

# Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Motivation, Positive Emotion, Impulse Buying E-Commerce

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## Abstract

**Purpose:** Currently, Indonesian people use the internet to buy goods through e-commerce. This study aims to determine the influence of shopping lifestyle, fashion involvement, and hedonic shopping motivation on positive emotion and impulse buying on Tokopedia e-commerce. **Reserch Method:** The data analysis techniques used are inferential analysis using SEM-PLS and descriptive analysis. **Findings:** The findings of this study show that shopping lifestyle, fashion involvement, and hedonic shopping motivation have a significant positive influence on positive emotions. Shopping lifestyle and fashion involvement have a significant positive influence on impulsive buying. However, hedonic shopping motivation has no influence on impulsive buying. Then, positive emotion has a positive and significant influence on impulsive buying. Positive emotion also mediates partial the relationship between shopping lifestyle, fashion involvement, and hedonic shopping motivation mediates perfect to impulsive buying.

**Keywords:** shopping lifestyle; fashion involvement; hedonic shopping motivation; positive emotion; impulse buying

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## 1. Introduction

The existence of the internet has changed people's shopping habits (Rahmisyari et al., 2021). Therefore, Indonesian people use the internet to buy goods through e-commerce. Shopping is an activity that is difficult to avoid by humans, both women and men, although sometimes shopping is carried out by many women, ranging from shopping for daily necessities, shopping for personal needs, and other needs, including shopping for fashion products which are so rapid in the current times that buying interest is increasing and make it easier for consumers to choose and make purchases online (Arisandi & Pradana, 2018). The world of fashion is constantly evolving, especially the human needs that. Always appear to follow the times and follow the latest trends. This forces individuals to eventually follow established patterns, which have become the needs of contemporary civilization and will have an effect on the life of modern society.

Shopping lifestyle relates to a person's lifestyle, by spending their time, money and whatever they are concerned with a person's character and idea of their environment or their lifestyle (Hidayat & Tryanti, 2018). Fashion Involvement is defined as an individual's involvement in fashion items or other fashion-related topics for reasons such as interests, desires, and customer satisfaction (Maharani & Santoso, 2019). Hedonic shopping motivation, meaning shopping motivation which refers to feelings of pleasure when shopping, someone shopping not only wants the quality of goods sold in stores, but someone shopping for fun without realizing the advantages of the product (Purnomo & Riani, 2018). Positive emotion is pleasant feelings such as joy, love, like, enjoy, content, and alert (Peter & Olson, 2018).

According to the results of the iPrice survey (first quarter of 2022), one of the e-commerce currently Tokopedia is the most visited online marketplace or e-commerce site, with an average of 157.23 million Tokopedia visitors per month, an increase of 16.40% compared to the same time last year. 135.08 million tourists are expected. However, this number decreased by 0.13% from the previous quarter's total of 157.44 million visits. Due to the wide variety of

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consumer interests when browsing Tokopedia's e-commerce, customers can engage in unpredictable buying behavior, also known as Impulse Buying.

(Anggraini & Anisa, 2020) Revealed a significant influence of shopping lifestyle, fashion involvement on positive emotion, and a significant influence of shopping lifestyle on impulsive buying, but there was no significant effect of fashion involvement on impulsive buying, a significant effect of positive emotion on impulsive buying. (Qammaidha & Purwanto, 2022) shows that Shopping Lifestyle has a significant influence on Impulse Buying. This shows that the bigger the Shopping Lifestyle, the higher Tokopedia's Impulse Buying. The perception of (Sari & Hermawati, 2020) shows that shopping lifestyle variables affect impulsive buying behavior, while Hedonic Shopping Motivation does not affect impulsive buying behavior. According to (S. M. Setyawati et al., 2018) shows that the involvement of fashion has a positive effect on positive emotion, positive emotion has a positive effect on impulsive buying.

## **2. Literature Review**

### *2.1. Shopping Lifestyle*

A person's lifestyle in the world is represented by his activities, interests and ideas. The way a person interacts with his environment is illustrated by his lifestyle. The general pattern of a person in acting and interacting in the environment is described through his lifestyle (Lee & Kotler, 2019).

Aspects of activities, interests, and views determine a person's lifestyle. Lifestyle refers to a way of life that is associated with how individuals spend their time. Lifestyle also reveals what people value in their environment and how they perceive themselves and the world around them. Shopping has become one of the most popular lifestyles in recent years. People are ready to make sacrifices to achieve this lifestyle, which leads to impulsive buying (Apupianti et al., 2019)

### *2.2. Fashion Involvement*

Circumstances motivate, energize, and direct the customer's cognitive and effective processes and actions when making judgments. Fashion Involvement relates to how well a person understands various fashion-related topics such as awareness, understanding, interests, and responses (Peter & Olson, 2018).

From the variables of Fashion Involvement, the creation of fashion involvement occurs due to consumer behavior in motivating and supporting situations for the occurrence of fashion involvement, usually what affects fashion involvement is quality, price, and product image that supports someone to choose a product.

### *2.3. Hedonic Shopping Motivation*

Hedonism refers to the view or point of view of pleasure or pleasure as the goal of human existence and activity. While Hedonic Shopping Motivation inspires buyers to shop because shopping is a pleasant experience for them (buyers), and they do not attach importance to the value of the goods obtained (Hayati et al., 2019).

Hedonic shopping motivation owned by someone who can be influenced by the availability of various attractive offers can promote and facilitate consumers in meeting their demand by buying hedonically regardless of the benefits obtained, in order to satisfy their satisfaction. According to the previous definition, a hedonic buying motive is a customer who shops to fulfill himself without exploiting the value of the goods or services purchased (Purnamasari et al., 2021).

### *2.4. Positive Emotion*

Positive feelings refer to how much a person feels excited, energetic, and attentive, which is associated with the desire to buy impulsively (Muhammad Rizki Maulana Putra et al., 2020).

A person's emotions play an important role in his buying decision. An intensive sales campaign can generate favorable sentiment from customers, leading to an increase in unexpected buying behavior (Devi & Jatra, 2020). As most customers know, they often spend more than they want. Some customers even buy items that are not on the planned shopping list. positive emotion affects impulsive buying (Kinasih & Jatra, 2018).

### 2.5. Impulse Buying

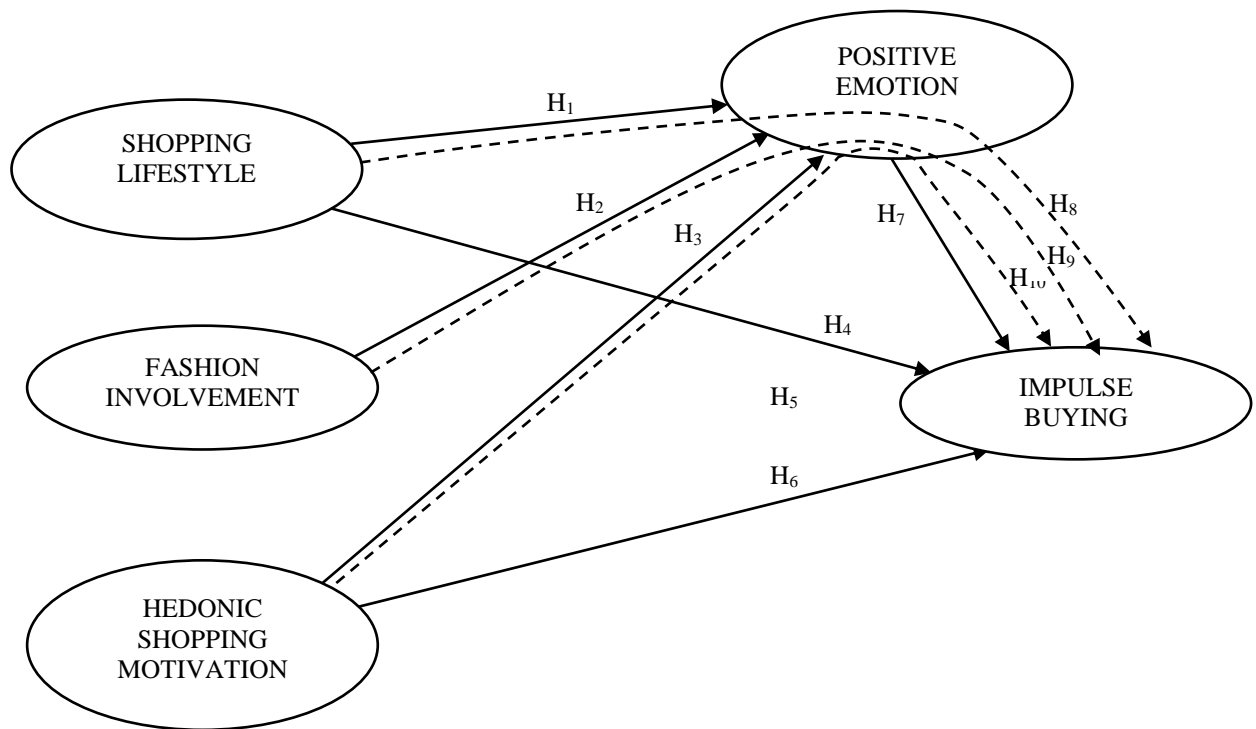
Impulsive buying is shopping behavior that occurs without planning, emotionally attracted, where the decision-making process is carried out quickly without thinking wisely and considering the overall information and alternatives (Nurcholish, 2017).

Impulse buying is a purchase that occurs when consumers see a certain product or brand, then consumers become interested in getting it, usually because of an attractive stimulus from the store (Utami, 2019).

Impulsive buying is a purchase that occurs when a buyer sees a particular product or brand and becomes interested in buying it, generally due to attractive stimuli from the business (Sembiring, 2020).

Judging from the Impulse Buying variable, the stimuli that occur to attract consumers are usually in the form of gifts and discounts to arouse consumer buying desires. Impulsive buying occurs when buyers have a strong desire to acquire products suddenly without prior planning.

Based on the background and theory, a conceptual framework is made as shown in figure 1.



**Figure 1.** Conceptual Framework

Asignificant impact on shopping lifestyle on positive emotion (Angraini & Anisa, 2020). Shopping Lifestyle refers to a person's way of life that includes many features and qualities as a form of self-expression (Kosyu et al., 2018) Customer preference for positive emotions in customers. This affirmation is reinforced by a study (Japariato, 2019) which states that most consumers' purchasing lifestyles have become necessities and will produce pleasant emotions if their needs are met.

**H1: The higher the influence of Shopping Lifestyle, the more Positive Emotion increases.**

Significant influence of fashion involvement on positive emotion (Angraini & Anisa, 2020). Fashion involvement increases positive emotions (S. R. I. M. Setyawati & Praditya, 2018). As a result, high-end fashion buyers are more likely to experience good feelings such as happiness and satisfaction when buying (Park et al., 2018). Fashion involvement has an influence on positive emotions (Dananjaya & Suparna, 2016).

**H2: The higher the influence of Fashion Involvement, the more Positive Emotion increases.**

Positive emotion is directly influenced by hedonic shopping (Nurlinda & Christina, 2020). Then it was found that hedonic purchase value has a positive and significant influence on positive emotion (Hidayah & Marlina, 2021). According to (Japariato, 2019) Hedonic Shopping Motivation is a degree of perception where shopping is considered emotionally beneficial, producing various good and useful sentiments. The connection between Hedonic Shopping Motivation and good emotions can help strengthen the connection between Hedonic Shopping Motivation and impulsive buying. This is in accordance with the opinion (Park et al., 2018) which found that there is no direct relationship between Hedonic Shopping Motivation and impulsive buying although if given positive emotion mediation, the relationship between Hedonic Shopping Motivation and impulsive buying will be significant.

**H3: The higher the influence of Hedonic Shopping Motivation, the more Positive Emotion increases.**

Shows that Shopping lifestyle has a simultaneous and significant effect on impulse buying (Rifatin & Sudarwanto, 2021). It shows that shopping lifestyle has a positive and significant influence on impulse buying (Yulinda et al., 2022). Finding that shopping lifestyle has a positive influence on impulse buying (Haryanti et al., 2021). Finding that shopping lifestyle has a significant effect simultaneously and partially on impulse buying (uhammida Tri Alfiyah1, n.d. 2021). Shopping lifestyle has a positive and significant effect on impulse buying (Millenia Wardhani, 2022). Shopping Lifestyle has a significant effect on Impulse Buying, this means that the higher the Shopping Lifestyle, the higher the Impulse Buying (Qammaidha & Purwanto, 2022). Shopping lifestyle affects impulsive buying behavior (Sari & Hermawati, 2020).

**H4: The higher the influence of Shopping Lifestyle, the more Impulse Buying.**

Fashion involvement affects impulsive buying (Andani & Wahyono, 2018). Shows that fashion involvement has a simultaneous and significant effect on impulse buying (Rifatin & Sudarwanto, 2021). Shows that fashion involvement has a positive and significant influence on impulse buying (Yulinda et al., 2022). Fashion involvement has a positive effect on impulse buying (Muhammad Rizki Maulana Putra et al., 2020). But according to (Anggraini & Anisa, 2020) there is no significant influence of fashion involvement on impulsive buying.

**H5: The higher the influence of Fashion Involvement, the more Impulse Buying.**

There is a positive and significant influence of hedonic shopping motivation on impulse buying (Poluan et al., 2019). There is a positive and significant influence of hedonic shopping motivation on impulse buying (Wahyuni & Setyawati, 2020). Finding hedonic shopping motivation has a positive and significant effect on impulse buying (Rahma & Septrizola, 2019).

Finding that hedonic shopping motivation has a positive and significant effect on impulse buying (Pramesti & Dwiridotjahjono, 2022). Shows that the Hedonic Shopping Motivation variable has a significant effect on Impulse Buying (Satria Tirtayasa, 2020). The Hedonic Shopping Motivation variable also has a significant effect on the Impulse Buying variable (Nurtanio et al., 2022).(Nurtanio et al., 2022)

**H6: The higher the influence of Hedonic Shopping Motivation, the more Impulse Buying.**

There is a significant influence of positive emotion on impulsive buying (Anggraini & Anisa, 2020). Positive emotion affects impulse buying (Andani & Wahyono, 2018). Positive emotion has a positive effect on impulse buying (S. R. I. M. Setyawati & Praditya, 2018). The greater the customer's positive emotion, the greater the desire to buy impulsively (Verhagen & Dolen, 2019). This is also supported by research conducted by (Muhammad Rizki Maulana Putra et al., 2020) that positive consumer emotions have a positive and significant effect on impulsive buying.

**H7: The higher the influence of Positive Emotion, the more Impulse Buying.**

Currently, impulsive buying is more common in expensive items such as fashion products, especially apparel (Park et al., 2018). Unplanned purchasing behavior is caused by the beneficial impact of store atmosphere and consumer personality (Mohan et al., 2013). Meanwhile, according to (Rahmawati, 2018) claims that a high lifestyle that suits fashion desires creates pleasant emotions when these needs are met. A positive mood indicates how passionate, energetic, and cautious a person is, which is associated with the urge to impulsive buying (Ferrel, 2017).

**H8: Positive Emotion Mediation on the influence of Shopping Lifestyle on Impulse Buying**

According to (S. R. I. M. Setyawati & Praditya, 2018) positive emotion mediates the relationship between fashion engagement and impulsive buying, Customers with high levels of fashion engagement show more pleasant feelings when shopping, and Those who show positive emotion during shopping can increase their involvement in impulsive

buying (Amiri, p. 2019). Positive emotion when shopping can be a significant mediator in encouraging impulse buying (Park et al., 2018). Positive emotion is proven to mediate the relationship of fashion involvement to impulse buying (Pangestu & Santika, 2019).

#### **H9: Positive Emotion Mediation on the influence of Fashion Involvement on Impulse Buying**

Impulsive buying is defined as “sudden and immediate buying activity without prior purchase interest.” (Bong, p. 2019). If impulsive behavior has a greater impact on the purchase decision process, buyers will go through many phases in the buying process before making the choice to buy without seeking information or considering alternatives (Tanaskovic, 2017). When a person experiences pleasurable feelings and wants to buy hedonistically for pleasure, he engages in impulsive buying. According to (Pangestu & Santika, 2019), positive emotion has been shown to mediate the relationship between hedonic shopping motivation and impulsive buying.

#### **H10: Positive Emotion Mediation on the influence of Hedonic Shopping Motivation on Impulse Buying**

### **3. Research Method and Materials**

The data used is quantitative; Quantitative research is a type of study that can be completed or obtained by statistical processes or quantification (measurement). The influence of Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Motivation, Positive Emotion, Impulse Buying E-Commerce Tokopedia is predicted to be explained using this technique. Researchers gave questionnaires directly to Tokopedia e-commerce consumers in Bali Province for this study. The demographics of this study consist of all consumers who have purchased goods through Tokopedia e-commerce. Respondents have an age range of 17-40 years for men and women and use Tokopedia to shop online at least once on a sudden or impulsive basis. As a result, the population is unlimited. Researchers used the purposive sampling method. Purposive sampling, as decided by the researcher, indicates that when selecting a sample to be used, the researcher must examine several mixtures of samples, as follows:

- a) Tokopedia consumers who are people of Bali Province who always keep up with the times with a modern lifestyle.
- b) Often participate in profitable programs such as promos provided by Tokopedia
- c) Tokopedia consumers who know about the beneficial programs offered such as national online shopping days.

In this research, statistical analysis techniques use inferential and descriptive analysis. Descriptive statistical analysis includes respondent characteristics and respondent answer score characteristics, while inferential statistical analysis uses PLS SEM for hypothesis calculations.

### **4. Results and Discussion**

The results of data analysis that have been carried out with the help of SmartPLS software. The data analysis results are attached to the Figure 2.

#### **H1: The higher the influence of Shopping Lifestyle, the more Positive Emotion increases.**

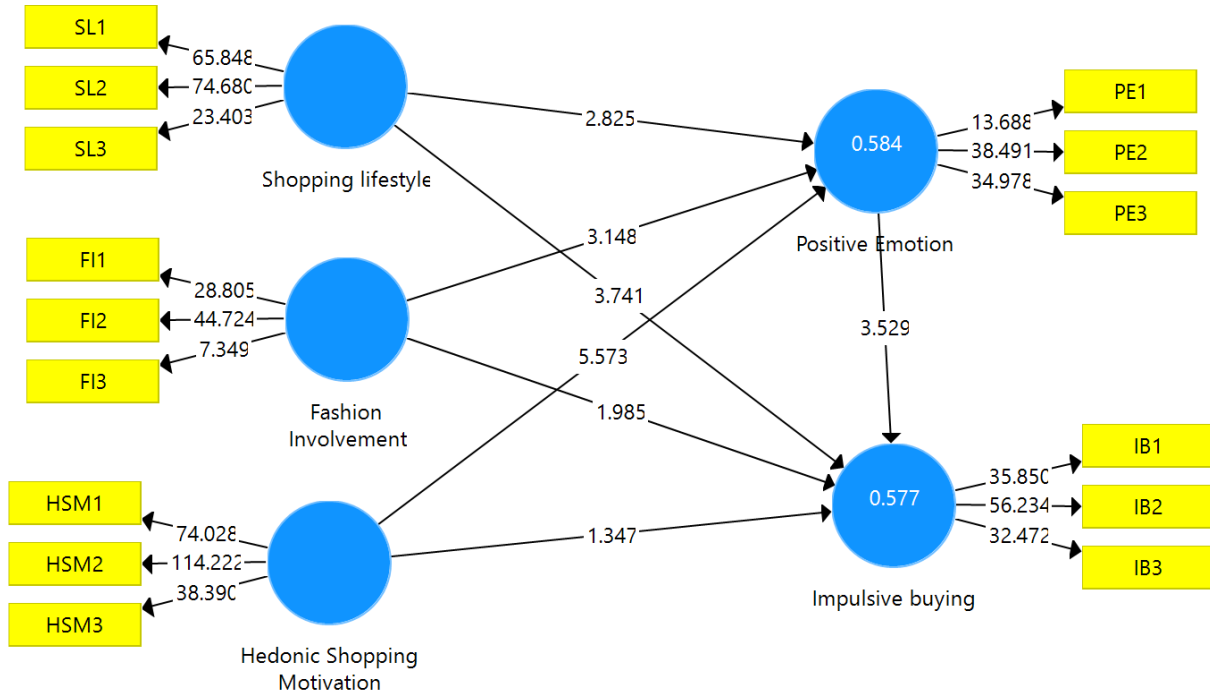
The results of testing the influence of shopping lifestyle on positive emotion have a p-values value of 0.005 which is compared to a significant value of 0.05. Because the p-value < significant ( $0.005 < 0.05$ ) with a beta value of 0.264 and a statistical t value of 2.825 compared to the t-table of 1.96. Because the t-statistic value > t-value ( $2.825 > 1.96$ ), it can be concluded that shopping lifestyle has a significant positive effect on positive emotion in Tokopedia e-commerce. So the hypothesis is accepted. According to (Japariato, 2019) the purchasing behavior of the majority of customers has developed into needs and will produce good emotions if needs are met. Positive feelings are significantly influenced by shopping lifestyles (Angraini & Anisa, 2020). A person's shopping lifestyle includes various qualities and characteristics that serve as a means of self-expression. The formation of good feelings in customers can be influenced by ongoing lifestyle modifications and preferred buying behavior. (Kosyu et al., 2018)

#### **H2: The higher the influence of Fashion Involvement, the more Positive Emotion increases.**

The results of testing the influence of fashion involvement on positive emotion have a p-values of 0.002 compared to a significant value of 0.05. Because the p-value < significant ( $0.002 < 0.05$ ) with a beta value of 0.197 and a statistical t value of 3.148 compared to the t-table of 1.96. Because the t-statistic value > t-value ( $3.148 > 1.96$ ), it can

be concluded that fashion Involvement has a significant positive effect on positive Emotion in Tokopedia e-commerce. So the hypothesis is accepted.

This research finding is in line with previous research which revealed that pleasant emotions are significantly influenced by fashion (Anggraini & Anisa, 2020). Fashion involvement has a positive effect on positive emotions (S. R. I. M. Setyawati & Praditya, 2018).



**Figure 2.** Result SmartPLS

(Source: Data processed by researchers)

**Table 1.** SmartPLS Bootstrapping Results

	Sample Mean	P Values
Fashion Involvement -> Impulsive buying	0.190	0.049
Fashion Involvement -> Positive Emotion	0.206	0.002
Hedonic Shopping Motivation -> Impulsive buying	-0.111	0.180
Hedonic Shopping Motivation -> Positive Emotion	0.442	0.000
Positive Emotion -> Impulsive buying	0.399	0.001
Shopping lifestyle -> Impulsive buying	0.386	0.000
Shopping lifestyle -> Positive Emotion	0.247	0.005

(Source: Data processed by researchers)

**H3: The higher the influence of Hedonic Shopping Motivation, the more Positive Emotion increases.**

The results of testing the effect of hedonic shopping motivation on positive emotion have a p-values value of 0.000 compared to a significant value of 0.05. Because the p-value < significant (0.000 < 0.05) with a beta value of 0.440 and a statistical t value of 5.573 compared to the t-table of 1.96. Because the t-statistic value > t-value (5.573 > 1.96), it can be concluded that hedonic shopping motivation has a significant positive effect on positive emotion in Tokopedia e-commerce. So the hypothesis is accepted.

The results of this study are in line with previous research showing that hedonic shopping directly affects happiness (Nurlinda & Christina, 2020). Understanding that hedonic purchases significantly and beneficially affect emotions of well-being (Hidayah & Marlana, 2021).

**H4: The higher the influence of Shopping Lifestyle, the more Impulse Buying.**

The result of the shopping lifestyle test on impulsive buying has a p-value of 0.000 compared to a significant value of 0.05. Because the p-value < significant ( $0.000 < 0.05$ ) with a beta value of 0.383 and a statistical t value of 3.741 compared to the t-table of 1.96. Because the t-statistic value > t-value ( $3.741 > 1.96$ ), it can be concluded that shopping lifestyle has a significant positive effect on impulsive buying on Tokopedia e-commerce. So the hypothesis is accepted. The results of this study are in line with previous research showing that hedonic shopping directly affects happiness (Nurlinda & Christina, 2020).

**H5: The higher the influence of Fashion Involvement, the more Impulse Buying.**

The results of testing the influence of fashion involvement on impulsive buying have a p-value of 0.049 compared to a significant value of 0.05. Because the p-value < significant ( $0.049 < 0.05$ ) with a beta value of 0.202 and a statistical t value of 1.985 compared to the t-table of 1.96. Because the t-statistic value > t-value ( $1.985 > 1.96$ ), it can be concluded that fashion involvement has a significant positive effect on impulsive buying on Tokopedia e-commerce. So the hypothesis is accepted. This research finding is in line with other research that reveals impulsive buying is influenced by Fashion Involvement (Andani & Wahyono, 2018). Fashion involvement has a simultaneous and significant effect on impulse buying (Rifatin & Sudarwanto, 2021). Shows that fashion involvement has a positive and significant influence on impulse buying (Yulinda et al., 2022). Fashion involvement has a positive effect on impulse buying (Muhammad Rizki Maulana Putra et al., 2020).

**H6: The higher the influence of Hedonic Shopping Motivation, the more Impulse Buying.**

The results of testing the effect of Hedonic Shopping Motivation on impulsive buying have a p-value of 0.180 compared to a significant value of 0.05. Because the p-value > significant ( $0.180 > 0.05$ ) with a beta value of -0.116 and a statistical t value of 1.347 compared to the t-table of 1.96. Because the t-statistic value < t-value ( $1.347 < 1.96$ ), it can be concluded that Hedonic Shopping Motivation does not have a significant effect on impulsive buying in Tokopedia e-commerce. So the hypothesis was rejected.

The findings of this research are consistent with Sari & Hermawati's (2020) research which shows that Hedonic Shopping Motivation does not have a positive and significant effect on impulsive buying. There are studies that show a positive and significant influence of hedonic shopping motivation on impulse buying (Poluan et al., 2019).

**H7: The higher the influence of Positive Emotion, the more Impulse Buying**

The results of testing the effect of positive emotion on impulsive buying have a p-value of 0.001 compared to a significant value of 0.05. Because the p-value < significant ( $0.001 < 0.05$ ) with a beta value of 0.389 and a statistical t value of 3.529 compared to the t-table of 1.96. Because the t-statistic value > t-value ( $3.529 > 1.96$ ), it can be concluded that positive Emotion has a significant positive effect on impulsive buying in Tokopedia e-commerce. So the hypothesis is accepted.

The results of this study are in line with those conducted by (Angraini & Anisa, 2020) which show a significant influence of positive emotions on impulsive buying (Angraini & Anisa, 2020)[8]. Positive emotion affects impulse buying (Andani & Wahyono, 2018).

**H8: Positive Emotion Mediation on the influence of Shopping Lifestyle on Impulse Buying**

The results of testing the influence of shopping lifestyle on impulsive buying through positive emotion have a p-value of 0.011 which is compared to a significant value of 0.05. Because the p-value < significant ( $0.011 < 0.05$ ) with a beta value of 0.103 and a statistical t value of 2.571 compared to the t-table of 1.96. Because the t-statistic value > t-value ( $2.571 > 1.96$ ), it can be concluded that positive emotion can mediate the influence of shopping lifestyle on impulsive buying in Tokopedia e-commerce. So the hypothesis is accepted.

This finding is in line with research (Rahmawati, 2018) A high lifestyle to meet fashion needs, causes positive emotions if these needs can be met. Positive feelings reflect the extent to which a person feels excited, active, and cautious, which is related to one's desire to make impulse purchases (Ferrel, 2017).

**H9: Positive Emotion Mediation on the influence of Fashion Involvement on Impulse Buying.**

The results of testing the influence of fashion involvement on impulsive buying through positive emotion have a p-values of 0.038 compared to a significant value of 0.05. Because the p-value < significant ( $0.038 < 0.05$ ) with a beta value of 0.077 and a statistical t value of 2.090 compared to the t-table of 1.96. Because the t-statistic value > t-value ( $2.090 > 1.96$ ), it can be concluded that positive emotion can mediate the influence of fashion involvement on impulsive buying on Tokopedia e-commerce. So the hypothesis is accepted. These findings are in line with research (S. R. I. M. Setyawati & Praditya, 2018) positive emotions mediate the relationship between fashion engagement and impulse buying, Customers who have high fashion engagement show more positive emotions in shopping time and who show positive emotions in shopping time can increase engagement in impulse purchases. (Amiri, p. 2019)

#### **H10: Positive Emotion Mediation on the influence of Hedonic Shopping Motivation on Impulse Buying.**

The results of testing the influence of Hedonic Shopping Motivation on impulsive buying through positive emotion have a pvalue of 0.006 compared to a significant value of 0.05. Because the p-value < significant ( $0.006 < 0.05$ ) with a beta value of 0.171 and a statistical t value of 2.795 compared to the t-table of 1.96. Because the t-statistic value > t-value ( $2.795 > 1.96$ ), it can be concluded that positive emotion can mediate the influence of hedonic shopping motivation on impulsive buying in Tokopedia e-commerce. So the hypothesis is accepted.

The results of this study are in line with (Pangestu & Santika, 2019) stating that positive emotions are proven to mediate the relationship of hedonic shopping motivation to impulse buying. Impulse buying is a sudden and immediate purchase activity without any prior purchase interest (bong, p. 2019).

## **5. Conclusion**

Based on the results of the study, it was concluded that 1) Shopping lifestyle has a significant positive effect on Tokopedia's positive e-commerce Emotion, which means that if the higher the shopping lifestyle owned by Tokopedia e-commerce users , it can increase the positive Emotion of Tokopedia e-commerce users 2) Fashion Involvement has a significant positive effect on positive emotion e-commerce Tokopedia 3) Hedonic shopping motivation has a significant positive effect on positive emotion e-commerce Tokopedia 4) Shopping lifestyle has a significant positive effect on impulsive buying in Tokopedia e-commerce 5) Fashion Involvement has a significant positive effect on impulsive buying In Tokopedia e-commerce 6) Hedonic shopping motivation does not have a significant effect on impulsive buying In Tokopedia e-commerce 7) Positive Emotion has a positive and significant effect on impulsive buying in Tokopedia e-commerce 8 ) Positive Emotion mediates partial the significant positive influence of shopping lifestyle on impulsive buying in Tokopedia e-commerce 9) Positive Emotion mediates partial the significant positive influence of fashion Involvement on impulsive buying in Tokopedia e-commerce 10) Positive Emotion mediates perfect the significant positive influence of Hedonic shopping motivation on impulsive buying in Tokopedia e-commerce.

The results of this research can enrich the empirical data of research models regarding impulsive buying, which in the results of this research prove that shopping lifestyle, fashion involvement, and hedonic shopping motivation can affect positive emotions and can affect impulsive buying. The results of mediation testing in this study also obtained empirical evidence stating that positive emotion is able to mediate the influence of shopping lifestyle, fashion involvement, and hedonic shopping motivation on impulsive buying. In addition, theoretical contributions to this research provide evidence that the Theory of Reasoned Action states that everyone's primary motivation for engaging in business is that it signifies the number of business ventures they will undertake to succeed in a particular endeavor. The work will become more substantial, resulting in more challenges for those involved. To provide a more complete picture and allow wider application, it is hoped that future research can include aspects that can influence impulsive buying, expand the focus of research to include users of Tokopedia's e-commerce site, or change the research location.

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