

**THE INFLUENCE OF IMPULSIVITY, PROMOTIONAL EXPOSURE, AND
PRODUCT VARIETY ON IMPULSIVE CLOTHING PURCHASE
DECISIONS THROUGH POSITIVE EMOTIONS (A CASE STUDY OF
FEMALE STUDENTS AT STIESIA)**



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Abstract

This study aims to examine the direct and indirect effects of impulsivity, promotional exposure, and product variety on impulsive clothing purchase decisions through positive emotions. The population consisted of female students at the Indonesia School of Economics (STIESIA) Surabaya. The sampling technique employed was purposive sampling, resulting in a total of 97 respondents. Data were collected using a questionnaire and analyzed using the Partial Least Squares (PLS) method. The results indicate that impulsivity, promotional exposure, product variety, and positive emotions each have a significant effect on impulsive clothing purchase decisions. Product variety has a significant effect on positive emotions, whereas impulsivity and promotional exposure do not significantly affect positive emotions. Furthermore, the findings reveal that positive emotions do not mediate the relationship between impulsivity and impulsive clothing purchase decisions, nor do they mediate the relationship between promotional exposure and impulsive clothing purchase decisions. However, positive emotions do mediate the relationship between product variety and impulsive clothing purchase decisions.

Keywords: Impulsivity, Promotional Exposure, Product Variety, Positive Emotions, Impulsive Clothing Purchase Decisions

INTRODUCTION

The rapid advancement of the modern era has significantly influenced people's lifestyles. This modernization has also accelerated the growth of shopping centers and retail outlets in Indonesia, making shopping one of the most popular leisure activities. In the past, people commonly spent their free time and holidays visiting tourist destinations both within and outside their cities. However, in today's modern era, many individuals prefer to spend their leisure time and vacations at shopping malls. This shift is closely associated with changing consumer mindsets, where shopping is no longer viewed solely as a means of fulfilling personal needs but also as a form of entertainment. Nevertheless, shopping at retail centers may lead to problems for some individuals, as it often encourages impulsive buying behavior, particularly in the fashion sector.

The rapid growth of the fashion retail industry has intensified competition among businesses. Consequently, companies are required to understand consumers' needs and preferences while implementing effective strategies to attract new customers and retain existing ones. Fashion has become an integral part of everyday life and plays a significant role in contemporary social interactions.

Young people, including female students at STIESIA Surabaya, tend to pay considerable attention to their appearance and fashion style. They are highly concerned with dressing according to the latest trends while expressing their identity as university students. Many of them spend their allowance on purchasing various fashion products in an effort to gain recognition from their peers, rather than prioritizing more essential academic needs such as textbooks or other learning materials. The desire for social acceptance and conformity is often expressed through the clothing they wear. In this context, female students who purchase and consume fashion trends without careful consideration may become engaged in excessive consumerism.

One of the most common consumer behaviors observed in fashion retail stores is impulsive buying. Impulsive buying refers to a widespread shopping behavior in the marketplace and constitutes an important element underlying marketing activities. Consumers who engage in impulsive buying do not initially intend to purchase a particular product or brand. Instead, they make immediate purchasing decisions due to a sudden attraction to a product or brand at the point of sale. Such consumers tend to purchase spontaneously, unexpectedly, and emotionally. Impulsive buying reflects consumers' tendency to make instant, unplanned, and emotionally driven purchase decisions. This tendency can be regarded as an individual characteristic that emerges in response to environmental stimuli (Park & Lennon, 2006).

The phenomenon of impulsive buying deserves greater attention because such behavior should not become a common habit among Indonesian consumers. A survey published by Kumparan (2023), based on data from Populix, illustrates the shopping behavior of Indonesian consumers. The survey found that Indonesians frequently make spontaneous purchases beyond their planned shopping lists, a behavior commonly referred to as impulsive buying. This behavior is primarily driven by opportunities to purchase products they have long desired but can only afford at a particular moment, as well as by the motivation to reward themselves (*self-reward*).

Impulsive vs. Planned Shopper

The majority of shoppers are impulsive because they don't have the opportunity to purchase the desired items previously, and it serves as a form of self-reward. Meanwhile, some are impulsive due to promotion from the online platform.



Figure 1.
Survey Results on Reasons for Impulse Shopping (Kumparan, 2023)

The Populix survey identified several factors underlying why consumers frequently shop beyond their original plans. The primary reasons include the opportunity to purchase products that had previously been planned but could only be afforded at that particular time (40%), self-reward or personal appreciation (39%), and the attractiveness of promotional offers provided by sellers (35%). In addition, consumers are often tempted by discounts offered during major shopping events, such as double-date promotions (34%), free shipping offers (31%), cashback incentives (31%), and shopping vouchers (25%).

Impulsive buying behavior, which is characterized by strong emotional elements, can be triggered by several factors, one of which is impulsivity. In everyday life, impulsivity may manifest in various forms, including making sudden decisions, purchasing products without considering their usefulness, displaying intense emotional reactions, and acting without careful planning (Kholig, 2023). Impulsivity represents an internal force associated with poor self-control due to impulsive tendencies and difficulties in regulating those impulses. Individuals may become overwhelmed by emotions such as anger and express statements they do not actually intend to make because they are unable to withstand their internal discomfort (Purwanto, 2021).

According to Sivakumaran and Marshall (2020), impulsivity can be viewed as a personality dimension reflecting low self-control. Individuals with impulsive characteristics are more susceptible to external stimuli such as discounts, product displays, and store atmospheres, making them more likely to engage in spontaneous purchasing behavior. They tend to act based on momentary feelings and experience difficulty controlling their desires or delaying the gratification offered by consumption-related objects.

Rodrigues and Varela (2021) argued that impulsive behavior is driven by a strong urge to purchase and an inability to evaluate its consequences. Even when individuals recognize the potential negative outcomes of a purchase, they often experience an overwhelming desire to satisfy their immediate wants. Similarly, Prabandari (2025) stated that impulsive

individuals frequently make decisions based on sudden emotional urges without considering the long-term consequences of their actions. Furthermore, Pradhan et al. (2018) emphasized that sensory elements, such as visual displays and promotional stimuli, function as external triggers that intensify impulsive tendencies, particularly among individuals with high levels of impulsivity. Empirical findings by Al Fatih (2023) and Junita et al. (2025) indicate that impulsivity significantly influences purchasing decisions. However, contrasting results were reported by Balgista (2024) and Rifqiah (2025), who found that impulsivity does not significantly affect purchasing decisions.

Promotional exposure is another important factor that encourages consumers to engage in impulsive buying. Priambodo, as cited in National Geographic (2022), explained that impulsive purchases may be triggered by unexpected needs, visual stimuli, promotional campaigns, and a reduced cognitive capacity to evaluate the benefits and drawbacks of a purchase. Exposure to visual stimuli, such as advertisements or promotional content displayed in stores or through digital media accessed via smartphones and laptops, often encourages consumers to make impulsive purchases without considering the potential consequences. This behavior is more likely to occur when consumers are experiencing unfavorable psychological conditions, making them less inclined to think rationally.

Shopping promotion campaigns such as Harbolnas (National Online Shopping Day), payday promotions, and double-date campaigns have become highly anticipated events for consumers. According to Kumparan (2023), at least 91% of consumers have made online purchases during these promotional events, and five out of ten consumers reported that they would definitely shop during such campaigns.

Shopping Behavior During Promotion Week

Their strategy is to put the items in the shopping cart and checkout once the promotion begins to get the lowest price possible, including free shipping. Fashion & sportswear is the main product category most will purchase.



Figure 2.

Results of the Populix Survey on Indonesian Consumer Shopping Behavior. (Kumparan, 2023)

Figure 2 shows that the most frequently searched product categories include fashion and sportswear (67%), daily necessities (45%), personal care products (41%), cosmetics (40%), food and beverages (29%), technology and gadgets (27%), and electronic products (23%).

Promotional exposure through various media can be highly effective when combined with creativity that enhances the attractiveness of promotional content. Promotional appeal

and discounts refer to the approaches used to capture consumers' attention and influence their interest in a product or service. Consequently, promotional appeal serves as a stimulus that motivates consumers, fulfills their wants or needs, and increases their level of interest in a product (Mahmuda et al., 2024). Empirical findings by Hikma (2020), Naibaho (2024), and Hutagaol and Hidayat (2025) indicate that promotional activities significantly influence impulsive buying behavior. However, Mahmuda et al. (2024) found that promotions do not have a significant effect on impulsive buying behavior.

Product variety refers to product development aimed at creating a wide range of choices for consumers (Indrasari, 2019, p. 31). Essentially, consumers are attracted to products because of the variety offered by sellers. The availability of diverse product options creates product assortment. According to Kotler (2019), product assortment refers to the complete range of products and items offered by a particular seller to buyers. It encompasses the completeness of product offerings, the variety of brands available, different product sizes, and product availability for sale.

Product variety is considered one of the factors influencing consumers' impulsive buying behavior. It refers to the diversity of product types and sizes offered by retailers to satisfy consumer needs. The availability of a wide selection of products—including different brands, sizes, materials, product types, and stock availability—can become a major attraction for consumers by providing them with greater freedom to choose products that best match their preferences (Arya et al., 2021).

Maharani (2021) argued that consumers expect convenience when shopping; they prefer to find all of their needs in one location, making the purchasing process easier. Consumers also expect a wide variety of products, brands, sizes, and designs that encourage them to make purchases. Therefore, product variety represents the diversity of products offered by sellers to buyers.

According to Sujana, as cited in Angelita and Rahcemi (2021), consumers frequently make purchasing decisions during the shopping process for items that were not originally included on their shopping lists (*out-of-purchase list*). These spontaneous decisions often arise when consumers are stimulated by the wide variety of available products. Empirical studies by Gunawan (2021) and Arya et al. (2021) found that product variety significantly influences impulsive buying, whereas Firdayanti (2020) and Maroturizky (2024) reported that product variety does not significantly affect impulsive buying behavior.

Positive emotions also play an important role in increasing impulsive buying behavior. Positive emotions such as happiness, love, excitement, and satisfaction experienced during shopping can influence how individuals evaluate products or brands and increase their tendency to make purchases (Safitri, 2025). Attractive promotional offers, effective product presentations, and a wide range of product choices can stimulate positive emotional responses among consumers. Positive emotions can be defined as mood states that influence and determine the intensity of consumers' decision-making processes. When consumers experience positive emotions, they tend to make decisions more quickly and are more likely to purchase attractive products around them without careful consideration. This occurs because positive emotions strengthen spontaneous behavioral tendencies, thereby encouraging impulsive buying (Safitri, 2025).

Positive emotions represent emotional states that influence the intensity of consumer decision-making. Such emotional conditions may lead consumers to make unplanned

purchases because emotions experienced during the shopping process can directly trigger buying behavior. When consumers experience positive emotional arousal, they tend to spend more time in shopping environments, thereby increasing the likelihood of making purchases. Consequently, positive emotions may result in less controlled purchasing decisions (Prayogi, 2025).

An individual's emotional state is strongly influenced by environmental cues, which ultimately shape specific behavioral patterns. When consumers make decisions based on sensory inputs—such as sight, hearing, smell, and touch—they rely heavily on their emotional responses as important decision cues. Specific emotional responses, whether positive or negative, elicited by sensory stimuli mediate the influence of these factors on impulsive buying behavior (Goel et al., 2024).

Furthermore, Goel et al. (2024) stated that positive emotions, such as pleasure and excitement, are associated with higher spending among impulsive buyers. Impulsive consumers tend to have a strong desire to experience pleasure and emotional stimulation through repeated purchasing behavior. Consequently, positive emotional states can increase consumers' desire to engage in impulsive buying. As consumers browse products, they interpret information through emotional responses that enhance feelings of excitement and enjoyment. Similarly, Sofyan and Kusumadewi (2020) argued that consumers experiencing positive emotions tend to have stronger purchase motivation, thereby increasing the likelihood of impulsive buying behavior.

Iver et al. (2020) explained that consumers who engage in impulsive buying typically exhibit emotional responses throughout every stage of the purchasing process—before, during, and after the purchase. Impulsive buyers often have a strong need for excitement and seek emotional stimulation through repeated purchasing behavior. Impulsive buying may also function as a mechanism for regulating or improving negative moods, suggesting that such behavior serves a self-regulatory function. Empirical findings by Wulandari (2023) and Puspita (2024) indicate that positive emotions significantly influence impulsive buying. Likewise, studies by Sopiyan and Kusumadewi (2020) and Putri (2023) also concluded that positive emotions have a significant effect on impulsive buying behavior.

Based on the background described above and the inconsistent findings reported in previous studies, this research was conducted under the title: "The Influence of Impulsivity, Promotional Exposure, and Product Variety on Impulsive Clothing Purchase Decisions Through Positive Emotions (A Case Study of Female Students at STIESIA)."

RESEARCH METHOD

This study employed a quantitative research approach based on the positivist philosophy to test the proposed hypotheses through statistical analysis of numerical data. The population consisted of female students at STIESIA Surabaya who frequently purchased clothing at shopping malls, while the sample was selected using a purposive sampling technique with the criterion that respondents had purchased clothing at a shopping mall within the past three months. The sample size was determined using the Lemeshow formula, resulting in 97 respondents. The study utilized quantitative descriptive data collected from primary sources through a questionnaire distributed using a field survey method. The variables examined included impulsivity (X1), promotional exposure (X2), and product variety (X3) as exogenous variables, positive emotions (Z) as the mediating variable, and

impulsive clothing purchase decisions (Y) as the endogenous variable. All variables were measured using multiple indicators as specified in the research questionnaire design.

RESULTS AND DISCUSSION
Structural Model (Outer Model)

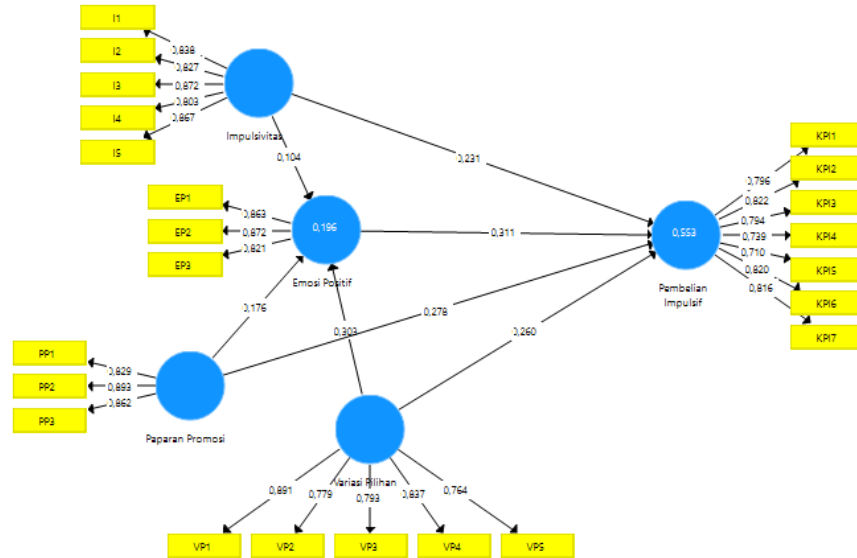


Figure 3.
Structural Model Schematic (Outer Model)
 Source: Primary Data, 2025

The measurement model schema (outer model) above determines the relationship between the latent variables and their indicators. In other words, the outer model defines how each indicator is linked to its respective latent variable.

Convergent Validity

Evaluation of convergent validity can be assessed based on the correlation between component scores (item scores/component scores) and construct values, or in other words, it can be evaluated through factor loadings. A correlation is considered to meet convergent validity if its factor loading value is greater than 0.7 (Haryono, 2016:427).

Table 1.
Factor Loading Values

	Positive Emotions	Impulsivity	Promotional Exposure	Impulsive Clothing Purchases	Choice Variations
EP1	0.863				
EP2	0,872				
EP3	0,821				
I1		0.838			
I2		0,827			
I3		0,872			
I4		0.803			

I5		0,867			
KPI1				0.796	
KPI2				0,822	
KPI3				0.794	
KPI4				0.739	
KPI5				0.710	
KPI6				0.820	
KPI7				0.816	
PP1			0,829		
PP2			0,893		
PP3			0,862		
VP1					0,891
VP2					0.779
VP3					0.793
VP4					0.837
VP5					0.764

Source: Primary Data, 2025

Table 1 shows that the variable indicators Impulsivity (I), Promotion Exposure (PP), Choice Variety (VP), Positive Emotions (EP), and Impulsive Buying Decisions (IB) all have factor loading values above 0.7. This indicates that all indicators are in good condition and meet convergent validity requirements.

Discriminant Validity

The discriminant validity test uses cross-loading values, which indicate that the factor loading from the relevant construct must be greater than the correlation value between that variable and other constructs.

Table 2.
Cross-Loading Factor Values

	Positive Emotions	Impulsivity	Promotional Exposure	Impulsive Clothing Purchases	Choice Variations
EP1	0.863	0,194	0.266	0.473	0.408
EP2	0,872	0,160	0,232	0.469	0,306
EP3	0,821	0,194	0,291	0.463	0,291
I1	0.266	0.838	0,119	0,394	0.234
I2	0,088	0,827	0,101	0,335	0,223
I3	0.246	0,872	0,186	0,345	0.230
I4	0,030	0.803	0,133	0.262	0,116
I5	0,185	0,867	0,223	0,376	0.246
KPI1	0,380	0,376	0.369	0.796	0,488
KPI2	0.433	0,337	0.400	0,822	0.493
KPI3	0.464	0,327	0,395	0.794	0.426
KPI4	0,355	0,308	0,398	0.739	0,420
KPI5	0.411	0.268	0,392	0.710	0,363

KPI6	0,484	0,396	0.458	0.820	0,404
KPI7	0.490	0.269	0,420	0.816	0.417
PP1	0.262	0,011	0,829	0,405	0,297
PP2	0.311	0.211	0,893	0,481	0,380
PP3	0,218	0.243	0,862	0.440	0,289
VP1	0,360	0,198	0,328	0.498	0,891
VP2	0,286	0,288	0.262	0,423	0.779
VP3	0,253	0,218	0,319	0.444	0.793
VP4	0,318	0.200	0.310	0.462	0.837
VP5	0,386	0.158	0,312	0,396	0.764

Source: Primary Data, 2025

Table 2 shows that the cross-loading value of each indicator on its respective variable is greater than its loading on other variables. This indicates that the indicators used in this study have good discriminant validity in representing their respective variables.

Average Variance Extracted (AVE)

The AVE value must be at least 0.50 to measure construct validity. If this requirement is met, discriminant validity can be considered fulfilled.

Table 3.
Average Variance Extracted Value

	Average Variance Extracted (AVE)	Remark
Positive Emotion	0.727	Valid
Impulsivity	0.709	Valid
Promotional Exposure	0.743	Valid
Impulsive Clothing Purchase	0.618	Valid
Choice Variety	0.663	Valid

Source: Primary Data, 2025

Table 3 shows that all variables used in this study have an AVE value greater than 0.50. This result indicates that all instruments for each variable have adequate convergent validity. It also indicates that the variance in the indicators of Impulsivity (I), Promotion Exposure (PP), Choice Variety (VP), Positive Emotions (EP), and Impulsive Buying Decisions (KPI) can be explained by their respective constructs.

Composite Reliability

A construct is considered reliable if its composite reliability value is above 0.70, and its Cronbach's alpha value is also recommended to be above 0.70.

Table 4.
Cronbach's Alpha Values and Composite Reliability

	Cronbach's Alpha	Composite Reliability	Conclusion
Positive Emotion	0,812	0,889	Reliabel
Impulsivity	0,898	0,924	Reliabel
Promotional Exposure	0,827	0,896	Reliabel

Impulsive Clothing Purchase	0,897	0.919	Reliabel
Choice Variety	0,872	0.907	Reliabel

Source: Primary Data, 2025

Table 4 shows that all variables have composite reliability values above 0.70, and Cronbach's alpha values for all variables are also above 0.70. These results indicate that all variables in this study are reliable.

Collinearity Statistics (VIF)

This test is conducted to determine the relationship between indicators and to check for multicollinearity by observing the Variance Inflation Factor (VIF) value. If the VIF is <5, it indicates no collinearity. Conversely, if the VIF is >5, it indicates the presence of collinearity.

Table 5.
Collinearity Statistics (VIF) Values

	VIF	Description
EP1	1.855	No Collinearity
EP2	2.034	No Collinearity
EP3	1.612	No Collinearity
I1	2.269	No Collinearity
I2	2.724	No Collinearity
I3	3.190	No Collinearity
I4	2.509	No Collinearity
I5	2.665	No Collinearity
KPI1	2.745	No Collinearity
KPI2	3.112	No Collinearity
KPI3	2.569	No Collinearity
KPI4	1.658	No Collinearity
KPI5	2.251	No Collinearity
KPI6	2.235	No Collinearity
PP1	1.701	No Collinearity
PP2	2.087	No Collinearity
PP3	1.976	No Collinearity
VP1	3.077	No Collinearity
VP2	2.146	No Collinearity
VP3	2.543	No Collinearity
VP4	3.362	No Collinearity
VP5	1.961	No Collinearity

Source: Primary Data, 2025

Table 5 shows that all indicator values in this study are <5, indicating that there is no strong relationship between the independent variable and the other indicators. Therefore, it can be concluded that all variables in this study are free from multicollinearity issues.

Structural Model (Inner Model)

The internal model or structural model was tested to examine the relationships between constructs.

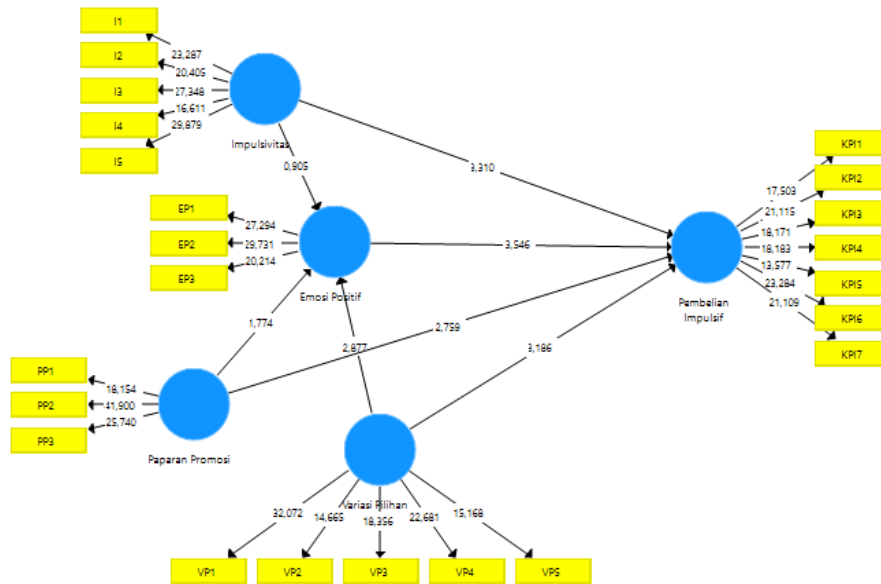


Figure 4.
Structural Model Schematic (Deep Model)
 Source: Primary Data, 2025

Figure 4 shows that the largest path coefficient value is the influence of Impulsivity (I) on Impulsive Clothing Purchase Decisions (IPC), namely 3.310. Meanwhile, the smallest path coefficient value is the influence of Impulsivity (I) on Positive Emotions (EP), namely 0.909. All resulting path coefficient values are positive, indicating that the larger the path coefficient value of the independent variable on the dependent variable, the stronger the influence between these variables.

Coefficient of Determination (R²)

The test used to measure Model Goodness of Fit in this study uses the R-squared (R²) value, which is used to measure the extent of influence of the independent latent variables on the dependent latent variable.

Table 6.
R-Square (R²) Values

	R Square
Positive Emotions	0,196
Impulsive Clothing Purchase Decisions	0,553

Source: Primary Data, 2025

Table 6 shows that the R² value for Positive Emotions (EP) is 0.196. This result indicates that 19.6% of the variation in Positive Emotions (EP) can be explained by Impulsivity (I), Promotion Exposure (PP), and Product Variety (VP).

Meanwhile, the R² value for Impulsive Clothing Purchase Decisions (IPC) is 0.553. This indicates that 55.3% of the variation in Impulsive Clothing Purchase Decisions (IPC) can be explained by Impulsivity (I), Promotion Exposure (PP), Choice Variety (VP), and Positive Emotions (EP).

Predictive Relevance (Q² Value)

The Q² value indicates the contribution of the exogenous (independent) and mediating variables in forming a model with the endogenous (dependent) variables. The Q-squared (Q²) value has the same meaning as the coefficient of determination (R²) in regression analysis, where a higher Q² value indicates a better fit to the data.

If Q² > 0, the model has predictive relevance. Conversely, if Q² < 0, the model has no predictive relevance (Chin, 1998). The calculation of the Q² value is presented as follows:

$$\begin{aligned}
 Q^2 &= 1 - [(1 - R^2_{.1})(1 - R^2_{.2})] \\
 &= 1 - [(1 - 0,196)(1 - 0,553)] \\
 &= 1 - 0,360 = 0,640
 \end{aligned}$$

The calculation results show a predictive relevance (Q²) value of 0.640. This result indicates that the model is considered adequate, as 64.0% of the variation in the research data can be explained by the research model, while the remaining 36.0% is explained by factors outside the research model. Because the Q-squared value is greater than 0 (Q² > 0) and 0.640 is greater than 0.35, this indicates that the independent and mediating variables in forming the model with the endogenous variables exhibit strong predictive relevance. Therefore, based on these results, the research model can be considered to have a good fit.

Hypothesis Testing

Hypothesis testing in this study was conducted by examining the T-statistic and P-value. The research hypothesis is considered accepted if the P-value is <0.05. The results of the bootstrapping test from the PLS analysis are presented in Table 7.

Table 7.
Hypothesis Testing Results

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value	Conclusion
Impulsivity → Impulsive Clothing Purchase	0.231	0.229	0.070	3.310	0.001	Significant
Promotional Exposure → Impulsive Clothing Purchase	0.278	0.286	0.101	2.759	0.006	Significant
Choice Variety → Impulsive Clothing Purchase	0.260	0.262	0.081	3.186	0.002	Significant
Impulsivity → Positive Emotion	0.104	0.094	0.115	0.905	0.366	Not Significant
Promotional Exposure → Positive Emotion	0.176	0.181	0.099	1.774	0.077	Not Significant
Choice Variety → Positive Emotion	0.303	0.310	0.105	2.877	0.004	Significant
Positive Emotion → Impulsive Clothing Purchase	0.311	0.305	0.088	3.546	0.000	Significant

Impulsivity → Positive Emotion → Impulsive Clothing Purchase	0.032	0.030	0.037	0.886	0.376	Not Significant
Promotional Exposure → Positive Emotion → Impulsive Clothing Purchase	0.055	0.057	0.039	1.415	0.158	Not Significant
Choice Variety → Positive Emotion → Impulsive Clothing Purchase	0.094	0.094	0.042	2.258	0.024	Significant

Source: Processed Primary Data

Based on the results of the bootstrapping test, the findings can be interpreted as follows:

1. The Effect of Impulsivity on Impulsive Clothing Purchase Decisions
The test results show a T-statistic of $3.310 > 1.96$ with a P-value of $0.001 < 0.05$. This indicates that impulsivity has a significant influence on impulsive clothing purchase decisions. Therefore, Hypothesis 1 is accepted.
2. The Effect of Promotional Exposure on Impulsive Clothing Purchase Decisions
The test results show a T-statistic of $2.759 > 1.96$ with a P-value of $0.006 < 0.05$. This indicates that promotional exposure has a significant influence on impulsive clothing purchase decisions. Therefore, Hypothesis 2 is accepted.
3. The Effect of Choice Variety on Impulsive Clothing Purchase Decisions
The test results showed a T-statistic of $3.186 > 1.96$ with a P-value of $0.002 < 0.05$. This indicates that choice variety has a significant influence on impulsive clothing purchase decisions. Therefore, Hypothesis 3 is accepted.
4. The Effect of Impulsivity on Positive Emotions
The test results showed a T-statistic of $0.905 < 1.96$ with a P-value of $0.366 > 0.05$. This indicates that impulsivity does not have a significant influence on positive emotions. Therefore, Hypothesis 4 is rejected.
5. The Effect of Promotional Exposure on Positive Emotions
The test results showed a T-statistic of $1.774 < 1.96$ with a P-value of $0.077 > 0.05$. This indicates that promotional exposure does not have a significant influence on positive emotions. Therefore, Hypothesis 5 is rejected.
6. The Effect of Choice Variety on Positive Emotions
The test results showed a T-statistic of $2.877 > 1.96$ with a P-value of $0.004 < 0.05$. This indicates that choice variety has a significant effect on positive emotions. Therefore, Hypothesis 6 is accepted.
7. The Effect of Positive Emotions on Impulsive Clothing Purchase Decisions
The test results showed a T-statistic of $3.546 > 1.96$ with a P-value of $0.000 < 0.05$. This indicates that positive emotions have a significant effect on impulsive buying decisions. Therefore, Hypothesis 7 is accepted.
8. The Effect of Impulsivity on Impulsive Clothing Purchase Decisions through Positive Emotions

The test results showed a T-statistic of $0.886 < 1.96$ with a P-value of $0.376 > 0.05$. This indicates that the effect of impulsivity on impulsive buying decisions through positive emotions is not significant. Therefore, Hypothesis 8 is rejected.

9. The Effect of Promotional Exposure on Impulsive Clothing Purchase Decisions through Positive Emotions

The test results show a T-statistic of $1.415 < 1.96$ with a P-value of $0.158 > 0.05$. This indicates that the effect of promotional exposure on impulsive purchasing decisions through positive emotions is insignificant. Therefore, Hypothesis 9 is rejected.

10. The Effect of Choice Variety on Impulsive Clothing Purchase Decisions through Positive Emotions

The test results show a T-statistic of $2.258 > 1.96$ with a P-value of $0.024 < 0.05$. This indicates that the effect of choice variety on impulsive purchasing decisions through positive emotions is significant. Therefore, Hypothesis 10 is accepted.

CONCLUSION

Based on the results of the previous analysis, the following conclusions can be drawn:

1. Impulsivity has a significant influence on impulsive clothing purchasing decisions. These results indicate that the higher a person's impulsivity, the lower their level of self-control over their actions. This condition creates difficulty in controlling the urge to buy clothing, thereby increasing the likelihood of impulsive clothing purchasing decisions.
2. Exposure to promotions has a significant influence on impulsive clothing purchasing decisions. Visually appealing promotions and emotionally arousing messages can increase the likelihood of impulse buying among consumers exposed to them, especially when consumers do not have a well-planned purchase intention.
3. Variety of choices has a significant influence on impulsive clothing purchasing decisions. Fashion consumers, especially women, tend to exhibit a higher tendency towards impulse buying when they are faced with a wide variety of choices that follow the latest trends. A variety of choices creates visual stimulation and a feeling of not wanting to miss out, which can strengthen the desire to make impulsive purchases.
4. Impulsivity does not have a significant influence on positive emotions. This finding suggests that female students tend to be influenced by rational and functional considerations, such as academic needs, compatibility with campus activities, and long-term benefits. When a purchase does not meet these needs, impulsivity does not always result in feelings of happiness and can instead produce neutral or even negative emotions.
5. Promotional exposure has no significant effect on positive emotions. This condition indicates that consumers' promotional exposure is less appealing and therefore fails to engage their emotions, resulting in an inability to stimulate behavioral responses such as feelings of pleasure and excitement when making a purchase in a store.
6. Variety of Choices has a significant influence on positive emotions. This finding suggests that when consumers are faced with a variety of choices, they have a greater chance of finding a product that truly matches their preferences, needs, or desires. As a result, positive emotions such as joy and satisfaction can arise.

7. Positive emotions have a significant influence on impulsive clothing purchase decisions. Emotional states that affect a person's mood can be a factor driving impulsive clothing purchase decisions. When consumers engage in shopping activities while experiencing positive emotions, the duration and intensity of the buying process tend to increase, which can encourage impulsive buying behavior.
8. Impulsivity does not influence impulsive clothing purchase decisions through positive emotions. Thus, it can be concluded that positive emotions are unable to mediate the relationship between impulsivity and impulsive clothing purchase decisions. This condition indicates that consumer purchases are not only driven by internal drives but also involve external influences in impulsive buying behavior, such as marketing stimuli, including product displays and store atmospheres designed to appeal to the senses and create a sense of urgency.
9. Promotional exposure does not influence impulsive clothing purchase decisions through positive emotions. Therefore, it can be concluded that positive emotions do not mediate the relationship between promotional exposure and impulsive clothing purchase decisions. This condition occurs because consumers may also have a tendency or desire to buy clothing not because of functional needs, but because the brand has particular personal meaning for them.
10. Product diversity influences impulsive clothing purchase decisions through positive emotions. Therefore, it can be concluded that positive emotions can mediate the relationship between product diversity and impulsive clothing purchase decisions. The greater the variety of product choices offered, the more likely consumers are to make impulsive purchases, and positive emotions experienced by consumers (such as happiness or satisfaction) will strengthen the influence of product diversity on this purchasing behavior.

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