Impulse buying behaviour in e-commerce: An empirical analysis of Shopee users in Indonesia

ABSTRACT

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| --- |
| **Aims:** This study aims to examine the influence of fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation on impulse buying.**Study design**: This study employs a quantitative approach, utilizing an online questionnaire for data collection.**Methodology**: This research was conducted in Purwokerto from February to June.The population of this study consists of residents who live in Purwokerto. Samples in this study were selected by the purposive sampling method. The number of samples in this study was determined based on the Roscoe formula which states that the optimal sample size is at least 10 times the number of variables. Therefore, the researcher took a sample size of 160 respondents. However, because there were 21 outlier data, the data used was only 139.This Shopee is the e-commerce platform being analyzed. The research test was conducted using SPSS 26 and the analysis method used was multiple linear reggresion.**Results**: The results showed that fashion involvement, shopping lifestyle, and sales promotion had a significant positive effect on impulse buying. Meanwhile, the hedonic shopping motivation variable has no effect on impulse buying. The adjusted R-squared coefficient of determination test results show a value of 81.8% which indicates that the regression is strong. This high adjusted R-squared value is due to the suitability of the regression model used and the variables used in relation to the research context. These result indicate that the independent variables used in the model are able to explain most of the variation in the dependent variable. Fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation variables are able to influence impulse buying by 81.8% while 18.2% is influenced by other factors.**Conclusion:** Based on the findings of this study, it can be concluded that the higher a person's interest in fashion, the higher their shopping style, and the more attractive the sales promotion offered, the more likely they are to shop impulsively. The implication of this study is the importance of the Shopee e-commerce platform in optimizing marketing strategies that focus on increasing consumer interest in fashion, creating an entertaining shopping experience, and presenting attractive promotional offers to trigger impulse purchases more effectively. |

*Keywords: Fashion involvement; shopping lifestyle; sales promotion; hedonic shopping motivation; impulse buying.*

1. INTRODUCTION

Consumer decision making process has been influenced by the growth and development of digital technology. (Febriani & Dewi, 2019). Consumers began to shift from offline purchases made by visiting shopping centers to online purchases through marketplaces (Firjatillah et al., 2025). Various marketplaces continue to introduce innovations to attract consumer attention by employing creative and effective marketing strategies. One such marketplace is Shopee, which consistently offers various attractive promotions (Aziz et al., 2025).

Shopee is an e-commerce platform that is developing in Indonesia and has become one of the largest marketplaces in Indonesia through various promotional strategies (Alamin et al., 2023). Shopee carries out the right marketing strategy so that consumers make transactions. This is evidenced by the high number of purchases at Shopee. Below is a table of the number of orders and gross sales value in the first quarter of 2023 to the first quarter of 2025.

**Table 1. Shopee’s Order and Sales Count**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | Year | Quarter | Order Quantity | Sales Value (USD) |
| 1. | 2023 | Q1 | 1,6 Miliar | 17,3 Miliar |
| 2. | 2023 | Q2 | 1,8 Miliar | 18 Miliar |
| 3. | 2023 | Q3 | 2,2 Miliar | 20,1 Miliar |
| 4. | 2023 | Q4 | 2,5 Miliar | 23,1 Miliar |
| 5. | 2024 | Q1 | 2,6 Miliar | 23,6 Miliar |
| 6. | 2024 | Q2 | 2,5 Miliar | 23,3 Miliar |
| 7. | 2024 | Q3 | 2,8 Miliar | 25,1 Miliar |
| 8. | 2024 | Q4 | 3 Miliar | 28,6 Miliar |
| 9. | 2025 | Q1 | 3,1 Miliar | 28,6 Miliar |

Source: (Katadata, 2025)

From table 1, it can be seen that the number of orders and sales value fluctuate. The highest results were in the 1st quarter of 2025 at 3.1 billion USD with a sales value of 28.6 billion USD, and the lowest in the 1st quarter of 2023 at 1.6 billion USD with a sales value of 17.3 billion USD. From this data, it can be seen that the number of Shopee orders per quarter increased and decreased in the 1st quarter of 2024, and in the 4th quarter of 2024 and the 1st quarter of 2025 there was no increase. This means that Shopee is able to improve strategies to attract consumers to keep making purchases. From the sales results data above, Shopee must maintain a strategy so that sales do not decline and continue to increase. One strategy that can be used by Shopee is to study how impulse buying behavior can affect consumer consumption patterns which in turn can help to understand the factors that drive consumers to make transactions on the Shopee e-commerce platform (Aziz et al., 2025). Shopee implements marketing strategies that encourage consumers to make impulse buying (Dewi et al., 2023).

Impulse buying is defined as a purchase that is not planned in advance and the decision is made relatively quickly and there is a desire to immediately own the product (Japarianto & Sugiharto, 2011). Impulse buying often occurs when someone sees a product and feels compelled to buy it quickly, and is done without rational consideration or in-depth evaluation of the product (Hilall & Negara, 2025). Impulse buying occurs due to several factors. Factors that influence impulse buying include fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation.

Impulse buying can be influenced by fashion involvement. Fashion involvement is an involvement that refers to the interactions experienced by individuals, such as knowledge, interest, reactions, and awareness of fashion products (Padmasari & Widyastuti, 2022). According to Dewi et al., (2023) *fashion involvement* fashion involvement is a person's interest in fashion products that reflect personal characteristics and serve as an assessment of fashion products. The existence of promotions or limited offers for trending fashion products can be very effective in triggering impulse purchases in this consumer segment. The results of research (Pramestya & Widagda, 2020; Rifatin & Sudarwanto, 2021; Yastuti & Irawati, 2023) state that fashion involvement has a significant influence on impulse buying. However, the results of research from Ratu et al., (2021) state that fashion involvement has no effect on impulse buying.

Shopping lifestyle is the second factor that can influence impulse buying. Shopping lifestyle is a choice or way for someone to spend their time and money (Yulinda et al., 2022). The increasing need for primary and secondary products that encourage consumers to fulfill their needs and desires is what underlies the shopping lifestyle (Hidiani & Rahayu, 2021). A person's lifestyle in spending their income creates new traits and characteristics for that individual (Tirtayasa et al., 2020). The research results of (Dewi & Adi, 2023; Hermawan & Dermawan, 2023; Wahyuni & Setyawati, 2020) state that shopping lifestyle has a significant influence on impulse buying. However, the results of research from Renwarin, (2021) state that shopping lifestyle has no effect on impulse buying.

Impulse buying can be influenced by sales promotion. Sales promotion is defined as a special offer designed to increase consumer demand for a product (Kumala & Wardana, 2021). ales promotion plays an important role in marketing, where marketers design various series of promotions and methods to achieve high revenue (Abdelkhair et al., 2023). The results of research by (Kumala & Wardana, 2021; Ningrum & Widanti, 2023; Yastuti & Irawati, 2023) state that sales promotion has a significant influence on impulse buying. However, the results of research (Renaldi & Nurlinda, 2023; Sendi & Zaini, 2024) state that sales promotion has no effect on impulse buying.

Hedonic shopping motivation can influence consumers in impulse buying. Hedonic shopping motivation is defined as an individual's internal drive to shop to fulfill psychological needs such as prestige, satisfaction, emotions, and other subjective feelings (Widagdo & Roz, 2021). The hedonic environment is one of the main drivers that trigger impulse purchases, especially in terms of online purchases because it is easier for e-commerce platforms to target their consumers and stimulate hedonic behavior by using the right marketing strategy (Yap, 2022). The results of research by (Edelia & Anggraini, 2022; Erdem & Yılmaz, 2021; Fahri et al., 2022) state that hedonic shopping motivation has a significant influence on impulse buying. However, the results of research from Setiawan & Supriyanto, (2023) state that hedonic shopping motivation has no effect on impulse buying.

This research is a development of Padmasari & Widyastuti, (2022) which shows that fashion involvement, shopping lifestyle, and sales promotion have a significant positive effect on impulse buying. The difference between this research and previous research is the addition of the hedonic shopping motivation variable as an independent variable. The addition of this variable is based on research from Tirtayasa et al., (2020) which shows that the hedonic shopping motivation variable has a significant positive effect on impulse buying. Based on the background and differences in existing research, this study aims to determine the effect of fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation on impulse buying on e-commerce Shopee in Purwokerto.

1. LITERATURE REVIEW AND METHODS
	1. **Impulse Buying Tendency**

Impulse buying tendency or buying impulsiveness is a person's tendency to buy something spontaneously, without thinking, immediately, and emotionally, usually because of a sudden shopping stimulus (Rook & Fisher, 1995). Impulse buying tendency is related to the behavior of the extent to which a person makes purchases without careful consideration or prior planning (Jones et al., 2003). Thus, consumer impulse buying tendencies indicate impulsive buying behavior when receiving encouragement (Atulkar & Kesari, 2018).

High impulse buying tendencies in individuals cause a lack of cognitive control and encourage impulse shopping (Parsad et al., 2021). This tendency is an important foundation in explaining how various external and internal factors can trigger impulse buying behavior. In addition, Shopee is one of the important online shopping platforms, making it interesting to study to understand the factors that influence e-buyer’s behaviour (Sheu & Chang, 2022). Impulse buying can be influenced by many factors, including external stimuli, the shopping environment, and consumer characteristics (Utama et al., 2021).

1. **Fashion Involvement on Impulse Buying**

Fashion involvement is defined as a person's involvement in a product that is driven by the needs, interests, attractiveness, and value of the product (Japarianto & Sugiharto, 2011). Consumers who are knowledgeable about fashion, particularly when it comes to new products, tend to make more purchases (Yulinda et al., 2022). Research by (Pramestya & Widagda, 2020; Rifatin & Sudarwanto, 2021; Yastuti & Irawati, 2023) state that fashion involvement has a significant positive effect on impulse buying.

H1: *Fashion involvement* has a significant positive effect on impulse buying.

1. **Shopping Lifestyle on Impulse Buying**

Lifestyle is the way a person lives in the world, as reflected in their activities, interests, and opinions (Kotler et al., 2021). According to Japarianto & Sugiharto, (2011) shopping lifestyle refers to the way a person spends money and time on various products, services, technology, fashion, entertainment, and education. A shopping lifestyle is a description of a person's lifestyle involving spending time and money shopping (Padmasari & Widyastuti, 2022). Research by (Dewi & Adi, 2023; Hermawan & Dermawan, 2023; Wahyuni & Setyawati, 2020) state that the shopping lifestyle has a significant positive effect on impulse buying.

H2: Shopping lifestyle has a significant positive effect on impulse buying.

1. **Sales Promotion on Impulse Buying**

Sales promotion is a key element in marketing, comprising a set of intensive tools, some of which are short-term, designed to encourage faster or larger purchases of specific products or services (Kotler et al., 2021). Sales promotions can include discounts, coupons, guarantees, and other external stimuli from e-commerce platforms that can influence consumers to make unplanned purchases. Promotion is also an important activity to increase company revenue (Rahayu & Handayani, 2023). Additionally, sales promotions foster long-term profitable relationships with customers (Ningrum & Widanti, 2023). Research by (Kumala & Wardana, 2021; Ningrum & Widanti, 2023; Yastuti & Irawati, 2023) states that sales promotion has a significant positive effect on impulse buying.

H3: Sales promotion has a significant positive effect on impulse buying.

1. **Hedonic Shopping Motivation on Impulse Buying**

According to Utami, (2017) hedonic shopping motivation is the motivation of consumers to shop because shopping is a pleasure in itself, often without considering the benefits of the products purchased. Therefore, shopping is not only about finding goods, but also about seeking pleasure and personal satisfaction (Aulia & Zaini, 2023). Stimuli in the form of product displays and a pleasant shopping atmosphere can trigger this hedonic motivation, causing consumers to override rational considerations and leading to impulse buying. The results of research by (Edelia & Anggraini, 2022; Erdem & Yılmaz, 2021; Fahri et al., 2022) indicate that hedonic shopping motivation has a significant positive effect on impulse buying.

H4: Hedonic shopping motivation has a significant positive effect on impulse buying.



**Fig 1. Conceptual Framework**

1. **Methodology**

This research employs a quantitative approach with a purposive sampling method to select respondents based on specific criteria. The population in this study was people domiciled in Purwokerto. The criteria for respondents used in this study are individuals who have used the Shopee e-commerce platform to purchase fashion products, have made unplanned purchases on Shopee, are at least 18 years old, and reside in Purwokerto. The number of samples in this study was determined based on the Roscoe formula which states that the optimal sample size is at least 10 times the number of variables. Therefore, the researcher took a sample size of 160 respondents. However, because there were 21 outlier data, the data used was only 139. Data was collected through questionnaires distributed online and the measurement scale used was a Likert scale with a range from 1 to 5 with a statement of strongly disagree to strongly agree. The data collected was then tested using SPSS and the analysis used in this study was multiple linear regression.

Impulse buying is measured using indicators are derived from Padmasari & Widyastuti, (2022), which include spontaneous purchases, buying goods without thinking, buying goods according to current feelings, being obsessed with shopping, and a tendency to buy even though they don't need it.

Fashion involvement is measured using indicators are derived from Japarianto & Sugiharto, (2011) which include having the latest trend clothes, fashion is important, different models from others, showing one's own character, knowing someone from the clothes used, and knowing in advance the latest fashion.

Shopping lifestyle is measured using indicators are derived from Japarianto & Sugiharto, (2011) which include shopping for the most famous brands, believing that the famous brands they buy are of the best quality, buying different brands, and believing that there are other brands with the same quality as those purchased.

Sales promotion is measured using indicators are derived from Padmasari & Widyastuti, (2022), which include discounts, coupons, and special events.

Hedonic shopping motivation is measured using indicators are derived from Utami, (2017 which include adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping.

1. RESULT
2. **Respondent Criteria**

Based on the results of the Google Form questionnaire distributed from February to June 2025, a total of 160 responses were received from respondents. From the analysis of the data collected, the characteristics of the respondents can be described as follows.

**Table 2. Respondent Characteristics**

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **Characteristic of Respondent** | **Total** | **Presentage** |
| Gender | Male | 59 | 63,1% |
| Female | 101 | 36,9% |
|  | **Total** | **160** | **100%** |
| Age | 18 - 25 years | 114 | 71,3% |
| 26 - 30 years | 33 | 20,6% |
| 30 - 45 years | 12 | 7,5% |
| > 45 years | 1 | 0,6% |
|  | **Total** | **160** | **100%** |
| Domicile | North Purwokerto  | 40 | 25,0% |
| East Purwokerto | 49 | 30,6% |
| South Purwokerto | 44 | 27,5% |
| West Purwokerto | 27 | 16,9% |
|  | **Total** | **160** | **100%** |
| Occupation | Student | 67 | 41,9% |
| Private Employee | 57 | 35,6% |
| Civil Servant | 10 | 6,3% |
| Entrepreneur | 26 | 16,3% |
|  | **Total** | **160** | **100%** |
| Income/Pocket Money per Month | < Rp 1.000.000,00 | 35 | 21,9% |
| Rp 1.000.001,00 – Rp 2.500.000,00 | 60 | 37,5% |
| Rp 2.500.001,00 – Rp 4.000.000,00 | 37 | 23,1% |
| > Rp 4.000.001,00 | 28 | 17,5% |
|  | **Total** | **160** | **100%** |
| Fashion product want to buy | Clothing | 70 | 43,8% |
| Shoes/Sandals | 46 | 28,8% |
| Bag | 18 | 11,3% |
| Hijab | 18 | 11,3% |
| Accessories | 8 | 5,0% |
|  | **Total** | **160** | **100%** |

Based on the table of respondent characteristics, it can be concluded that the majority of respondents are women with a total of 101 (63.1%), while male respondents totaled 59 (36.9%). This indicates that women tend to do impulse buying. In terms of age, the majority of respondents were in the age range of 18-25 years with a total of 114 people (71.3%). This indicates that the younger generation tends to do impulse buying in e-commerce nowadays. The distribution of respondents in Purwokerto City shows that the most respondents came from East Purwokerto District with 49 (30.6%), followed by South Purwokerto District with 44 (27.5%), North Purwokerto District with 40 (25%), and West Purwokerto District with 27 (16.9%). This shows that the distribution of respondents in Purwokerto City is quite evenly distributed, although there are differences in proportions in each sub-district. Based on Table 2, it can be seen that the majority of respondents are students as many as 67 (41.99%), which shows that students tend to do impulse buying nowadays. The majority of respondents have an income of Rp 1,000,001.00 - Rp 2,500,000.00 which amounts to 60 (37.5%), this shows that most of the respondents in this study have a middle to lower income. Clothing is the product that most respondents want to buy with a total of 70 (43.8%), this shows that clothing is the most attractive product for impulse behavior..

1. **Descriptive Statistical Test**

A descriptive statistical test is a test that provides an overview or description of data seen from the average value (mean), minimum, maximum, and standard deviation (Ghozali, 2021). his test is generated by examining the primary data obtained through the respondent's questionnaire answers.

Table 3 shows that the number of samples (N) tested is 139. From the results of this data processing, it is found that all variables in this study have an average value above 3.70 on a Likert scale of 1-5. This shows that in general, respondents gave responses that tended to be high on the variables studied. The sales promotion variable has the highest average value of 3.99, which indicates that most respondents are very concerned about sales promotions in their shopping behavior. Furthermore, the hedonic shopping motivation variable has an average of 3.97, followed by fashion involvement at 3.91, shopping lifestyle at 3.85, and impulse buying at 3.78. The standard deviation values of the five variables range from 0.583 to 0.629, which indicates that the distribution of data is relatively low. Thus, it can be concluded that respondents' responses to all research variables are in the high category and tend to be homogeneous.

**Table 3. Descriptive Statistical Test**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Variable | N | Min | Max | Mean | Std. Deviation |
| Impulse Buying | 139 | 3 | 5 | 3.78 | 0.585 |
| Fashion Involvement | 139 | 3 | 5 | 3.91 | 0.596 |
| Shopping Lifestyle | 139 | 3 | 5 | 3.85 | 0.629 |
| Sales Promotion | 139 | 3 | 5 | 3.99 | 0.615 |
| Hedonic Shopping Motivation | 139 | 3 | 5 | 3.97 | 0.586 |

Source: data processed (2025)

1. **Instrument Test**

The validity test is used to measure whether a questionnaire is valid or not (Ghozali, 2021). A questionnaire is said to be valid if it has a value of r count greater than r table. Based on the results of the validity test calculation, this study show that all statements for the impulse buying, fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation variables are valid because they have a value of r count > r table (0,166) or a significance level < 0,05.

A reliability test is a test that shows the extent to which a measuring instrument can be trusted or consistent (Ghozali, 2021). A questionnaire is said to be reliable if it has a Cronbach’s Alpha value of more than 0,70. Based on the results of the reliability test calculation, this study shows that the Cronbach’s Alpha value on the impulse buying, fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation variables is > 0,70. This means that all statements for this study are reliable.

1. **Classical Assumption Test**

This study uses the Kolmogorov-Smirnov (K-S) non-parametric statistical test. Based on the analysis results, the significance value obtained is 0.200, which is greater than 0.05. These results indicate that the data is normally distributed. The analysis results show that the variables of fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation have a tolerance number> 0.1 and a VIF value < 10, so it can be concluded that the variables studied are free from multicollinearity symptoms. In this study, the heteroscedasticity test was carried out using the Glejser Test. The analysis results show the sig. value of each variable is more than 0.05 so it can be concluded that the independent variables in this study are free from symptoms of heteroscedasticity.

1. **Model Fit Test**

Based on the results in Table 4, the Adjusted R Square value is 0.818, which means that the independent variables (fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation) have an influence of 0.818 (81.8%) on the dependent variable (impulse buying), while the remaining 18.2% is influenced by other factors not included in this study. The calculated F value was 156.124, and the F table value in this study was calculated with (df) = (k-1); (n-k-1) = (5-1); (139-5-1) and obtained an F table of 2.44. The analysis results show that F count > F table and a significance value of 0.000 < 0.05, it can be concluded that all independent variables together affect the dependent variable.

1. **Multiple Linear Regression Test**

Multiple linear regression analysis is a statistical method used to predict the relationship between one dependent variable and two or more independent variable (Ghozali, 2021).

Multiple linear regression test calculations:

Y = α + β1X1 + β2X2 + β3 X3 + β4 X4 + e …………… (1)

IB = 0,105 + 0,166 FI + 0,282 SL + 0,454 SP + 0,033 HSM

The interpretation of the multiple linear regression above is presented as follows:

The constant value (α) is positive at 0.105, which indicates that if the variable fashion involvement (X1), shopping lifestyle (X2), sales promotion (X3), and hedonic shopping motivation (X4) are zero, then impulse buying (Y) is 0.105.

The regression coefficient value of fashion involvement (X1) is positive with a coefficient value (β1) of 0.166, which means that each one unit increase in the fashion involvement variable (X1) will increase the Impulse buying variable (Y) by 0.166 assuming other variables remain.

The shopping lifestyle (X2) regression coefficient value is positive with a coefficient value (β2) of 0.282, which means that each one unit increase in the shopping lifestyle variable (X2) will increase the Impulse buying variable (Y) by 0.282, assuming the other variables remain constant.

The sales promotion regression coefficient value (X3) is positive with a coefficient value (β3) of 0.454, which means that each one unit increase in the sales promotion variable (X3) will increase the Impulse buying variable (Y) by 0.454, assuming that the other variables remain.

The hedonic shopping motivation (X4) regression coefficient value is positive with a coefficient value (β3) of 0.033, which means that each one unit increase in the hedonic shopping motivation variable (X4) will increase the Impulse buying variable (Y) by 0.033, assuming the other variables are constant.

* 1. **T Test (Hypothesis)**

The t-test is a statistical test used to determine the individual influence of one independent variable on the dependent variable (Ghozali, 2021). In this study, the degree of freedom (df) is calculated using the formula df = n-k-1, where n is the number of samples and k is the number of independent variables. In this study, n = 139 and k = 4, so we get df = 139-4-1 = 134. Then the t table is 1.656 at a significance level of 0.05.

Based on Table 4, the following results are obtained:

In the fashion involvement variable (X1), the t value is 2.641 and the t table value is 1.656 so that t count (2.641) > t table (1.656) and a significance value of 0.009 < 0.05, which means H0 is accepted and Ha is rejected. It can therefore be concluded that fashion involvement has a significant positive effect on impulse buying.

In the shopping lifestyle variable (X2), the t value is 4.775 and the t table value is 1.656 so that t count (4.775) > t table (1.656) and a significance value of 0.000 < 0.05, which means H0 is rejected and Ha is accepted. So it can be concluded that a shopping lifestyle has a significant positive effect on impulse buying.

In the sales promotion variable (X3), the t value is 5.972 and the t table value is 1.656 so that t count (5.972) > t table (1.656) and a significance value of 0.000 < 0.05, which means H0 is rejected and Ha is accepted. So it can be concluded that sales promotion has a significant positive effect on impulse buying.

In the hedonic shopping motivation variable (X4), the t value is 0.371 and the t table value is 1.656 so that t count (0.371) < t table (1.656) and a significance value of 0.711 > 0.05, which means H0 is rejected and Ha is accepted. So it can be concluded that hedonic shopping motivation has no effect on impulse buying*.*

**Table 4. Model Fit Test**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model** | **Unstandardized Coefficient** | **Standardized Coefficient****Beta** | **t** | **Sig.** |
| **B** | **Std. Error** |
| 1 | (Constant) | 0,105 | 0,152 |  | 0,689 | 0,492 |
|  | Fashion Involvement | 0,166 | 0,063 | 0,169 | 2,671 | 0,009 |
|  | Shopping Lifestyle | 0,282 | 0,059 | 0,303 | 4,775 | 0,000 |
|  | Sales Promotion | 0,454 | 0,076 | 0,477 | 5,972 | 0,000 |
|  | Hedonic Shopping Motivation | 0,033 | 0,090 | 0,034 | 0,371 | 0,711 |
| F |  |  | = | 156.124 | 0,000 |
| Adjusted R Square | = | 0,818 |  |

Source: data processed (2025)

**3.8 DISCUSSION**

**3.8.1 The Effect of Fashion Involvement on Impulse Buying**

The results of testing the first hypothesis show that fashion involvement has a positive and significant effect on impulse buying. This finding suggests that when consumers have high involvement in a product, it can lead to higher impulse purchases. Fashion involvement acts to support the emergence of impulse buying tendencies in consumers, thus encouraging them to buy products spontaneously due to emotional attraction and the urge to immediately own the item.

The results of this test align with the research of (Pramestya & Widagda, 2020; Rifatin & Sudarwanto, 2021; Yastuti & Irawati, 2023) which indicate that fashion involvement has a positive and significant effect on impulse buying. However, this contradicts the results of research from Ratu et al., (2021) which shows that fashion involvement does not affect impulse buying.

**3.8.2 The Effect of Shopping Lifestyle on Impulse Buying**

The results of testing the second hypothesis show that shopping lifestyle has a positive and significant effect on impulse buying. This finding suggests that an increase in a person's shopping lifestyle will have an impact on unplanned purchases. Shopping lifestyle reflects the pattern of how individuals shop which can support the emergence of impulse buying tendencies, then encourage spontaneous purchases without prior planning.

The results of this test align with the research of (Dewi & Adi, 2023; Hermawan & Dermawan, 2023; Wahyuni & Setyawati, 2020) which indicate that a shopping lifestyle has a significant positive effect on impulse buying. However, this contradicts the results of research from Renwarin, (2021) which show that shopping lifestyle does not influence impulse buying.

**3.8.3 The Effect of Sales Promotion on Impulse Buying**

The results of testing the third hypothesis show that sales promotion has a positive and significant effect on impulse buying. This finding shows that if Shopee is aggressive in conducting sales promotions, it will also have a big impact on the impulse purchases of its consumers. Sales promotion acts as an external trigger in supporting impulsive buying tendencies, so that consumers are encouraged to make purchases without prior planning.

The results of this test align with the research of (Kumala & Wardana, 2021; Ningrum & Widanti, 2023; Yastuti & Irawati, 2023) which indicate that sales promotion has a significant positive effect on impulse buying. However, this contradicts the results of research (Renaldi & Nurlinda, 2023; Sendi & Zaini, 2024) which show that sales promotion does not affect impulse buying.

**3.8.4 The Effect of Hedonic Shopping Motivation on Impulse Buying**

The results of testing the fourth hypothesis show that hedonic shopping motivation does not affect impulse buying. This finding shows that hedonic shopping motivation is not a factor that determines consumers' impulse buying on the Shopee e-commerce platform. This suggests that consumers' internal motivation for shopping activities is not strong enough to directly trigger an unplanned purchase response.

With the results of this test, this is in line with the research of (Katerina & Simanjuntak, 2024; Setiawan & Supriyanto, 2023) which shows that hedonic shopping motivation does not influence impulse buying. However, this contradicts the results of research from Erdem & Yılmaz, (2021) which shows that hedonic shopping motivation affects impulse buying.

1. CONCLUSION

The results of this study indicate that fashion involvement, shopping lifestyle, and sales promotion have a significant and positive influence on impulse buying, while hedonic shopping motivation does not affect impulse buying. This research is expected to help the Shopee e-commerce platform design a more effective marketing strategy. It is also hoped that this research can help other researchers who study the influence of fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation on impulse buying. The limitations of this study lie in the population, which only focuses on the people of Purwokerto and uses Shopee e-commerce. In addition, this study only examines four factors (fashion involvement, shopping lifestyle, sales promotion, and hedonic shopping motivation) while there are other factors that can influence impulse buying. Future research is recommended to expand the sample size and add other factors such as fear of missing out (FOMO) and positive emotion(Aziz et al., 2025; Dewi & Adi, 2023). And it is recommended for future research to use sampling techniques that allow broader generalization.

**CONSENT**

In accordance with international standards or university standards, the respondents' written consent has been collected and stored by the authors..

**DISCLAIMER (ARTIFICIAL INTELLIGENCE)**

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

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