tools. This study uses a purposive sampling method and an online survey. Samples were taken from 'millennial' students in five cities in Indonesia: Yogyakarta, Klaten, Solo, Semarang, and Jakarta. The structural model (SEM-PLS) was used to confirm a consumer's shopping lifestyle, how easy it is to get information about a product, and how marketers use influencers to affect whether or not they impulse purchase. The results of this study show that product knowledge and social media influencers affect buying on impulse, which in turn affects the consumer's shopping lifestyle. The study's results can help explain why millennials, in particular, are more likely to act on impulse when shopping online than people from other generations. Marketers can also use this study's results to help them develop new ways to sell products, especially ones aimed at the younger generation.

Kata Kunci: impulse buying, product knowledge, influencer, shopping lifestyle, social media, marketplace