

THE EFFECT OF FASHION INVOLVEMENT AND SHOPPING LIFESTYLE ON IMPULSE BUYING WITH POSITIVE EMOTION AS A MEDIATING VARIABLE IN RENA FACTORY OUTLET LAMONGAN FASHION PRODUCT CONSUMERS

Inesa Mahdelia Laili Munna¹, Mohammad Yaskun², Emmalia Nova Sustyorini³, Abid Muhtarom⁴

¹Management Study Program, Faculty of economics and business, Islamic University of Lamongan

²Management Study Program, Faculty of economics and business, Islamic University of Lamongan

³Management Study Program, Faculty of economics and business, Islamic University of Lamongan

⁴Management Study Program, Faculty of economics and business, Islamic University of Lamongan

Correspondence: inesamahdelia.lm@unisla.ac.id

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ABSTRACT

The *fashion* industry is currently growing very rapidly, driven by public interest in attractive and *up-to-date* appearance and easy access to information through social media. In Indonesia, the fashion industry shows positive growth, with data from the Ministry of Tourism and Creative Economy recording a contribution of 17.6% or Rp 225 trillion of the total national creative economy. *Fashion* trends trigger *impulse buying* in *fashion* stores where 85% of purchase transactions are spontaneous. Therefore, businesses need to observe the factors that influence consumerism and *impulse buying* to increase sales. This study was conducted to prove the relationship between *fashion involvement*, *shopping lifestyle*, and *impulse buying* with *positive emotion* as mediation in Rena Factory Outlet Lamongan customers (Study on Islamic University Lamongan students). This research uses quantitative methods. Quantitative data is obtained through computerized statistics using SmartPLS 4.0 *software*. This study focuses on four variables: *Fashion involvement* (X1), *Shopping lifestyle* (X2), *Impulse buying* (Y), and *Positive emotion* (Z), with the research location at Lamongan Islamic University. Based on research that has been done if *Fashion Involvement* and *Shopping Lifestyle* have a positive and significant effect on *impulse buying*. Factors such as the latest fashion styles, dressing for fashion, and responding to advertisements and following the latest fashion play an important role. Positive emotions also mediate this effect, encouraging *impulse buying* when consumers feel happy and satisfied. All hypotheses (H0, H1, H2, H3, H4) proposed in this study were accepted.



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INTRODUCTION

The fashion industry is currently growing very rapidly, driven by public interest in attractive and *up-to-date* appearance and easy access to information through social media. Consumerism is increasing, especially among young people who are influenced by the fashion styles they see on social media. In Indonesia, the fashion industry shows positive growth, with data from the Ministry of Tourism and Creative Economy recording a contribution of 17.6% or IDR 225 trillion of the total national creative economy. Riris Ghofir, a fashion industry player, also revealed a significant increase in the sector, with sales increasing by 40% in 2024 compared to 2023.

To take advantage of *fashion* opportunities, marketers must understand the dynamic behavior of consumers through effective interaction and communication. Studies by Peter and Olson (Welsa et al., 2021) emphasize the importance of adaptive marketing strategies. Fashion has become an important part of Indonesians' daily appearance (Satria et al., 2022). *Fashion* trends trigger *impulse buying* in *fashion* stores, as found by AC Nielsen research (Ni'mah & Hasan, 2024), where 85% of purchase

transactions are spontaneous. Therefore, businesses need to observe the factors that influence consumerism and *impulse buying* to increase sales.

Impulse buying is an unplanned shopping behavior triggered by emotions, so that decisions are made quickly without considering the right information (E. Satria, 2024). Marketers can take advantage of this understanding to create greater profits by appealing to consumers' emotional appeal, which has an impact on irrational purchasing decisions (Sumarmi et al., 2021). The main factor influencing *impulse buying* in *fashion* is *fashion involvement*, which is a high attention to *fashion* that makes consumers tend to shop to follow trends (Rifatin et al., 2021; Yastuti & Irawati, 2023). Research shows that *fashion involvement* has a positive influence on *impulse buying* (Septiana et al., 2024; Gamaya et al., 2024), although there are different studies (Kumaat et al., 2024). In addition, *shopping* lifestyle also affects *impulse buying* because consumers have a lot of time and money to shop spontaneously (Tachta Hinggo & Febrian David, 2023; Siti Harfiah & Firmantyas Putri Pertiwi, 2022; Saputra & Desy Nurmalia, 2023).

According to Satria et al. (2024), *impulse buying* is triggered by positive emotions that influence consumer purchasing decisions in a comfortable shopping environment. Some studies, such as Dewi & Adi (2023), show that positive emotions can mediate the relationship between *fashion involvement* and *shopping lifestyle* on *impulse buying*, although another study by Welsa et al. (2021) found different results. Currently, the consumptive lifestyle of students, especially at Lamongan Islamic University, is influenced by *fashion* trends and the desire to look *up-to-date* in the era of modernization (Nisak & Sulistyowati, 2022).

Lamongan Regency as the center of economic movement has many shopping centers, such as Rena Factory Outlet Lamongan which sells various fashion needs, cosmetics, skincare, accessories, bags, shoes, hijab, and other lifestyle needs. Students, especially from Lamongan Islamic University, are often the dominant consumers at Rena Factory Outlet. A *pre-survey* with 30 female students showed that 83.33% often buy *fashion* products without prior planning, 90% agreed that promotions and visual appeal influence *impulse buying*, and 76.67% felt happy when shopping which influenced purchasing decisions. *Impulse buying* at Rena Factory Outlet Lamongan is triggered by *up-to-date* products and promotions on social media.

College students shopping at Rena Factory Outlet exhibit the phenomenon of *fashion involvement*, as evidenced by their tendency to look at new models and compare clothing materials and styles. *Shopping lifestyle* is also strong, with students spending a long time exploring products and following offers and discounts. *Positive emotion* is experienced by consumers at Rena Factory Outlet due to the comfortable store atmosphere, attractive product arrangement, melodious music, and good service. This phenomenon shows the involvement of *fashion*, *shopping lifestyle*, and *positive emotion* in female college students who shop there. This study was conducted to prove the relationship between *fashion involvement*, *shopping lifestyle*, and *impulse buying* with *positive emotion* as mediation for Rena Factory Outlet Lamongan customers (Study on Islamic University Lamongan students).

RESEARCH METHODS

This research uses quantitative methods that follow the guidelines in the positivism philosophy to understand populations and samples, with data collection instruments, statistical analysis, and hypothesis testing. Quantitative data is obtained through computerized statistics using SmartPLS 4.0 software. This research focuses on four variables: *Fashion involvement* (X1), *Shopping lifestyle* (X2), *Impulse buying* (Y), and *Positive emotion* (Z), with the research location at Lamongan Islamic University.

Data sources consist of two types of information: Primary Data and Secondary Data. Primary data is data obtained directly by researchers through observations, interviews, and questionnaires given to respondents. Secondary data, according to Sugiyono (2022), is data obtained indirectly from data provider sources such as previous research results, journals, literature, and books. The population in this study were all undergraduate students of Lamongan Islamic University for the 2021-2024 entry year, totaling 2,093. This study used *purposive sampling* technique by selecting 95 female students as samples, selected from a total population of 1,950 female students based on certain criteria (Sugiyono, 2022).

RESULTS AND DISCUSSION

Results

Descriptive results showed that out of 95 respondents, 58% were 17-20 years old, 41% were 21-23 years old, and 1% were 24-26 years old. The majority of respondents were 17-20 years old. The questionnaire distributed through *Google Form* collected 95 respondents from various study programs at Lamongan Islamic University, with the majority of respondents from the Management study program (11.58%). Purchase intensity differed, with 42% of respondents shopping 1 time and 58% more than 1 time. This shows the variation in respondents' shopping behavior.

According to the study, on the *impulse buying* variable, 17% of respondents strongly agreed with spontaneous purchases, 29% agreed, 42% moderately agreed, 11% disagreed, and 1% strongly disagreed. Purchasing without planning at Rena Factory Outlet was agreed by 23% of respondents strongly agreeing, 26% agreeing, 35% moderately agreeing, and 16% disagreeing. The third statement, purchasing because of design interest, shows 23% of respondents strongly agree, 27% agree, 33% moderately agree, and 17% disagree. The indicator responding to advertisements has the highest average value (3.54), indicating that advertisements strongly influence *Shopping Lifestyle* at Rena Factory Outlet Lamongan.

In addition, a description of the *positive emotion* variable was obtained, where 23% of respondents strongly agreed that they felt pleasure when shopping, 28% agreed, 29% moderately agreed, 19% disagreed, and 1% strongly disagreed. Purchasing without planning got 21% strongly agree, 32% agree, 31% moderately agree, and 17% disagree. The third statement, feeling comfortable when shopping, recorded 22% of respondents strongly agreeing, 27% agreeing, 27% moderately agreeing, and 23% disagreeing. The indicator of mindless buying has the highest average value (3.57), indicating that the majority of respondents agree with it as the main factor for *impulse buying* at Rena Factory Outlet Lamongan.

A. Validity Test

Convergent validity measures the relationship between reflective items and other variables using *Loading Factor*, *Composite Reliability*, *Cronbach's Alpha*, and *Average Variance Extracted (AVE)*. According to Fornell and Larcker (1981), a good AVE is more than 0.50 (AVE > 0.50). Details of the AVE calculation results can be seen in Table 1.

Table 1. Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)
<i>Fashion Involvement (X1)</i>	0.647
<i>Shopping Lifestyle (X2)</i>	0.705
<i>Impulse Buying (Y)</i>	0.697
<i>Positive Emotion (Z)</i>	0.690

Source: Data processed SmartPLS 4 (2024)

Based on the analysis of Table 1, the *Average Variance Extracted (AVE)* value for the *Fashion Involvement*, *Shopping Lifestyle*, *Impulse Buying*, and *Positive Emotion* constructs is above 0.50. This indicates that the indicators used in this study are valid, because they meet the requirements of convergent validity.

B. Reliability Test

Table 2. Composite Reliability and Cronbach Alpha

	<i>Cronbach's alpha</i>	<i>Composite reliability (rho_a)</i>	<i>Composite reliability (rho_c)</i>	Description
Fashion Involvement (X1)	0.818	0.819	0,880	Reliable
Impulse Buying (Y)	0.783	0.785	0,873	Reliable
Positive Emotion (Z)	0.776	0.776	0,870	Reliable
Shopping Lifestyle (X2)	0.791	0.791	0,877	Reliable

Source: Data processed SmartPLS 4 (2024)

Based on Table 2, it can be found that the constructs of *Fashion Involvement*, *Shopping Lifestyle*, *Impulse Buying* and *Positive Emotion* have *Cronbach's alpha* and *composite reliability* values which are more than 0.7, so the conclusion is that all constructs are reliable and have reliability values that are at a high or good level.

C. Coefficient of Determination (*R-Square*)

Table 3. R-Square

	R-square	Adjusted R-square
<i>Impulse Buying</i> (Y)	0.753	0.745
<i>Positive Emotion</i> (Z)	0.657	0.650

Source: Data processed SmartPLS 4 (2024)

The calculation results show the *R-square* value on the *impulse buying* variable is 0.753, which means that *Fashion Involvement*, *Shopping Lifestyle*, and *Positive Emotion* are able to predict 75.3% of *impulse buying*, with 24.7% influenced by other variables. This value is in the strong category. The *R-square* value on the *Positive Emotion* variable of 0.657 shows that *Fashion Involvement* and *Shopping Lifestyle* predict 65.7% of *Positive Emotion*, with 34.3% influenced by other variables. This value is in the moderate category, indicating a moderate influence.

In this study, *Goodness of Fit* is measured using the *Q-Square* value, which is similar to the coefficient of determination (*R-Square*) in regression analysis. The higher the *Q-Square* value, the better the fit of the model with the data used. The calculation results show a *Q-Square* value of 0.915, which indicates that the observations and constructs of the independent latent variables are good.

D. FIT Model

Table 4. Model Fit

	Saturated model	Estimated model
SRMR	0.078	0.078
d_ULS	0.550	0.550
d_G	0.430	0.430
Chi-square	210.939	210.939
NFI	0.734	0.734

Source: Data processed SmartPLS 4 (2024)

The results of the calculations that have been carried out in Table 4 above obtained an SRMR value of 0.078, where the SRMR value is smaller than 0.08 ($0.078 < 0.08$), so the model can be declared a *perfect fit* and can be used when testing further research hypotheses.

E. Path Coefficients

Table 5. Path Coefficients

Variable Influence	Original sample (O)	T statistics (O/STDEV)	P values	Relationship Direction
<i>Fashion Involvement</i> (X1) -> <i>Impulse Buying</i> (Y)	0.281	2.910	0.004	Positive
<i>Fashion Involvement</i> (X1) -> <i>Positive Emotion</i> (Z)	0.507	4.773	0.000	Positive
<i>Positive Emotion</i> (Z) -> <i>Impulse Buying</i> (Y)	0.431	4.226	0.000	Positive
<i>Shopping Lifestyle</i> (X2) -> <i>Impulse Buying</i> (Y)	0.229	2.250	0.024	Positive
<i>Shopping Lifestyle</i> (X2) -> <i>Positive Emotion</i> (Z)	0.352	3.384	0.001	Positive

Source: Data processed SmartPLS 4 (2024)

Table 5 indicates that *Fashion Involvement* (X1) has a positive influence on *Impulse Buying* (Y) with an original sample value of 0.281. In addition, *Fashion Involvement* also has a positive impact on *Positive Emotion* (Z) with a value of 0.507. *Positive Emotion* has a positive effect on

Impulse Buying with a value of 0.431. *Shopping Lifestyle* has a positive effect on *Impulse Buying* with a value of 0.229, and on *Positive Emotion* with a value of 0.352.

F. Hypothesis Test

Path relationship analysis in the structural model was conducted using *bootstrapping* through *Smart-PLS software* to evaluate the direct influence between variables. The evaluation results include *path coefficient* values, *T-statistics*, and *P-values* to determine the strength and significance of the relationship between constructs. Hypothesis testing is done by comparing the p-value with alpha ($\alpha=0.05$) or the t-statistic value with 1.96. If the t-statistic < 1.96 and p-value > 0.05, then H_0 is accepted and H_a is rejected, indicating no influence between the independent and dependent variables. However, if t-statistic > 1.96 and p-value < 0.05, then H_0 is rejected and H_a is accepted, indicating an influence between variables.

Table 6. Path Coefficients T-Value, P-Value

	Original sample (O)	Sample mean (M)	T statistics (O/STDEV)	P values	Description
Fashion Involvement (X1) -> Impulse Buying (Y)	0.281	0.283	2.910	0.004	There is an influence (Positive Significant)
Fashion Involvement (X1) -> Positive Emotion (Z)	0.507	0.506	4.773	0.000	There is an influence (Positive Significant)
Positive Emotion (Z) -> Impulse Buying (Y)	0.431	0.430	4.226	0.000	There is an influence (Positive Significant)
Shopping Lifestyle (X2) -> Impulse Buying (Y)	0.229	0.229	2.250	0.024	There is an influence (Positive Significant)
Shopping Lifestyle (X2) -> Positive Emotion (Z)	0.352	0.357	3.384	0.001	There is an influence (Positive Significant)

Source: Data processed SmartPLS 4 (2024)

Based on Table 6, the analysis shows that *Fashion Involvement* (X1) has a significant and positive effect on *Impulse Buying* (Y) with a *t-statistics* value of 2.910 > 1.96 and a *p-value* of 0.004 < 0.05. *Shopping Lifestyle* (X2) also has a significant and positive effect on *Impulse Buying* (Y) with a *t-statistics* value of 2.250 > 1.96 and a *p-value* of 0.024 < 0.05. This indicates that both *Fashion Involvement* and *Shopping Lifestyle* have a significant positive influence on *Impulse Buying*.

G. Mediation Test

To determine the presence of an indirect effect or mediating effect, the *P-value* is used with a significance limit of 0.05. If the *t-statistics* value > 1.96 and *P-Value* < 0.05, then the null hypothesis (H_0) is rejected, indicating the presence of a mediating effect. Conversely, if *t-statistics* < 1.96 and *P-Value* > 0.05, then H_0 is accepted, indicating no significant mediation effect. The results of the structural model evaluation from the *Bootstrapping* procedure in *Smart-PLS software* are presented in table 7 to explain the relationship between variables in the research model.

Table 7. Path Coefficients T-Values, P-Values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Shopping Lifestyle (X2) -> Positive Emotion (Z) -> Impulse Buying (Y)	0.152	0.154	0.060	2.510	0.012

Fashion Involvement (X1) -> Positive Emotion (Z) -> Impulse Buying (Y)	0.218	0.217	0.068	3.195	0.001
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Source: Data processed SmartPLS 4 (2024)

Based on the mediation effect analysis in Table 7, *Fashion Involvement* has a significant effect on *Impulse Buying* through *Positive Emotion* with *t-statistics* value $3.195 > 1.96$ and *p-value* $0.001 < 0.05$. This shows that *Positive Emotion* can mediate the effect of *Fashion Involvement* on *Impulse Buying*. Likewise, *Shopping Lifestyle* has a significant effect on *Impulse Buying* through *Positive Emotion* with a *t-statistics* value of $2.510 > 1.96$ and a *p-value* of $0.012 < 0.05$, which indicates *Positive Emotion* can mediate the effect of *Shopping Lifestyle* on *Impulse Buying*.

Discussion

The Effect of *Fashion Involvement* (X1) on *Impulse Buying* (Y)

Based on the results of hypothesis testing, *Fashion Involvement* (X1) has a significant effect on *Impulse Buying* (Y) with a *t-statistics* value of $2.910 > 1.96$ and a *p-value* of $0.004 < 0.05$, so H1 is accepted. This effect is positive, as evidenced by the original sample value which shows that an increase in *fashion involvement* is followed by an increase in *impulse buying*, and vice versa. This research is consistent with the research of Septiana et al. (2024) and Gamaya et al. (2024) who found a positive effect of *Fashion Involvement* on *Impulse Buying*. If *fashion involvement increases*, *impulse buying* also increases, especially in the context of *fashion consumers*.

This research shows that consumers with high involvement in *fashion* tend to engage in *impulse buying* more easily. *Fashion involvement* reflects a person's deep interest in *fashionable* clothing or accessories, creating an emotional drive to buy products spontaneously. The findings suggest that *Rena Factory Outlet Lamongan* can increase *impulse buying* by offering products that always follow the latest trends and update collections according to market needs. Unique and trend-relevant products have great potential to trigger *impulse buying*, especially among consumers with high involvement in *fashion*. Therefore, focusing on innovation, creativity and quick response to consumer preferences can help *Rena Factory Outlet Lamongan* capitalize on *impulse buying* behavior as a profitable business opportunity.

The Effect of *Shopping Lifestyle* (X2) on *Impulse Buying* (Y)

Hypothesis testing about the effect of *Shopping Lifestyle* (X2) on *Impulse Buying* (Y) shows a *t-statistics* value of $2.250 > 1.96$ and a *p-value* of $0.024 < 0.05$, so H2 is accepted. This shows that *Shopping Lifestyle* has a significant and positive influence on *Impulse Buying*. That is, an increase in *Shopping Lifestyle* will increase *Impulse Buying*, while a decrease in *Shopping Lifestyle* will decrease *Impulse Buying*. This finding is in line with the research of Gamaya et al. (2024) and Saputra & Desy Nurmalia (2023), who also found that *Shopping Lifestyle* has a positive and significant effect on *Impulse Buying*.

This research explains that the higher the level of consumers' *Shopping Lifestyle*, the greater their urge to fulfill *fashion-related* needs, which triggers *Impulse Buying* behavior. Consumers are often willing to sacrifice time, effort, or budget to achieve the desired appearance, thus triggering *impulse buying*. Based on this analysis, *Rena Factory Outlet Lamongan* can attract consumers by offering quality products, the latest designs, well-known brands, and attractive promotions through social media. Understanding the behavior of consumers with a high *shopping lifestyle* gives *Rena Factory Outlet Lamongan* a great opportunity to take advantage of this preference with the right strategies, such as displaying the latest fashion collections, providing a comfortable shopping experience, and offering attractive promotions.

The effect of *Fashion Involvement* (X1) on *Impulse Buying* (Y) through *Positive Emotion* (Z)

The test results and analysis of the mediation effect show that *fashion involvement* has a significant influence on *impulse buying* through *positive emotion*. The *t-statistics* value of $3.195 > 1.96$ and *p-value* of $0.001 < 0.05$ confirm that H3 is accepted. This means that *positive emotion* can mediate the effect of *fashion involvement* on *impulse buying*. This study is in line with the results of research by Saputra & Desy Nurmalia (2023) and Kumaat et al. (2024), which revealed that *positive emotion* significantly mediates the effect of *fashion involvement* on *impulse buying* of *fashion consumers*.

The results revealed that positive emotions play an important role in mediating the relationship between *fashion involvement* and *impulse buying* on *fashion products* at *Rena Factory Outlet*

Lamongan. Consumers with a high level of involvement in *fashion* tend to feel happiness, satisfaction, and excitement when shopping, which encourages them to make impulse purchases. A pleasant shopping experience reinforces the urge to buy products spontaneously, especially products with the latest models. Positive emotions are not only a side effect of the shopping experience, but also a major driving factor for *impulse buying*. Consumers who feel strong positive emotions are more likely to be attracted to the latest *fashion* products and buy impulsively while in fashion stores, driven by feelings of pleasure and satisfaction during shopping activities.

The influence of *Shopping Lifestyle* (X2) on *Impulse Buying* (Y) through *Positive Emotion* (Z)

Testing the mediation effect shows that *Shopping Lifestyle* has a significant effect on *impulse buying* through *Positive Emotion* with a *t-statistics* value of $2.510 > 1.96$ and a *p-value* of $0.012 < 0.05$, so H4 is accepted. This means that *positive emotion* can mediate the effect of *Shopping Lifestyle* on impulse buying. These results are consistent with the research of Dewi & Adi (2023) and Sandra et al. (2024), which found that *Shopping Lifestyle* has a positive and significant effect on *impulse buying* through *positive emotion*.

This study reveals that *positive emotion* acts as a mediating variable between *Shopping Lifestyle* and impulsive behavior in fashion products at Rena Factory Outlet Lamongan. When a person has a high shopping lifestyle, positive emotions such as pleasure and excitement can be felt during the shopping process, which encourages *impulse buying*. These positive emotions become the main driving factor that influences unplanned purchasing decisions. When a person engages in shopping activities to fulfill lifestyle needs, pleasant emotional experiences strengthen the *impulse* to make *impulse purchases*.

CONCLUSION

From research involving data collection, processing, and analysis using PLS (*Partial Least Square*) with SmartPLS 4.0, the following conclusions: First, *Fashion Involvement* has a positive and significant effect on *impulse buying*, which is influenced by factors such as the latest fashion styles, dressing for fashion, not comfort, and shopping at fashion specialty stores. Therefore, hypothesis one (H1) is accepted. Second, *Shopping Lifestyle* has a positive and significant effect on *impulse buying*. Consumers with a high shopping lifestyle are more prone to *impulse buying*, respond more quickly to advertisements, follow the latest fashion, and tend to buy well-known branded fashion products. Hypothesis two (H2) is accepted.

Fashion Involvement also has a positive and significant effect on *impulse buying* through *positive emotion*, which can trigger positive feelings in consumers and encourage them to shop impulsively. Hypothesis three (H3) is accepted. Finally, *Shopping Lifestyle* has a positive and significant influence on *impulse buying* through *positive emotion*. When consumers enjoy the shopping experience and feel happy and satisfied, they tend to be more prone to *impulse buying*. Hypothesis four (H4) is accepted. This finding suggests that positive emotions play an important role in mediating the influence of *fashion involvement* and *shopping lifestyle* on *impulse buying*.

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