



The Mediating Role of Positive Emotions in the Influence of Fashion Involvement and Shopping Lifestyle on E-Commerce Impulse Buying: A Study of Generation Z in Jakarta

Moch Rizal^{1*}, Zaenudin²

Universitas Teknologi Muhammadiyah Jakarta

Corresponding Author: Moch Rizal m.rizal@utmj.ac.id

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ABSTRACT

The rise of e-commerce has significantly influenced consumer behavior, particularly among Generation Z, who are highly responsive to fashion trends and online shopping experiences. This study aims to investigate the mediating role of positive emotions in the relationship between fashion involvement, shopping lifestyle, and impulse buying behavior in e-commerce settings. Using a quantitative approach, data were collected from 364 respondents in Jakarta, all of whom belong to Generation Z. The sampling technique used was cluster sampling, and data analysis was conducted using Structural Equation Modeling (SEM). The findings reveal that fashion involvement and shopping lifestyle both have a significant positive effect on impulse buying behavior. Furthermore, positive emotions were found to significantly mediate the relationship between these variables and impulse buying. In other words, individuals who are more engaged in fashion and lead a shopping-oriented lifestyle are more likely to experience positive emotions, which in turn increase their likelihood of making impulsive purchases online. These results highlight the importance of emotional factors in understanding consumer impulsivity, especially in digital environments. Specifically, companies targeting Generation Z should focus on curating appealing fashion content and creating enjoyable online shopping experiences that trigger positive emotional responses and stimulate spontaneous buying behavior

INTRODUCTION

The development of technology in the modern era, which is increasingly sophisticated, has become one of the drivers of the rise of market places and e-commerce that encourage consumers to shop online. Online marketing makes it easier for producers to provide products needed by consumers for shopping and very practical payment transactions that attract consumers and cause sudden purchase reasons (Lim et al., 2016). The results of the MarkPlus survey show that as many as 35.4% of consumers access the internet and e-commerce platforms just for fun and inadvertently direct them to buy products, otherwise known as impulse buying. Impulse buying is an act of buying without prior planning or buying intentions that are formed while in a store (Muruganatham & Bhakat, 2013). However, this does not apply to consumers aged 49-55 years, the older a person is, the more they have a tendency to plan when they are going to shop online, generally they already know the desired product even though they don't know what brand to choose. Fashion products such as clothes, pants, and the like are favorite products to be searched for through e-commerce. The survey results show that the majority of respondents as much as 66.9 percent choose clothing products.

There are several factors that influence impulse buying online in the field of fashion, namely fashion involvement. Today's fashion products change rapidly even in a matter of days. For many people what we wear, how we live our lives, and how we see ourselves are all influenced by fashion. Fashion involvement is when a person is involved with a clothing product because of the needs, interests, and value of the item (Park & Lennon, 2006). When consumers shop there is a special pleasure when what they need is fulfilled even though they don't see the benefits of the product, in the sense that someone has their own satisfaction with an item they've bought, so when consumers see other items with similar products, they become interested in buying them. buy it even though from the beginning did not have a plan (Yue et al., 2023).

In addition to fashion involvement, consumer behavior that affects unplanned purchases is shopping lifestyle, where consumers have their own shopping style. A person's way of life to express themselves with patterns of action that distinguish one from another through shopping styles. Shopping culture is closely related to the progress of the times and technology (Kosyu, 2014). Shopping is not only to fulfill needs, but shopping can also fulfill one's pleasure when doing it. Therefore, consumers often experience buying without planning when satisfied with a hedonistic need or for reasons other than practical, such as a preference for a particular object, pleasure or emotional influence. Emotional has an important role in making an impulsive clothing purchase decision (Dewi, 2015). Impulsive buying is often associated with positive psychological individuals and is based on positive feelings (Muruganatham & Bhakat, 2013).

Based on the phenomenon of online impulse buying, there is an increase in transactions in the marketplace every year. There is an increase in e-commerce transactions every year. In 2018 it reached 106 Trillion, 2019 reached 206 Trillion, 2020 reached 266 Trillion, 2021 it reached 403 Trillion, and in 2022 it reached 530 Trillion. The average increase in transactions every year reaches 60-137 trillion.

The transaction data above is a phenomenon of the occurrence of impulse purchases in Indonesian people who like to shop online through e-commerce. The first position of the most sought after marketplace in Indonesia is Shopee which reaches 129.3 million visitors, Tokopedia follows in second place which reaches 114.67 million, then the third position is Bukalapak which reaches 38.58 million, while Lazada occupies the fourth position which reaches 36,26 million visitors to the e-commerce competition in Indonesia (databoks.katadata.co.id).

The trend of online consumption is mostly growing among the millennial generation, who are more prone to make impulse purchases for various reasons such as characteristics, desires, practical reasons, emotionality, consumer assets, and sales promotions (Chong et al., 2021). Therefore, this impulse buying phenomenon should be used as a challenge by marketers to create emotional interest such as provoking consumers' passion to buy and consume a particular product or brand. Consumers who are already emotionally interested (low involvement) will make purchases without thinking about rationality in the decision-making process (Perdreau & Fréchet, 2022).

Based on the description above, this study aims to comprehensively examine the influence of fashion involvement and shopping lifestyle on impulse buying through positive emotions either directly or indirectly.

LITERATURE REVIEW

Generation Z or Generation I (1997-2012)

Generation Z or I generation is a transition from generation Y when technology is developing. Their mindset tends to be instant. Because they are teenagers, nearing the end of their undergraduate career, or have just started working. Their lives tend to depend on technology, concerned with the popularity of the social media used. The character of this generation is to respect diversity, wants social change, likes to share and is target-oriented (Djafarova & Bowes, 2021).

Generation Z is often referred to as the boundary-less generation. The character of Generation Z is more varied, global-minded, and influences society through its culture. The most important thing is that Generation Z can benefit from technological advances in all aspects of their lives. Because of their openness, this generation accepts different points of view and ways of thinking, which makes them easy to accept diversity and differences in things. To overcome the weaknesses of previous generations in uncertain times, one must become a digital citizen (or "digital native"). Generation Z's capacity to manage stress and lead a healthy lifestyle is on the decline. This issue is related to groups that do not have social boundaries, excessive intake of information, and situations that change rapidly and irregularly (Djafarova & Bowes, 2021).

Impulse Buying

According to (Pereira et al., 2023), impulse buying is mostly an unconscious buying behavior driven by affective forces outside the individual's control. According to (Biswas et al., 2024), impulse buying or what is often called impulse buying is shopping behavior that is done suddenly, quickly, and not planned in advance. It can be concluded that an impulse purchase or also called

an unplanned purchase is a purchase that occurs suddenly or not previously planned, only because it is affected by emotions so that consumers do not think about the item which is not necessarily useful by it.

According to (Darrat et al., 2023), there are several indicators of impulse buying, namely spontaneity, compulsive strength, stimulation, and indifference to the consequences. Factors associated with impulsive buying include: (1) psychological factors such as self-esteem, worry, depression, and perfectionism; (2) Biological factors are reflected in the effects of alcohol therapy and neurotransmission, personal, and purchase history on consumptive purchases related to disorder; (3) Cultural factors include gender roles, children's early experiences, and modification of social norms such as feelings of alienation.

Fashion Involvement

According to (Chakraborty et al., 2022), involvement is a state of motivation and interest or interest generated by certain stimuli or circumstances, and is displayed through the nature of the drive. According to Kim 2005, the indicators of fashion involvement are: (1) having one or more clothes with the latest models (trends), (2) fashion is one of the important things that support activities, (3) preferring if the clothing models used are different from those used. others, (4) clothes show characteristics, (5) can know a lot about someone with the clothes used, (6) when wearing favorite clothes, make other people interested in seeing them, (7) try fashion products first before buying them, (8) knowing the latest fashion compared to others. According to (Shankar, 2024), the term fashion involvement describes the level of interest in the field of fashion (clothing), fashion involvement is used mainly to predict the behavior of variables related to clothing products such as purchasing behavior, and consumer characteristics.

Shopping Lifestyle

According to (Muralidhar & Raja, 2019), shopping lifestyle is how a person spends their money and time which from these activities can reflect one's status, dignity, and habits. According to (Stachowiak-Krzyżan, 2021), there are indicators of shopping lifestyle including:

1. Respond to purchase any advertising offer regarding fashion products
2. Buy the latest fashion clothes when you see them
3. Shop for the most famous brands
4. Convinced that the well-known brand (product category) purchased is the best in terms of quality
5. Often buy various brands (product categories) rather than the usual brands bought
6. Are you sure there is another brand (product category) that is the same as the one you bought

Positive Emotions

Positive emotions are defined as affect and mood, which determine the intensity of consumer decision making (Pham et al., 2024). According to (Bielozorov et al., 2019), positive emotions are those who perceive shopping as pleasure and have a good mood for shopping, thereby increasing affective involvement in information processing and reducing perceptions.

According to (Cahyani & Marcelino, 2023), states that humans express positive emotions in two dimensions, namely: (1) Satisfaction, Satisfaction is the condition of consumers getting something according to their expectations. The form of satisfaction is satisfied (contented), fulfilled, peaceful. (2) Pleasure, Pleasure refers to the situation where consumers feel good, full of joy and happy in the shopping process. The forms of pleasure are optimistic, enthusiastic, hopeful, happy, pleased, joyful, relieved, thrilled and enthusiastic.

Hypothesis Development

According to (Barros et al., 2019), the involvement of fashion experienced by consumers can increase positive feelings because consumers will feel satisfied and happy about the quality of fashion products sold and offered. The results of previous studies regarding fashion involvement on positive emotions were documented by (Tirmizi et al., 2009) prove that there is a positive influence of fashion involvement on positive emotions. Based on the description above, the first hypothesis in this study is: The more a person has a high interest in fashion, the more likely it is that the level of positive emotions will occur.

H1 = Fashion involvement has a positive effect on positive emotions "Gen Z".

Shopping lifestyle shows a way of consumption that describes a person's choices about how to spend time and money, positive emotions will encourage consumers to make purchases without any prior planning when the consumer feels positive emotions (Pereira et al., 2023).

Dogra et al., (2023) that when a person's shopping lifestyle has been fulfilled, positive emotions such as feelings of happiness and joy will be formed in the person's mind. The results of research on shopping lifestyle on positive emotions conducted by (Mohammad Shafiee & Es-Haghi, 2017) proves that there is a positive influence of shopping lifestyle on positive emotions. However, unlike the research results of (Verplanken & Sui, 2019) found no effect of shopping lifestyle variables on positive emotions.

Based on the description above, the second hypothesis in this study is: The more a person has high lifestyle needs, the more likely it is that positive emotions will occur.

H2 = Shopping lifestyle has a positive effect on positive emotions "Gen Z". According to (Kong et al., 2016), consumers who are more fashion conscious or have high clothing involvement will feel more attracted to fashion clothing and spend more time buying products.

Fashion Involvement The extent to which a person investigates various fashion-related concepts is referred to as their level of fashion involvement, including reactions, interests, knowledge and awareness. According to O'cass in (Gutiérrez-Rodríguez et al., 2024), involvement is a state of motivation and interest, or interest resulting from a particular stimulus or situation and is displayed through the nature of the drive.

The results of research on fashion involvement in impulse buying were conducted by (Dhurup, 2014) prove that fashion involvement can increase impulse buying. However, in contrast to the results of the research by (Tirmizi et al., 2009) did not find the influence of the fashion involvement variable on

impulse buying. Based on the description above, the third hypothesis in this study is. The more someone has a high interest in fashion, the more likely there will be an impulsive buying rate.

H3 = Fashion involvement has a positive effect on Impulse Buying "Gen Z".

For consumers the need to fulfill their lifestyle will be willing to sacrifice something to get the goods they like, which will lead to more impulsive purchases (Japariato & Sugiharto, 2012). According to Karbasivar & Yarahmadi (2011), impulse buying occurs when a consumer experiences a sudden, often strong, and persistent urge to buy something immediately.

The results of research on shopping lifestyle on impulse buying as documented by (Biswas et al., 2024) who showed that shopping lifestyle can increase impulse buying. However, unlike the results of Tirmizi et al. (2009), Anggraeni et al. (2020) research, no effect was found. shopping lifestyle variables on impulse buying. Based on the description above, the fourth hypothesis in this study is: The more a person has a high lifestyle, the more likely there will be an impulsive buying rate.

H4 = Shopping lifestyle has a positive effect on Impulse Buying "Gen Z". According to (Nablsi, 2024), consumers' positive emotions will affect their decision to buy a product even though they do not have an immediate plan in advance or commonly called an impulse purchase. According to (Reed, 2017), when consumers are in an emotional state that forces them to buy things that are not important, consumers care more about their feelings of pleasure without thinking further. According to (Cai et al., 2021), when consumers' emotions are positive, it is more likely for them to make impulse purchases of products because their feelings are not limited, so that there is a desire to respect themselves, and energy levels increase.

The results of research on positive emotions on impulse buying conducted by (Kong et al., 2016) prove that positive emotions affect impulse buying. However, in contrast to the results of research by (Barros et al., 2019) did not find the influence of positive emotion variables on impulse buying. Based on the description above, the fifth hypothesis in this study is: The more a person purchases using positive emotions, the more likely there will be a level of impulse buying.

H5 = Positive Emotions have a positive effect on Impulse Buying "Gen Z". Consumers at the time of shopping who have high involvement or pleasure in fashion show positive emotions, in showing positive emotions when shopping can increase involvement in impulse buying (Joo Park et al., 2006).

The results of research on fashion involvement on impulse buying through positive emotions conducted by (Joo Park et al., 2006) prove that positive emotions can mediate the positive influence of fashion involvement on impulse buying. However, in contrast to the results of (Dhurup, 2014) research, the influence of the fashion involvement variable on impulse buying was not found through positive emotions. Based on the description above, the sixth hypothesis in this study is. The more a person shopping, having fun in fashion and using positive emotions, the more likely the impulse buying rate will be.

H6 = Positive Emotions mediate the influence of Fashion Involvement on Impulse Buying “Gen Z”

With the encouragement of positive feelings and feelings of pleasure and lifestyle owned by consumers, it tends to lead to unplanned buying behavior or impulse buying. According to (Barros et al., 2019) shopping lifestyle is a reflection of a person's financial and time preferences, if consumers have the availability of time, they will have a lot of time to buy and have high purchasing power with the money, this is related to a product on consumer involvement and affects the occurrence of impulse buying. According to (Verplanken & Sui, 2019), the positive emotions of consumers determine the intensity of consumer spending, because the higher the positive emotions felt by consumers, it will affect consumer behavior which they often make impulse purchases. According to (Tirmizi et al., 2009), impulsive buying is defined as a sudden purchase behavior and a direct purchase decision to buy a product without any intention to buy certain goods or products.

The results of research on shopping lifestyle on impulse buying through positive emotions conducted by (Barros et al., 2019) proves that it proves that positive emotions are able to mediate the effect of lifestyle on impulse buying. However, unlike the research results of (Dhurup, 2014) found no effect of shopping lifestyle variables on impulse buying through positive emotions.

Based on the description above, the seventh hypothesis in this study is: The more a person has a high lifestyle and uses positive emotions, the more likely there will be a level of impulse buying.

H7 = Positive Emotions mediate the influence of Shopping Lifestyle on Impulse Buying “Gen Z”

To describe the relationship between the variables studied, it can be explained through the framework in the following figure:

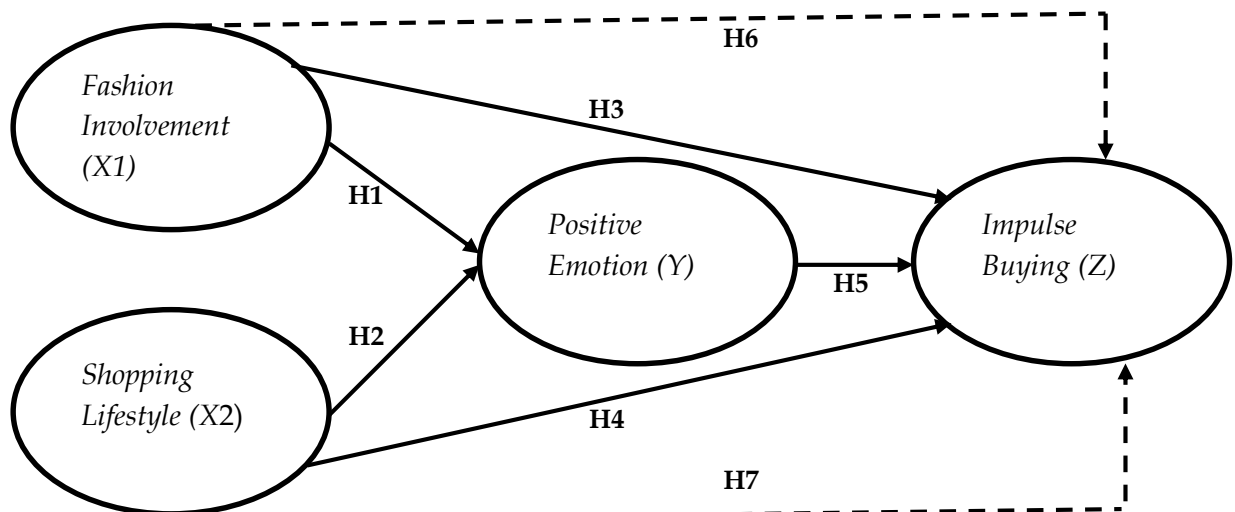


Figure 1. Theoretical Framework

METHODOLOGY

This study uses a quantitative approach. The sample in this study is the consumer marketplace in Jakarta, Indonesia. Determination of the number of samples can be done by means of statistical calculations, namely by using the Lameshow formula for an unknown population. The samples obtained were 364 respondents through purposive sampling. In this study, the sample criteria were that the respondent had shopped at the marketplace or e-commerce at least 2 times. The data collection technique used was a questionnaire using a Likert scale of 1-7 from Strongly Disagree (1) to Strongly Agreed (7).

Table 1. Operasional Variabel

Variabel	Dimensi	Indikator Pertanyaan	Sumber
<i>Impulse Buying (Z) Dependent Variabel</i>	Spontanitas	<ol style="list-style-type: none"> 1. Spontaneous purchases. 2. Unexpected purchases 3. Purchases made without thinking twice 	(Japariato & Sugiharto, 2012)
	Compulsive Strength	<ol style="list-style-type: none"> 1. Buying products because of motivation. 2. Shopping because of urgent desires. 3. Shopping to satisfy oneself. 	
	Stimulation	<ol style="list-style-type: none"> 1. Want to get the product immediately 2. Buying products based on emotional impulses. 3. Buying only products that I admire. 	
	Indifference to the consequences.	<ol style="list-style-type: none"> 1. Buying products because of motivational impulses. 2. Shopping because of urgent desires. 3. Shopping to satisfy oneself. 	
Positive Emotions (Y) Intervening V	Contentment	<ol style="list-style-type: none"> 1. Feeling satisfied when shopping 2. Feeling that one's needs are met when shopping 	(Rahmawati, 2018)

		3. Feeling at peace when shopping	
	Happiness	<ol style="list-style-type: none"> 1. Shopping makes me happy 2. Shopping makes me excited 3. Shopping makes me enthusiastic 	
Fashion Involvement (X1) Independent Variable		<ol style="list-style-type: none"> 1. Having clothes with the latest styles 2. Fashion is important for supporting activities. 3. Liking different styles 4. Clothes show characteristics 5. Knowing clothing styles 6. Other people's interests 7. 7. Knowing fashion better than other people. 	Kim 2005 in (Japariato & Sugiharto, 2012)
Shopping Lifestyle (X2) Independent Variabel		<ol style="list-style-type: none"> 1. Purchasing fashion products every time they are advertised 2. Purchasing the latest clothing styles when they are seen 3. Shopping for well-known brands 4. Believing that well-known brands are of the highest quality 5. Frequently purchasing various brands (product categories) 6. Believing that there are other brands that are similar to the ones purchased 	Cobb and Hoyer in (Japariato & Sugiharto, 2012)

The following is a Full SEM (Structural Equation Model) image of this study

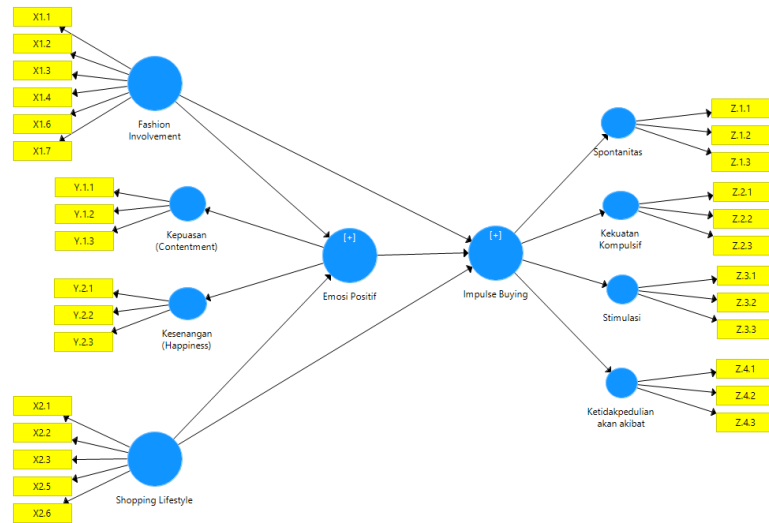


Figure 2: Structural Equation Models

RESULTS AND DISCUSSION

Description Analysis

At this stage, an analysis of the research variables will be carried out based on the question items in the questionnaire.

Table 4. Research Description "Generation Z"

Variabl &Indic ator	1		2		3		4		5		6		7		Me an
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	
<i>Fashion Involvement (X1)</i>															5.105
X1.1	1	0.3	1	3.6	2	6	74	20.	85	23.	10	28.	65	17.	5.201
X1.2	2	0.5	1	3.3	1	44.	61	16.	51	14	89	24.	13	36.	5.588
X1.3	1	0.3	1	3.3	3	9.3	94	25.	11	31.	69	19	38	10.	4.843
X1.4	0	0	6	1.6	3	8.5	11	31.	98	26.	83	22.	30	8.2	4.854
X1.5	3	0.8	6	1.6	1	4.1	55	15.	83	22.	14	40.	55	15.	5.390
X1.6	2	0.5	1	0.3	2	5.8	94	25.	12	33	81	22.	45	12.	5.066
X1.7	5	1.4	1	4.1	3	9.3	85	23.	11	32.	72	19.	36	9.9	4.797
<i>Shopping Lifestyle (X2)</i>															5.167

X2.1	3	0.8	8	2.2	1	4.7	93	25.	98	26.	10	28.	40	11	5.06
					7			5		9	5	8			0
X2.2	3	0.8	1	3.3	3	8.5	59	16.	91	25	13	37.	33	9.1	5.08
			2		1			2			5	1			8
X2.3	5	1.4	1	3.6	3	9.1	66	18.	72	19.	13	37.	39	10.	5.06
			3		3			1		8	6	4		7	3
X2.4	2	0.5	3	0.8	1	3	40	11	76	20.	15	43.	74	20.	5.62
					1					9	8	4		3	4
X2.5	0	0	4	1.1	1	4.4	85	23.	12	34.	93	25.	42	11.	5.13
					6			4	4	1		5		5	2
X2.6	0	0	4	1.1	1	3.6	96	26.	13	36.	86	23.	31	8.5	5.03
					3			4	4	8		6			8
Positive Emotions (Y)															5.20
															7
<i>Contentment</i>															5.32
															9
Y.1.1	1	0.3	2	0.5	7	1.9	71	19.	11	30.	12	33	53	14.	5.36
								5	0	2	0			6	0
Y.1.2	1	0.4	9	2.5	6	1.6	41	11.	72	19.	15	43.	76	20.	5.62
								3		8	9	7		9	4
Y.1.3	2	0.6	4	1.1	1	3.9	11	31.	11	30.	76	21	43	11.	5.00
					4		3	2	0	4				9	3
<i>Happiness</i>															5.09
															2
Y.2.1	1	0.3	2	0.5	1	2.7	89	24.	11	30.	94	25.	56	15.	5.23
					0			5	2	8		8		4	9
Y.2.2	0	0	3	0.8	1	3.8	87	23.	13	37.	67	18.	55	15.	5.14
					4			9	8	9		4		1	6
Y.2.3	1	0.3	6	1.6	2	5.8	13	37.	91	25	61	16.	47	12.	4.87
					1		7	6			8			9	4
Impulse Buying(Y)															4.54
															8
<i>Spontaneity</i>															4.32
															0
Z.1.1	1	3.8	2	6.3	3	10.	92	25.	99	27.	69	19	29	8	4.54
	4		3		8	4		3		2					4
Z.1.2	1	4.9	2	6.9	3	10.	94	25.	10	29.	55	15.	25	6.9	4.41
	8		5		8	4		8	9	9		1		8	8
Z.1.3	3	10.	4	11.	5	15.	78	21.	71	19.	54	14.	25	6.9	4.00
	8	4	2	5	6	4		4		5		8			0
Compulsive Strength															5.00
															2
Z.2.1	3	0.8	9	2.5	3	9.3	99	27.	11	30.	78	21.	29	8	4.80
					4			2	2	8		4			8

Z.2.2	3	0.8	1 3	3.6	2 3	6.3	60	16. 5	84	23. 1	13 3	36. 5	48	13. 2	5.19 8
Z.2.3	3	0.8	1 1	3	2 1	5.8	51	14	54	14. 8	12 8	35. 2	96	26. 4	5.00 0
Stimulation															5.09 8
Z.3.1	2	0.5	1 0	2.7	1 3	3.6	57	15. 7	87	23. 4	12 6	34. 6	71	19. 5	5.40 4
Z.3.2	1 5	4.1	1 8	4.9	3 9	10. 7	10 0	27. 5	10 1	27. 7	62	17	29	8	4.52 7
Z.3.3	1	0.3	1 1	3	2 6	7.1	55	15. 1	59	16. 2	14 7	40. 4	65	17. 9	5.36 5
Indifference to the Consequences															3.77 0
Z.4.1	4 9	13. 5	4 3	11. 8	5 1	14	79	21. 7	64	17. 6	59	16. 2	19	5.2	3.87 6
Z.4.2	4 2	11. 5	4 7	12. 9	6 5	17. 9	77	21. 2	76	20. 9	38	10. 4	19	5.2	3.79 1
Z.4.3	5 7	15. 7	4 7	12. 9	4 7	12. 9	94	25. 8	70	19. 2	35	9.6	14	3.8	3.64 3

Based on the table above, the indicators on the impulse buying variable overall respondents have a means value above 3 and below 4 meaning that they have a negative response tendency. This shows that the impulse buying measured by TERRA is not optimal and is still not satisfied. The average score on the dimension of indifference to the consequences is 3.64 for question Z.4.3 buying products that are not too important, consumers prefer to buy products that they consider important for their needs.

There are several indicators above 4 that show a positive response tendency, namely on the compulsive strength dimension with an average value of 4.80 for the Z.2.1 question, namely, shopping because of motivation, consumers shopping because they get the motivation that exists in themselves. On the dimension of pleasure (happiness) with an average value of 4.87 in question Y.2.3, namely, shopping in the marketplace feels enthusiastic, on the dimension of spontaneity with an average value of 4.54 for question Z.1.1, namely, shopping in the marketplace spontaneously, on the fashion indicator involvement with an average value of 4.85 in question X1.3, namely, fashion in the marketplace is different from others, fashion in the marketplace has its own uniqueness that makes consumers feel like they have it. on the stimulation dimension with an average value of 4.52 for question Z.3.2, namely, buying products because of emotional impulses, consumers want to immediately buy or want to have these products on the basis of emotional impulses that occur in a person.

Characteristics of Respondents

In this study, the object of research is the Marketplace. After the questionnaires were distributed to the respondents as many as 364 questionnaires.

Table 5. Profil of Respondents

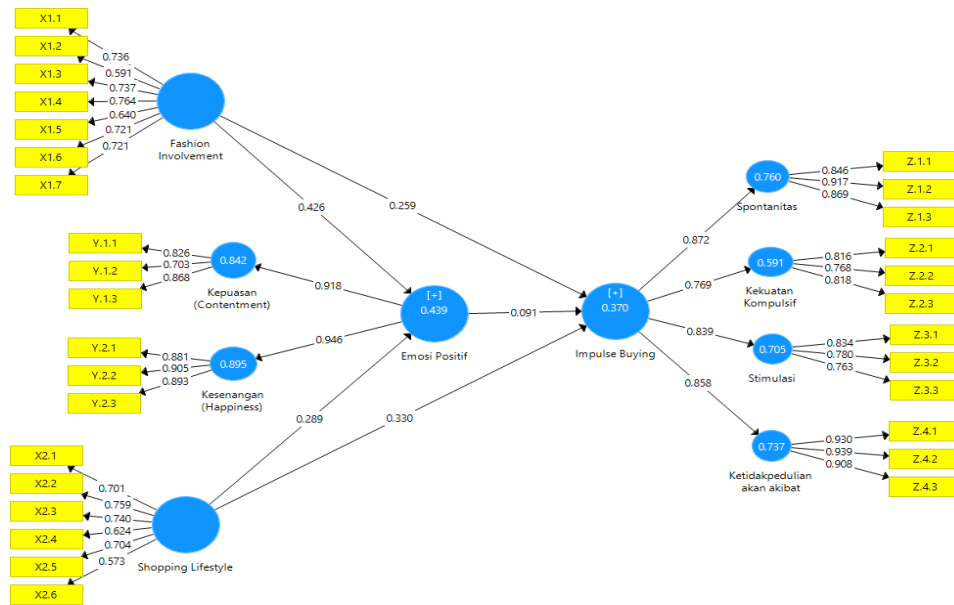
Characteristics	Gen Z	
	F	%
Gender		
Pria	142	39.01
Wanita	222	60.99
Usia		
15 - 25 tahun	207	56.87
26 - 40 tahun	100	27.47
> 41 tahun	57	15.66
Pendidikan		
Junior High School	30	8.24
High School	156	42.85
Diploma	21	5.77
Sarjana	37	10.16
Magister	10	2.75
Doctor	1	0.27
Student	109	29.95
Intensitas Pembelian		
< 3 kali	118	32.42
3 - 10 kali	169	46.43
>10 kali	77	21.15

Source : Data processed (2024)

The research was conducted through a survey of 500 respondents, the complete and valid answers were 364 respondents. Table 5 shows the profile of respondents who provide some general information, including gender, education, age and intensity of online purchases. The intensity of online purchases per month for all respondents) is below 3 times as many as 118 respondents or 32.42%, 3-10 times as many as 169 respondents or 46.43%, and above 10 times as many as 77 respondents or 21.15

Validity Test

The following are the results of the output factor loading constructs of fashion involvement, shopping lifestyle, positive emotions, and impulse buying on Smart PLS 3.0:



Figtur 6. Loading Factor Research Variables
Source: Data results processed by Smart PLS 3.0

Based on the loading factor value in the 3 images above, there is still a loading factor with a value below 0.5. The following table 5 describes the loading factor and Tstatistik value for each indicator.

Table 5. Validity Test

Construct	Gen Z	
	Outer	Hasil
X1.1	0.736	Valid
X1.2	0.591	Valid
X1.3	0.737	Valid
X1.4	0.764	Valid
X1.5	0.640	Valid
X1.6	0.721	Valid
X1.7	0.721	Valid
X2.1	0.701	Valid
X2.2	0.759	Valid

Construct	Gen Z	
	Outer	Hasil
X2.3	0.740	Valid
X2.4	0.624	Valid
X2.5	0.704	Valid
X2.6	0.573	Valid
Y1.1	0.826	Valid
Y1.2	0.703	Valid
Y1.3	0.868	Valid
Y2.1	0.881	Valid
Y2.2	0.905	Valid
Y2.3	0.893	Valid
Z1.1	0.846	Valid
Z1.2	0.917	Valid
Z1.3	0.869	Valid
Z2.1	0.816	Valid
Z2.2	0.768	Valid
Z2.3	0.818	Valid
Z3.1	0.834	Valid
Z3.2	0.780	Valid
Z3.3	0.763	Valid
Z4.1	0.930	Valid
Z4.2	0.939	Valid
Z4.3	0.908	Valid

Sumber: Data Diolah *Smart PLS 3.0* (2022)

The validity of the construct measurement was tested through content validity, convergent validity, and divergent validity. To verify whether the latent variable is well explained by the observed variable, a convergent validity test is carried out. The convergent validity of the measurement model with indicator reflections is assessed based on the correlation between item scores or component scores with latent variable scores or construct scores estimated by the *SmartPLS* program. To measure the validity, reflective indicator loadings are used with standard loading 0.5, convergent validity using Average Variance Extracted 0.50, Internal consistency reliability is measured using Cronbach's alpha, composite reliability with a minimum value of 0.70 (Hair et al., 2019).

Based on table 5 above, there are indicators that have an outer loading below 0.5, namely X2.4 and X2.6, so that these indicators are omitted from the estimation model. Positive response constructs and impulse buying using confirmatory second orders, both first order loading indicators and confirmatory second orders have met the minimum loading standard of 0.5.

Reliability Test

In this study, a variable is said to be quite reliable if the variable has a construct reliability value greater than 0.7. The following is a table of reliability test results for each indicator on the latent variables of fashion involvement, shopping lifestyle, positive emotions and impulse buying.

Table 6. Reliability Testing

Variable & Dimension	AVE	Composite Reliability	Cronbach Alpha
Fashion Involvement (X1)	0.535	0.873	0.826
Shopping Lifestyle (X2)	0.521	0.884	0.767
Positive Emotions (Y)	0.627	0.909	0.879
Contentment	0.643	0.843	0.719
Happiness	0.797	0.922	0.873
Impulse Buying (Z)	0.509	0.925	0.910
Spontaneity	0.770	0.910	0.851
Compulsive Strength	0.641	0.843	0.721
Stimulation	0.628	0.835	0.703
Indifference to the Consequences	0.857	0.947	0.916

Source: Smart PLS 3.0 processed data (2024)

Cronbach's alpha coefficient and composite reliability for all constructs above 0.7 are higher than the acceptable threshold of 0.7, indicating a good level of construct reliability and internal consistency Gen Z. The AVE indicator ranges from 0.577 to 0.845 which is greater than the 0.5 threshold. Therefore, the overall internal consistency of validity, reliability, and convergent validity of the construction measurement scale can be concluded very well, so it can be said that the constructs of fashion involvement, shopping lifestyle, positive response and impulse buying have high validity and reliability both in dimensions and dimensions. research construct. So it can be concluded that the dimensions of the positive response constructs (contentment and happiness) have an influence in shaping consumers' positive responses, as well as the dimensions of the impulse buying constructs (spontaneity, compulsive power, simulation, and uncertainty of consequences) have an influence in shaping impulse buying.

Hypothesis Testing

In hypothesis testing, all indicators in each variable must have Tstatistics greater than 1,660 (T-table) so that the indicators are able to measure each construct (Wati, 2021:169). To test the hypothesis in this study, the value of

Tstatistics in each path of direct influence is partially used. The following is a table that gives the results of the relationship between constructs (variables).

Tabel 7. PLS-SEM Path Coefficients

Hypothesis		Gen Z	
		Coeff	t-statistic
Positive Emotion			
H1	Fashion Involve	0.476	8.617***
H2	Shopping Lifestyle	0.226	3.356***
	R ²	0.423 (42.3%)	
	Adjusted R ²	0.420 (42.0%)	
e-Impulse Buying			
H3	Fashion Involve	0.170	2.336**
H4	Shopping Lifestyle	0.380	6.209***
H5	Emosi Positif	0.131	2.088**
	R ²	0.360 (36.0%)	
	Adjusted R ²	0.354 (35.4%)	
Positive Emotion Indirect Effect			
H6	Fashion Involve	0.062	2.037**
H7	Shopping Lifestyle	0.029	1.752**
	Q ² (Pred. Relevant)	0.631 (63.1%)	

Sumber: Data diolah *Smart PLS 3.0* (2022)

After confirming the reliability and construct validity, the next step was to test the structural model using the coefficient of determination (R^2). The coefficient of determination (R^2) represents the proportion of variance in the dependent variable that is explained by the independent variables. According to Hair et al. (2019), R^2 values of 0.25, 0.50, and 0.75 are considered weak, moderate, and strong, respectively. In this study, the structural model for Generation Z achieved a moderate R^2 value, indicating a satisfactory level of explanatory power. Based on the hypothesis testing results, fashion involvement was found to have a positive and significant effect on positive emotions among Generation Z. This supports previous research by Siahaan et al. (2021), Vazifehdoost et al. (2014), Pangestu & Santika (2019), Andriyanto et al. (2016), Kinasih & Jatra (2018), and Anggraini & Anisa (2020), who found that higher fashion involvement leads to stronger positive emotions.

Shopping lifestyle also showed a significant positive effect on positive emotions in Generation Z. This finding is in line with previous studies such as those by Vazifehdoost et al. (2014), Nurcholis & Sa'adah (2022), Siahaan et al. (2021), Fauzi et al. (2019), and Hasan'Ada (2021), which highlight that a consumer's satisfaction with their shopping lifestyle contributes to feelings of joy, excitement, and happiness. Furthermore, fashion involvement had a positive and significant effect on impulse buying behavior among Generation Z. This aligns with findings from Tuzzahra (2020), Natashya (2019), Haq et al. (2014), Park et

al. (2006), and others, which show that consumers who are highly engaged with fashion are more likely to make spontaneous purchases of fashion products.

The study also found that shopping lifestyle significantly influences impulse buying in Generation Z. This suggests that Gen Z consumers, driven by lifestyle aspirations, are more likely to make unplanned purchases to satisfy their desire for trendy and desirable items. Interestingly, positive emotions did not have a direct effect on impulse buying among Generation Z. However, positive emotions were shown to mediate the relationship between fashion involvement and impulse buying. This implies that fashion-conscious Gen Z consumers tend to experience heightened positive emotions, which then trigger impulse buying behavior. This supports previous research by Vazifehdoost et al. (2014), Pangestu & Santika (2019), Kinasih & Jatra (2018), and Anggraini & Anisa (2020). Similarly, positive emotions also mediated the effect of shopping lifestyle on impulse buying in Generation Z. When Gen Z consumers experience emotional satisfaction from their shopping lifestyle, it increases their tendency to engage in spontaneous purchasing behavior. This is consistent with prior studies by Vazifehdoost et al. (2014), Mardhiyah & Sulistyawati (2021), Fauzi et al. (2019), and Hasan'Ada (2021), which emphasize the role of emotions in translating lifestyle satisfaction into impulsive buying decisions.

CONCLUSION AND RECOMMENDATION

This study confirms that positive emotions play a significant mediating role in the relationship between fashion involvement, shopping lifestyle, and e-commerce impulse buying among Generation Z consumers in Jakarta. The findings demonstrate that individuals who are highly involved in fashion and exhibit a shopping-oriented lifestyle are more likely to experience positive emotional states, which in turn increase their tendency to engage in impulse buying online. Moreover, Generation Z emerges as a dominant group in this behavioral pattern, showing heightened sensitivity to emotional triggers and fashion-related stimuli. These insights underscore the importance of emotional engagement in digital marketing strategies. For e-commerce businesses and fashion brands targeting Gen Z, creating emotionally resonant experiences – through visually appealing content, personalized recommendations, and trend-driven offerings – can significantly enhance impulse purchases.

In conclusion, the integration of emotional factors into consumer behavior models offers a more comprehensive understanding of impulse buying in digital contexts. This research contributes to the growing literature on consumer psychology and provides practical implications for marketers seeking to tap into the impulsive buying behavior of the digitally savvy Generation Z.

FUTHER STUDY

This research still has delays, so it is necessary to conduct further research related to the topic *The Mediating Role of Positive Emotions in the Influence of Fashion Involvement and Shopping Lifestyle on E-Commerce Impulse Buying: A Study of Generation Z in Jakarta* in order to improve this research and add insight for readers.

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