



COMPARATIVE ANALYSIS OF LIFESTYLE AND PURCHASING DECISIONS ON THE SHOPEE MARKETPLACE: A STUDY OF MALANGKUCECWARA COLLEGE STUDENTS

By

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Article Info

Article history:

Received Apr 24, 2026

Revised May 26, 2026

Accepted June 27, 2026

Keywords:

Comparison; marketplace;
shopee; lifestyle; purchasing
decisions; Student

ABSTRACT

This study aims to analyze differences in lifestyle and purchasing decisions on the Shopee marketplace between male and female students. Using an independent sample t-test, the results of the t-values on lifestyle and purchasing decisions between male and female students were 1.116 (sig: 0.27) and -2.780 (sig: 0.007), respectively. This indicates that there is no difference in lifestyle between male and female students, but there is a difference in purchasing decisions on the Shopee marketplace between male and female students. Based on the research findings, it is recommended that lifestyle policies should not be treated differently; however, to improve purchasing decisions, a specific strategy for student purchases is needed. Further research is needed to examine factors related to the lifestyle and purchasing decisions of male and female students using different analysis methods.

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1. INTRODUCTION

Many consumers choose to shop online through marketplaces because of lifestyle preferences for meeting their needs and their environment. Lifestyle also requires trust and willingness to choose to shop online through marketplaces. Lifestyle is a person's daily activities, typically expressed in their interests, opinions, and daily activities. In this millennial era, lifestyle has become commonplace as consumers begin to embrace the digital age.

Lifestyle is closely related to fashion because fashion enhances appearance, making it more attractive and a center of public attention. Fashion is a term often synonymous with style or clothing (Arrahman et al., 2018). At the same time, in modern society, people express themselves through the clothing they wear. A person's fashion is often used as a measure of lifestyle, and a person's lifestyle can determine a person's attitude and social status (Arrahman et al., 2018).

Research found that lifestyle variables significantly influence purchasing decisions for Nike shoes in Surabaya (Hidayat and Sudarwanto, 2022). However, this contrasts with other studies that found a negative and insignificant effect on purchasing decisions (Wijayanti, Fahleti, and Arianto, 2019).

Research Objective:

To examine whether there are differences in lifestyle and purchasing decisions on the Shopee marketplace between male and female students.

Research Hypothesis:

1. There is a difference in the average lifestyle between male and female students.
2. There is a difference in the average purchasing decisions on the Shopee marketplace between male and female students.

Literature Review

Lifestyle

Lifestyle is a component of psychographic segmentation. Consumer lifestyle is an important target market that manufacturers must consider. This is because lifestyle encompasses consumer lifestyle patterns, including product selection and daily consumption styles. (Wasiat, 2022)

Lifestyle is how a person lives their life, including what products they buy, how they use them, and what they think and feel after using the product. Lifestyle is related to the actual reactions to purchases that consumers make (Urva, G, 2022).

Purchasing Decision

A purchasing decision is a buyer's attitude in making a product choice to satisfy their needs by seeking information, evaluating purchasing alternatives, and subsequent behavior (Saaadah, 2022).

A purchasing decision is an action taken immediately after making a decision to purchase a product that is the subject of a transaction with a seller (Paramita, 2022).

Purchasing decisions are a problem-solving approach in customer activity aimed at purchasing goods or services to satisfy consumer desires. Previous consumer purchasing decisions will impact future repeat purchases, meaning they significantly influence repeat purchases (Haryanto, 2023).

Purchasing decisions are the result of a thought process that involves selecting one among several alternative options to solve a given problem (Prasetyowati, 2020).

Population and Sample

This study involved 104 students at Malangkucecwara College, comprising 52 male and 52 female students.

Data Collection Techniques

To obtain data, this study used primary data collection techniques, namely:

Questionnaire: A questionnaire is a data collection technique that involves providing respondents with a set of written questions to answer in order to obtain objective data.

Operationalization of Research Variables

The operationalization of this research variable involves breaking down the research variables into subvariables, subvariable indicators, and measurement scales. In this study, two variables will be examined: Lifestyle and Purchasing Decisions, as described in the following table:

Table 1. Operationalization of Variables

No.	Variable	Indicator	scale
1.	Lifestyle	activities interest opinion	ordinal
2.	Purchasing Decisions	Product Selection Brand Selection Distributor Selection Purchase Amount or Quantity Purchase Time	Ordinal

Source: processed data

2. METHOD

Population and Sample

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Table 2. Operationalization of Variables

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1.	Lifestyle	activities interest opinion	ordinal



2.	Purchasing Decisions	Product Selection Brand Selection Distributor Selection Purchase Amount or Quantity Purchase Time	Ordinal
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Source: processed data

Method: The analysis method used: an independent sample t-test, which was previously tested for validity and reliability, as well as for homogeneity of variance.

3. RESULTS AND DISCUSSION.

Independent Sample t-test.

To analyze whether there are differences in lifestyle between male and female students at Malangkucecwara College.

The results of the analysis for each item answered correctly by respondents are shown in Table 1 below:

**Table 3. Descriptive:
Group Statistics**

	GROUP	N	Mean	Std. Deviation	Std. Error Mean
LIFE_STYLE	MALE	52	11.6346	1.68067	.23307
	FEMALE	52	11.9808	1.47516	.20457

Source: processed data

The average lifestyle score for the male and female students was 11.6346, compared to the average lifestyle score for the male and female students of 11.9808, with standard deviations of 1.68067 and 1.47516, respectively.

Next, a comparative analysis was conducted to test whether there were differences in lifestyle between male and female students at Malangkucecwara Collage. The average lifestyle differences between male and female students at Malangkucecwara College are shown in Table 2 below:

**Table 4. Test Results: Differences in Lifestyle Between Male and Female Students
Malangkucecwara College.**

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
LIFE_STYLE	Equal variances assumed	.633	.428	-1.116	102	.267	-.34615	.31011	-.96126 .26895
	Equal variances not assumed			-1.116	100.313	.267	-.34615	.31011	-.96138 .26907

Source: processed data

The independent sample t test assumption test using Levine's test equality of variances obtained a value of $F = 0.633$ (0.428), meaning that there is no difference in the variance of the two data groups and it can be said that both groups of male and female students have homogeneous variances. This means that the requirements for homogeneity of variance are met. Furthermore, a comparison test of the independent sample t test was carried out to test the difference in lifestyle between the male and female student groups, obtaining a t value of -1.116 (sig: 0.27), which means that there is no difference in lifestyle between male and female students, and it can be concluded that the lifestyle between male and female students is the same.

Comparison of Purchasing Decisions in the Shopee marketplace between male and female students of Malangkucecwara College After analyzing each item, the respondents' answers are shown in Table 3 below:

Table 3 Descriptive

Group Statistics					
	GROUP	N	Mean	Std. Deviation	Std. Error Mean
KEP_PEMB	MALE	52	18.8654	3.05524	.42368
	FEMALE	52	20.2692	1.98144	.27478

Source: processed data

The average purchase decision for the female students was 20.2692, compared to the average purchase decision for the male students of 18.8654, with standard deviations of 1.98144 and 3.05524, respectively.

A comparative analysis was then conducted to test whether there were differences in purchase decisions between male and female students:

The differences in average purchase decisions between male and female students at Malangkucecwara College are shown in Table 4 below:

Table 5. Comparative Test of Average Purchasing Decisions between Male and Female Students at Malangkucecwara College

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
KEP_PEMB	Equal variances assumed	10.795	.001	-2.780	102	.006	-1.40385	.50499	-2.40548 - .40221
	Equal variances not assumed			-2.780	87.453	.007	-1.40385	.50499	-2.40749 - .40021

Source: processed data

The independent sample t-test assumption using Levine's test of equality of variances yielded an F-value of 10.789 (sig: 0.01), indicating a difference in variance between the two data groups, indicating that the two groups have non-homogeneous variances. Therefore, we then used a t-test that does not have equal variances.

Next, a comparative independent sample t-test was conducted with the assumption of unequal variances for Purchasing Decisions between male and female students. The t-value was obtained at -2.780 (sig: 0.007), indicating a significant difference in Purchasing Decisions between male and female students. The descriptive results showed that female students had a higher average Purchasing Decision than male students, at 20.2692, while the average purchase decision for male students was 18.8654.

4. CONCLUSIONS

1. There are no differences in lifestyle between male and female students at Malangkucecwara College.
2. There are differences in purchasing decisions between male and female students, with the average purchase decision size being greater for female students than for male students.

5. RECOMMENDATIONS:

Based on the findings, the lifestyles of male and female students are similar, so marketplace producers do not need to create lifestyle policies based on student gender. However, there are differences in purchasing decisions between male and female students when shopping on the Shopee marketplace, with the average purchase decision being higher for female students than for male students. This requires strategies to improve purchasing decisions among students.

Research is needed on factors related to the lifestyle and purchasing decisions of male and female students using different analysis methods, particularly in-depth interviews with male and female students regarding improvements in purchasing decisions on the Shopee marketplace, to help the marketplace grow and progress.

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