

THE EFFECTS OF SALES PROMOTIONS, HEDONISTIC SHOPPING MOTIVATION, SHOPPING LIFESTYLE, AND FASHION ENGAGEMENT ON IMPULSIVE PURCHASES ON THE TOKOPEDIA E-COMMERCE PLATFORM IN SAMARINDA

Siti Nur Holisoh¹, Herning Indriastuti^{2✉}, Tikawati³

¹Faculty of Economics and Business, Mulawarman University, Samarinda, Indonesia.

²Faculty of Economics and Business, Mulawarman University, Samarinda, Indonesia.

³Sultan Aji Muhammad Idris State Islamic University, Samarinda, Indonesia.

Penulis Korespondensi: herning.indriastuti@feb.unmul.ac.id

Manuscript Information

History:

Accepted: April 15, 2026

Revision: May 20, 2026

Publish: June 30, 2026

Keywords:

Sales Promotions;

Hedonic

Shopping Motivation;

Shopping

Lifestyle;

Fashion Engagement;

Impulsive Purchases;

Tokopedia.

ABSTRACT

This study aims to examine the influence of sales promotion, hedonic shopping motivation, shopping lifestyle, and fashion involvement on impulsive buying behavior among Tokopedia e-commerce users in Samarinda. The research employed a quantitative approach with data collected through questionnaires distributed to 230 respondents selected using purposive sampling. Data analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS. The results indicate that: (1) sales promotion has no significant effect on impulsive buying, (2) hedonic shopping motivation has no significant effect on impulsive buying, (3) shopping lifestyle has a significant effect on impulsive buying, and (4) fashion involvement has no significant effect on impulsive buying. These findings suggest that psychographic factors such as consumer lifestyle play a more decisive role in influencing impulsive buying behavior compared to promotional strategies and emotional shopping triggers.



© 2026 The Authors. Published by Profetik Nusantara.

This is an open access article under the CC BY license

(<https://creativecommons.org/licenses/by/4.0/>)

INTRODUCTION

Advances in information technology and digitalization have driven significant changes in the consumption behavior of the Indonesian public. Increasingly widespread internet access and the penetration of mobile devices have made online shopping an integral part of the modern consumer's lifestyle. E-commerce has become the primary choice for meeting consumer needs, not only because of its time efficiency and ease of access, but also because of the shopping experience it offers. Data from Katadata (2023) shows that Tokopedia is one of the e-commerce platforms with the highest number of visitors in Indonesia, reflecting the platform's dominance and relevance in the daily lives of Indonesian consumers.

Shopping through e-commerce apps is no longer solely about meeting functional needs. Consumers are now driven by emotional factors, lifestyle considerations, and the desire to keep up with trends. One of the main drivers of this shopping behavior is hedonistic shopping motivation the urge to seek pleasure, emotional satisfaction, and enjoyable experiences during the shopping process. According to Scarpi (2020), hedonistic shopping motivation manifests in the form of curiosity, an escape from boredom, and the need to pamper oneself through the consumption of products.

This phenomenon is also closely linked to impulse buying that is, purchasing behavior that lacks careful planning and is often triggered by promotions or attractive product visuals. On platforms like Tokopedia, features such as flash sales, discounts, and personalized product

recommendations can reinforce consumers' impulsive urges, especially for those who are highly engaged in the world of fashion or are accustomed to shopping as part of their lifestyle. Consumers with a high-spending lifestyle tend to prefer well-known brands, follow trends, and respond quickly to promotions.

A number of previous studies have identified factors that influence impulsive purchasing, such as those conducted by Sholihah et al. (2017), Irawan et al. (2020), and Wahyuni & Setyawati (2020), which showed that sales promotions, hedonistic shopping motivation, shopping lifestyle, and fashion engagement have a significant influence. However, studies such as that by Maley et al. (2020) actually found that sales promotions do not always have a significant impact on impulsive purchasing decisions. These varied findings highlight inconsistencies in previous research, indicating the need for further study, particularly within local contexts and on specific e-commerce platforms.

Furthermore, most previous studies have been conducted in major cities, and few have focused on e-commerce consumers in regions such as Samarinda. In fact, Tokopedia also has a fairly high number of active users in this region, as evidenced by the researchers' observations that many residents in the surrounding neighborhoods actively use Tokopedia for online shopping. This fact underscores the urgency and relevance of this study in the local context.

Based on this background, this study aims to analyze the influence of sales promotions, hedonistic shopping motivation, shopping lifestyle, and fashion engagement on impulsive purchasing among Tokopedia users in Samarinda. This study is expected not only to provide a theoretical contribution to the literature on digital consumer behavior but also to offer practical implications for the development of e-commerce marketing strategies that are contextually appropriate and responsive to consumer shopping behavior.

Impulsive Purchasing

According to Utami (2017), an impulse purchase is a purchase that occurs when a consumer suddenly experiences a strong and persistent desire to buy something immediately. Sari (2021) defines an impulse purchase as a consumer's tendency to buy products spontaneously and immediately. Impulsive buying is a sudden consumer behavior triggered by product demonstrations or promotions at the point of sale. Thus, impulsive buying can be defined as a purchase made suddenly while in a store or browsing a website, etc., without any prior planning (Iyer et al., 2020). An impulsive purchase is a purchase made without careful consideration or without prior intent to buy

According to Tambuwun (2016), the indicators of impulsive buying are:

- A tendency to buy in large quantities when there are special offers.
- A tendency to choose the latest model even if it may not be suitable.
- Tends to shop without thinking it through first.
- Tends to go to a store, look around, and then buy something.
- Tends to be obsessed with spending some or all of their money to buy products at the store.
- Tends to buy this product even when they don't actually need it.

Sales Promotion

According to Kotler & Keller (2016:622), sales promotion is a short-term incentive to encourage the purchase or sale of products or services. According to Duong & Khuong (2019), sales promotions are motivational tools used by marketing teams to attract consumers and encourage them to purchase products from a particular brand within a specific time frame. Sales promotions serve as short-term incentives to boost sales of products and services (Fitri, 2018). Sales promotions are a series of incentives used by sellers or e-commerce platforms to stimulate the rapid purchase or sale of products or services in larger quantities; they are generally short-term in nature.

According to Herman (2017:24), the indicators of sales promotions are:

- Price discounts
- Shopping coupons
- Purchase with purchase

Hedonistic Shopping Motivation

According to Amalia (2017), hedonistic shopping motivation is consumption behavior aimed at seeking happiness, fantasy, excitement, sensuality, and pleasure. Ozen & Engizek (2014) define hedonistic shopping motivation as the experience consumers feel while shopping, such as a sense of elation. According to Scarpi (2020), rather than fulfilling needs or completing a task, hedonistic shopping is more closely related to the pleasant, cheerful feelings associated with shopping and the festive atmosphere of the shopping experience. Hedonistic shopping motivation is the consumer's emotional drive to seek satisfaction and happiness through an enjoyable shopping experience.

The indicators of hedonistic shopping motivation are based on the ideas of Ariani *et al.* (2019), namely:

- Shopping adventure
- Valuable shopping
- Shopping ideas
- Social shopping
- Shopping for relaxation
- The Role of Shopping

Shopping Lifestyle

According to Fauziyyah & Oktafani (2018), a shopping lifestyle refers to an individual's choices regarding how to spend their time and money. A shopping lifestyle describes an individual's activities in spending their time and money. With ample free time, customers will have plenty of time to shop, and with their money, they will have high purchasing power (Darma & Japarianto,

(2014). According to Ichsanudin & Purnomo (2021), lifestyle is, in essence, how a person spends their time and money. Shopping Lifestyle describes patterns of consumer behavior in spending their time and money on shopping activities that reflect their habits and preferences in choosing products based on their interests or identity.

According to Tambuwun (2016), indicators of shopping lifestyle include:

- Responding to every advertisement for a desired product by making a purchase.
- Buying the latest model of a product as soon as you see it.
- Shop for the most well-known brands.
- Buy a variety of brands often.
- Believe that there are other brands just like the one they bought.

Fashion Engagement

According to Pramestya & Widagda (2020), fashion involvement is an individual's engagement with apparel products based on their needs, interests, and the value of the products. According to Suhartini *et al.* (2016), fashion involvement refers to consumers' perceptions of the importance or personal relevance of an object, event, or activity. According to Ratnasari (2018), fashion engagement refers to the focus of attention on fashion products. Fashion engagement is the level of consumer interest and participation in apparel products available on a *platform*, focusing on attention, needs, and the interest in selecting clothing that aligns with their personal style and preferences.

According to Solomon (2020), the indicators of fashion engagement are:

- Interest in fashion
- Knowledge of fashion

- Innovation in fashion
- Attention to social comparison
- Self-expression through fashion

METHOD

Data Type

This study is quantitative in nature, employing a structured survey method and using questionnaires. Quantitative research is a systematic study of a phenomenon through the collection of data that can be measured using statistical techniques (Priadana & Sunarsi, 2021). The primary data collected by the researcher is intended to provide answers to the questions raised by the hypotheses. In this study, the respondents' answers constitute the primary data.

Population and Sample

The population in this study consisted of consumers in Samarinda who had made impulse purchases on Tokopedia. In this study, the sample was selected using a *nonprobability sampling* method with a *purposive sampling* technique. The sample size was calculated using a formula developed by Hair *et al.* (2017), which is used when the population size is not precisely known. The calculation is 10 multiplied by the number of indicators; in this study, 23 indicators were used. Therefore, the sample size for this study is $10 \times 23 = 230$.

Data Collection Techniques

Data collection was conducted using a questionnaire method, in which respondents were provided with a list of statements tailored to the research objectives. A questionnaire is a data collection technique that involves presenting questions to respondents for them to answer (Sugiyono, 2015:199). Respondent data was collected by distributing the questionnaire *online* using *Google Forms*. The questionnaire in this study was designed based on indicators from each research variable. The measurement method used in the questionnaire administered to respondents in this study was the *Likert scale*. In this study, a *Likert scale* with scores ranging from 1 to 5 was used. According to Sugiyono (2015:93), the *Likert scale* is used to measure the attitudes, opinions, or perceptions of an individual or even a group of people regarding social phenomena.

RESULTS AND DISCUSSION

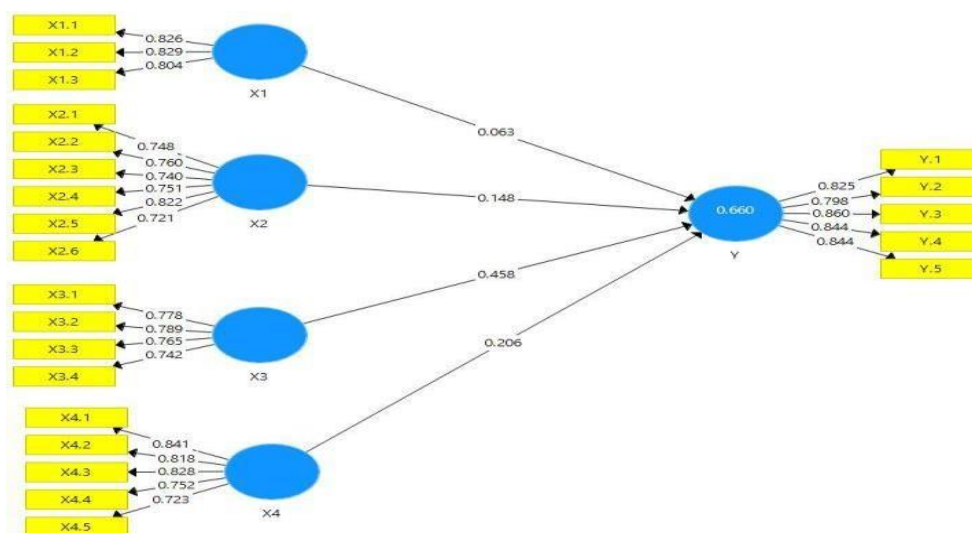


Figure 1. Results of the PLS Algorithm

Convergent Validity Test

According to Hair et al., (2017:115) a measurement is said to meet convergent validity if it has an outer loading value of more than 0.7 and an Average Variance Extracted (AVE) value of more than 0.5. The outer loading and Average Variance Extracted (AVE) values are as follows:

Table 1. Outer Loading Value

Indicator	PP	MBH	GHB	KF	PI	Description
PP1	0,826					Valid
PP2	0,829					Valid
PP3	0,804					Valid
MBH1		0,748				Valid
MBH2		0,760				Valid
MBH3		0,740				Valid
MBH4		0,751				Valid
MBH5		0,822				Valid
MBH6		0,721				Valid
GHB1			0,778			Valid
GBH2			0,789			Valid
GBH3			0,765			Valid
GBH4			0,742			Valid
KF1				0,841		Valid
KF2				0,818		Valid
KF3				0,828		Valid
KF4				0,752		Valid
KF5				0,723		Valid
PI1					0,825	Valid
PI2					0,798	Valid
PI3					0,860	Valid
PI4					0,844	Valid
PI5					0,844	Valid

Based on Table 1, all items in the research variables were deemed valid because they had outer loadings above 0.7, thereby meeting the criteria for convergent validity. Convergent validity was also supported by AVE values that were all greater than 0.5, as shown in Table 3 below.

Table 2. Average Variance Extracted (AVE) Values

Variable	AVE Description
Sales Promotion	0.672 Valid
Hedonic Shopping	0.574 Valid
Shopping Lifestyle	0.591 Valid
Fashion Engagement	0.630 Valid
Impulsive Purchasing	0.696 Valid

Based on Table 2, all variables have AVE values above 0.5, thus meeting the criteria for convergent validity. Consequently, the variables of sales promotions, hedonistic shopping motivation, shopping lifestyle, fashion involvement, and impulsive buying are deemed valid.

Discriminant Validity Test

According to Hair et al. (2017:115), an indicator is considered to meet discriminant validity if its cross-loading value for a given construct is higher than that for other constructs, and that cross-loading value is greater than 0.7. The cross-loading values are as follows:

Table 3. Cross-Loading Values

Indicator	PP	MBH	GHB	KF	PI
PP1	0.826	0.630	0.596	0.587	0.519
PP2	0.829	0.615	0.564	0.527	0.576
PP3	0.804	0.634	0.546	0.616	0.462
MBH1	0.540	0.748	0.578	0.638	0.475
MBH2	0.649	0.760	0.588	0.562	0.485
MBH3	0.614	0.740	0.607	0.581	0.581
MBH4	0.503	0.751	0.587	0.601	0.573
MBH5	0.618	0.822	0.680	0.653	0.645
MBH6	0.544	0.721	0.643	0.603	0.544
GHB1	0.576	0.637	0.778	0.643	0.627
GBH2	0.498	0.601	0.789	0.615	0.613
GBH3	0.608	0.648	0.765	0.598	0.622
GBH4	0.440	0.614	0.742	0.582	0.550
KF1	0.584	0.716	0.732	0.841	0.654
KF2	0.586	0.700	0.681	0.818	0.683
KF3	0.531	0.657	0.649	0.828	0.620
KF4	0.552	0.530	0.505	0.752	0.461
KF5	0.526	0.524	0.532	0.723	0.407
PI1	0.571	0.632	0.697	0.586	0.825
PI3	0.573	0.642	0.678	0.637	0.860
PI4	0.444	0.591	0.635	0.591	0.844
PI5	0.492	0.589	0.593	0.582	0.844

Based on Table 3, all indicators have *cross-loading* values above 0.7, thus meeting the criteria for discriminant validity.

Reliability Test

According to Hair et al. (2017:115), a construct is considered reliable if it has a composite reliability and Cronbach's alpha above 0.7. The composite reliability and Cronbach's alpha values are as follows:

Table 4. Composite Reliability Values

Variable	<i>Composite Reliability</i>	Description
Sales Promotion	0.860	Reliable
Hedonic Shopping	0.890	Reliable
Shopping Lifestyle	0.853	Reliable
Fashion Engagement	0.895	Reliable
Impulse Buying	0.920	Reliable

Based on Table 5, all variables have composite reliability values above 0.7, thus meeting the reliability criteria. Reliability was also assessed using Cronbach's alpha, as shown in Table 5.

Table 5. Cronbach's Alpha Values

Variable	<i>Cronbach's Alpha</i>	Description
Sales Promotion	0.757	Reliable
Hedonic Shopping	0.852	Reliable
Shopping Lifestyle	0.770	Reliable
Fashion Engagement	0.854	Reliable
Impulse Purchases	0.891	Reliable

Based on Table 5, all variables have Cronbach's Alpha values above 0.7, thus meeting the reliability criteria. Consequently, all latent variables in this study demonstrate good reliability.

Model Validity Test

Based on data processed using SmartPLS 4, the following R^2 values are presented, indicating the degree of variance in the changes, as shown in Table 6.

Table 6. R^2 Values

Dependent Variable	R^2
Impulsive Purchasing	0.660

Based on Table 7, the R^2 value for impulsive purchasing is 0.660, which means that 66.0% of the variance in impulsive purchasing can be explained by sales promotions, hedonistic shopping motivation, shopping lifestyle, and fashion engagement, while 34.0% is influenced by other factors outside the scope of this study. These results indicate a significant influence of these four factors on impulsive purchasing, although other factors also contribute.

Hypothesis Testing

Hypothesis testing in this study was conducted by measuring the correlation between constructs using p-values and t-statistics. The results of these tests were then compared with the hypotheses formulated in the study. In the bootstrap resampling method used, the hypothesis is accepted if the p-value is ≤ 0.05 and the t-statistic is > 1.96 , so H_a is accepted and H_o is rejected. Conversely, if these conditions are not met, then H_o is accepted and H_a is rejected. The following table shows the results of the hypothesis testing, namely the p-values and t-statistics. Hypothesis testing in this study was conducted by measuring the correlation between constructs using p-values and t-statistics. The results of these tests were then compared with the hypotheses formulated in the study. In the bootstrap resampling method used, the hypothesis is accepted if the p-value is ≤ 0.05 and the t-statistic is > 1.96 , so H_a is accepted and H_o is rejected. Conversely, if these conditions are not met, then H_o is accepted and H_a is rejected. The following table shows the results of the hypothesis testing, namely the p-values and t-statistics.

Table 7. Hypothesis Test Values

Relationships Between Variables	<i>p-value</i>	<i>t-statistic</i>	Conclusion
Sales Promotions → Impulsive Purchases	0.416	0.814	Not Significant
Hedonic Shopping Motivation → Impulsive	0.291	1.056	Not Significant
Shopping Lifestyle → Impulsive Purchases	0.000	4.930	Significant
Fashion Engagement → Impulsive Purchases	0.091	1.696	Not Significant

Hypothesis testing shows that the relationship between the independent variables and the dependent variable yields mixed results.

- The test results show that sales promotions do not have a significant effect on impulse buying (p-value = 0.416; t-statistic = 0.814), so the hypothesis is rejected. This lack of significance may be due to promotional indicators such as discounts, coupons, and “buy one, get one free” offers, which, although commonly offered on Tokopedia, were not considered major factors in driving impulsive purchases by the respondents. This finding is consistent with the research by Afif & Purwanto (2020) on Shopee ID consumers.
- The test results show that hedonistic shopping motivation does not have a significant effect on impulsive purchasing (p-value = 0.291; t-statistic = 1.056), so the hypothesis is rejected. Although theoretically linked to impulsive behavior, the respondents in this study did not seek pleasure or entertainment through online shopping on Tokopedia, which is used more as a means of functional shopping. Social features such as product reviews and discussions also were not yet compelling enough to provide an enjoyable shopping experience. These findings are supported by Hidayah & Indah (2023), who also found that hedonistic motivation was not a significant factor in impulsive purchasing among Shopee consumers.
- The results of the study indicate that shopping lifestyle has a significant effect on impulse buying (p-value = 0.000; t-statistic = 4.930). These findings indicate that shopping lifestyle is

a dominant factor in driving unplanned purchases. Consumers with a high shopping lifestyle tend to be tempted by advertisements, the latest products, and well-known brands, and are driven to buy due to time pressure and trends. These findings are consistent with Chasanah & Mathori (2021), who state that individuals with an active shopping lifestyle are more prone to impulsive behavior.

- The results of the study indicate that interest in fashion does not have a significant effect on impulse buying (p -value = 0.091; t -statistic = 1.696), so the hypothesis is rejected. Although respondents showed an interest in fashion, this was not sufficient to drive impulse buying. Respondents in Samarinda tend to be rational and consider functionality before making a purchase, and Tokopedia is not their primary platform for fashion shopping. The lack of visualizations and interactive features may also reduce the emotional appeal. These findings are consistent with Hikmawati et al. (2019), who stated that an interest in fashion does not always trigger impulsive behavior in online shopping.

CONCLUSION

Based on the research findings, it was found that shopping lifestyle is the only variable that has a significant influence on impulse buying, while sales promotions, hedonistic shopping motivation, and fashion engagement did not show a significant influence.

These results indicate that impulsive purchases are influenced more by individual shopping habits and preferences than by promotional strategies or hedonistic motivations. Consumers who have a high-spending lifestyle are more prone to making spontaneous purchases because they are accustomed to allocating their time and resources to shopping activities.

Conversely, although sales promotions are often associated with an increase in impulse buying, the results of this study indicate that promotions are not strong enough to directly drive impulsive behavior. Most likely, sales promotions merely serve as an additional stimulus that reinforces the intention to shop among consumers who already have an impulsive tendency.

In addition, the insignificant influence of fashion on impulse buying in this study may be due to differences in individual preferences regarding fashion trends. Some consumers may be more selective and carefully consider their purchasing decisions, even though they have a strong interest in fashion.

REFERENCES

- Afif, M., & Purwanto, P. (2020). The Influence of Hedonic Shopping Motivation, Shopping Lifestyle, and Sales Promotions on Impulsive Purchases Among Shopee ID Consumers. *JAMIN: Journal of Management Applications and Business Innovation*, 2(2), 34. <https://doi.org/10.47201/jamin.v2i2.51>
- Amalia, Y. (2017). *The Influence of Hedonic Shopping Motivations and Demographic Factors on Impulsive Buying Among Mall Visitors*. UIN Syarif Hidayatullah Jakarta: Faculty of Psychology, 2017.
- Anggreani, D. D. M., & Suciarto A., S. (2020). The Influence of Shopping Lifestyle and Hedonic Behavior on Impulsive Purchases (A Study) on the Shopee Online Shopping Platform. *Jemap*, 3(1), 36–51. <https://doi.org/10.24167/jemap.v3i1.2633>
- Ariani, I., Susandy, G., & Apriandi, D. W. (2019). The Effect of Promotions and Hedonic Shopping Motivation on Customer Impulse Buying on Zalora's Online Shopping Sites. *Journal of Accounting and Business Issues*, 01(01), 15–21. <https://ojs.stiesa.ac.id/index.php/jabi>
- Arianto, N., Asmalah, L., & Rahayu, S. (2023). The Influence of Hedonic Shopping Motivation and Sales Promotion on Impulse Buying through Positive Emotion. *Journal of Advances in Digital Business and Entrepreneurship*, 2(1), 46–61.
- Chasanah, U., & Mathori, M. (2021). Impulsive Buying: A Study of Sales Promotions, Lifestyle, and Subjective Norms in Marketplaces in Yogyakarta. *JRMSI - Indonesian Journal of Management Science Research*, 12(2), 231–255. <https://doi.org/10.21009/jrmsi.012.2.03>
- Darma, L. A., & Japariato, E. (2014). Analysis of the influence of hedonic shopping value on impulse buying, with shopping lifestyle and positive emotion as intervening variables, at Ciputra World Mall in Surabaya. *Journal of Marketing Management*, 8(2), 80–89.

- Duong, P. L., & Khuong, M. N. (2019). The effect of in-store marketing on tourists' positive emotions and impulse buying behavior an empirical study in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance*, 10(5), 119–125.
- Fauzan, M. R., & Widarmanti, T. (2024). The Influence of Sales Promotion and Hedonic Shopping Motivation on Impulsive Buying. *Jurnal Ilmiah Ekonomi Bisnis*, 29(1), 73–85. <https://doi.org/10.35760/eb.2024.v29i1.8469>
- Fauziyyah, A. N., & Oktafani, F. (2018). The influence of shopping lifestyle and fashion involvement on impulse buying behavior. *JURISMA: Journal of Business & Management Research*, 8(1), 1–14.
- Fitri, F. R. (2018). The influence of website quality and sales promotions on impulse buying behavior, with openness as a moderating variable. *Journal of Accounting, Management, and Economics*, 20(1), 48–55.
- Hair, J. F., Hult, G. T. M., & Ringle, C. M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*.
- Hasim, M., & Lestari, R. B. (2022). The Influence of Discounts, Hedonic Shopping Motivation, E-WOM, and Shopping Lifestyle on Impulse Buying on Tokopedia. *Scientific Journal of Economics and Business, Multi Data University of Palembang*, 12(1), 59–69.
- Hidayah, N., & Indah, D. (2023). The Influence of Sales Promotions and Hedonic Shopping Motivation on Impulsive Purchases Among Shopee Consumers. *Journal of Economics and Management*, 2(2), 116–123. <https://doi.org/10.56127/jekma.v2i2.621>
- Hikmawati, Salam, A., & Rizqi, R. M. (2019). The Influence of Shopping Lifestyle and Interest in Fashion on Impulsive Purchasing Behavior in Online Shopping (A Case Study of 2018-Cohort Students at the Faculty of Economics and Business, Sumbawa University of Technology, Who Made Purchases on Shopee). *Journal of Economics and Business*, 2(2), 1–7. <http://jurnal.uts.ac.id>
- Ichsannudin, I., & Purnomo, H. (2021). *Analysis of Hedonic Style, Social Status, and Product Variations on Purchase Decisions Through Brand Image*. Media Sains Indonesia.
- Irawan, D. O., Arifin, R., & Basalamah, M. R. (2020). The Influence of Shopping Lifestyle, Discounts, Fashion Involvement, Hedonic Shopping Motivation, and Sales Promotions on Impulse Buying (A Case Study of Female College Students Who Have Visited Center Point at Olympic Garden Mall in Malang). *E-Journal of Management Research, Department of Management, Faculty of Economics and Business, Unisma, Vol. 09 (No. 04)*, 152–167.
- Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2020). Impulse buying: a meta-analytic review. *Journal of the Academy of Marketing Science*, 48(3), 384–404. <https://doi.org/10.1007/s11747-019-00670-w>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management by Philip Kotler*. Pearson Education Limited.
- Maley, N. M. S., Fanggidae, R. P. C., & Kurniawati, M. (2020). The Influence of Promotion, Price, and Motivation Hedonic Shopping and Impulsive Purchasing Behavior Among Shopee Users (A Study of Students at the Faculty of Economics and Business, Undana). *Economics & Social Sciences*, 3(2), 123–141. <http://ejurnal.undana.ac.id/index.php/glory/article/view/7718>
- Ozen, H., & Engizek, N. (2014). Online shopping without thinking: emotional or rational? *Asia Pacific Journal of Marketing and Logistics*, 26(1), 78–93.
- Padmasari, D., & Widyastuti, W. (2022). The Influence of Fashion Involvement, Shopping Lifestyle, and Sales Promotion on Impulse Buying Among Shopee Users. *Journal of Management Science*, 10(1), 123–135. <https://doi.org/10.26740/jim.v10n1.p123-135>
- Pramestya, N., & Widagda, I. J. A. (2020). The role of positive emotion in mediating the effect of fashion involvement on impulse buying. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 4(9), 1–8.
- Priadana, M. Sidik, and Denok Sunarsi. 2021. *Quantitative Research Methods*. Pascal Books.
- Ratnasari, N. (2018). *The Influence of Shopping Lifestyle and Fashion Involvement on Impulse Buying (A Case Study of Hijab Purchases Among Female Students in the Management Program at the Faculty of Economics and Business, Muhammadiyah University of Makassar)*. 100.
- Sahar, F. (2022). *Journal of Economic Discourse: The Influence of Sales Promotion and Advertising on Impulse Buying*.

- Sari, R. (2021). The Effect of Paylater Use on Impulse Buying Behavior Among E-Commerce Users in Indonesia. *Journal of Business and Investment Research*, 7(1), 44–57. <https://doi.org/10.35313/jrbi.v7i1.2058>
- Scarpi, D. (2020). *Hedonism, Utilitarianism, and Consumer Behavior: Exploring the Consequences of Customer Orientation*. Springer Nature.
- Sholihah, U. M., Rachma, N., & Slamet, A. R. (2017). The Influence of Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Motivation, and Sales Promotion on Impulse Buying at Malang Town Square and Mall Olympic Garden (A Study of Students in the Faculty of Economics at the Islamic University of Malang). *E-JRM: Electronic Journal of Management Research*, 6(1).
- Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being*. Pearson.
- Sugiyono, D. (2015). *Educational Research Methods: Quantitative, Qualitative, and R&D Approaches*.
- Suhartini, Y. I., Rodhiyah, & Listyorini, S. (2016). The Influence of Shopping Lifestyle, Fashion Involvement, and Hedonic Shopping Motivation on Impulse Buying. *Journal of Business Administration*, 5(1), 1–10.
- Tambuwun, M. (2016). Shopping lifestyle as an intervening variable between hedonic motivation and gender in impulse buying. *International Journal of Business and Finance Management Research*, 4, 9–16.
- Utama, D. H., Alif, A. L. F., & Rahayu, A. (2021). The Effect of Fashion Involvement on Impulse Buying (A Survey of Zalora's Online Fashion Consumers). *Journal of Business Management Education* , 6(2), 71–77.
- Utami, C. W. (2017). *Retail Management: Strategies and Operational Implementation of Modern Retail Businesses in Indonesia*. 2010 ISBN: 978-979-061-127-6 Salemba Empat
- Wahyuni, R. S., & Setyawati, H. A. (2020). The Influence of Sales Promotion, Hedonic Shopping Motivation, and Shopping Lifestyle on Impulse Buying on the Shopee E-Commerce Platform. *Student Journal of Management, Business, and Accounting (JIMMBA)*, 2(2), 144–154. <https://doi.org/10.32639/jimmba.v2i2.457>
- Wardah, N. A., & Harti, H. (2021). The Influence of Shopping Lifestyle and Sales Promotions on Impulsive Purchases of Avoskin on Shopee. *Ecobisma (Journal of Economics, Business, and Management)*, 8(2), 145–166. <https://doi.org/10.36987/ecobi.v8i2.2090>
- Yulia Hermanto, E. (2016). The Effect of Fashion Involvement on Impulse Buying Behavior Among Surabaya Residents, with Hedonic Shopping Motivation and Positive Emotion as Mediating Variables for the Zara Brand. *Journal of Marketing Management*, 10(1), 11–19. <https://doi.org/10.9744/pemasaran.10.1.11-19>