

THE IMPACT OF SALES PROMOTION, CONTENT MARKETING, AND SHOPPING LIFESTYLE ON IMPULSE BUYING DECISIONS FOR BEEF PRODUCTS IN E-COMMERCE: A STUDY OF URBAN CONSUMERS

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ABSTRACT

E-commerce has revolutionized the way consumers shop, especially in urban areas, transforming purchasing behaviors for essential commodities like beef. This study examines the impact of sales promotion, content marketing, and shopping lifestyle on impulse buying decisions for beef products among urban consumers in East Kalimantan, Indonesia. Using a quantitative approach with a causal-comparative design, data were collected from 300 respondents through online surveys and analyzed using Structural Equation Modeling (SEM). The results indicate that content marketing has the most substantial influence on impulse buying decisions, as engaging and emotionally resonant content fosters consumer interest and drives unplanned purchases. Sales promotion, including discounts, coupons, and time-limited offers, is the second most influential factor, creating urgency and increasing perceived value. A shopping lifestyle, characterized by preferences for convenience and efficiency, also significantly affects impulse buying, though its impact is comparatively weaker. These findings underscore the importance of integrating compelling content with strategic promotional efforts to optimize consumer engagement and stimulate impulsive purchasing behavior. This research provides valuable insights for e-commerce businesses to enhance their marketing strategies and adapt to the evolving preferences of urban consumers in emerging markets like Indonesia, contributing to improved competitiveness in the digital economy.

Key words: impulsive buying, sales promotion, content marketing, shopping lifestyle, e-commerce

PENGARUH PROMOSI PENJUALAN, KONTEN PEMASARAN, DAN GAYA HIDUP BERBELANJA TERHADAP KEPUTUSAN PEMBELIAN IMPULSIF UNTUK PRODUK DAGING SAPI DI E-COMMERCE: SEBUAH STUDI TENTANG KONSUMEN PERKOTAAN

ABSTRAK

E-commerce telah merevolusi cara konsumen berbelanja, terutama di daerah perkotaan, mengubah perilaku pembelian untuk komoditas penting seperti daging sapi. Studi ini mengkaji pengaruh promosi penjualan, konten pemasaran, dan gaya hidup berbelanja terhadap keputusan pembelian impulsif untuk produk daging sapi di kalangan konsumen perkotaan di Kalimantan Timur, Indonesia. Dengan pendekatan kuantitatif dan desain komparatif kausal, data dikumpulkan dari 300 responden melalui survei online dan dianalisis menggunakan *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa konten pemasaran memiliki pengaruh yang paling kuat pada keputusan pembelian impulsif, karena konten yang menarik dan resonansi emosional membangkitkan minat konsumen dan mendorong pembelian yang tidak direncanakan. Promosi penjualan, termasuk diskon, kupon, dan penawaran dengan batas waktu, merupakan faktor paling berpengaruh kedua, menciptakan urgensi dan meningkatkan nilai yang dirasakan. Gaya hidup berbelanja, yang ditandai dengan preferensi akan kenyamanan dan efisiensi, juga berpengaruh signifikan terhadap pembelian impulsif, meskipun dampaknya relatif lebih lemah. Temuan ini menegaskan pentingnya mengintegrasikan konten yang menarik dengan upaya promosi strategis untuk mengoptimalkan keterlibatan konsumen dan merangsang perilaku pembelian impulsif. Penelitian ini memberikan wawasan berharga bagi bisnis *e-commerce* untuk meningkatkan strategi pemasaran dan menyesuaikan dengan preferensi yang berkembang dari konsumen perkotaan di pasar-pasar yang sedang berkembang seperti Indonesia, yang berkontribusi pada peningkatan daya saing di ekonomi digital.

Kata kunci: pembelian impulsive, promosi penjualan, pemasaran konten, gaya hidup berbelanja, e-commerce

INTRODUCTION

The rapid digital transformation of commerce has resulted in immense impacts on global consumer behaviors, especially in urban towns where technology adoption is increasingly becoming a common practice. This has restructured the conventional retail structures even in Indonesia, especially in East Kalimantan, including the marketing and distribution network for fresh foodstuffs like beef. In the case of meat, traditionally, the sales were limited to the conventional markets. However, the emergence of electronic commerce sites is shifting that trend. Indeed, the e-commerce platform has been a major driver of beef sales, impelled by wide utilization of the internet, increasing digital literacy, and urban lifestyles that stress convenience. The essence, therefore, of understanding those factors affecting impulsive buying behavior is critical in devising effective marketing strategies, particularly in emerging markets such as East Kalimantan.

Sales promotion serves as a short-term marketing strategy aimed at encouraging immediate consumer actions. It has been a major part of e-commerce, where businesses compete in various marketplaces. The following initiatives, such as discounts, cashback, and vouchers, increase impulsive purchases since they create a sense of urgency, at the same time giving psychological reasons for purchasing the goods, according to Wahyuni and Setyawati (2020). This supports what Kotler and Armstrong said in their 2016 work: that “sales promotions increase perceived value and boost unplanned purchases”. These strategies are also effective for e-commerce since, in general, time sensitivity and flash sales promote a spur-of-the-moment buying decision.

In East Kalimantan Province, where urban consumers are increasingly reaching out to digital marketplaces, sales promotion has emerged as an important way to stimulate impulsive purchasing of dairy products such as beef. Financial savings enticement and ease of access to such promotions through mobile applications and websites have made sales promotion quite indispensable among online retailers in the region.

Content marketing is another critical element of modern digital marketing. The heart of content marketing consists of creating and distributing valuable, relevant, and consistent content with the intent of attracting and retaining a clearly defined audience. Contrasting with the traditional models of advertising, which are very transactional, it builds long-term relationships with customers by meeting their needs and aligning their preferences. Du Plessis (2017) emphasized that emotionally engaging content strengthens consumer-brand relationships, influencing purchasing decisions, including those made impulsively.

Content marketing in e-commerce takes the form of social media posts, blogs, videos, and customer reviews. For urban consumers in East Kalimantan, who get bombarded with digital information, this is where critical perceptions of product quality, brand reliability, and overall value are shaped. Good content that underlines key product attributes such as freshness, nutritional benefits, and sustainability in beef product promotion will elevate consumer confidence and induce impulsive buying.

The shopping lifestyle exhibits the preferences and behaviors of consumers about purchasing decisions. It is influenced by a mix of personal values, social influences, and cultural norms. Where urban areas are concerned, shopping lifestyles have usually been typified by an affinity for convenience, quality, and novelty, thus easily rendering audiences captured by digital marketing tactics. Karim *et al.* (2019) have indeed discovered that those with a strong shopping lifestyle are rather responsive to personalized content and promotional campaigns, to which e-commerce platforms are quite attuned.

These two factors-urbanization and technology-influence the choice of shopping lifestyles of urban consumers in East Kalimantan. Increased access to mobile devices and stable internet connections has made possible the transition from conventional shopping to e-commerce. Tirtayasa *et al.* (2020) noted that active shoppers are more likely to make impulse purchases after being exposed to stimulating offers and appealing content.

The province of East Kalimantan, where this research has been set, is undergoing fast economic development; hence, a special contextual exploration could be carried out on the interaction between sales promotion, content marketing, and shopping lifestyles that influence impulsive buying behavior. The urban consumer base is increasingly reliant on digital platforms for buying essential items in everyday life, such as foodstuffs like beef. This is driven by better digital infrastructure, improving smartphone penetration, and changing preferences for the lifestyles of people.

Nevertheless, with the increasing importance of e-commerce in East Kalimantan, a problem persists in ascertaining the actual drivers of customer behavior within the context of e-commerce. To the extent that sales promotions might capture the attention of customers, their effectiveness depends on whether they can help create loyal customers who make repeat purchases. The effectiveness of content marketing also depends on whether the content that reaches the customers is relevant and appropriate. Shopping lifestyle is influenced further by regional cultural norms and a socio-economic way of living may be radically different from those in other urban areas, further influencing consumer behavior in subtle ways.

This study is conducted with the purpose of testing or determining the effect of sales promotion, content marketing, and shopping lifestyle on impulsive buying decisions for beef products in e-commerce among urban consumers in East Kalimantan. Through this analysis, these factors will be valuable references for business activities in the area by allowing them to focus their marketing strategies on the unique preferences and behaviors of their target segment.

The results of this study are expected to contribute to general debates on digital marketing and consumer behavior and provide theoretical and practical implications for all stakeholders in the e-commerce ecosystem. Since East Kalimantan is one of Indonesia's economically developed regions, understanding consumer purchasing behavior will be imperative to realize inclusive economic growth and ensure market competitiveness. This reflects quite a dramatic change in the consumer habits of people, from traditional retail to e-commerce buying in East Kalimantan, which is driven by rapid technological advancement and changing lifestyle preferences. Sales promotion, content marketing, and shopping lifestyle become the central variables that potentially influence impulsive buying behavior within this digital platform.

MATERIALS AND METHODS

Research Design

A quantitative research design with a causal-comparative approach was used in this study to explore the influence of sales promotion, content marketing, and shopping lifestyle on impulse buying decisions regarding beef products in e-commerce. This design is appropriate because the research seeks to establish the relationships that independent variables (sales promotion, content marketing, and shopping lifestyle) have with the dependent variable of impulse buying decisions; it allows the establishment of cause-and-effect relationships in a natural setting (Sekaran & Bougie, 2016). This design allows for data collection that can be analyzed statistically to test hypotheses on the impact of marketing practices on consumer behavior in the virtual marketplace.

Population and Sample

The population for this research involved urban consumers in East Kalimantan who purchase products online, including beef. According to e-commerce data in the area, East Kalimantan has seen rapid growth in the number of digital consumers in recent years. The sample was selected using purposive sampling, a non-probability technique suitable for targeting specific groups of consumers with relevant characteristics (Etikan, Musa,

& Alkassim, 2016). The criteria for inclusion were: (1) respondents must reside in urban areas of East Kalimantan, and (2) respondents must have purchased beef products through e-commerce platforms in the past three months. The sample size was determined using the power analysis technique suggested by Cohen (1988), which indicated that a minimum sample of 300 respondents would be necessary to achieve adequate statistical power for the analysis. Consequently, an electronic survey was distributed using Google Forms, and participants were recruited through local social media and online marketplaces popular in the region.

Measurement of Variables

The scales for measuring the key variables of the study sales promotion, content marketing, shopping lifestyle, and impulse buying decisions all adapted from established scales in recent literature, making them both reliable and valid.

1. Sales Promotion: Sales promotion was measured using a scale developed by Sohail and Rehman (2020), which captures the impact of various promotional activities such as discounts, coupons, flash sales, and time-limited offers within an e-commerce environment. Items included "I tend to purchase beef products when I receive promotional discounts online."
2. Content Marketing: The content marketing measure was adopted by Jara and Martin (2019). The scale was based on how branded content, customer engagement, and storytelling affect online shopping behaviors. Sample items include "I am more likely to purchase beef products when I find engaging content about them online."
3. Shopping Lifestyle: The shopping lifestyle was operationalized through a scale adapted from Sorce *et al.* (2020). These dimensions include convenience orientation, enjoyment, and value-driven consumption. For example, the following statement, "I enjoy buying beef products online since it is convenient", has been used to assess the lifestyle dimension.
4. The Impulse Buying Decisions: Impulse buying behavior was assessed using the scale of Beatty and Ferrell (2019), relating to unplanned and spur-of-the-moment purchasing decisions. Items such as "I often buy beef products online without planning" were used to assess this behavior.

All the scales are based on a 5-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. This has provided the respondents with a chance to indicate how much they agree or disagree with the items according to their experiences.

Data Collection

Data collection occurred between September and November of 2024. The questionnaire was forwarded using an online facility- Google Forms-and shared with various social media and e-commerce groups in East Kalimantan. A total of 350 participants were invited to fill out the questionnaire. To ensure data integrity and a reduced rate of non-responses, several reminders were sent to potential respondents. The survey was designed to be anonymous, with informed consent from all participants before participation. Assurance of confidentiality and that the response is voluntary regarding involvement in the study were made.

Data Analysis

The data were analyzed using SEM to assess the relationships of the independent variables of sales promotion, content marketing, and shopping lifestyle to the dependent variable of impulse buying decisions. SEM was selected because it is one of the most powerful techniques for analyzing complex relationships and testing several hypotheses simultaneously as suggested by Hair *et al.* (2019). The software used for this analysis was SmartPLS, which is quite appropriate for PLS-SEM. Descriptive statistics were calculated first to provide an overview of the demographic characteristics of the sample. Confirmatory factor analysis (CFA) was used to evaluate the reliability and validity of the measurement model. The reliability of the constructs was assessed using Cronbach’s alpha and composite reliability, while convergent validity was evaluated using Average Variance Extracted (AVE). The structural model was then tested, examining the path coefficients and R-squared values to determine the strength and significance of the relationships between variables. Bootstrapping with 5,000 resamples was performed to assess the significance of the path coefficients.

RESULTS AND DISCUSSION

Demographic Characteristics of Respondents

The study had 350 respondents who filled out the questionnaire, of which 300 respondents fit the inclusion criteria and hence were selected in the study. The most respondents were consumers of e-commerce from urban areas in East Kalimantan, representing significant increases in the usage of digital platforms in the area (Sunto, 2022). Of the total sample, 72% fell within the age range of 18 to 45 years. This indicates that in e-commerce usage, the dominance of consumers is in the young and productive age brackets. This finding is also supported by Fitriani and Indriani (2023), who also show that the younger generations are an active age group for online shopping, both in routine and impulsive purchases.

Table 1. Respondent Demographics

Characteristic	Number of Respondents (n)	Percentage (%)
Age Group (years)		
18-30	150	50
31-40	90	30
41-45	60	20
Gender		
Female	180	60
Male	120	40
Highest Education Level		
Bachelor’s Degree	195	65
> Bachelor’s Degree	75	25
Income Source		
Full-time Employment	150	50
Freelancing	90	30
Business Owner	60	20
Average Monthly Expenditure on Beef Products		
IDR 300,000 - IDR 500,000	120	40
IDR 500,000 - IDR 1,000,000	180	60

Source: Primary Data Analysis (2024)

By gender, a greater number of respondents were females at 60%, while males accounted for 40%. This is clearly the distribution, as it has always been observed that females are more interested in consumer purchasing in an e-commerce setting, with Setiawan (2021) finding that women like to participate more in impulse buying behavior when shopping online than men, especially in the categories of food and household products.

As far as educational attainment is concerned, the majority of the respondents had higher education, where 65% had a bachelor’s degree, and 25% had less than a bachelor’s degree. This is consistent with the findings of the study by Hidayat et al. (2020), which indicates that the higher the level of education, the greater the possibility for online shopping because people are more knowledgeable in terms of technology and have greater access to the internet. This also shows that a highly educated consumer will be more aware and choosy when purchasing any product online, which includes food products like beef.

The main sources of income were: full-time employment for 50% of respondents, freelancing for 30%, and owning a business for 20%. This is in line with Juwita (2021), who mentioned that consumers with full-time jobs or their own businesses usually have more stable and higher purchasing power, making them more active in online transactions. Besides, freelancers and small business owners are also growing segments in e-commerce, with more flexible spending behaviors and a broader variety of products purchased, including beef.

The average expenditure of respondents on beef products per month via e-commerce ranges from IDR

300,000 to IDR 1,000,000. This value shows that beef is an important commodity in online shopping, and quite a sufficient budget is allotted by the consumers for this product. This is in line with the finding of Yuliana et al. (2022), who found that food products, including meat, are increasingly being bought by consumers in urban Indonesia through e-commerce, especially with the availability of promotions and the convenience brought about by online transactions.

The Influence of Sales Promotion on Impulse Buying Decisions

The results of the analysis indicate that sales promotions have a significant positive impact on impulse buying decisions for beef products in e-commerce. The path coefficient for sales promotion is 0.380 ($p < 0.01$), which means that an increase in promotional activities, such as discounts, coupons, and time-limited offers, positively influences consumers' decisions to make impulse purchases. This finding is consistent with the research by Sohail and Rehman (2020), who emphasized that sales promotions accelerate purchase decisions by stimulating consumers to make unplanned purchases. Consumers in this study indicated that they were more likely to purchase beef products when there were special offers or discounts available on e-commerce platforms.

These findings are in agreement with the study by Li et al. (2021), which further supports that attractive and relevant promotions can raise the desire of consumers to engage in impulse buying, especially for routine products like beef, whose consumers buy more frequently. This suggests that promotional activities are a great trigger to impulse buying, as they instill a sense of urgency and perceived value, prompting consumers to make immediate purchases before the expiration of the promotional offer. These findings are consistent with past literature that identifies promotional strategies as playing a very important role in influencing consumer behavior in online shopping environments.

Andriani et al. (2022) further indicate that effective e-commerce sales promotions trigger impulse buying because such promotions enhance the emotional response of consumers and make the product appear more attractive. This is combined with timely promotion and the convenience of online purchases, which leads to heightened impulsiveness in purchasing decisions among those consumers who are price discount-oriented.

The Influence of Content Marketing on Impulse Buying Decisions

Content marketing has a positive and significant effect on unplanned purchasing decisions, with a path coefficient of 0.453 ($p < 0.01$). Respondents who have been exposed to engaging content in the form of stories

or product reviews about beef are more likely to make unplanned purchases. This is supported by the research of Jara and Martín (2019), in which they showed that relevant content will engage consumers positively to buy, especially about a product that they view as being interesting or useful. Captivating and target-oriented content is most likely to make a consumer impulsive in purchasing. The motivation for this stems from an emotional attachment to the commercial displayed, combined with perceived self-importance.

Siau et al. (2020) go on to support that content marketing, which focuses more on an emotional connection with a consumer by appealing to consumer needs, can create even better brand-consumer relationships. The emotional connection within impulse buying is considered to exert a massive influence on the selection of commodities, especially everyday products such as beef. It has been documented that the ability of content marketing to evoke emotions and fulfill consumer desires increases unplanned purchases of products, especially when such content connects with the audience in terms of preference and lifestyle.

Furthermore, trust and brand loyalty evoked by the content also play a very important role in shaping consumer attitudes toward impulsive purchases. Thus, content marketing could turn out to be one of the effective ways of stimulating immediate purchasing action in e-commerce sites, where consumers are continuously exposed to persuasive messages that appeal to both rational and emotional motivations.

The Influence of Shopping Lifestyle on Impulse Buying Decisions

The path coefficient stands at 0.289 ($p < 0.01$), indicating that shopping lifestyle significantly influences impulse buying decisions. This means that individuals whose lifestyles are based on convenience and ease tend to be more impulsive, especially when it comes to products like beef. Consumer unplanned purchasing is heightened when the nature of shopping fits their desirable nature of ease, speed, and simplicity in the buying process.

Source et al. (2020) point out that those customers who perceive digital convenience in retail shopping and look for added value in their shopping experience are easily prone to making impulse purchases. Their study reveals that the ease and comfort of digital shopping environments where customers can buy products without leaving their homes can result in impulsive purchasing behavior. The flexibility and time-saving from online platforms create an environment where impulsive decisions are more possible since consumers will not need to go through traditional, time-consuming channels of purchasing. In the case of a beef product, ease of nav-

igation online, together with persuasive promotional content, increases the possibility of impulse purchases.

In addition, Lee *et al.* (2022) also mentioned that the probability of unplanned buying increases in cases where the shopping lifestyle of convenience and speed is targeted, especially when online shopping platforms can offer fast, seamless transactions. Convenience-oriented consumers will be more impulsive in purchasing products when the process of shopping is smooth and fast. Features such as one-click purchasing, instant payment options, and fast delivery times make it easier for consumers to make decisions quickly without much deliberation. In an online environment where these conveniences are at their fingertips, the temptation to buy impulsively is increased, especially for frequently purchased items like beef, which often involve a quick decision-making process based on desire rather than planned needs.

Integration of convenience features in e-commerce will be crucial to bring the best possibility of impulse purchasing. Offering recommended products to purchase based on browsing history, notification of discounts, and availability for only a limited period can bring in spur-of-the-moment buys. These elements facilitate lifestyle convenience for speed and efficiency; this ensures that impulse buying could result as consumers go to purchase their beef or any other similar items.

Thus, a very important factor in the consumer's propensity to buy on impulse is the lifestyle of a convenience-oriented shopper who looks for speed and ease. The smoother the online shopping experience, the higher the likelihood that consumers will act on their spontaneous desires, particularly when they encounter an enticing product like beef.

Discussion on Integration of Variables

The analysis of the three key variables sales promotion, content marketing, and shopping lifestyle has provided crucial insights into their distinct and combined effects on impulsive purchasing decisions, particularly regarding beef products in the e-commerce sector. Each of these variables influences consumer behavior significantly, but the research showed that sales promotion and content marketing have a greater influence on impulse purchasing than shopping lifestyle. This demonstrates how immediate incentives and rich content are instrumental in guiding consumer behavior, apparently overriding that more passive aspect of lifestyle preference when it comes to making spontaneous online purchases.

It has been indicated that sales promotions directly stimulate impulsive purchase behavior, which also corroborates the prior research by Beatty and Ferrell

(2019). Consumers are found to act on immediate desires whenever presented with sales promotions in the form of discounts, coupons, and time-limited offers. These would give a feeling of urgency and an opportunity that cannot be let go of, prompting consumers to quick decisions without due deliberation. This is further fortified in the model by the coefficient path of sales promotion at 0.380, $p < 0.01$, which evidences that promotions are highly influential to impulse buying decisions.

According to Sohail and Rehman (2020), sales promotions help to reduce perceived risks and offer immediate gratification, making them effective tools for triggering unplanned purchases. In the context of e-commerce, where convenience and ease of access are central, the availability of discounts can shift consumer focus away from planned purchases to impulsive ones, significantly enhancing the likelihood of making spontaneous purchases in product categories like beef. The strong positive influence of sales promotion underlines the need for promotional activities to be fitted to consumer expectations of value and immediacy.

Content marketing was also found to have a very vital role in impulsive purchasing with a path coefficient of 0.453 ($p < 0.01$) and thus is the most influential variable in the study. This finding indicates that interactive and personalized content has the potential to affect the behavior of consumers. Consumers exposed to engaging stories, reviews, or detailed descriptions of any kind about their products are likely to build emotional rapport with the product, which encourages them to act impulsively. Widiarta *et al.* (2024) provide evidence that content marketing functions in establishing consumer-brand engagement through the use of narratives; emotional attachment gives rise to the impulse to make decisions influenced by emotional instincts rather than logical reasoning.

Siau *et al.* (2020) further emphasize that the effectiveness of content marketing lies in its ability to align with the emotional and practical needs of the consumer, which, in turn, facilitates impulse buying. E-commerce sites that manage to embed content that speaks directly to the consumer's desires and needs such as beef consumption benefits or how it can fit into a busy lifestyle can significantly enhance the chances of impulsive purchasing. This is so because, especially for beef, consumers already seem to have a regular buying habit that can easily be disrupted through relevant, emotionally engaging content to bring about impulsive decisions.

In comparison, the shopping lifestyle has a weaker influence in influencing impulse buying behavior at a path coefficient of 0.289 ($p < 0.01$). This indicates that while lifestyle factors like the convenience and enjoyment of shopping can influence consumer decisions, these are less powerful than immediate incentives of

promotions and content. Hence, consumers who have maintained convenience and speed as driving factors in their shopping behaviors, especially in online environments, may still show impulsive buying tendencies. However, according to Sorce *et al.* (2020), the combination of ease with engaging inducements serves to be the real catalyst of impulsive buying. In addition, shopping habits themselves seem to have less effect on the spur-of-the-moment decision without the interference of promotions or engaging content.

As pointed out by Lee *et al.* in 2022, convenience and transaction ease, which are related to an e-commerce platform, indeed facilitate impulsive purchases. However, it is the combination of convenience with other factors such as promotions or emotional engagement through content that creates the perfect conditions for impulsive buying. It means that shopping lifestyle may play a role, but it is most effective when combined with other influencing factors such as promotions and engaging content.

Table 2. Influence of Various Factors on Impulse Buying Decisions

Influence Factor	Path Coefficient	Significance (p-value)	Key Findings
Sales Promotion	0.380	$p < 0.01$	Sales promotions, including discounts, coupons, and time-limited offers, significantly enhance impulse buying behavior, especially for frequently purchased products like beef.
Content Marketing	0.453	$p < 0.01$	Exposure to engaging content, such as product reviews and stories, significantly increases unplanned purchases by creating emotional connections and reinforcing brand-consumer relationships.
Shopping Lifestyle	0.289	$p < 0.01$	A convenience-oriented shopping lifestyle strongly influences impulse buying decisions, particularly when the shopping experience is fast, seamless, and easy.

Source: Primary Data Analysis (2024)

Combines sales promotion, content marketing, and shopping lifestyle as an entirely new model to understand impulsive purchase behavior in online retailing. The findings do indicate that all three factors tend to influence impulse buying; however, sales promotion and content marketing are considerably stronger in comparison with shopping lifestyle. These results support the previous work of Beatty and Ferrell (2019) that indicated the clear propensity of relevant promotions and effective marketing strategies on enhancing impulsive buying, particularly for frequently purchased products like beef.

This indicates that e-commerce marketers should emphasize personalizing promotional offers and content marketing to build emotional connections with consumers. For instance, offering time-limited discounts or coupons along with interesting product stories, recipes, or health benefits related to beef can increase the likelihood of impulse purchases. The research stresses that e-commerce businesses should optimize promotional strategies by including both sales promotions and high-quality content marketing to attract impulsive buyers. In this regard, they can maximize reach and influence consumer decisions toward increasing sales.

Overall, these results from the study give important insights on how to improve the online marketing e-commerce strategy. The coupling of sales promotions with the marketing of content is quintessential for triggering impulsive purchasing decisions among buyers. Such strategies help in forming an energetic and convincing shopper experience that resonates more effectively with customer needs and desires, thereby emotional buying is also effectively evocated. This, finally, helps drive up businesses by increasing the sales profit through loyal customers.

Practical Implications

The results of this research suggest several actionable strategies that marketers can use in e-commerce. First and foremost, sales promotions and content marketing should be the centerpiece of marketers' strategies. E-commerce websites with attractive sales promotions, such as discounting, coupons, or Limited-time offers, combined with engaging and relevant content, such as product videos or storytelling, are more likely to succeed in stimulating impulsive buying behavior. In return, they give the consumer a very valid reason to take action right now, while the promotion's urgency is high and the emotional resonance of the well-crafted content is strong.

It works better to position those consumers at the top who seek ease and convenience from their experience. As evidenced by these findings, many are drawn toward platforms that facilitate an effortless buying experience by being easy to navigate, completing transactions easily, and delivering seamless experiences. Marketers need to therefore provide seamless, hassle-free access to interfaces with complementary marketing content. This helps not only to satisfy the need of the consumer for speed and efficiency but also fortifies the decision-making process due to the presentation of offers at the right moment.

Content should, if possible, be created in an emotional way that appeals to the consumer, like showing how a product can bring some benefit, or whether the product fits a customer's style of living. A relationship

between the brand and consumer builds up, therefore stimulating impulse purchasing. The marketer must mold content with the interests and tastes of the target audience so it remains highly relevant. This would help marketers better build relationships with consumers, and sales could increase significantly within competitive e-commerce environments, providing the right promotional incentives for engaging content.

CONCLUSION

This study demonstrates that sales promotions, content marketing, and shopping lifestyle significantly influence impulsive purchasing decisions for beef products on e-commerce platforms in East Kalimantan. The findings contribute to the understanding of the key factors that drive impulsive buying behavior in the online marketplace, highlighting the pivotal role of promotional strategies and engaging content. Furthermore, this research offers valuable insights for marketers, providing guidance on how to design more effective strategies to attract and engage consumers, ultimately enhancing sales performance in the highly competitive digital market.

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