

IMPULSIVE FASHION PURCHASES ON SHOPEE: FASHION INVOLVEMENT, POSITIVE EMOTIONS, PLATFORM QUALITY, AND ONLINE PROMOTIONS



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Abstract

This study investigates the factors influencing impulsive buying behavior among consumers using the Shopee marketplace, focusing on the fashion segment, which has experienced rapid growth, contributing significantly to revenue with an increase of up to 24% (Sritanakorn & Nuangjamnong, 2021). Increased income and accessible credit options have escalated impulsive buying tendencies, driven by consumers' desire to fulfill immediate needs with ease (Park et al., 2006). The study examines the impact of consumer fashion involvement, positive emotions, online platform quality, and online sales promotions on impulsive buying behavior. Using a quantitative approach, data were collected through online questionnaires distributed to 208 purposively sampled respondents and analyzed with Structural Equation Modeling (SEM) using Smart PLS. The findings reveal significant direct effects of fashion involvement, positive emotions, online platform quality, and sales promotions on impulsive buying behavior, alongside potential mediating and interacting effects, such as positive emotions amplifying the influence of platform quality and sales promotions. These results highlight the importance of synergistic promotional strategies and user-friendly platform designs in stimulating impulsive purchases, while also acknowledging limitations in sample representativeness and suggesting further investigation into causal mechanisms and interactions between these factors to provide nuanced insights for e-commerce strategies.

Keywords: Fashion Involvement, Impulsive Buying, Online Platform Quality, Online Sales Promotions, Positive Emotions

INTRODUCTION

The rise in income levels and the availability of accessible credit options have led to an increase in impulsive buying behavior among consumers in the retail sector (Park et al., 2006). Impulsive buying, defined as an unplanned purchase triggered by a sudden and strong urge to buy a product, often stems from psychological mechanisms such as emotional arousal, lack of premeditation, and a desire for instant gratification (Rook, 1987). This behavior is particularly evident in the fashion segment, where consumers frequently experience spontaneous purchases driven by the desire to stay updated with trends and meet social expectations (Aprianur, 2020). Shopping activities are further facilitated by the availability of diverse products and seamless transaction processes enabled by digital platforms (Nanda & Aristyanto, 2021).

The fashion segment has shown remarkable growth, with revenue increasing by up to 24% in recent years, making it a significant contributor to e-commerce revenue (Sritanakorn & Nuangjamnong, 2021). Consumers now have access to a range of fashion products, from high-end to affordable, across various platforms, including Shopee, Lazada, Zalora, and Tokopedia. Shopee, in particular, stands out due to its widespread reach, innovative promotional strategies such as flash sales, and user-friendly interface, making it a preferred platform for online shopping. These features not only attract users but also create conditions that stimulate impulsive buying behavior.

Impulsive buying is influenced by both internal and external factors. Internal factors include personal characteristics such as fashion involvement and the positive emotions elicited during the shopping experience. External factors encompass stimuli from the shopping environment, such as the quality of the online platform and sales promotions offered (Aprianur, 2020; Hm & Hadidu, 2021). While previous studies have examined the relationship between internal factors (e.g., fashion involvement, hedonic tendencies, and emotions) and impulsive buying (Park et al., 2006), less attention has been given to the interplay of internal and external factors in the context of digital marketplaces. Furthermore, prior research has not fully explored how platform-specific features, such as Shopee's interactive design and promotional tools, influence consumer behavior.

This study seeks to fill these gaps by analyzing both internal and external factors that drive impulsive buying behavior on Shopee, focusing specifically on the fashion segment. By integrating insights from previous studies and examining the unique attributes of Shopee, this research aims to provide a more comprehensive understanding of the factors influencing impulsive buying behavior in the digital marketplace. In doing so, it highlights the role of platform-specific features and marketing strategies in shaping consumer decisions, offering valuable implications for businesses aiming to enhance consumer engagement and drive sales.

REVIEW OF LITERATURE

Fashion Involvement and Positive Emotions

Fashion involvement refers to a consumer's interest, motivation, and engagement with fashion products, which influences their attitudes and behaviors (Park et al., 2006). High levels of fashion involvement typically result in stronger emotional connections to fashion products, as these consumers derive pleasure and satisfaction from staying up-to-date with trends and expressing themselves through fashion (Siti Harfiyah & Firmantyas Putri Pertiwi, 2022). On online marketplaces like Shopee, highly involved consumers are more likely to experience heightened positive emotions while browsing fashion products, as they find joy and excitement in discovering new styles and deals. Conversely, low-involvement consumers may exhibit less emotional engagement, focusing primarily on functional or utilitarian aspects of purchases.

The relationship between fashion involvement and impulsive buying can be mediated by positive emotions. For example, consumers with high fashion involvement may feel elation and excitement when encountering new fashion items, which can trigger spontaneous purchase decisions. This highlights the need to explore the direct and indirect effects of fashion involvement on impulsive buying in online contexts.

H1. Fashion involvement positively influences positive emotions.

Positive Emotions and Impulsive Buying

Emotions, defined as reactions to environmental stimuli, play a critical role in consumer decision-making (Debora & Setiobudi, 2024). Positive emotions, such as joy,

excitement, and contentment, enhance a consumer's likelihood of engaging in impulsive buying by creating a sense of euphoria and reducing the complexity of decision-making processes (Fauziyah & Julaeha, 2022). Consumers experiencing positive emotions may prioritize immediate gratification over deliberative thinking, leading to unplanned purchases.

On Shopee, features such as attractive visual designs, seamless navigation, and engaging product displays contribute to the generation of positive emotions, making consumers more susceptible to impulsive buying. Additionally, positive emotions can interact with other factors, such as platform quality and sales promotions, to amplify their influence on impulsive purchases. For example, a user might feel excitement when encountering a flash sale or exclusive deal, reinforcing their impulsive buying tendencies.

H2. Positive emotions positively influence impulsive buying.

Online Platform Quality and Impulsive Buying

Online platform quality encompasses attributes such as functionality, ease of use, security, and entertainment value, which collectively shape the consumer experience (Wahyuningtyas et al., 2021). A high-quality platform provides a seamless shopping experience, encouraging consumers to spend more time exploring products and ultimately increasing the likelihood of impulsive purchases. On Shopee, features such as intuitive user interfaces, personalized recommendations, and visually appealing designs can create an environment that fosters impulsive buying behavior.

Moreover, the relationship between platform quality and impulsive buying may be moderated by positive emotions. For instance, consumers using a well-designed platform may feel relaxed and satisfied, enhancing their emotional connection to the shopping process and increasing the likelihood of spontaneous purchases. This interaction highlights the importance of examining how platform quality contributes to impulsive buying in conjunction with other factors.

H3. Online platform quality positively influences impulsive buying.

Online Sales Promotions and Impulsive Buying

Sales promotions, including discounts, coupons, and flash sales, are designed to stimulate consumer demand within a limited timeframe (Sritanakorn & Nuangjamnong, 2021). In online marketplaces like Shopee, sales promotions serve as external stimuli that

can trigger impulsive buying by creating a sense of urgency and perceived value. For instance, time-limited discounts and exclusive deals often prompt consumers to act quickly, minimizing deliberation and encouraging unplanned purchases.

The effectiveness of sales promotions in driving impulsive buying can be influenced by consumer characteristics such as fashion involvement and positive emotions. For example, highly involved consumers are more likely to respond to promotional incentives due to their heightened interest in fashion, while positive emotions elicited by promotions can further amplify their effects. These interactions underscore the need to investigate the combined impact of internal and external factors on impulsive buying behavior.

H4. Online sales promotions positively influence impulsive buying.

Research Gaps and Contextual Considerations

While existing studies have explored the influence of fashion involvement, hedonic consumption, and positive emotions on impulsive buying, limited attention has been given to external factors such as platform quality and sales promotions in the context of Southeast Asian marketplaces like Shopee (Park et al., 2006; Sritanakorn & Nuangjamnong, 2021). Moreover, little is known about how these factors interact to shape consumer behavior. For example, do positive emotions mediate the relationship between platform quality and impulsive buying? How do sales promotions interact with fashion involvement to drive impulsive purchases?

Cultural and regional differences may also play a role in shaping impulsive buying behavior. In Southeast Asia, social influences and peer pressure may have a greater impact on online shopping compared to Western marketplaces. Additionally, Shopee's platform-specific features, such as flash sales and gamified shopping experiences, may create unique conditions for impulsive buying that differ from those on platforms like Amazon or eBay. This study aims to address these gaps by examining the interplay of internal and external factors influencing impulsive buying on Shopee, with a focus on the fashion segment.

RESEARCH METHOD

The objective of this research is to analyze the influence of fashion involvement, positive emotions, online platform quality, and online sales promotions on impulsive buying

behavior among consumers of fashion products on the Shopee marketplace. The study focuses on consumers who purchase fashion products on Shopee, with variable measurements developed from validated instruments in previous studies.

Measurement Items and Questionnaire Design

Measurement items for fashion involvement were adapted from studies by Sritanakorn & Nuangjamnong (2021) and Nguyen & Ha (2021), with minor refinements to clarify the definition as a personal interest or commitment to fashion trends. Positive emotions were measured using items from Sritanakorn & Nuangjamnong (2021). Items for online platform quality and online sales promotions were also adapted from Sritanakorn & Nuangjamnong (2021), while impulsive buying items were based on studies by Park et al. (2006), Sritanakorn & Nuangjamnong (2021), and Nguyen & Ha (2021). Table 1 provides details of the construct items used in the questionnaire.

The study utilized a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to capture respondents' levels of agreement with the provided statements.

Table 1.
Construct Items

Variable	Item	Question	Source
Fashion Engagement (KF)	KF1	I always follow the latest fashion trends	(Park et al., 2006) & (Nguyen & Ha, 2021)
	KF2	Fashionable and attractive style is very important to me	
	KF3	Dressing well is an important thing in my life	
	KF4	I place great importance on my fashion	
Positive Emotions (EP)	EP1	A good mood will support me in buying fashion products online at Shopee	(Sritanakorn & Nuangjamnong, 2021)
	EP2	I am excited to buy the fashion products I want on Shopee	
	EP3	Bad emotions made me change my mind about buying fashion products online at Shopee	
Online Platform Quality (KPO)	KPO1	The good quality of the Shopee online platform makes me comfortable shopping	(Sritanakorn & Nuangjamnong, 2021)
	KPO2	The good quality of the Shopee online platform helps me buy fashion products more easily and quickly	
	KPO3	Shopee with its attractive appearance helped me make purchases	

Online Sales Promotion (PPO)	PPO1	Sales promotions can help me decide to buy fashion products on Shopee in a shorter time	(Sritanakorn & Nuangjamnong, 2021)
	PPO2	I prefer to buy fashion products on Shopee when there are promotions	
	PPO3	I tend to buy fashion products more quickly when Shopee offers a temporary promotional period	
	PPO4	I feel sorry for missing the opportunity to buy fashion products on Shopee after the promotional time ends	
Impulse Buying (PI)	PI1	The Shopee marketplace makes me enthusiastic about looking for fashion products	(Sritanakorn & Nuangjamnong, 2021), (Park et al., 2006), & (Wang et al., 2022)
	PI2	I once bought a fashion product on Shopee that I didn't plan to buy	
	PI3	Shopee makes me feel like buying fashion products online	
	PI4	I ended up spending more money than planned on Shopee	
	PI5	I like buying the latest fashion products on Shopee	

Data Collection and Sampling Method

Purposive sampling was used to select respondents who fit specific characteristics relevant to the research objective. This sampling method, while efficient, carries a risk of bias. To address this, the sample was carefully chosen to represent active Shopee users who frequently purchase fashion products. The study's population consisted of all Shopee consumers, with data collected from Universitas Muhammadiyah Surakarta students. These respondents were deemed suitable proxies for the broader Shopee consumer base, as young adults often dominate online shopping demographics and exhibit high levels of digital engagement.

The survey was conducted from August to September 2024, yielding 208 valid responses. While this sample provides valuable insights, future studies should consider a more diverse population to enhance generalizability.

Data Analysis

This study used Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the data, leveraging Smart-PLS software. PLS-SEM is particularly suitable for this

research due to its ability to model complex relationships between multiple latent variables and validate theoretical frameworks. Compared to other statistical techniques, such as multiple regression, PLS-SEM allows for greater flexibility in handling measurement errors and is ideal for exploratory studies like this one (Astuti & Bakri, 2021). By using PLS-SEM, the study aims to predict the relationships between constructs, validate hypotheses, and provide a comprehensive understanding of the factors influencing impulsive buying behavior on Shopee.

RESULTS AND DISCUSSION

The demographic profile of the 208 respondents who met the criteria is presented in Table 2. Among the respondents, 35 (16.83%) were male, and 173 (83.17%) were female. The majority of respondents were aged 20-25 years, totaling 140 individuals (67.31%), while those under 20 years old accounted for 68 (32.69%), and there were no respondents over 25 years old.

Regarding education, 176 respondents (84.62%) had graduated from high school, while 32 (15.38%) held a D4/S1 degree. No respondents held a D3 degree. In terms of purchasing behavior, 109 respondents (52.40%) reported purchasing fashion products on Shopee less than three times a month, 50 (24.04%) made purchases 3-5 times a month, and 49 (23.56%) made purchases more than five times a month. Most respondents had a monthly income or allowance of less than Rp 1,000,000 (36.06%), followed by Rp 1,000,000 – Rp 1,500,000 (31.25%), Rp 1,500,000 – Rp 2,000,000 (19.71%), Rp 2,000,000 – Rp 2,500,000 (8.17%), and more than Rp 2,500,000 (4.81%).

Table 2.
Demographic Data of the Respondents

Demographic Variable	Frequency	Percentage
Gender		
Man	35	16,83
Woman	173	83,17
Age		
Under 20 years old	68	32,69
20-25 years	140	67,31
Over 25 years old	0	0

Last education		
SENIOR HIGH SCHOOL	176	84,62
D3	0	0
D4/S1	32	15,38
How often do you buy fashion products on the Shopee marketplace in a month?		
Less than 3 times	109	52,40
3-5 times	50	24,04
More than 5 times	49	23,56
How much is your income/pocket money in a month?		
Less than IDR 1,000,000	75	36,06
IDR 1,000,000 – IDR 1,500,000	65	31,25
IDR 1,500,000 – IDR 2,000,000	41	19,71
IDR 2,000,000 – IDR 2,500,000	17	8,17
More than IDR 2,500,000	10	4,81

Source: SmartPLS, 2024

The high percentage of female respondents (83.17%) reflects the demographics of the population sampled, which consisted of university students, where female students are typically more engaged in fashion purchasing on platforms like Shopee. This gender imbalance is acknowledged as a limitation that could affect the generalizability of the findings, as male consumers may exhibit different purchasing behaviors. Future studies should aim for a more balanced sample to ensure broader applicability of the results

Measurement Procedure

PLS-SEM is used to analyze the data. Smart-PLS is utilized to forecast relationships between constructs, validate theories, and illustrate the existence or absence of relationships between latent variables when these latent variables cannot be measured directly (Astuti & Bakri, 2021).

Assessment of the Outer Model

The second step in the SmartPLS software is the assessment of the measurement model (outer model). The outer model describes the relationship between independent and dependent variables (Aburumman et al., 2023). Through the assessment of the outer model, we can ensure that the data is valid and reliable. As shown in Table 3, outer loading values above 0.7 are considered valid. A variable is deemed acceptable if the AVE value is greater

than 0.5 and the Composite Reliability value exceeds 0.6 (Sari et al., 2021). The model is free from multicollinearity if all VIF values are less than 4 (Missy et al., 2023).

Table 3.
Construct Validity

Constructs	Items	Validity			Reliability	
		Outer Loadings	VIF	Chonbach's Alpha	Composite Reliability	AVE
Fashion	KF.1	0,770	1,498	0,831	0,888	0,665
Engagement	KF.2	0,827	1,949			
	KF.3	0,807	1,847			
	KF.4	0,854	2,234			
Positive Emotions	EP.1	0,830	1,716	0,861	0,916	0,784
	EP.2	0,927	3,288			
	EP.3	0,898	2,943			
Online Platform Quality	KPO.1	0,862	2,052	0,865	0,917	0,787
	KPO.2	0,893	2,285			
	KPO.3	0,906	2,468			
Online Sales Promotion	PPO.1	0,814	1,641	0,765	0,850	0,587
	PPO.2	0,744	1,537			
	PPO.3	0,785	1,540			
	PPO.4	0,718	1,337			
Impulse Buying	PI.1	0,824	2,015	0,871	0,906	0,659
	PI.2	0,755	1,757			
	PI.3	0,859	2,297			
	PI.4	0,781	1,935			
	PI.5	0,837	2,176			

Source: SmartPLS, 2024

Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT), with a threshold value of 0.9 indicating acceptable validity. Table 4 demonstrates that all HTMT values are below 0.9, confirming satisfactory discriminant validity. This threshold is consistent with recommendations in behavioral research and aligns with prior studies. Comparing these values to previous research, the results reflect a robust measurement model (Shafie et al., 2024).

Table 4.
Discriminant Validity with Heterotrait-Monotrait Ration (HTMT)

Positive Emotions	Engagement Fashion	Fashion Quality Online	Impulse Buying	Online Sales Promotion

Positive Emotions				
Fashion Engagement	0,705			
Online Platform Quality	0,693	0,639		
Impulse Buying	0,698	0,574	0,693	
Online Sales Promotion	0,790	0,680	0,849	0,857

Source: SmartPLS, 2024

The structural model was evaluated using R² values and hypothesis testing via bootstrapping (500 subsamples). The R² value for positive emotions (0.359) suggests that fashion engagement explains a moderate proportion.

Assessment of the Inner Model

The model assessment is conducted to test the hypotheses. A bootstrapping approach is applied using 500 subsamples to analyze the hypothesis testing. The directional hypothesis method selects a sample size of 500, which requires a one-tailed test. A relationship is considered to have a significant effect if the p-value is less than 0.05.

Data in Table 5 shows the direct and indirect effects between the independent variables and the dependent variables. The explanation in Table 5 indicates that fashion involvement has a significant effect on positive emotions (p = 0.000), supporting H1. Furthermore, positive emotions have a relevant influence on impulsive buying (p = 0.001), supporting H2. Additionally, online platform quality has a relevant impact on impulsive buying (p = 0.016), supporting H3. Lastly, online sales promotions significantly affect impulsive buying (p = 0.000), supporting H4.

Table 5.
Construct Hypothesis

Hypothesis	Path Coefficient	Standard Deviation	T Value	P Value	Decision
H1 Fashion Engagement → Positive Emotions	0,599	0,045	13,375	0,000	Supported
H2 Positive Emotions → Impulsive Buying	0,220	0,067	3,300	0,001	Supported

H3	Online Quality Buying	Platform → Impulse	0,168	0,078	2,151	0,016	Supported
H4	Online Promotion Impulse Buying	Sales →	0,454	0,073	6,248	0,000	Supported

Source: SmartPLS, 2024

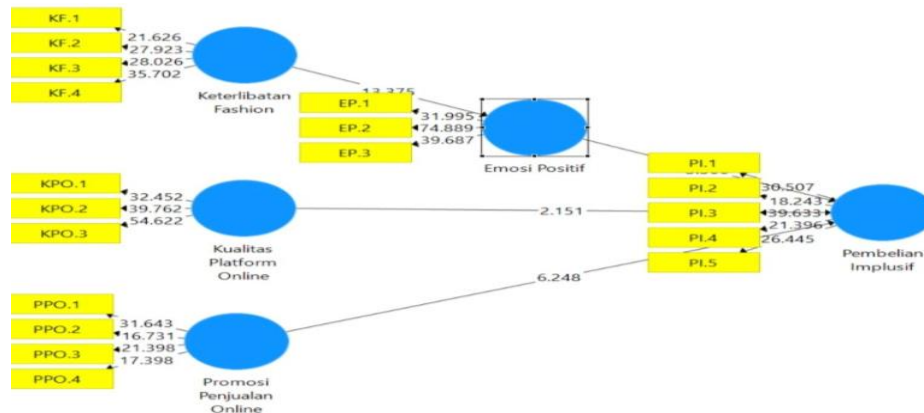


Figure 1.
PLS Output from the Structural Model

Source: SmartPLS, 2024

Discussion of Research Results

This research explores impulsive buying behavior on the Shopee marketplace. The results indicate that fashion involvement has a relevant influence on positive emotions within the Shopee marketplace. This finding aligns with previous research (Park et al., 2006), which stated that fashion involvement affects positive emotions. Fashion involvement is a motivational condition that arises from desires or interests triggered by specific stimuli or circumstances, expressed through actions. The higher the fashion involvement, the greater the positive emotions experienced by consumers while shopping (Pramestya & Widagda, 2020).

The findings highlight that positive emotions significantly affect impulsive buying on the Shopee marketplace. Consumers in a positive emotional state tend to shorten their consideration and decision-making processes regarding purchases. In situations involving purchase decisions, consumers who experience joy are more likely to engage in impulsive buying actions (Ramadania et al., 2022). This result is consistent with previous research (Park et al., 2006) which also indicated that positive emotions influence impulsive buying. However, it is essential to consider whether cultural or demographic factors, particularly in

a Southeast Asian context like Shopee's primary market, could affect the strength of this relationship. For instance, societal norms and cultural emphasis on collectivism might intensify or moderate emotional impacts on purchase behaviors compared to individualistic cultures.

The study also demonstrates that online platform quality significantly impacts impulsive buying on the Shopee marketplace. This finding is corroborated by earlier studies (Sritanakorn & Nuangjamnong, 2021) that highlighted the influence of online platform quality on impulsive buying. The quality of the online platform enhances aesthetic appeal and comfort for consumers, thereby encouraging impulsive purchases. In Shopee's context, the platform's ease of navigation, visual appeal, and reliable performance may create a conducive environment for impulsive buying. This underscores the importance of continuous platform enhancements to sustain consumer engagement and purchasing behavior.

Moreover, the findings indicate that online sales promotions have a significant effect on impulsive buying within the Shopee marketplace. This is supported by previous research (Sritanakorn & Nuangjamnong, 2021), which stated that online sales promotions positively influence impulsive buying. Strong and attractive sales promotions can lead to unexpected purchases (Salam, 2021). Sales promotions aim to stimulate consumer needs and encourage immediate purchases of products. In the Southeast Asian context, where price sensitivity is often a key consideration, time-limited discounts, free shipping, and flash sales are particularly effective strategies.

The study's theoretical contribution advances the understanding of impulsive buying behavior by integrating internal and external factors within an e-commerce framework. While prior research has extensively examined these factors individually, this study synthesizes them into a cohesive model specific to online marketplaces. The results offer nuanced insights into how online platforms and emotional states interact to shape consumer behavior. Unlike traditional retail settings, the findings underscore the critical role of platform quality and promotional strategies in driving impulsive purchases in digital environments. Additionally, this study sheds light on consumer behavior in a predominantly

Southeast Asian demographic, a context less explored in the global literature on impulsive buying.

From a practical perspective, the findings provide valuable insights for producers, marketers, and policymakers. Producers should develop more effective marketing strategies by focusing on factors such as fashion involvement and positive emotions as internal drivers. Concurrently, enhancing online platform quality and designing attractive sales promotions as external stimuli can significantly influence impulsive buying behavior. Marketers could benefit from tailoring strategies to cultural nuances, emphasizing the interplay of emotions and platform dynamics to maximize consumer engagement. Policymakers can use these insights to regulate promotional practices, ensuring transparency and consumer protection while fostering sustainable e-commerce growth.

CONCLUSION

This research analyzes the factors influencing impulsive buying on the Shopee marketplace. The results indicate that fashion involvement, positive emotions, online platform quality, and online sales promotions significantly affect impulsive buying on Shopee. Among these factors, online sales promotions had the strongest influence (path coefficient: 0.454), emphasizing their critical role in driving impulsive purchases. Positive emotions (path coefficient: 0.220), online platform quality (path coefficient: 0.168), and fashion involvement (indirect effect through positive emotions) also play meaningful roles but to varying extents. These findings suggest that marketers should prioritize online sales promotions while leveraging platform quality and fostering positive emotions to enhance impulsive buying behavior.

The theoretical implications of this research are significant. By demonstrating the relevance of both internal (fashion involvement and positive emotions) and external factors (online platform quality and online sales promotions) in impulsive buying, this study supports and extends existing models of consumer behavior. It reinforces the Stimulus-Organism-Response (S-O-R) framework by showing how external stimuli like platform quality and promotions interact with internal emotional states to influence consumer responses. Furthermore, this study adds nuance to the understanding of impulsive buying in

a Southeast Asian context, highlighting cultural and demographic factors that may shape these dynamics.

However, this study is not without limitations. First, it focuses on only four independent variables, potentially overlooking other factors that influence impulsive buying behavior, such as personal traits or environmental stimuli. Second, one of the fashion involvement indicators, "I usually prioritize fashion over comfort in my clothing," was found to be irrelevant to respondents, indicating a need for more context-specific measurement items.

Future research could broaden the scope by exploring additional variables, such as trust in the platform, peer influence, or product variety. Expanding the sample size or conducting comparative studies across different marketplaces or cultural settings could also provide deeper insights. Such efforts would help build a more comprehensive understanding of impulsive buying behavior in the evolving landscape of e-commerce.

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