

Influence Fashion Involvement and Shopping Lifestyle to Impulse Buying Moderation Positive Emotion and Positive Online Review (in Generation Z Users Uniqlo Products)

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ABSTRACT

The purpose of this study is to ascertain how fashion engagement and purchasing habits affect Generation Z's moderated favorable emotions for UNIQLO products. Moderated Regression Analysis (MRA) and multiple linear regression analysis approaches are used in this study design. 118 respondents who are Generation Z Uniqlo product customers make up the demographic and sample for this study, which employs associative research with a quantitative methodology. 1) Fashion participation and shopping lifestyle have a favorable and substantial influence on impulsive buying (sig value <0.05), according to the study's findings. 2) The association between fashion engagement and impulsive purchase behavior is moderated by positive mood. 3) The association between fashion participation and shopping lifestyle and impulsive purchases is not moderated by positive internet evaluations.

Keywords: Fashion Involvement; Shopping Lifestyle; Positive Emotion; Positive Online Review; Impulse Buying.

INTRODUCTION

The evolution of global fashion and the growing lifestyle trends, supported by the increasing number of shopping centers such as department stores, factory outlets, boutiques, and distros, have made fashion one of the most essential aspects of life. The fashion industry also drives the global market to continuously expand, encouraging producers to create, marketers to sell, and consumers to purchase

Fashion as a cultural phenomenon, emphasizing its role in shaping and expressing identity, whether on an individual or group level. The way people dress serves as a form of communication, influencing how others perceive and judge them.

In today's era, consumers frequently make unplanned purchases, often driven by impulse buying. In fact, impulsive purchasing behavior tends to dominate overall buying decisions. The ever-changing needs of consumers also contribute to shifts in lifestyle patterns, where individuals strive to meet their evolving desires. The trend of impulse buying is influenced by various factors, one of which is fashion involvement. Before making a purchase decision, consumers typically engage in a thought process. While some individuals take considerable time to weigh the pros and cons, others act spontaneously. In such moments, consumers experience a psychological engagement between their thoughts and the object of interest, a process commonly referred to as involvement.

Consumers who are passionate about fashion and consistently keep up with trends often referred to as having high fashion involvement are more likely to engage in impulse buying when it comes to fashion-related products. (Alba and Williams, 2017) suggest that individuals with strong fashion involvement can be easily influenced by enticing offers, leading them to shop hedonistically without considering the actual benefits of the items they purchase, solely to satisfy their desire for pleasure. This notion is further supported by (Mahmudah, 2020), who asserts that fashion involvement has a positive and significant impact on impulse buying.

In addition to fashion involvement, shopping lifestyle also plays a significant role in influencing impulse buying. (Darma & Japarianto, 2014) describe shopping lifestyle as a reflection of how individuals spend their time and money. When consumers have ample time, they are more likely to engage in shopping activities, and with greater financial resources, their purchasing power increases.

Beyond fashion involvement and shopping lifestyle, impulse buying is also driven by positive emotions. (Park & Lennon, 2016) explain that emotions stem from an individual's mood, which serves as a crucial factor in purchasing decisions. Positive emotions can arise from a person's pre-existing mood, their emotional state, or reactions to environmental stimuli presented by producers. These stimuli create a sense of excitement and emotional uplift, which encourages impulsive purchases. Consumers may feel a sense of freedom, a strong desire to own the product, and an overall pleasure-driven urge that compels them to buy (Marianty, 2014).

Impulse buying is also influenced by positive online reviews. An online customer review is a consumer's evaluation of a product based on various aspects. These reviews provide valuable insights into product quality, helping potential buyers make purchasing decisions. By reading the experiences of previous customers who have purchased from an online seller, consumers can gain confidence in the product and may be more inclined to make impulsive purchases.

Fashion has become an integral part of everyday life, especially among Generation Z. For this generation, fashion is not only a necessity but also a habitual practice that evolves over time and within specific regions. The influence of fashion extends beyond clothing choices, shaping both personal lifestyles and self-expression. Dressing in accordance with current fashion trends can serve as a reflection of one's character and ideals. Moreover, the fashion industry continues to drive global market expansion. In Medan, fashion development is rapidly progressing, as evidenced by the increasing number of businesses in this sector. The city's residents, particularly Generation Z, exhibit a high level of consumerism, further fueling the growth of the fashion industry.

Shopping lifestyle reflects how individuals choose to spend their time and money. In the case of Generation Z, this lifestyle is closely linked to their tendency to spend money frequently, making shopping a regular activity. Their strong consumer behavior often leads to impulse buying, which occurs when they feel an overwhelming urge to make immediate purchases. Generation Z is sometimes impulsive in their shopping habits, driven more by emotions and spontaneous desires rather than careful planning, resulting in unplanned purchases.

LITERATURE REVIEW

Fashion Involvement

Involvement is a key individual factor that influences the purchasing decision-making process. This process sparks a consumer's interest in a product or service, ultimately leading to a purchase. Several factors contribute to purchasing decisions related to fashion involvement, including knowledge about fashion, buying behavior, and consumer characteristics. Fashion involvement reflects the level of personal engagement an individual feels toward fashion, driven by factors such as necessity, interest, significance, or the perceived value of a product (Darma & Japariato, 2014).

Impulse buying often occurs unconsciously, influenced by an individual's level of fashion involvement. The increasing number of shopping centers has further elevated lifestyle trends, making impulsive purchases more common. According to (Peter & Olson, 2014), involvement in a product or brand consists of both affective and cognitive aspects. Affective involvement relates to emotional responses and product evaluation, while cognitive involvement involves knowledge and personal goals associated with the product's usage and its consequences. When an individual's involvement with a product is high, they are likely to experience strong emotional and psychological reactions, which can further drive impulse buying.

involvement is a concept that explains the relationship between a person and a product. In the scope of marketing, *fashion* is the category of *fashion involvement* among others, such as shoes, bags, and clothes. When someone has a complicity *fashion* high, they are more involved in *impulse buying-oriented fashion*.

Fashion involvement is closely linked to an individual's knowledge of fashion and personal characteristics, such as gender and age, particularly among women and young people. These factors significantly shape consumer confidence in making purchasing decisions, as a deeper understanding of fashion trends and styles can influence their buying behavior.

Several indicators define fashion involvement. These include the innovation of fashion and the timing of purchases, reflecting how individuals keep up with and adopt new trends. Communication of fashion highlights the way consumers discuss and share fashion-related information, while attraction to fashion signifies the level of interest and engagement they have with fashion products. Knowledge about fashion plays a crucial role in shaping preferences, while awareness of fashion reflects how well individuals recognize and respond to emerging trends. Lastly, action on changing trends demonstrates how actively consumers adapt to new styles and incorporate them into their shopping habits. These indicators collectively determine the extent to which a person is involved in fashion and how it influences their purchasing decisions.

Shopping Lifestyle

Human interest in various goods is strongly influenced by lifestyle with the products they purchase serving as a reflection of their way of life. Shopping lifestyle, as described by (Darma & Japarianto, 2014), refers to how individuals allocate their time and financial resources toward shopping activities. When consumers have more available time, they tend to engage in shopping more frequently, and their purchasing power increases as their financial capacity allows them to acquire more products.

Fashion involvement plays a crucial role in shaping consumer purchasing decisions. Several key indicators that define fashion involvement. The innovation of fashion and the timing of purchases indicate how individuals stay updated with and adopt emerging trends. Communication of fashion reflects the extent to which consumers share and discuss fashion-related topics, while attraction to fashion signifies their level of interest and engagement. Knowledge about fashion influences consumer preferences, whereas awareness of fashion determines their ability to recognize and respond to evolving styles. Finally, action on changing trends illustrates how actively consumers adjust to new fashion movements and integrate them into their shopping behaviors. These factors collectively influence an individual's fashion involvement and their overall shopping lifestyle, reinforcing the dynamic relationship between personal interests, purchasing power, and consumer behavior.

Lifestyle is the pattern in which individuals live, spend their money, and allocate their time. It provides a deeper insight into a person's behavior by illustrating how they manage their resources and daily activities. Lifestyle is commonly characterized by three primary aspects: activities, interests, and opinions. These elements shape an individual's choices and influence their purchasing behavior.

Shopping lifestyle specifically refers to the consumption patterns that reflect how individuals choose to spend their time and money. From an economic perspective, shopping lifestyle represents the way consumers allocate their income, not only in terms of purchasing various goods and services but also in selecting among different alternatives within the same product category (Yusliyanti, 2016). It highlights the preferences and spending habits that define consumer behavior in the marketplace. (Peter & Olson, 2014) emphasize that consumer lifestyle is best measured through activities, interests, and opinions, as these aspects determine how individuals engage with brands, make purchasing decisions, and respond to market trends. Understanding consumer lifestyle is essential for businesses seeking to target their audience effectively, as it influences brand perception, loyalty, and overall market demand.

Positive Emotion

Emotions play a crucial role in consumer purchasing decisions, as they are directly influenced by an individual's mood. According to (Park & Lennon, 2016), emotions arise as an effect of mood, making them a significant factor in shaping consumer behavior.

Positive emotions can stem from a person's pre-existing mood, their affective state, and their reactions to external stimuli presented by producers. When businesses create an engaging and emotionally appealing shopping environment, they can trigger positive emotions in consumers, encouraging more impulsive purchases.

The stimuli provided by producers, such as advertisements, store ambiance, and promotional offers, contribute to the emergence of these positive emotions. As a result, consumers may experience a heightened sense of desire, leading them to purchase products impulsively. This behavior is often driven by feelings of being unrestricted, an immediate urge to own a particular item, and the pleasure derived from shopping. (Marianty, 2014) further confirms that the level of enjoyment and excitement associated with a purchase can overpower rational decision-making, causing consumers to make unplanned and emotionally driven buying decisions.

Human emotions are divided into two main categories: positive emotions and negative emotions. The emergence of these emotions in consumers is influenced by external stimuli provided by stores, shaping their overall emotional state and affecting their purchasing behavior. The way a shopping environment is designed, including store ambiance, promotional strategies, and customer service, plays a crucial role in determining whether a consumer experiences positive or negative emotions.

According to (Darma & Japariato, 2014), positive emotions in consumers can be measured through three key indicators: pleasure, passion, and dominance. Pleasure refers to the enjoyment and satisfaction consumers feel when shopping, which can lead to increased willingness to spend. Passion signifies the enthusiasm and excitement associated with purchasing desired products, often resulting in impulsive buying behavior. Dominance reflects the sense of control and confidence consumers feel when making purchase decisions, reinforcing their satisfaction with the shopping experience.

These positive emotional responses contribute to a higher likelihood of impulse buying, as consumers are driven by the pleasure and excitement of acquiring new products. When a store successfully evokes positive emotions, it enhances consumer engagement and fosters a sense of connection between shoppers and the brand, ultimately influencing their purchasing decisions.

Positive Online Review

Consumers typically seek quality information when making purchasing decisions, ensuring that the products they buy meet their expectations. With the rapid growth of digital technology and the increasing reliance on online platforms, Online Customer Reviews (OCR) have become a crucial source of information for consumers in evaluating product quality. These reviews provide insights into the experiences of previous buyers, helping potential customers make informed choices based on the opinions and ratings shared by others.

The availability of online reviews allows consumers to access firsthand evaluations of a product's performance, durability, and overall satisfaction. Positive reviews can reinforce a consumer's purchase decision, increasing confidence in the product, while negative reviews may deter them from making a purchase. The credibility of online reviews often depends on the perceived authenticity and reliability of the sources, influencing the extent to which consumers trust the information provided.

The role of OCR in consumer behavior is significant, as it reduces uncertainty and mitigates perceived risks associated with online shopping. Consumers who engage with reviews are more likely to compare different products, assess their strengths and

weaknesses, and ultimately choose the one that best fits their needs. The growing reliance on online reviews highlights their impact on shaping purchasing decisions, demonstrating that consumer trust is increasingly built through shared digital experiences.

Online Customer Reviews (OCR) have become a vital element in consumer decision-making, providing essential insights into products, services, and company reputations. OCR functions as a medium through which consumers can assess reviews from other buyers regarding a product, a company's services, and the overall quality of the producing company. These reviews play a significant role in shaping consumer perceptions and influencing purchasing behavior, particularly in the digital marketplace.

OCR as evaluations written by consumers, offering information on various aspects of a product. These reviews serve as a valuable source of knowledge for potential buyers, helping them determine product quality based on the experiences of previous customers. By reading these reviews, consumers can assess the strengths and weaknesses of a product before making a purchase decision. This transparency fosters trust and confidence in online shopping, as customers rely on the experiences shared by others to reduce the risk of dissatisfaction.

The impact of online reviews extends beyond individual purchasing decisions, affecting brand reputation and business performance. Positive reviews can enhance a brand's credibility, attract new customers, and increase sales, while negative reviews may lead to hesitation or loss of potential buyers. Given this influence, many businesses actively monitor and manage customer feedback to maintain their brand image and improve product offerings. In an era where digital interactions shape consumer behavior, OCR has become an essential tool in bridging the gap between online shopping and consumer trust.

Online Customer Review (OCR) is a form of word-of-mouth communication in online sales, where potential buyers obtain product information from consumers who have previously used and benefited from the product. This aligns with the concept of Electronic Word of Mouth (EWOM), which is defined as statements—either positive or critical—made by individuals who have purchased a product, those considering buying it, or anyone who wishes to share their opinions about the product.

The role of EWOM in influencing consumer behavior has grown significantly with the rise of digital platforms. Unlike traditional word-of-mouth, which relies on face-to-face communication, EWOM spreads rapidly through online reviews, social media discussions, and digital forums. Consumers actively seek out these reviews to assess the reliability, performance, and overall quality of a product before making a purchase decision. Positive reviews can strengthen a brand's reputation, attract more customers, and increase sales, whereas negative reviews can deter potential buyers and prompt businesses to improve their offerings.

In the context of impulse buying, OCR and EWOM play a crucial role in shaping consumer decisions. When shoppers see numerous positive reviews about a product, they may develop a stronger urge to purchase it impulsively, driven by the perceived trustworthiness and credibility of previous customers' experiences. On the other hand, critical reviews can create hesitation, reducing the likelihood of spontaneous purchases. This dynamic demonstrates how online reviews not only provide valuable product insights but also function as psychological triggers that influence consumer purchasing behavior in the digital marketplace.

According to Farki (2016), online customer reviews (OCR) can be assessed through three key indicators: perceived usefulness, perceived enjoyment, and perceived control. Perceived usefulness refers to the extent to which a consumer finds the review informative and helpful in making purchasing decisions. If reviews provide detailed and relevant insights, consumers are more likely to trust and act upon them. Perceived enjoyment is related to the emotional engagement derived from reading reviews. Consumers who find reviews entertaining, relatable, or engaging tend to develop a stronger connection with the product and may be more inclined to purchase it. Perceived control reflects the consumer's sense of empowerment in decision-making based on the information obtained from reviews. When shoppers feel they have access to sufficient and credible reviews, they gain confidence in their purchase choices, reducing uncertainty and the likelihood of post-purchase regret.

Reviews play a crucial role in shaping consumer purchasing decisions, serving as an essential reference point for evaluating product quality, reliability, and overall satisfaction. The presence of numerous positive reviews can significantly enhance a product's perceived value, increasing consumers' willingness to make a purchase. Conversely, negative reviews can create doubts and hesitation, leading potential buyers to reconsider their choices. Reviews act as a measure of product popularity, where a higher number of positive reviews often signals trustworthiness and desirability.

In the context of impulse buying, online reviews can serve as a psychological catalyst, reinforcing spontaneous purchasing behaviors. When Generation Z shoppers, who are highly influenced by digital interactions, come across positive reviews, they may experience an immediate desire to own the product without extensive deliberation. This is especially relevant in fashion retail, where trends change rapidly, and social validation through reviews plays a significant role in encouraging quick purchasing decisions. Consequently, online customer reviews not only provide essential product-related information but also function as a persuasive tool that drives consumer behavior in digital marketplaces.

Impulse Buying

Unplanned purchases or impulse purchases (*impulse buying*) are sudden, forced, and happy consumer purchasing behavior through an impulsive decision process without thinking long and carefully considering alternative information and existing choices (Rahmadana, 2016). Impulse buying or spontaneous buying is an unplanned purchase caused by the disclosure of a stimulus that produces an emotional reaction from the perpetrator (Sari & Mustika, 2018).

impulse buying as an unplanned and spontaneous purchase. *Impulse buying* consists of an emotional component or urge to make a purchase that can occur when consumers experience a sudden and persistent urge to buy something immediately.

Purchasing decisions made are not necessarily planned, there are unplanned purchases (*unplanned buying*) due to the stimulation of the shopping environment. The implications of the shopping environment for purchasing behavior support the assumption that physical services provide an environment that influences consumer behavior linked to the characteristics of the physical consumption environment (Darma & Japariato, 2014).

According to Fadhli (2014:92), *impulse buying* has several indicators, namely spontaneity, intensity, and stimulation.

RESEARCH METHOD

Associative research, which links two or more variables, is what this study is (Sugiyono, 2019). The aforementioned description makes it clear that the goal of associative study is to explain how fashion participation and shopping habits affect Generation Z consumers of UNIQLO. The location of this research was carried out at UNIQLO Sun Plaza branch and UNIQLO Delipark in the city of Medan. All Generation Z customers that purchase UNIQLO items for three months make up the population of this study. There are 118 individuals living there. The method sample fed up is the sampling methodology that is employed. Sample of the method When every member of the population is used as a sample, the process is known as saturation (Sugiyono, 2014). 118 participants made up the study's sample based on this methodology.

A primary data source is the one that was used. The researcher collected primary data for this study directly from the responses to a questionnaire about Generation Z consumers' involvement in fashion, their shopping habits, their propensity for impulsive purchases, and the moderating effects of positive emotions and positive online reviews. Using the statistical package for the social sciences (SPSS) software, multiple linear regression and moderated regression analysis (MRA) were the analysis methods employed in this study.

RESULTS

The multiple linear regression approach will be applied in order to ascertain the impact or link between the independent factors (fashion engagement and shopping lifestyle) and the dependent variable (impulse buying):

Validity Test

If the computed r-value is a value-corrected item-total correlation higher than the r-table, the query is deemed legitimate. When a questionnaire is deemed legitimate, it indicates that it can actually measure what has to be measured. The five-item fashion involvement survey is deemed valid due to a corrected item-total correlation value of more than 0.181. The findings are displayed in the table below:

Table 1. Validity Test

Variable Fashion Involvement				
Statement	<i>Fashion involvement</i>	R count	R table	Information
	Item 1	0.815	0.181	Valid
	Item 2	0.814	0.181	Valid
	Item 3	0.780	0.181	Valid
	Item 4	0.822	0.181	Valid
	Item 5	0.767	0.181	Valid
Variable Shopping Lifestyle				
Statement	<i>Shopping lifestyle</i>	R count	R table	Information
	Item 1	0.670	0.181	Valid
	Item 2	0.584	0.181	Valid
	Item 3	0.577	0.181	Valid
Variable Impulse Buying				
Statement	<i>Impulse buying</i>	R count	R table	Information

Item 1	0.636	0.181	Valid
Item 2	0.773	0.181	Valid
Item 3	0.652	0.181	Valid
Item 4	0.783	0.181	Valid
Variable Positive Emotion			
Statement <i>Positive emotion</i>	R count	R table	Information
Item 1	0.500	0.181	Valid
Item 2	0.381	0.181	Valid
Item 3	0.453	0.181	Valid
Variable Positive Online Review			
Statement <i>Positive online review</i>	R count	R table	Information
Item 1	0.520	0.181	Valid
Item 2	0.389	0.181	Valid
Item 3	0.450	0.181	Valid

If the computed r-value is a value-corrected item-total correlation higher than the r-table, the query is deemed legitimate. When a questionnaire is deemed legitimate, it indicates that it can actually measure what has to be measured. The five-item fashion involvement survey is deemed valid due to a corrected item-total correlation value of more than 0.181. The findings are displayed in the table below:

Reliability Test

Despite being conducted at various times, reliability testing seeks to determine whether the data collecting instrument demonstrates the degree of precision, accuracy, stability, or consistency of the tool in exposing specific symptoms from a group of individuals.

Table 2. Reliability Test

Research Variable Reliability Test				
No	Variable	Number of Questions	<i>Cronbach's alpha</i>	Information
1	<i>Fashion involvement (X₁)</i>	5	0.922	Reliable
2	<i>Shopping lifestyle (X₂)</i>	3	0.774	Reliable
3	<i>Positive emotion (WITH₁)</i>	3	0.634	Reliable
4	<i>Positive online review (WITH₂)</i>	3	0.640	Reliable
5	<i>Impulse buying (AND)</i>	4	0.863	Reliable

Cronbach's alpha values for fashion participation (0,922), shopping lifestyle (0.774), positive feeling (0,634), favorable online reviews (0,640), and impulse buying (0.863) are summarized in the reliability test results above. Reliability, good for fashion engagement, good for shopping lifestyle, good for happy emotion, good for favorable online reviews, and good for impulsive buying are the 18 statements that apply to all of the items.

Multiple Linear Regression

The multiple linear regression approach will be utilized to ascertain the impact or link between the independent factors (fashion engagement, shopping lifestyle, happy feeling, and positive online review) and the dependent variable (impulse buying).

Table 3. Multiple Linear Regression

Multiple Linear Regression Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		
1 (Constant)	3.334	2.917		1.143	.255

<i>Fashion Involvement</i>	.300	.064	.385	4.664	.000
<i>Shopping Lifestyle</i>	.811	.160	.426	5.062	.000
<i>Positive Emotion</i>	-.280	.124	-.189	-2.261	.026
<i>Positive Online Review</i>	-.161	.127	-.106	-1.267	.208

Dependent Variable: *Impulse Buying*

- The constant (a) = 3.334 shows *fashion involvement* And *shopping lifestyle* constant, where if the value of the independent variable = 0, then *impulse buying* (Y) increased by 3,334.
- Regression coefficient₁ (b₁) = 0.300, indicating that the variable *fashion involvement* (X₁) shows positive results against *impulse buying* (Y). In other words, if the variable *fashion involvement* increases by one unit, then *impulse buying* will increase by 0.300.
- The variable shopping lifestyle (X₂) has a favorable impact on impulse buying (Y), as indicated by the regression coefficient₂ (b₂) = 0.811. To put it another way, impulse spending will rise by 0.811 if the variable shopping lifestyle increases by one unit.
- The regression coefficient Z₁ (b₃) = -0.280 shows that impulse buying (Y) is negatively impacted by the variable positive mood (WITH₁). In other words, there will be a 0.280 decrease in impulsive purchases for every unit rise in the variable good feeling.
- Regression coefficient Z₂ (b₄) = -0.161, indicating that the variable *positive online review* (WITH₂) hurts *impulse buying* (Y). In other words, if the variable *positive online review* increased by one unit, then *impulse buying* would be reduced by 0.161.

Coefficient of Determination

Table 4. Coefficient of Determination

Coefficient of Determination Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.519 ^a	.270	.244	3.19679

a. Predictors: (Constant), *Positive Online Review*, *Fashion Involvement*, *Positive Emotion*, *Shopping Lifestyle*

Based on the above, it can be seen that the variable determinant coefficient *fashion involvement*, *shopping lifestyle*, *positive emotion*, And *positive online review* influencing variables *impulse buying* amounted to 27.0%, while the remaining 73.0% was influenced by other independent variables, which were not included in this research model.

Moderated Regression Analysis (MRA)

Table 5. MRAMETA Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
<i>Fashion Involvement</i> * <i>Positive Emotion</i>	-.055	.027	-.135	-2.047	.043
<i>Shopping Lifestyle</i> * <i>Positive Online Review</i>	.128	.066	1.470	1.936	.055
<i>Fashion Involvement</i> * <i>Positive Online Review</i>	.034	.030	.703	1.123	.264
<i>Shopping Lifestyle</i> * <i>Positive Emotion</i>	.204	.064	2.355	3.208	.002

a. Dependent Variable: *Impulse Buying*

The moderation value (*fashion involvement***positive mood*) yields a sig value of 0.043, according to the results of the partial model test (t-test). The aforementioned findings suggest that fashion participation and impulse purchase are moderated by good emotions.

According to the partial model test (t-test) results, the moderation value (positive online review*shopping lifestyle) yields a sig value of 0.055. The findings above lead to the following conclusions: fashion participation and impulse purchase are influenced by positive internet evaluations that do not moderate.

The moderation value (fashion involvement*positive online review) yields a sig value of 0.264, according to the findings of the partial model test (t-test). The findings above suggest that positive internet reviews do not moderate the influence of fashion on impulsive purchases.

The moderation value (shopping lifestyle*positive feeling) yields a sig value of 0.002, according to the findings of the partial model test (t-test). The aforementioned findings suggest that happy emotions moderate the impact of shopping habits on impulsive purchases.

DISCUSSION

Influence Fashion Involvement to Impulse Buying

The data analysis's findings indicate that factors related to fashion participation significantly and favorably influence impulsive purchases. Fashion engagement (X1) has a considerable impact on impulse purchase (Y), as evidenced by the significance of $0.000 < 0.05$. H_0 is rejected, while H_1 is accepted. Given that the table is 1.980 and the tcount obtained is 4.664, it can be concluded that variable 1 (fashion engagement) positively affects impulsive purchasing (AND).

The views of Hermanto (2016), Zayusman, and Septrizola (2019), who assert that fashion engagement has a positive and significant impact on impulsive purchase, support this. One of the individual elements influencing the choice to buy is engagement or involvement. when this procedure piques someone's interest in a good or service, allowing them to purchase it. Among other things, customer traits, fashion expertise, and purchasing behavior are factors that influence fashion participation in purchase decisions. A person's engagement in fashion is determined by factors such as necessity, interest, significance, or the product's worth (Darma and Japarianto, 2014).

Influence Shopping Lifestyle To Impulse Buying

The data analysis's findings indicate that factors related to shopping lifestyle (X2) significantly and favorably influence impulsive purchases (Y). The shopping lifestyle (X2) has a substantial impact on impulsive purchase (Y), as indicated by the significance of X2 of $0.000 < 0.05$ count, which supports H_2 and rejects H_0 . With a tcount of 5.062 and a table of 1.980, it can be concluded that variable 2 (shopping lifestyle) positively influences impulsive purchases (Y). The views of Sucidha (2019) and Fauzi et al. (2019), who claim that fashion engagement has a positive and significant impact on impulsive purchase, support this.

According to Banerjee et al. (2014:72), impulsive buying is characterized as spontaneous, stimulus-driven purchasing. In order to assist customers remember what they need, sensory marketing and touching products are used to give stimuli. Clear and visible information about special offers is also used. A customer's buying habits, which are impacted by social standing, consumer income, and evolving times, are referred to as their shopping lifestyle.

The degree of consumption, which might lead to this impulsive purchase, increases with the consumer's income. Business owners will benefit as well, since their revenues will increase. Similar to the shopping lifestyle, businesspeople are highly urged to offer a variety of styles that customers want; the more styles that business actors offer, the more likely it is that consumers would make impulsive purchases.

Positive Emotion Moderating Relationships Between Fashion Involvement To Impulse Buying

The data analysis findings indicate that the regression test produced significance values that were less than 0.05, specifically $0.043 < 0.05$. Therefore, it may be said that H3 is accepted and H0 is rejected, meaning that the association between fashion participation and impulsive purchase is moderated by positive emotion. According to Hermanto (2016) and Siahaan et al. (2021), happy mood has a strong and favorable impact on fashion engagement in impulsive purchase, which supports this.

The term "fashion involvement" describes the attentional appeal of a product category (like apparel), which is strongly correlated with individual traits (like youth) and fashion knowledge. These factors affect consumer confidence in influencing interest in purchasing (purchase intention), which in turn affects purchasing decisions.

Customers would buy clothing with the newest models and designs because their level of participation in fashion is highly correlated with their purchasing behavior. Additionally, pleasant emotions might be influenced by engaging fashion. This is the view of (Darma & Japarianto, 2014), who discovered that a strong interest in fashion goods makes people think positively about them all the time.

Positive Online Review Moderating Relationships Between Shopping Lifestyle To Impulse Buying

According to the data analysis results, the regression test yielded a significance value of $0.055 > 0.05$, which is higher than 0.05. Therefore, it may be said that H0 a favorable online review—was accepted while H4 was denied. Impulsive buying and shopping lifestyle do not have a reasonable link. This runs counter to (Putri & Fikriyah, 2023) assertion that favorable internet evaluations reinforce a favorable and noteworthy impact on the purchasing habits of consumers who engage in impulsive purchases.

One of the items that is thought to have the ability to influence impulsive purchase is online customer reviews, which also have an impact on impulsive purchasing. Online customer reviews fall under the category of E-WOM (Electronic Word of Mouth), a type of contemporary marketing media that may play a significant part in the process by which decisions are made about what to buy. Online customer reviews are often published by prior customers and are intended to serve as consideration for prospective new customers. They can be about a product or other items.

Positive Online Review Moderating Relationships Between Fashion Involvement to Impulse Buying

According to the data analysis findings, the regression test produced significant values that were higher than 0.05, namely $0.264 > 0.05$. Therefore, it can be said that the association between fashion participation and impulsive buying is not moderated by H5 rejection and H0 acceptance, i.e., favorable internet evaluations. This runs counter to Kumala et al.'s (2024) assertion that favorable internet evaluations reinforce a favorable and noteworthy impact on fashion-related impulsive purchases.

Positive online customer evaluations can encourage more impulsive purchases and increase passion, where there is no reluctance at all and no second thoughts about making the purchase. Online customer reviews, or reviews, are a type of word-of-mouth advertising on the internet where prospective customers may learn about the product from customers who have used it.

Customer reviews that may be obtained online are not taken into account when choosing which goods to buy on the site. When a buyer completes an online survey before making a purchase, it may be inferred that they have their own factors to take into account.

Positive Emotion Moderating Relationships Between Shopping Lifestyle To Impulse Buying

The data analysis findings indicate that the regression test yielded a significance value of $0.002 < 0.05$, which is less than 0.05. Therefore, it may be said that H6 is accepted and H0 is rejected, meaning that the association between shopping lifestyle and impulsive purchasing is moderated by pleasant emotion. This is supported by Putri and Fikriyah's (2023) assertion that favorable internet evaluations have a strong and favorable impact on consumers' purchasing habits and propensity for impulsive purchases.

According to Peter and Olson (2014), a shopping lifestyle is a person's decision to spend time and money. Someone who lives a life of shopping. When their requirements are satisfied, those who are high in fulfillment would feel content and joyful (Murtikasari, 2017). Positive emotion is a mood condition that can impact and decide the intensity of a consumer's decision-making, according to Tirmizi et al. (2016). The degree to which someone feels attentive and excited, which motivates them to make impulsive purchases, is referred to as positive sentiments.

CONCLUSION

Among Generation Z consumers of UNIQLO products, fashion engagement significantly and favorably influences impulsive purchases. Generation Z consumers of UNIQLO products benefit greatly from a shopping lifestyle that encourages impulsive purchases. The association between fashion participation and impulsive purchases among Generation Z UNIQLO product users is moderated by positive mood. The association between Generation Z customers' purchasing habits and impulsive purchases of UNIQLO products is not mitigated by positive internet evaluations. The association between fashion participation and impulsive purchases among Generation Z UNIQLO product users is not mitigated by positive internet evaluations. In Generation Z consumers of UNIQLO products, the association between shopping habits and impulsive purchases is moderated by positive mood.

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