

CHANGES IN CONSUMER BEHAVIOR? IDENTIFYING THE ROLE OF DIGITAL MARKETING AND HEDONIC LIFESTYLES IN ONLINE MARKETS

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ABSTRACT

The research objective is to determine and analyze the partial and simultaneous influence of digital marketing and hedonic lifestyles variables on online consumer behaviour in online markets. This type of research approach is causal associative research, to determine the relationship between one or more variables, with the research method used being quantitative methods. This study uses multiple linear regression analysis with the SPSS version 25 analysis base. The population in this study are all online consumers who shop on online markets such as shopee, lazada, tokopedia, tiktokshop whose numbers cannot be known with certainty, so that due to limited time, costs and other things, the research sample was taken using the Zikmund formula by determining 100 respondents, namely consumers who shop in online markets. The results of the study explain that digital marketing and hedonic lifestyles partially and simultaneously have a significant effect on consumer behaviour in online markets. The determination test results explain that adjusted R Square of 0.853 means 85.3% of the factors that influence consumer behaviour are explained by o digital marketing and hedonic lifestyle. While the remaining 14.7% can be explained by other factors not examined by this study.

Keywords: Digital Marketing; Hedonic Lifestyles; Consumer Behavior; Modern Era

1 INTRODUCTION

In Indonesia, consumer behavior is influenced by a rich diversity of cultures, religions and traditions. Indonesian consumers are known to have a high preference for products that offer emotional value and personalized experiences. In recent years, there has been a significant shift in consumer behavior due to advances in digital technology. Consumers now prioritize convenience, speed, and comfort in shopping. This phenomenon can be seen from the increasing adoption of e-commerce, where Indonesian consumers are starting to integrate online shopping activities into their daily lives. In addition, consumption trends also reflect a high interest in local products and sustainability. Consumer behaviour is the study of how individuals, groups, or organizations select, purchase, use,

and dispose of goods, services, ideas, or experiences to meet their needs and wants. Consumer behavior involves various psychological, social, and cultural aspects that influence the decision-making process. In this context, consumers not only act as buyers, but also as users who have emotional, rational, and social experiences related to certain products or services. The dynamics of consumer behavior are constantly changing along with technological developments, globalization, and lifestyle trends.

Online marketplaces have taken center stage in modern consumer behavior. In the world of e-commerce, consumers have unlimited access to various products and services with just a few clicks. Consumer behavior characteristics in online marketplaces tend to be more impulsive than in physical stores, due to the influence of digital promotions, product reviews, and ease of payment. In addition, online consumers often seek personalized and interactive shopping experiences, such as through chatbots, user reviews, and social media. Factors such as transaction security, fast delivery, and discounts are also key considerations. In Indonesia, e-commerce such as Tokopedia, Shopee, Lazada, and Tiktokshop dominate the online market, which is supported by widespread internet penetration. Consumer behavior in online markets has evolved rapidly along with the increasing adoption of digital technology and the internet (Cummins et al., 2014; Xie et al., 2010). Consumers now have easier access to products and services through e-commerce platforms, social media, and mobile applications. In the evolving digital ecosystem, the characteristics of consumer behavior in online markets reflect a combination of basic needs, personal preferences, and social and technological influences (Kaur & Kochar, 2018; Bashir, 2013; Petcharat & Leelasantitham, 2021).

One of the main characteristics of consumer behavior in online markets is the ease of access and convenience offered by digital platforms. Consumers are no longer bound by time or location constraints when shopping. They can search, select and purchase products easily from their mobile devices or computers. This affects consumers' expectations of efficiency, which makes speed in search and delivery an important element in the online shopping experience. Features such as category-based search, price filters, and preference-based product recommendations also increase user convenience. Impulsivity is a significant aspect of online consumer behavior. Consumers often make spontaneous purchase decisions under the influence of digital promotions such as deep discounts, flash sales or exclusive offers. E-commerce platforms utilize techniques such as countdown timers on discounts and "limited stock" offers to create a sense of urgency. This strategy not only increases sales conversion but also stimulates repeat shopping behavior. Consumer behavior in today's online marketplace is a combination of the need for convenience, security, emotional experience, and social influence. With these dynamics, companies need to continuously innovate to meet consumers' increasingly high expectations and create a satisfying shopping experience. This ever-changing consumer behavior opens up both opportunities and challenges for online marketers to stay relevant and competitive in the digital era.

Digital marketing has become an essential element in modern business strategies, especially in the highly competitive online marketplace (Chaffey & Ellis-Chadwick, 2019; Veleva & Tsvetanova, 2020). Digital marketing refers to the use of digital platforms, technology, and the internet to promote products or services to a wider audience in a more effective and efficient way. In the context of today's online market, digital marketing not only serves as a promotional tool, but also a bridge to create a

close relationship between brands and consumers. One of the most dominant aspects of digital marketing is Search Engine Optimization (SEO). SEO allows a website or e-commerce platform to increase its visibility in search engine results such as Google. By using relevant keywords, content optimization, and backlink strategies, businesses can attract more organic visitors. In an online marketplace, ranking high in search results is crucial as most consumers tend to only look at the first page of search results before making a purchase decision. In addition, Search Engine Marketing (SEM), which includes paid advertisements such as Google Ads, is another way to attract consumers' attention. With SEM, businesses can target specific audiences based on their demographics, location or interests, making marketing campaigns more focused and effective.

In an era where data is everything, digital analytics is at the core of digital marketing strategies. Data analytics allow businesses to monitor the performance of their marketing campaigns in real-time. Information such as the number of clicks, conversion rates, site visit time, and visitor demographics help brands understand consumer behavior and optimize their strategies. The importance of trust and transparency in digital marketing cannot be ignored. Consumers are increasingly aware of the protection of their personal data. Therefore, businesses need to take the privacy of consumer data seriously and be transparent in the management of that data. This practice not only helps brands build a good reputation, but also increases customer loyalty. In addition, digital marketing today is also oriented towards sustainability and social responsibility. Many brands use digital campaigns to promote sustainability values, such as the use of eco-friendly materials or contributions to local communities. Modern consumers tend to support brands that have a vision that aligns with their values.

Hedonic lifestyle reflects a pattern of living that focuses on the pursuit of pleasure, emotional experiences, and happiness (Martínez-López et al., 2016; Sarkar, 2011). In the context of online marketplaces, this lifestyle is particularly relevant as online shopping is not only a necessity, but also a part of entertainment and self-expression. Consumers with a hedonic lifestyle tend to prioritize shopping experiences that provide emotional satisfaction, such as unique products, pampering services, or the thrill of new discoveries. The growing online marketplace has created an ecosystem that supports this lifestyle by offering various features and experiences that entice consumers. One of the key characteristics of the hedonic lifestyle in online marketplaces is the focus on fun and personalized experiences. Hedonic consumers are often attracted to aesthetics and innovation in products and services (Vieira et al., 2018; Paramitha et al., 2022). Attractive website or app design, high-quality product visualization and intuitive user experience greatly influence their level of engagement. In addition, features such as personalized recommendations, curated collections, or VIP member-only discount events provide added value for consumers who want to feel special.

Hedonic lifestyle is also reflected in lifestyle and experience-oriented product choices, such as traveling, home décor, or high-end gadgets. Consumers with this lifestyle are more likely to buy items that provide emotional value, such as concert tickets, staycation packages, or equipment that supports their hobbies. This trend is also supported by marketplace platforms that provide various product categories to fulfill lifestyle needs, from gourmet food to eco-friendly products. Brand awareness and self-identity are also important factors in the hedonic lifestyle in online marketplaces. Consumers often choose certain brands to show their social status or express themselves. Products with premium design,

high reputation or emotional marketing campaigns have greater appeal to hedonic consumers. They buy not only the product, but also the “story” that the brand represents, such as sustainability, exclusivity or innovation. However, the hedonic lifestyle in online marketplaces also has its challenges. Consumers with this lifestyle often face the temptation of impulse shopping, which can lead to overspending or a fleeting sense of satisfaction. Online platforms are constantly offering promotions and new products, making it difficult for consumers to refrain from shopping. Therefore, it is important for consumers to still manage their budget wisely despite enjoying a fulfilling shopping experience.

In Indonesia, the trend of hedonic lifestyle in online marketplaces is growing, especially among the young and urban generation. With widespread internet access and innovations in e-commerce, consumers are increasingly open to exploring new products that provide pleasure and different experiences. This phenomenon shows that online marketplaces are not just about providing necessities, but also fulfilling consumers' desire for a dynamic and emotionally satisfying lifestyle. Overall, the hedonic lifestyle in online marketplaces is a reflection of changing consumer preferences that increasingly prioritize experience and emotional satisfaction. E-commerce platforms that can understand and adapt to these needs have a great opportunity to build stronger relationships with consumers. By continuing to innovate, the online marketplace will remain an attractive space for consumers to find happiness through shopping. In recent years, digital marketing and hedonic lifestyle have been the two main pillars driving the growth of the online market in Indonesia. The combination of the two creates a unique dynamic, where effective digital marketing strategies can embrace consumers' lifestyles that are oriented towards fun, entertainment and emotional experiences. With the increasing adoption of technology and changing consumption patterns, the importance of digital marketing and hedonic lifestyle in Indonesia's online market is increasingly evident.

Digital marketing is the key to reaching consumers who are increasingly connected to the digital world. With a growing population of internet users, digital-based marketing strategies allow businesses to deliver their messages directly, relevantly and personally to a wider audience. Through various channels such as social media, email, search ads, and interactive visual content, digital marketing gives brands the opportunity to build closer relationships with consumers. In Indonesia, platforms such as Instagram, TikTok, and YouTube have become highly effective tools for creating marketing campaigns that capture the attention of consumers, especially the younger generation who are familiar with technology. One of the advantages of digital marketing is its ability to personalize the consumer experience. Data collected from consumer interactions on online platforms allows businesses to understand individual preferences and design offers accordingly. For example, consumers with an interest in fashion or luxury lifestyle can receive relevant product recommendations through ads that appear on their social media feeds. This approach not only increases the likelihood of sales conversions, but also creates a pleasant experience for consumers, which is an important aspect of supporting a hedonistic lifestyle.

Hedonic lifestyle plays an important role in driving online shopping activities, especially as consumer behavior is no longer just needs-oriented, but also in the desire for a satisfying experience. In this context, consumers often seek products or services that are not only useful, but also have a certain aesthetic, emotional or exclusivity value. For example, a pleasant shopping experience through

features such as live shopping, unboxing of luxury products, or an alluring interface design are important elements for consumers with a hedonic lifestyle. The online marketplace in Indonesia is very supportive of this lifestyle, with various platforms providing a selection of products that fulfill consumers' emotional and aesthetic needs. From limited edition fashion products to the latest gadgets, online marketplaces offer a variety of options to fulfill hedonic consumption urges. In addition, elements such as deep discounts, special promotions and exclusive offers create a deep sense of satisfaction for consumers.

The interaction between digital marketing and hedonic lifestyle is also seen in the way brands build compelling narratives for their products. Successful marketing campaigns often involve storytelling elements that portray the product as part of an aspirational lifestyle. advertisements featuring celebrities or influencers using a particular product create the perception that the product is a symbol of status or happiness. Consumers inspired by this narrative are more likely to make a purchase, not just for practical needs, but also to pursue the promised emotional experience. In addition, digital marketing supports the growth of lifestyle-based communities that reinforce the hedonic appeal of online markets. For example, groups of beauty product enthusiasts or antique collectors often connect through online platforms, sharing recommendations and supporting each other in finding the best products. These communities create an ecosystem that encourages deeper consumer engagement with brands, while increasing their loyalty to a particular e-commerce platform. However, it is important to note that the implementation of digital marketing and hedonic lifestyle also requires an ethical approach. Consumers in Indonesia are increasingly aware of the impact of impulse shopping on personal finances, as well as the environmental impact of overconsumption. Therefore, businesses that can combine digital marketing strategies with responsible messaging, such as promoting eco-friendly or local products, stand a better chance of building long-term relationships with consumers.

Overall, digital marketing and hedonic lifestyle complement each other in creating an engaging and fulfilling online shopping experience in Indonesia. Digital marketing enables businesses to reach consumers in a personalized and relevant way, while the hedonic lifestyle encourages consumers to engage more deeply with the online marketplace. The combination of the two not only enhances business competitiveness, but also creates a dynamic and sustainable ecosystem for the future growth of the online marketplace.

2 LITERATURE REVIEW

2.1 Consumer Behaviour

Consumer behavior is the study of consumers' decision-making process in selecting, purchasing, using, and evaluating products or services to meet their needs and wants. This process includes internal factors (such as motivation, perception, and attitude) as well as external factors (such as social, cultural, and economic influences) (Solomon et al., 2012; Schiffman et al., 2013). Consumer behavior refers to individuals' psychological responses to market stimuli, including how they process information, form preferences, and make purchasing decisions. It includes cognitive (thinking), affective (emotion), and behavioral (action) aspects (Szmigin & Piacentini, 2018; Jisana, 2014). Consumer behavior is the interaction between individuals and their environment in a social and cultural

context. Factors such as cultural norms, reference groups, and social trends greatly influence the way consumers choose certain products or services (Lim et al., 2023; Priest et al., 2013). Consumer behavior can be defined as the behavior of consumers in allocating resources (such as money, time, and energy) to maximize the utility or value of the product or service purchased. This approach often uses the principle of rationality to understand purchasing decisions (Schütte & Ciarlante, 2016; Babin & Harris, 2023). Consumer behavior is an analysis of how consumers respond to marketing strategies, such as branding, pricing, promotion, and distribution. An understanding of consumer behavior helps companies design more effective products and campaigns to meet market needs (Liu et al., 2023; Appolloni et al., 2023; Jilkova et al., 2021).

2.2 Digital Marketing

Digital marketing is a marketing strategy that uses digital channels such as the internet, social media, email, search engines, and mobile applications to promote products or services to consumers (Chaffey & Ellis-Chadwick, 2019; Bala & Verma, 2018). Digital marketing allows companies to reach a wider audience effectively through digital devices. Digital marketing is a marketing approach that utilizes digital technology to analyze, target, and reach consumers (Desai & Vidyapeeth, 2019; Sawicki, 2019). It includes the use of data analytics, personalization algorithms, and automation systems to increase the effectiveness of marketing campaigns. Digital marketing is a method of communication between brands and consumers that focuses on online engagement (Kannan (2017; Charlesworth, 2014). It involves direct interaction through channels such as social media, product reviews, and personalized messages to build closer and more relevant relationships. Digital marketing is a strategic tool that businesses use to increase visibility, build brands, and optimize sales conversions (Ryan, 2016; Kingsnorth, 2022). Through various tactics such as paid advertising, SEO, and engaging content, companies can create a competitive advantage in the digital marketplace. Digital marketing is the art of utilizing digital platforms to tell compelling and creative brand stories (Piñeiro-Otero & Martínez-Rolán, 2016; Puthussery, 2020; Yasmin et al., 2015). The focus is on creating content that is relevant, engaging, and able to create an emotional connection with the audience.

2.3 Hedonic Lifestyles

Hedonic lifestyle is a lifestyle that focuses on the search for happiness, pleasure, and satisfying emotional experiences (Martínez-López et al., 2016; Utomo et al., 2023). Individuals who live this lifestyle tend to pursue things that provide immediate enjoyment, such as entertainment, premium products, and unique experiences. Hedonic lifestyle refers to a lifestyle that prioritizes the consumption of goods or services for the purpose of obtaining emotional and aesthetic satisfaction, not just to meet basic needs (Nurtanio et al., 2022; Pandey et al., 2015). In this case, consumers often look for products that offer emotional added value, such as luxury, uniqueness, or beauty. From a consumer psychology perspective, hedonic lifestyle is an approach to life where individuals are motivated by sensory and emotional pleasure (Kıymalıoğlu & Samsa, 2022; Sahetapy et al., 2020). They often make decisions based on the feelings of happiness, fulfillment, or satisfaction generated by an experience or product. Hedonic lifestyle is a lifestyle that is heavily influenced by digital content and social media. Individuals

in this category often seek validation and inspiration through online platforms, by shopping for trending products or following the lifestyles displayed by influencers and online communities (Tarka et al., 2023; Ittaqullah et al., 2020; Edelia & Anggraini, 2019). Hedonic lifestyle can be defined as a lifestyle that reflects cultural aspirations to live a life oriented towards happiness, personal satisfaction and social prestige. In this context, a hedonic lifestyle is often associated with status symbols, such as using exclusive products or enjoying premium experiences.

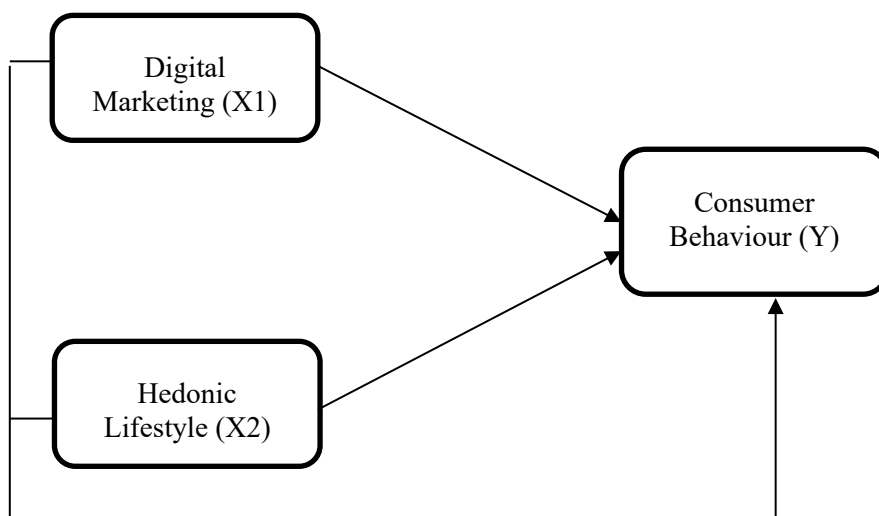
2.4 Research Hypothesis

H1: Digital marketing partially has a significant effect on consumer behaviour in online markets.

H2: Hedonic lifestyles partially has a significant effect on consumer behaviour in online markets.

H3: Live shopping and hedonic lifestyles simultaneously has a significant effect on consumer behaviour in online markets.

2.5 Conceptual Framework



Source: Researcher (2024)

Figure 1. Conceptual Framework

3 RESEARCH METHODOLOGY

3.1 Types and Methods of Research

This type of research approach is causal associative research, to determine the relationship between one or more variables. The method of research used in this study is quantitative. Quantitative research is a method used to test certain theories by examining each relationship between variables. In this study, it is quantitative, namely data consisting of numbers of respondents' answers or data that can be calculated and will be included in calculations or used in quantitative analysis such as variables that will be studied for their influence on customer satisfaction. (Sugiyono, 2021).

3.2 Location and time of research

This research was conducted on consumers in online markets such as shopee, lazada, tokopedia, tiktokshop, and was conducted in August-November 2024.

3.3 Population and Sample

According to Sugiyono, (2021) population is the whole of the object under study. Population is a generalization area consisting of objects / subjects to study and then draw conclusions. According Sugiyono (2021) states that the sample is part of the number and characteristics of the population. The sampling methods in this study uses non-probability sampling. The population in this study are all online consumers who shop on online markets such as shopee, lazada, tokopedia, tiktokshop whose numbers cannot be known with certainty, so that due to limited time, costs and other things, the research sample was taken using the Zikmund formula by determining 100 respondents, namely consumers who shop in online markets.

3.4 Data Source

This research uses primary and secondary data sources, as follows:

- a. According to Sugiyono, (2021), primary data is data that directly provides data to data collectors. Primary data sources are obtained through an interview activity with the research subject and by observation or observation in the field. The primary data used by the authors in the study was a questionnaire.
- b. According to Sugiyono, (2021), secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. Secondary data sources are complementary data sources that function to complement the data needed by primary data.

4 RESULTS AND DISCUSSION

4.1 Validity and Reliability Test Results

Table 1. Validity Test Results

Item Statement	Corrected Item Total Correlation	Information
X1.1	0,823	Valid
X1.2	0,864	Valid
X1.3	0,871	Valid
X1.4	0,847	Valid
X1.5	0,872	Valid
X1.6	0,843	Valid
X2.1	0,866	Valid
X2.2	0,887	Valid
X2.3	0,879	Valid
X2.4	0,833	Valid

Item Statement	Corrected Item Total Correlation	Information
X2.5	0,851	Valid
X2.6	0,892	Valid
Y.1	0,876	Valid
Y.2	0,832	Valid
Y.3	0,830	Valid
Y.4	0,827	Valid
Y.5	0,814	Valid
Y.6	0,844	Valid

Source: Processed by researchers (2024)

Based on the statistical test results above, it is known that the corrected item correlation value > 0.361 , so the data is declared valid.

Table 2. Reliability Test Results

No	Variable	Cronbach Alpha	Results
1	Digital Marketing (X1)	0,877	Reliable
2	Hedonic Lifestyle (X2)	0,889	
3	Consumer Behaviour (Y)	0,903	

Source: Processed by researchers (2024)

Based on the table above, it is known that the cronbach's alpha value for all research variables digital marketing, hedonic lifestyle and consumer behaviour > 0.60 , it can be said that the overall reliability test results are reliable (reliable).

4.3. Normality Test Results

Table 3. Kolmogorove-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.67473569
Most Extreme Differences	Absolute	.083
	Positive	.083
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed)		.289 ^{c,d}

Source: Processed by researchers (2024)

Based on the data in the table above, it can be seen that the asymp. sig (2-tailed) value is $0.289 > 0.05$ so it can be concluded that this study is normally distributed and has met the requirements of the normality test.

4.4. Multicollinearity Test Results

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Digital Marketing	.743	1.623
	Hedonic Lifestyle	.795	1.824

Source: Processed by researchers (2024)

Based on the table of multicollinearity test results, it is known that the two VIF values for each variable are < 10, and the Tolerance value for each variable is > 0.10, so it can be concluded that there is no multicollinearity.

4.5. Multiple Linear Regression Test Results

Tabel 5. Multiple Linear Regression Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.669	3.246		.873	.456
Digital Marketing	.429	.079	.426	4.337	.003
Hedonic Lifestyle	.631	.092	.618	6.174	.000

a. Dependent Variable: Consumer Behaviour

Source: Processed by researchers (2024)

Based on the table above, the regression equation is obtained as follows:

$$Y = 3,669 + 0,429 X_1 + 0,631 X_2 + e$$

This can be seen in the following information:

1. The regression equation shows a constant value of 3.669, which means that the digital marketing and hedonic lifestyle variable are in a constant state of 3.669.
2. The regression equation shows that the regression coefficient value $b_1 = 0.429$ and is positive, which means that if the digital marketing variable increases by one unit, the dependent variable on consumer behaviour will also increase by 0.429, assuming that other variables are not examined in this study.
3. The regression equation shows that the regression coefficient value $b_2 = 0.631$ and is positive, which means that if the hedonic lifestyle variable increases by one unit, the dependent variable on consumer behaviour will also increase by 0.429, assuming that other variables are not examined in this study.

4.6. Simultaneous Test Results (F-Test)

Tabel 6. Simultaneous Test Results (F-Test)

ANOVA ^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1538.574	3	478.397	55.277	.000^b
Residual	753.577	96	9.977		
Total	2387.762	99			
a. Dependent Variable: Consumer Behaviour					
b. Predictors: (Constant), Digital Marketing, Hedonic Lifestyle					

Source: Processed by researchers (2024)

- 5 Based on the table above, the f count value is 55.277 with a significance value of 0.000. This shows that the f-count value is greater than the f-table ($55.277 > 2.70$) and the significance value is less than 0.000 ($0.000 < 0.05$). So it can be concluded that digital marketing and hedonic lifestyle simultaneously have a positive and significant effect on consumer behaviour. So H3 is accepted.

4.7. Partial Test Results (t-test)

Tabel 7. Partial Test Results (t-test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.669	3.246		.873	.456
Digital Marketing	.429	.079	.426	4.337	.003
Hedonic Lifestyle	.631	.092	.618	6.174	.000
a. Dependent Variable: Consumer Behaviour					

Source: Processed by researchers (2024)

Based on the t-test results above, the t-table value = at n-k (100-4) is 96 at a significant level of 5% (0.05) is 1,66. Thus, to find out partially, the following explanation can be described:

1. The t-value of the digital marketing variable (X1) is 4.337 and has a positive and significant effect of 0.001. Hypothesis H1 is accepted because t-value > t-table ($4.337 > 1.66$), which means that the digital marketing variable (X1) has a significant effect on consumer behaviour (Y).
2. The t-value of the hedonic lifestyle variable (X2) is 6.174 and has a positive and significant effect of 0.008. Hypothesis H2 is accepted because t-value > t-table ($6.174 > 1.66$), which means that the hedonic lifestyle variable (X2) has a significant effect on consumer behaviour (Y).

4.8. Determination Test Results

Table 8. Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827a	.831	.853	2.799

a. Predictors: (Constant), digital marketing, hedonic lifestyle

Source: Processed by researchers (2024)

Based on the results of the determination test in the table above, it shows that:

1. Adjusted R Square of 0.853 means 85.3% of the factors that influence consumer behaviour are explained by o digital marketing and hedonic lifestyle. While the remaining 14.7% can be explained by other factors not examined by this study.
2. Standard Error of Estimated means measuring the variation of the predicted value. Standard error of Estimated can also be called standard deviation. From the table above, the Standard Error of Estimated is 2.799. The smaller the standard deviation, the better the model.

4.9. Research Discussion

4.9.1. The effect of digital marketing on consumer behaviour

Based on the research results, digital marketing using various online channels such as paid advertising on Google, social media, and email marketing, has the ability to increase brand awareness quickly. The use of digital platforms allows companies to reach a wider and more segmented audience, at a relatively lower cost compared to traditional media. As a result, consumers who may not have previously been familiar with a brand or product, can easily be exposed to the information through advertisements or content tailored to their interests. Higher brand awareness increases the likelihood of consumers to make a purchase. When consumers are more familiar with the brand and feel familiar with the products offered, they tend to be more confident in making purchasing decisions. This is one of the reasons why digital marketing is often considered effective in shaping consumer behavior.

Social media plays an important role in digital marketing because it allows two-way interaction between brands and consumers. Consumers not only see ads or promotions, but can also interact directly with brands, provide feedback, and see what other consumers think. Platforms such as Instagram, Facebook, Twitter, and TikTok provide space for brands to communicate with consumers in a more personalized and authentic manner. In addition, the presence of reviews or recommendations from friends, family or influencers also influences purchasing decisions. Consumers often trust recommendations from others more than traditional advertising. Therefore, marketing through influencers and social media can significantly influence consumer behavior, especially in terms of impulse purchase decisions.

One of the great advantages of digital marketing is its ability to personalize the user experience. Digital technology enables the collection of highly detailed consumer data, which is then used to customize marketing messages according to individual preferences. For example, ads shown to consumers on social media or Google Search are based on previous searches, shopping behavior, and even location. Research shows that personalization can increase consumer engagement, as consumers

feel more valued and understood. This in turn can influence their purchasing decisions. If a consumer feels that a product or service really meets their specific needs, they will be more likely to make a purchase. Therefore, digital marketing that emphasizes personalization can drive changes in consumer behavior.

4.9.2. The effect of hedonic lifestyle on consumer behaviour

Based on the research results, Basically, consumer behavior is divided into two main motivations: utilitarian (need-based) and hedonic (pleasure-based). In many studies, consumers with hedonic lifestyles tend to prioritize emotional and social values in their purchasing decisions. They look for experiences or products that can provide enjoyment, relaxation, excitement, or even a sense of prestige. Scientifically, the relationship between hedonic lifestyle and consumer behavior can be explained through several theories in consumer psychology and marketing. One of them is the motivation theory pioneered by Abraham Maslow, who identified hierarchical human needs. At the top of the hierarchy are the needs for self-actualization and deep emotional experiences, which are often achieved through hedonic consumption choices. Consumers who prefer a hedonic lifestyle are usually at a higher stage in this hierarchy, as they seek experiences that can give more meaning to their lives.

Research also shows that hedonic lifestyle is closely related to preferences for products classified as medium, premium or luxury. Consumers with this lifestyle tend to be more open to advertisements and promotions that emphasize emotional or sensational experiences, such as advertisements that describe how a product can improve quality of life or offer an unforgettable experience. Thus, manufacturers or marketers who understand this can design campaigns that emphasize the emotional and experiential aspects of consumers, rather than just the function of the product itself. Consumers who have a hedonic lifestyle tend to prioritize products that offer emotional satisfaction and enjoyable experiences rather than simply meeting basic needs. This behavior leads to a preference for products that touch the emotional and social side, and also shows that effective marketing must be able to connect products with values that are valued by consumers from an emotional and symbolic side. As a result, a deep understanding of the hedonic lifestyle can provide important insights for companies in designing marketing strategies that are more effective and relevant to consumer needs and desires.

4.9.3. The effect of digital marketing and hedonic lifestyle on consumer behaviour

Based on the research results, Digital marketing, as a marketing strategy that utilizes digital platforms, such as social media, websites, and mobile applications, has proven to be one of the main factors influencing modern consumer behavior. Digital marketing includes various techniques, including SEO (Search Engine Optimization), digital advertising, social media marketing, email marketing, and others. Its advantages lie in its ability to reach consumers at the right time and place, as well as the ability to customize marketing messages based on consumer preferences and behavior that can be analyzed through digital data. One of the significant influences of digital marketing on consumer behavior is through the creation of brand awareness and social influence. Relevant and interesting content shared through social media, for example, can create buzz among consumers, strengthen emotional attachment to the brand, and encourage them to make purchases. In addition,

digital marketing allows companies to personalize, thus offering experiences that are more relevant to the individual needs of consumers, which in turn influences their purchasing decisions.

Meanwhile, hedonic lifestyle refers to a lifestyle that focuses on seeking pleasure and emotional satisfaction, rather than just functional needs. Consumers who follow a hedonic lifestyle are more likely to seek products and services that provide an emotionally satisfying experience, for example through the quality, design, or social status associated with the product. This phenomenon is particularly relevant in the luxury goods industry and products that offer more value than just practical utility. Hedonic lifestyle influences consumer behavior because they are more likely to engage in purchases that provide emotional gratification or status achievement. For example, someone who adopts a hedonic lifestyle may be more attracted to products with high aesthetic value, or products that are promoted in a way that emphasizes a pleasurable and luxurious experience.

Digital marketing and hedonic lifestyle mutually reinforce each other's influence on consumer behavior. Well-segmented digital marketing is able to target individuals who have a tendency towards a hedonistic lifestyle. Through advertisements designed to highlight the pleasure or emotional experience of a product, companies can attract the attention of consumers who are oriented towards seeking personal satisfaction and social status. One clear example is the use of influencers in digital marketing. Influencers are often seen as symbols of a certain lifestyle that emphasizes personal satisfaction and pleasure. When influencers promote products, especially those related to a luxurious or unique lifestyle, they create a strong emotional association with the product, which in turn encourages consumers to buy because they want to experience similar experiences. In addition, digital marketing that utilizes big data and artificial intelligence (AI) allows companies to personalize offers according to the preferences of consumers who have a hedonistic orientation. By tailoring marketing messages to highlight aspects that are relevant to consumers' hedonistic lifestyles, such as exclusive experiences or innovative designs, companies can increase the appeal of products and influence purchasing decisions.

5. CONCLUSION AND SUGGESTION

5.1 CONCLUSION

Based on the research results above, the conclusions can be explained as follows:

- 1) Digital marketing partially has a significant effect on consumer behaviour in online markets.
- 2) Hedonic lifestyles partially has a significant effect on consumer behaviour in online markets.
- 3) Live shopping and hedonic lifestyles simultaneously has a significant effect on consumer behaviour in online markets.

5.2 SUGGESTION

Based on the above conclusions, the suggestions that can be given are as follows:

- 1) Based on research findings related to the influence of digital marketing on consumer behavior in online markets, there are several suggestions that can be given to companies and marketers to maximize the effectiveness of their marketing strategies. First, it is important for companies to understand that consumers in online markets tend to seek personal and relevant experiences. Therefore, more data-driven marketing is highly recommended. Using consumer data to create customized experiences, such as relevant ads or personalized product recommendations, can increase consumer engagement and encourage them to make purchases. Analytical tools and technologies such as big data and artificial intelligence (AI) can be used to understand consumer preferences and behaviors more deeply. Second, companies need to utilize social media platforms effectively. Social media is not only a place to promote products, but also to build emotional connections with consumers. Using influencers who match the brand's values and lifestyle can strengthen the brand's image in the eyes of consumers and create positive associations that drive purchasing decisions. Authentic and interactive content, such as video tutorials, live streaming, or Q&A sessions, can also increase consumers' sense of attachment to the brand. Next, it is important for companies to ensure a seamless and easy user experience in online markets. Website speed, clear navigation, and a simple checkout process are crucial factors in reducing cart abandonment rates. A positive shopping experience, coupled with responsive customer service, can strengthen consumer loyalty and encourage repeat purchases.
- 2) Based on research findings related to the influence of hedonic lifestyle on consumer behavior in online markets, there are several suggestions that can be given to companies and marketers to maximize the effectiveness of their marketing strategies. Leveraging consumer data to deliver more personalized experiences. Using algorithms to provide product recommendations based on previous consumer behavior and preferences can increase the appeal of products to hedonic consumers. For example, systems that display products with aesthetic designs, attractive colors, or features that provide an emotional experience will be more effective in attracting consumers who are looking for personal satisfaction and pleasure in shopping. Presenting Compelling Visual Content, Products that emphasize visual and aesthetic elements will be more attractive to consumers who have a hedonic lifestyle. Therefore, sellers must ensure that the visual image of the online product is presented attractively. High-quality product photos, unboxing videos, and testimonials that highlight the emotional experience or status associated with the product can strengthen the appeal to pleasure-oriented consumers.
- 3) Researchers who observe consumer behavior in online marketplaces can provide a number of useful suggestions for companies and marketers to improve the shopping experience and maximize the potential of digital marketplaces. One of the main suggestions is the importance of a deep understanding of consumer preferences and needs, as well as how they interact with digital platforms. In the context of online marketplaces, personalization is key. Consumers today are more likely to choose platforms that offer a shopping experience that is tailored to their interests and behaviors. Therefore, the use of big data and behavioral analytics to customize product recommendations is essential. For example, by leveraging algorithms that personalize product recommendations based on previous search or purchase history, marketers can increase conversion rates and customer satisfaction. In addition, transparency and trust are important factors in shaping consumer behavior in online marketplaces. Consumers often feel concerned about the security of their personal

data or the quality of the products they buy online. Therefore, researchers can advise companies to ensure transparency in every aspect of the transaction, from clear product descriptions to easy-to-understand return policies. Providing reviews and testimonials from previous consumers can also build trust, making consumers feel more comfortable in making purchasing decisions.

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