

Do Shopping Lifestyle, Price Discount, and Positive Emotion Influence Impulse Buying? An Empirical Analysis of the Indonesian Fashion Industry

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ABSTRACT

Purpose: This study aims to examine the effect of shopping lifestyle, price discount, and positive emotion on impulse buying, as well as the mediating role of positive emotion in the relationship between shopping lifestyle and price discount on impulse buying in the Indonesian fashion industry.

Method: This research employs a quantitative approach by collecting primary data through questionnaires distributed via Google Forms. The study involved 350 Erigo customers who had made impulsive purchases of Erigo products, selected using the incidental sampling method. The collected data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, utilizing SmartPLS 3 software.

Result: The findings of this study indicate that shopping lifestyle and positive emotion have a direct, positive, and significant impact on impulse buying. However, price discount does not directly influence impulse buying. Nevertheless, positive emotion successfully mediates the effect of price discount on impulse buying and also mediates the effect of shopping lifestyle on impulse buying positively and significantly.

Practical Implications for Economic Growth and Development: The results of this study provide strategic insights for fashion brands, particularly local fashion brands, to enhance sales by leveraging internal factors such as positive emotion and shopping lifestyle, as well as external factors like price discounts. These strategies can increase consumer purchases and, in turn, contribute to economic growth.

Keywords: *Impulse Buying, Shopping Lifestyle, Price Discount, Positive Emotion*

INTRODUCTION

The fashion industry in Indonesia is currently experiencing significant growth and heightened consumer interest, as evidenced by fashion products emerging as the most frequently purchased items across major e-commerce platforms. For instance, on Shopee, fashion products dominate with a purchase rate of 49%. Similarly, fashion products rank first on Lazada with 58%, on Tokopedia with 39%, and on BukaLapak with 59% (Setyowati, 2023).

The importance of the fashion sector in Indonesia's economy is further underscored by the statement of the Minister of Creative Economy, Teuku Riefky Harsya, who emphasized that fashion represents one of the creative economy subsectors that significantly contributes to the nation's Gross Domestic Product (GDP). The fashion subsector remains the primary driver of creative economy exports, accounting for 61.6% of the total contribution, followed by the craft subsector at 30.95% and the culinary subsector at 6.76% (Kemenparekraf, 2024).

The rapid expansion of the fashion industry, accompanied by evolving fashion trends, has prompted consumers to adopt a more discerning approach in selecting fashion products. Consumer preferences extend beyond mere functional requirements, as they increasingly seek innovative products that resonate with their identity and lifestyle (Wulandari et al., 2024). This inclination to remain abreast of fashion trends fosters a lifestyle in which the desire to



acquire the latest products often culminates in impulse buying. Impulse buying is characterized as a sudden, compelling urge to purchase a product without prior deliberation or premeditated intention (Zhang et al., 2021).

The phenomenon of impulse buying is inherently unpredictable, as it is contingent upon numerous factors (Lin & Lo, 2016). One prominent factor that can elicit impulse buying is promotional activity, particularly price discounts (Parmar et al., 2020). A price discount is a strategic price-based promotion in which consumers are offered the same product at a reduced cost (Çavuşoğlu et al., 2020; Xu & Huang, 2014). While discounting has long been employed as a promotional tactic for both online and offline transactions (Hasbi et al., 2022), it remains pertinent as consumers perceive increased value when receiving discounts (Lee & Chen-Yu, 2018). Recent findings by Arianty et al. (2024) indicate that price discounts have a positive and significant impact on impulse buying. However, these findings are inconsistent with the results of studies by Salsabila and Andriana (2024) and Sazuana and Jumai (2024), which assert that price discounts do not significantly influence impulse buying.

Beyond external factors such as promotions, internal consumer factors also play a pivotal role in shaping impulse buying behavior. One such factor is shopping lifestyle, which reflects how consumers allocate their time and financial resources (Nugroho et al., 2024). Shopping, for many individuals, serves as a pleasurable activity that alleviates stress and mitigates boredom (Febri et al., 2019). Marketers must understand shopping lifestyle patterns to effectively capture consumer attention and build brand loyalty (Baldangombo & Gantulga, 2023). Unlike promotional strategies initiated by marketers, shopping lifestyle is inherently driven by consumer preferences, which marketers can strategically leverage to stimulate impulse buying. Ringo et al. (2023) demonstrated that shopping lifestyle has a positive and significant effect on impulse buying. Conversely, Nugroho et al. (2024) reported that shopping lifestyle does not significantly affect impulse buying.

In addition to external marketing strategies and shopping lifestyle, internal psychological factors also contribute to impulse buying behavior. Positive emotion, a key internal factor, refers to feelings of happiness, pleasure, satisfaction, or love that arise from favorable moods or situations (Rahadhini et al., 2020). Positive emotion can drive consumers to make impulsive purchases (Chauhan et al., 2023). Chauhan et al. (2023) found that positive emotion exerts a positive and significant impact on impulse buying, while Yi and Jai (2020) argued that positive emotion does not significantly influence impulse buying.

Given the inconsistent findings regarding the impact of shopping lifestyle, price discount, and positive emotion on impulse buying, further investigation into these variables is warranted. This study differentiates itself from previous research by incorporating positive emotion as a mediating variable between shopping lifestyle, price discount, and impulse buying—an aspect that has received limited attention in earlier studies. Accordingly, this study aims to analyze the influence of shopping lifestyle and price discount on impulse buying while examining the mediating role of positive emotion.

METHOD

This research is classified as explanatory research, as it aims to explain the causal relationships between variables. The study adopts a quantitative method rooted in the positivist philosophy, which emphasizes the examination of specific populations or samples through statistical data analysis to test predetermined hypotheses (Sugiyono, 2013). Primary data serves as the foundation of this study, collected via online questionnaires distributed through Google Forms.

The population of this study consists of Indonesian consumers who are customers of Erigo, a leading Indonesian local fashion brand. The sample is specifically drawn from Erigo customers who have made impulsive purchases of Erigo products. Erigo was selected as the subject of this study due to its prominence as one of the largest fashion brands in Indonesia. In 2023, the brand set a remarkable sales record by generating a turnover of 5 billion rupiahs

within 10 minutes (Ramdhani, 2023). Additionally, Erigo exhibits research-relevant characteristics, including frequent discount promotions and a consumer base primarily consisting of young people with a shopping lifestyle that aligns with current fashion trends.

The sampling technique employed in this study is non-probability sampling, specifically using the incidental sampling method. A total of 350 respondents participated in the study. Responses were measured using a Likert scale ranging from 1 to 5, where 1 represents "strongly disagree" and 5 represents "strongly agree."

To analyze the collected data, this study utilizes the Structural Equation Modeling (SEM) technique, a multivariate analytical method that integrates aspects of factor analysis and multiple regression. SEM allows researchers to examine a series of interrelated dependency relationships between measured variables and latent constructs, as well as among multiple latent constructs (Hair et al., 2019). The specific approach employed in this study is Partial Least Squares (PLS), which is a variant of SEM capable of simultaneously testing both measurement and structural models. Data processing and analysis were conducted using SMARTPLS 3 software.

The validity of the measurement model was evaluated through convergent validity using the Average Variance Extracted (AVE), with an acceptable threshold value of greater than 0.50. Construct reliability was assessed through Cronbach's alpha and composite reliability, with acceptable values exceeding 0.70. Furthermore, the explanatory power of the structural model was determined using the R-square value to evaluate the proportion of variance explained by the model.

Table 1. Variables Measurement

Variables	Codes	Statements
Shopping lifestyle (Imbayani & Novarini, 2018)	SL1	I usually consider buying an Erigo product after seeing an advertisement.
	SL2	I prefer buying the latest or trending Erigo collections.
	SL3	I prefer buying Erigo products over lesser-known local brands.
	SL4	I sometimes buy products from brands other than Erigo.
	SL5	I believe Erigo products are of better quality than other local brands.
	SL6	I realize that there are other local brands with similar quality to Erigo.
Price discount (Ittaqullah et al., 2020)	PD1	The bigger the discount offered, the more likely I am to buy Erigo products.
	PD2	I am more encouraged to buy immediately when Erigo offers discounts for a short period.
	PD3	I tend to buy Erigo products when there is a discount on the type of product I like or need.
Positive Emotion (Setiawan & Ardani, 2022)	PE1	I feel happy when I get the Erigo products I want.
	PE2	I feel comfortable when shopping for Erigo products.
	PE3	I feel enthusiastic when I see the latest collection from Erigo.
	PE4	I feel satisfied with my shopping experience at Erigo.
	PE5	I feel encouraged to buy Erigo products because of a satisfying shopping experience.
Impulse Buying (Imbayani & Novarini, 2018)	IB1	I usually buy Erigo products spontaneously when I see them.
	IB2	I usually buy Erigo products without thinking too long.
	IB3	I usually buy Erigo products because I feel happy or enthusiastic when I see them.

Variables	Codes	Statements
	IB4	I usually buy Erigo products without considering whether I really need them.

Source: Authors' compilation (2025)

Hypotheses Development

Shopping Lifestyle and Impulse Buying

Shopping lifestyle refers to an individual's way of life, specifically concerning how they allocate their time and financial resources for shopping activities (Febri et al., 2019; Padmasari & Widyastuti, 2022). As an internal factor, shopping lifestyle has the potential to trigger impulse buying behaviors (Febri et al., 2019). Previous studies have demonstrated that a higher level of shopping lifestyle correlates positively with increased impulse buying tendencies (Dewi & Adi, 2023; Ningrum & Pudjoprastyono, 2023). According to the Stimulus-Organism-Response (SOR) theory, an individual's response is shaped by the circumstances they experience or perceive (Nieves-Pavón et al., 2023). In the context of this study, the response in the form of impulse buying is influenced by the shopping lifestyle, which manifests as a continuous desire to purchase products that align with the latest trends. A dynamic and ever-evolving lifestyle encourages individuals to engage in shopping as a means of fulfilling perceived needs or desires. This phenomenon is reinforced by various factors, including social influence, evolving fashion trends, and the pressure to keep up with current developments, all of which may compel individuals to make spontaneous purchases without prior planning (Ringo et al., 2023).

H1: Shopping lifestyle has a significant effect on impulse buying

Price Discount and Impulse Buying

Price discount is a promotional pricing strategy in which customers are offered the same product at a reduced price (Çavuşoğlu et al., 2020; Xu & Huang, 2014). Marketers often employ discounts as a key factor in influencing consumer purchasing decisions, as discounts can significantly increase the level of consumer purchases (Çavuşoğlu et al., 2020). This phenomenon occurs because consumers perceive that they are saving money when purchasing discounted products, thereby enhancing the attractiveness of the offer (Lee & Chen-Yu, 2018). Empirical evidence suggests that discounts have a significant impact on impulse buying behavior. Consumers often make impulsive purchases intuitively when they encounter perceived stimuli, such as discounted prices (Wu et al., 2020). For instance, a study applying the Stimulus-Organism-Response (SOR) model by Karim et al. (2021) examined the influence of marketing stimuli, including prices, promotions, and bonuses, and found that marketing stimuli positively influence impulse buying behavior. The greater the discount offered as a stimulus, the higher the probability of impulse buying, as consumers tend to act hastily without carefully considering their purchase decisions (Noor, 2020; Silalahi et al., 2024). Consequently, the urgency created by discounts prompts consumers to make spontaneous purchases without thorough evaluation, resulting in impulse buying behavior (Sudjawoto et al., 2024).

H2: Price discount has a significant effect on impulse buying

Positive Emotion and Impulse Buying

Positive emotions are affective states that arise from a person's pre-existing mood, emotional disposition, or reactions to environmental stimuli, such as encountering desirable products or appealing promotions (Park et al., 2006). Impulse buying is driven not only by external factors but also by internal psychological factors, including positive emotions (Iyer et al., 2019). The stronger the positive emotions experienced by consumers while shopping, the more likely

they are to make impulsive purchases (Duong & Khuong, 2019). Research conducted by Chauhan et al. (2023) using the Stimulus-Organism-Response (SOR) model demonstrated that positive emotions—such as excitement and enthusiasm—positively influence impulse buying behavior. This relationship occurs because consumers experiencing positive emotions tend to make quicker purchasing decisions, driven by internal motivation and heightened enthusiasm. Consequently, when consumers are attracted to visit a store, marketers should focus on fostering positive emotions to increase the likelihood of impulse buying. The stronger the positive emotions felt by consumers, the greater their tendency to engage in impulsive purchasing (Duong & Khuong, 2019).

H3: Positive emotion has a significant effect on impulse buying

Shopping Lifestyle and Positive Emotion

Shopping today is not merely about fulfilling needs but has also become an activity that can enhance mood, relieve stress, or alleviate boredom (Febri et al., 2019). A person's shopping lifestyle plays a crucial role in fostering positive emotional states. When consumers with a high shopping lifestyle encounter promotions from marketers, they tend to feel excitement and positive emotions, which subsequently stimulate purchasing behavior (Widiyanti et al., 2022). This phenomenon aligns with the Stimulus-Organism-Response (SOR) theory, which posits that an individual's internal state is shaped by the stimuli they receive (Li et al., 2022). In this context, internal states such as positive emotions are significantly influenced by consumers' shopping lifestyles. The more pronounced the consumer's shopping lifestyle, the stronger the positive emotions that are generated (Azizah & Fauzi, 2024; Dewi & Adi, 2023).

H4: Shopping lifestyle has a significant effect on positive emotion

Price Discount and Positive Emotion

Consumer emotions during shopping are influenced by specific situations or external factors that are occurring. Positive emotions, such as feelings of pleasure or satisfaction, emerge as reactions to stimuli that impact their emotional state. These stimuli often originate from external factors, such as marketing promotions in the form of discounts. The larger the discount offered, the more likely consumers are to experience positive emotions, such as joy or satisfaction (Arianty et al., 2024). This phenomenon aligns with the Stimulus-Organism-Response (SOR) theory, which posits that stimuli can influence an individual's internal state (Nieves-Pavón et al., 2023). Therefore, the greater the discount provided by marketers, the stronger the positive emotions that are generated (Salsabila & Andriana, 2024).

H5: Price discount has a significant effect on positive emotion

The Role of Positive Emotion in Mediating Shopping Lifestyle on Impulse Buying

A consumer's shopping lifestyle can foster the development of positive emotions. These positive emotions subsequently create a desire to reward and indulge oneself, which makes individuals more susceptible to impulse buying (Sopiyan & Kusumadewi, 2020). The stronger the positive emotions experienced, the greater the likelihood of impulse buying. According to the Stimulus-Organism-Response (SOR) theory, the organism represents an emotional reaction influenced by a stimulus, which then shapes the response (Li et al., 2022). In this context, emotional reactions, such as positive emotions resulting from consumers' shopping lifestyles, can trigger impulse buying behavior. Therefore, a higher shopping lifestyle is associated with increased positive emotions, which in turn lead to impulse buying (Azizah & Fauzi, 2024).

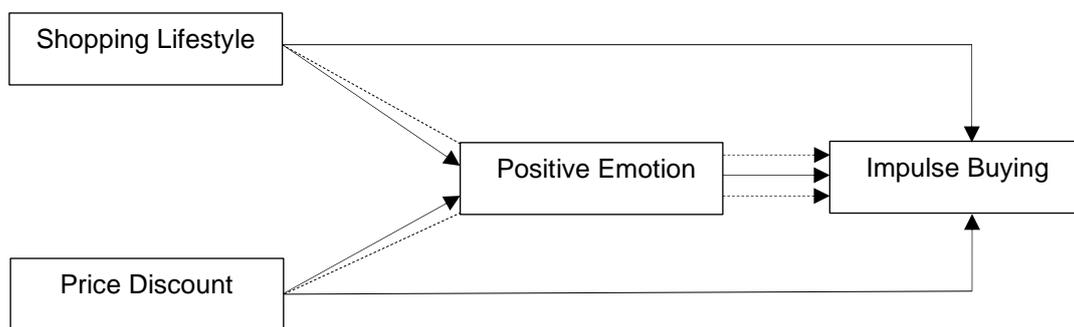
H6: Positive emotion mediates the effect of shopping lifestyle on impulse buying

The Role of Positive Emotion in Mediating Price Discounts on Impulse Buying

Promotional strategies such as discounts offered by marketers can shape positive emotions in consumers (Arianty et al., 2024). These positive emotions significantly influence consumers' intentions to engage in impulse buying (Imbayani & Novarini, 2018). The stronger the positive emotions experienced by consumers, the higher the likelihood of impulse buying (Duong & Khuong, 2019). According to the Stimulus-Organism-Response (SOR) theory, an individual's response is triggered by a stimulus that affects their internal state or organism (Nieves-Pavón et al., 2023). In the context of this study, price discounts act as a stimulus that induces positive emotions in consumers, which subsequently lead to impulse buying.

H7: Positive emotion mediates the effect of price discount on impulse buying

Figure 1. Research Framework



Source: Developed by the authors (2025)

RESULT AND DISCUSSION

Respondents' Characteristics

This study categorizes the characteristics of respondents based on their method of product purchase, gender, domicile, age, highest level of education, occupation, and income. A total of 403 individuals participated in the survey; however, only 350 respondents who had made impulse purchases of Erigo products were included as samples in this study.

Regarding the method of purchase, 52.70% of respondents made online purchases of Erigo products, while 29.50% made purchases both online and offline, and 17.80% made purchases solely offline. In terms of gender distribution, the majority of respondents were female (65.70%), with male respondents accounting for 34.30%. Based on age, the largest group of respondents fell within the age range of 22–26 years (52.70%), followed by those aged 17–21 years (38.80%), 27–31 years (7.40%), under 17 years (0.80%), and over 32 years (0.30%). In terms of domicile, the majority of respondents were from Java (40.80%), followed by Sumatra (32.90%), Kalimantan (15.00%), Sulawesi (11.00%), and Papua (0.30%).

Regarding the highest level of education, most respondents were high school graduates or equivalent (58.10%), followed by bachelor's degree holders (32.30%), vocational or diploma graduates (8.50%), and junior high school graduates or equivalent (1.10%). In terms of occupation, the majority of respondents were students (60.10%), followed by private employees (18.10%), self-employed individuals (13.30%), civil servants or government employees (6.50%), and others (2.30%). Lastly, in terms of monthly income, the majority of respondents earned between IDR 1,000,000 and IDR 6,000,000 (61.70%), followed by those earning less than IDR 1,000,000 (28.90%). A smaller proportion of respondents reported earning between IDR 6,000,001 and IDR 8,000,000 (6.50%), while only 2.80% earned more than IDR 8,000,000.

Validity and Reliability Test

In this study, validity and reliability tests were conducted to ensure the accuracy and consistency of the research instrument. The validity test aims to determine whether the indicators or items accurately represent the construct under investigation, while the reliability test seeks to ensure that the instrument yields consistent results when applied under varying conditions.

Table 2. Validity and Reliability Test

Construct	Loading Factor	Average Variance Extraced (AVE)	Composite Reliability	Cronbach's α
Impulse Buying (IB)		0.662	0.887	0.830
IB1	0.829			
IB2	0.852			
IB3	0.789			
IB4	0.782			
Shopping Lifestyle (SL)		0.631	0.873	0.804
SL1	0.762			
SL2	0.795			
SL3	0.784			
SL5	0.834			
Price Discount (PD)		0.679	0.864	0.763
PD1	0.847			
PD2	0.858			
PD3	0.765			
Positive Emotion (PE)		0.678	0.913	0.880
PE1	0.797			
PE2	0.865			
PE3	0.772			
PE4	0.860			
PE5	0.818			

Source: Processed data (2025)

The results of data processing indicate that the SL4 and SL6 indicators do not meet the minimum thresholds for validity and reliability, rendering them unsuitable for further analysis. However, based on the loading factor values presented in the table, all remaining items demonstrate adequate discriminant validity, as evidenced by loading factor values exceeding 0.7. Additionally, all variables exhibit Average Variance Extraced (AVE) values greater than 0.5, thereby satisfying the criteria for convergent validity and confirming that the measurement instrument used is both valid and reliable in assessing the variables. Furthermore, the reliability test results reveal that all variables have Cronbach's Alpha and Composite Reliability values exceeding the acceptable threshold of 0.7, indicating that they are reliable constructs. Consequently, it can be concluded that the independent and dependent constructs in this study meet the established reliability criteria.

R-Square Test

The R-Square value was analyzed to assess the proportion of variance in the dependent variable that can be explained by the independent variables within the research model. An R-Square value above 0.75 is considered strong, indicating that the model has substantial explanatory power. Values between 0.50 and 0.74 are categorized as moderate, while values

below 0.25 are considered weak. This value plays a crucial role in evaluating the structural model (inner model), as it determines the predictive power of the relationships between variables in the study.

Table 3. R-Square Test

Variables	R-Square
Impulse Buying	0.528
Positive Emotion	0.761

Source: Processed data (2025)

Based on the results presented in the table, Impulse Buying has an R-Square value of 0.528, indicating a moderate level of influence. This implies that 52.8% of the variance in Impulse Buying can be explained by the variables of Shopping Lifestyle and Price Discount. Furthermore, Positive Emotion has an R-Square value of 0.761, signifying a strong level of influence. This indicates that 76.1% of the variance in Positive Emotion can be attributed to Shopping Lifestyle and Price Discount.

Hypotheses Testing

Hypothesis testing was conducted to examine the relationship between variables and evaluate the impact of each variable. The hypothesis testing involved both direct and indirect effect analyses. The results of hypothesis testing were analyzed using the T-Statistic value to assess the strength of the effect, the P-Value to determine significance, and the Original Sample value (positive or negative) to identify the direction of the variable's influence. The detailed results of each test are presented below.

Table 4. Direct Effect

Direction	Original Sample (O)	Standard Deviation (STDEV)	T Statistic	P Values	Conclusion
Price Discount → Impulse Buying	-0.006	0.084	0.075	0.941	Rejected
Price Discount → Positive Emotion	0.463	0.048	9.712	0.000	Accepted
Positive Emotion → Impulse Buying	0.300	0.098	3.057	0.002	Accepted
Shopping Lifestyle → Impulse Buying	0.465	0.074	6.268	0.000	Accepted
Shopping Lifestyle → Positive Emotion	0.464	0.044	10.609	0.000	Accepted

Source: Processed data (2025)

According to Table 4 above, Hypothesis 1 is accepted. The relationship between Shopping Lifestyle and Impulse Buying demonstrates a T-Statistic value of 6.268, which exceeds the critical value of 1.64, indicating the presence of a significant effect. The P-Value of 0.000, which is below the threshold of 0.050, further confirms the statistical significance of this relationship. Additionally, the original sample value of 0.465, which is positive, indicates that the direction of the effect is positive, suggesting that a higher shopping lifestyle is associated with increased impulse buying. In contrast, Hypothesis 2 is rejected. The relationship between Price Discount and Impulse Buying shows a T-Statistic value of 0.075, which is lower than 1.64, indicating that there is no significant effect. This finding is supported by the P-Value of

0.941, which exceeds 0.050, confirming that the relationship is not statistically significant. Moreover, the original sample value of -0.006, which is negative, suggests that the direction of the effect is negative. Thus, price discounts do not significantly influence impulse buying in this study. Hypothesis 3 is accepted, as the relationship between Positive Emotion and Impulse Buying exhibits a T-Statistic value of 3.057, which is greater than 1.64, indicating the presence of a significant effect. The P-Value of 0.002, which is below 0.050, confirms the significance of this relationship. Furthermore, the original sample value of 0.300, which is positive, indicates a positive direction of the effect, suggesting that higher positive emotions are associated with increased impulse buying. Hypothesis 4 is also accepted. The relationship between Shopping Lifestyle and Positive Emotion demonstrates a T-Statistic value of 10.609, which far exceeds the critical value of 1.64, indicating a significant effect. The P-Value of 0.000, which is well below 0.050, supports the statistical significance of this relationship. Additionally, the original sample value of 0.464, which is positive, indicates that a higher shopping lifestyle positively influences positive emotions. Lastly, Hypothesis 5 is accepted, as the relationship between Price Discount and Positive Emotion shows a T-Statistic value of 9.712, which is significantly greater than 1.64, indicating a substantial effect. The P-Value of 0.000, which is below the threshold of 0.050, confirms the significance of this relationship. Moreover, the original sample value of 0.463, which is positive, demonstrates that price discounts positively impact positive emotions.

Table 5. Indirect Effect

Direction	Original Sample (O)	Standard Deviation (STDEV)	T Statistic	P Values	Conclusion
Shopping Lifestyle → Positive Emotion → Impulse Buying	0.139	0.046	3.013	0.003	Accepted
Price Discount → Positive Emotion → Impulse Buying	0.139	0.048	2.915	0.004	Accepted

Source: Processed data (2025)

Based on the hypothesis testing results presented in Table 5, Hypothesis 6 is accepted. The effect of Shopping Lifestyle on Impulse Buying mediated by Positive Emotion shows a T-Statistic value of 3.013, which is greater than 1.64, indicating the presence of a significant influence. The P-Value of 0.003, which is below the threshold of 0.050, confirms the statistical significance of this relationship. Furthermore, the original sample value of 0.139, which is positive, indicates that the direction of influence is positive. Similarly, Hypothesis 7 is also accepted. The effect of Price Discounts on Impulse Buying mediated by Positive Emotion demonstrates a T-Statistic value of 2.915, which exceeds the critical value of 1.64, indicating a significant influence. The P-Value of 0.004, which is lower than 0.050, further supports the statistical significance of this relationship. Additionally, the original sample value of 0.139, which is positive, indicates that the direction of influence is positive.

Discussion

The results indicate that the shopping lifestyle significantly influences impulse buying among Erigo consumers. This finding aligns with previous research by Ningrum and Pudjoprastyono (2023) as well as Dewi and Adi (2023), which demonstrate that shopping lifestyle has a positive and significant effect on impulse buying. The purchasing decisions of Erigo consumers are predominantly shaped by a shopping lifestyle that constantly seeks the latest products aligned with current trends, leading to purchases made without substantial consideration. This tendency is consistent with Erigo's strategy of consistently offering trendy products in its collections, thereby maintaining consumer interest. In the current context,

consumer preferences in purchasing fashion products are not solely driven by functional needs but are also motivated by the desire to obtain the latest items that reflect their identity and lifestyle. Consequently, shopping lifestyle and purchasing decisions are inherently interrelated, as consumers often opt for products and brands that align with their personal values and identity. Furthermore, shopping lifestyle shapes how consumers select products, the frequency of purchases, and the quantity of items acquired (Baldangombo & Gantulga, 2023).

The results also reveal that price discounts do not have a direct effect on impulse buying. This finding contradicts the research of Noor (2020) and Setiawan and Sri Ardani (2022), which suggest that price discounts positively and significantly influence impulse buying. However, the present study is consistent with the findings of Salsabila and Andriana (2024) as well as Sazuana and Jumai (2024), which indicate that price discounts do not directly affect impulse buying. In this study, it was demonstrated that Erigo's price discounts do not automatically encourage impulse buying, suggesting that offering discounts alone does not guarantee consumer engagement in impulsive purchasing behavior. Nonetheless, the results of Hypothesis 7 demonstrate that price discounts significantly influence impulse buying when mediated by positive emotions. This implies that consumers do not immediately make impulse purchases when offered discounts but are more likely to do so when these discounts evoke positive emotions. These findings are in line with Chauhan et al. (2023), who emphasize that positive emotion significantly impacts impulse buying. Additionally, Baldangombo and Gantulga (2023) found that some consumers prioritize quality and service over discounted prices, indicating that discounts alone may not be sufficient to trigger impulse buying. Furthermore, Dong et al. (2021) noted that excessively low discounts may raise consumer suspicions about product quality.

The study further demonstrates that positive emotion has a positive and significant effect on impulse buying. These results align with the research of Duong and Khuong (2019), who found that positive emotion significantly influences impulse buying. In this context, Erigo consumers' purchasing decisions are influenced by the positive emotions they experience, such as joy, satisfaction, and enthusiasm, when encountering Erigo's latest collections, receiving discounts, or having enjoyable shopping experiences. Such positive emotions serve as internal motivations that drive impulsive purchasing behavior. Chauhan et al. (2023) similarly note that consumers experiencing positive emotions tend to make impulsive purchases driven by internal motivation and a sense of enthusiasm.

The study also reveals that shopping lifestyle significantly influences positive emotion. This finding is consistent with the studies conducted by Azizah and Fauzi (2024) as well as Dewi and Adi (2023), which indicate that shopping lifestyle has a positive and significant impact on positive emotion. In this study, Erigo has successfully triggered positive emotions among its consumers, especially those from Generation Z, who are known for being highly influenced by trends and social media when making fashion choices. Generation Z frequently purchases fashion items to express their identity, follow prevailing trends, and derive enjoyment from the shopping experience. When they encounter Erigo products that align with their preferred trends, positive emotions such as satisfaction, happiness, and enthusiasm are generated, encouraging them to make purchases (Chauhan et al., 2023).

The study shows that price discounts significantly influence positive emotion, indicating that the greater the price discount offered by Erigo, the stronger the positive feelings of joy, satisfaction, and enthusiasm experienced by consumers. These findings are consistent with the research of Salsabila and Andriana (2024), who also observed a significant positive relationship between price discounts and positive emotion. The discounts provided by Erigo effectively generate positive emotions among consumers, particularly among female and young consumers, who are more sensitive to price changes. This finding aligns with Baldangombo and Gantulga (2023), who noted that female consumers are particularly price-sensitive and tend to focus more on price than on product quality or brand. This tendency is reflected in the demographic characteristics of the majority of respondents in this study, who are predominantly young women, making them more responsive to discounted prices.

The study further reveals that shopping lifestyle, when mediated by positive emotion, significantly influences impulse buying. Positive emotion partially mediates the relationship between shopping lifestyle and impulse buying, corroborating the findings of Azizah and Fauzi (2024) and Dewi and Adi (2023). This study indicates that consumers with a strong shopping lifestyle are more likely to experience positive emotions, which in turn fosters impulsive purchasing behavior. Erigo consumers, especially those with a high shopping lifestyle, tend to view shopping as an extension of their self-identity and lifestyle, reinforced by Erigo's strategy of consistently releasing new collections that align with global fashion trends and collaborating with prominent influencers and events like New York Fashion Week. The positive emotions that arise during this process, including joy and enthusiasm, further promote impulsive purchasing without considerable rational thought. This observation aligns with the argument by Chauhan et al. (2023) that consumers experiencing positive emotions tend to make impulsive purchases as they take less time to deliberate on buying decisions.

The study concludes that price discounts significantly influence impulse buying when mediated by positive emotion, indicating full mediation as price discounts alone do not directly impact impulse buying. These results support the findings of Arianty et al. (2024), who demonstrated that positive emotion fully mediates the relationship between price discounts and impulse buying. In this context, it can be concluded that Erigo customers' impulse buying behavior is predominantly influenced by the positive emotions elicited by price discounts. When Erigo offers discounts, consumers experience positive emotions, such as pleasure and excitement, which subsequently trigger impulsive purchasing. Chauhan et al. (2023) similarly suggest that positive emotions facilitate quicker purchase decisions, thereby promoting impulsive buying. Furthermore, the findings align with the Stimulus-Organism-Response (SOR) theory, which posits that an individual's response is driven by a stimulus that affects the organism (Nieves-Pavón et al., 2023). In this study, the stimulus is the price discount offered by Erigo, which generates positive emotions and subsequently leads to the response of impulse buying.

CONCLUSION

The primary objective of this study was to examine the influence of shopping lifestyle, price discounts, and positive emotion on impulse buying, as well as to investigate the mediating role of positive emotion between these variables. The findings indicate that both shopping lifestyle and positive emotion have a positive and significant direct effect on impulse buying. However, the study demonstrates that price discounts do not directly influence impulse buying. Additionally, positive emotion positively and significantly mediates the relationship between shopping lifestyle and price discounts with impulse buying.

This study has significant practical implications, particularly for fashion brands. Given the positive and significant effect of shopping lifestyle on impulse buying, fashion brands are encouraged to continuously develop and maintain collections that align with the latest fashion trends. Collaborations with influencers or celebrities whose lifestyles resonate with the target market are also recommended. Consumers with a high shopping lifestyle tend to seek exclusive products that elevate their social status, and marketers can capitalize on this by strategically increasing the frequency of limited-edition product releases.

Moreover, the majority of purchases (52.7%) were made online, highlighting the need for fashion brands to enhance the digital shopping experience. Creating an appealing website design and product display can evoke positive emotions that encourage impulse buying, especially since positive emotion in this study successfully mediates the effect of price discounts that do not directly impact impulse buying. Therefore, marketers should focus on delivering a pleasant and visually captivating digital shopping environment to foster positive emotional responses from consumers.

Despite its contributions, this study acknowledges several limitations that warrant attention in future research. The use of incidental sampling in this study resulted in uneven respondent characteristics, with the majority being female, belonging to Generation Z, and residing in

Java. Future studies should consider using a more representative sampling technique to capture diverse consumer characteristics. Additionally, since price discounts did not demonstrate a direct effect on impulse buying in this study, future researchers may explore other variables that directly influence impulse buying in the context of the Erigo brand. For instance, variables such as purchase intention or flash sales may serve as potential mediators or direct influences, given that Erigo frequently conducts flash sales on its products.

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