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The Influence of Hedonic Shopping, Fashion Involvement, and Shopping Lifestyle on Impulse Buying

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Abstrak

In the growing trend of increasing shopping habits among the public, Uniqlo remains one of the well-known brands frequently sought after by consumers. This study aims to analyze the influence of Hedonic Shopping, Fashion Involvement, and Shopping Lifestyle on Impulse Buying among Uniqlo consumers at Lippo Plaza Mall Sidoarjo. The study employs a quantitative approach using a survey method via a questionnaire administered to 103 respondents selected through accidental sampling. Data were analyzed using multiple linear regression with the assistance of SPSS software. The results of the study indicate that: (1) Hedonic Shopping does not significantly influence Impulse Buying ($\beta = 0.138$; $p = 0.309$); (2) Fashion Involvement has a significant positive effect on Impulse Buying ($\beta = 0.350$; $p = 0.010$); (3) Shopping Lifestyle does not have a significant effect on Impulse Buying ($\beta = 0.175$; $p = 0.216$). Simultaneously, the three independent variables significantly influence Impulse Buying with an R^2 value of 0.264, meaning that 26.4% of the variation in Impulse Buying is influenced by these three variables, while 73.6% is influenced by factors outside the model. Based on these findings, it is concluded that Fashion Involvement is the dominant factor influencing Impulse Buying behavior among Uniqlo consumers in Sidoarjo. The practical implication of this study is the need for marketing strategies focused on strengthening consumer involvement in fashion, such as through collaborations with influencers or the launch of limited-edition products, to increase impulsive purchases.

Keywords: Hedonic Shopping, Fashion Involvement, Shopping Lifestyle, Impulse Buying, Uniqlo.

1. Introduction

The global fast fashion industry continues to show exponential growth, with market valuation projected to reach \$1.78 trillion USD by 2024, driven by a production cycle of 52 micro-seasons per year and e-commerce penetration reaching 40% of total sales [15]. A crucial phenomenon in this industry is the shift in consumer orientation from functional (utilitarian) needs towards the pursuit of hedonistic and multisensory experiences while shopping. A total of 67% of purchases in this category are reported to be impulsive, with Generation Z and Millennials as the main drivers who are heavily influenced by social media and immersive store designs [14]. In the Indonesian market, UNIQLO occupies a unique position as the leader with a 28.5% market share in 2024, successfully combining the functional image of "LifeWear" with hedonistic marketing tactics through limited-edition drops. The UNIQLO Lippo Mall Sidoarjo store is an ideal research locus, representing an aspirational satellite city with high traffic and impulsive item sales performance that ranks among the national Top 5. UNIQLO's internal data (2025) shows a 45% increase in sales during midnight sales events, indicating consumers' vulnerability to spontaneous purchasing stimuli.

Hedonic shopping is a fundamental construct that drives impulsive shopping behavior, where consumers seek pleasure, emotional satisfaction, and enjoyable experiences that go beyond merely fulfilling practical needs [1]. This motivation stems from an intrinsic desire to seek entertainment, escape from routine, or fulfill fantasies, so that the shopping process itself becomes the goal [14]. Hedonic consumers tend to be highly responsive to environmental stimuli in stores such as atmosphere, lighting, scent, music, and attractive visual merchandising displays [6]. At UNIQLO Sidoarjo, 78% of preliminary survey respondents admitted that the store atmosphere (cool daylight, cotton fragrance, minimalist electronic music) increased their dwell time by an average of 25 minutes beyond their plans. Recent neuro-marketing studies reinforce this by proving that activation of the nucleus accumbens (the brain's reward center) is 2.3 times higher when consumers are exposed to limited-edition displays [13], confirming the neurological basis of this hedonistic drive.

Meanwhile, fashion involvement, or the level of consumers' emotional and cognitive engagement with the world of fashion, acts as the main amplifier in the relationship between hedonistic motivation and impulse buying [9]. Consumers with high fashion involvement are more sensitive to the latest trends, are frequently exposed to fashion content on social media, and have a strong desire to express their identity through clothing [5]. They tend to ignore rational considerations such as price and rely more on emotional responses when seeing new products [10]. In Indonesia, where fashion has become a symbol of social status [7], this involvement is particularly evident in the enthusiasm for UNIQLO's limited-edition collections. Surveys show that 65% of consumers actively monitor the collection launch schedule via the app, and 41% are even willing to wait in line for up to 2 hours for collaboration products, demonstrating the high value attached to these products.

The third factor, shopping lifestyle, reflects individuals' consistent behavior patterns and values in shopping activities that have become an integral part of the routine of modern urban society [8]. This lifestyle is not only about what is purchased, but also how they shop, including channel preferences (online/offline/omnichannel), shopping ritual frequency, and level of technology engagement. In the context of impulse buying, shopping lifestyle creates greater frequency of exposure to products and promotions, which can gradually reduce resistance to spontaneous purchases [2]. Consumers who make shopping a part of their lifestyle and a form of recreation are more likely to engage in impulse buying. Study [3] found that the influence of shopping lifestyle in the digital era on impulse buying is even 37% stronger than in the pre-digital era.

Impulse buying, or spontaneous purchases without planning that are driven by emotions and environmental stimuli, has become an increasingly dominant global phenomenon [11]. Although the three variables—hedonic shopping, fashion involvement, and shopping lifestyle—have been partially studied as drivers of impulse buying, most previous studies have focused on only one or two factors, or in the context of e-commerce, so there has been no comprehensive study that simultaneously integrates all three in the context of physical fashion retail in Indonesia. Therefore, this study aims to analyze the simultaneous influence of hedonic shopping, fashion involvement, and shopping lifestyle on impulse buying among UNIQLO consumers at Lippo Mall Sidoarjo. The significance of this study lies in its dual contribution: theoretically enriching consumer behavior literature with a holistic model, and practically serving as a reference for retail management in developing more effective marketing strategies.

2. Research Methode

This study uses a quantitative design with an explanatory research approach to examine the effect of independent variables (hedonic shopping, fashion involvement, shopping lifestyle) on dependent variables (impulse buying). This approach was chosen to explain the causal relationship between variables through statistical analysis. Data collection was conducted using a survey method with a structured questionnaire distributed through accidental sampling to consumers at the research location.

2.1. Population and Sample

The population in this study consists of all consumers who have made purchases at UNIQLO Lippo Mall Sidoarjo. Given that the population size is unknown (infinite population), the minimum sample size is determined using the Margin of Error formula for an infinite population, which is calculated as follows:

$$n = \frac{(Z^2 \times P \times (1-P))}{e^2}$$

n is the sample size, Z is the 95% confidence level (1.96), P is the assumed population of 0.5, and e is the 10% margin of error (0.10). The sampling technique used is non-probability sampling with accidental sampling, where samples are selected based on ease of access and their willingness to participate in accordance with predetermined criteria.

2.2. Data Source

This study used primary data collected directly using written questionnaires distributed in the store area to respondents who had made purchases at UNIQLO Lippo Mall Sidoarjo, were aged 17-30 years, and were willing to participate based on their personal experiences. The questionnaire consisted of a section on respondent identity and statements to measure the four variables using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree).

2.3. Research Instruments and Operational Definitions

The research instrument was a questionnaire developed based on indicators from established literature. All indicators and questions are summarized in Table 1.

Table 1. Operational Definitions and Measurement Indicator Sources

Variabel	Operational Definition	Item
Hedonic Sjopping (X1)	The urge to shop for pleasure and emotional satisfaction, not just functional needs..	5
Fashion Involvement (X2)	The level of individual involvement, interest, and concern in the world of fashion.	5
Shopping Lifestyle (X3)	Consistent shopping behavior patterns and preferences that reflect personality and life values.	5
Impulse Buying (Y)	Spontaneous purchases without prior planning, driven by emotions or environmental stimuli.	5

2.4. Data Analysis Methode

Data analysis was performed using SPSS Statistics software. The data analysis process included validity and reliability tests using Pearson's correlation (calculated $r > \text{table } r =$) for the validity test and Cronbach's Alpha ($\alpha > 0.60$) for the reliability test. Classical assumption tests include normality tests (Kolmogorov-Smirnov and Shapiro-Wilk), linearity tests, and multicollinearity tests ($VIF < 10$ and $Tolerance > 0.1$). Multiple linear regression analysis was used to test the effect of independent variables on dependent variables. The equation model used was: $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$. Hypothesis testing was conducted partially (t-test) and simultaneously (F-test). Because the data are not normally distributed based on the Kolmogorov-Smirnov test ($p\text{-value } 0.001 < 0.05$) and Shapiro-Wilk test ($p\text{-value } 0.006 < 0.05$), the significance of the regression coefficients was tested using the bootstrapping technique with 1000 resamples to produce robust estimates that do not depend on the assumption of normality.

3. Result and Discussion

This study involved 103 respondents who were visitors and shoppers at UNIQLO Lippo Mall Sidoarjo. Most of the respondents were female (80.58%) and young (aged 17-27 years) at 89.32%. The majority of respondents had a high school education or equivalent (55.34%) and had a monthly income between IDR 1,000,000 and IDR 3,000,000 (63.11%). This profile illustrates that the research sample was dominated by young women with low to medium purchasing power, which is the main segment for fast fashion products.

The average score for each variable was measured using a 1-5 Likert scale. The results show that Hedonic Shopping (X1) had the highest score (mean=3.69), followed by Shopping Lifestyle (X3, mean=3.66), Fashion Involvement (X2, mean=3.51), and Impulse Buying (Y, mean=3.16). This indicates that respondents find shopping to be an enjoyable experience and consider it part of their lifestyle, but their level of impulse buying tends to be moderate.

Hypothesis testing was performed using multiple linear regression analysis with the bootstrapping method (1000 samples) because the data was not normally distributed. The results of the hypothesis testing are presented in Table 2.

Tabel 2. Resul Hypotesis testing

Hipotesis	Relation	Coefficient (B)	t-stat	p-value	Description
H1	.X1 – Y	0,138	1,022	0,262	Not Significant
H2	X2 – Y	0,350	2,622	0,012	Significant
H3	X3 – Y	0,175	1,245	0,196	Not Significant
H4	X1,X2,X3 – Y	-		0,000	Significant
	R ²	0,264			

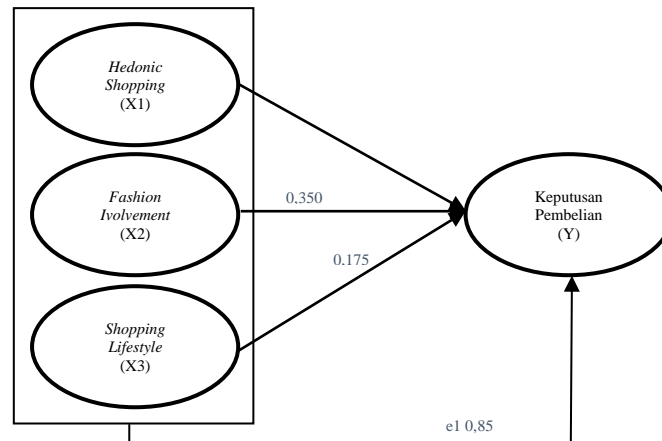


Figure 2. Relation between independent and dependent variables

Based on Table 2, it can be concluded that H1 is rejected, which means that Hedonic Shopping does not have a significant effect on Impulse Buying ($\beta=0.138$, $p=0.262>0.05$). H2 is accepted, which means that Fashion Involvement has a positive and significant effect on Impulse Buying ($\beta=0.350$, $p=0.012<0.05$). H3 is rejected, which means that Shopping Lifestyle has no significant effect on Impulse Buying ($\beta=0.175$, $p=0.196>0.05$). Meanwhile, H4 is accepted because simultaneously, the three independent variables have a significant effect on Impulse Buying ($p=0.000<0.05$) with an R^2 value of 0.264. This means that 26.4% of the variation in Impulse Buying can be explained by these three variables.

Discussion

1. The Effect of Hedonic Shopping on Impulse Buying

The finding that hedonic shopping does not have a significant effect on impulse buying is an interesting result and is beyond the expectations of general theory. This result can be explained by the characteristics of the research sample, which was dominated by low-to-middle income groups (Rp 1-3 million). Although the UNIQLO store atmosphere is designed to create a hedonistic experience (such as distinctive lighting and aromas), budget constraints make these consumers more rational and cautious in their spending. They may enjoy the shopping experience (high mean value of X1), but that does not necessarily translate into spontaneous purchases. This finding is consistent with research [11] which states that self-control and financial conditions can moderate the relationship between hedonistic motivation and impulse buying.

2. The Influence of Fashion Involvement on Impulse Buying

The results of the study prove that Fashion Involvement is the dominant and strongest factor influencing Impulse Buying. This is in line with research [10]. Consumers with high involvement in fashion (as seen in their enthusiasm for limited-edition collections and desire to look up-to-date) tend to rely more on emotional responses than rational considerations. For the younger generation, fashion is not just about clothing, but a tool for expressing identity and social status [7]. Therefore, when they see items that match the trends or identities they want to show, the urge to buy spontaneously becomes very strong, even ignoring budget constraints.

3. The Influence of Shopping Lifestyle on Impulse Buying

The insignificant influence of Shopping Lifestyle is strongly suspected to be due to economic factors once again becoming the main obstacle. Although shopping has become part of the urban lifestyle [8], consumption patterns are greatly influenced by financial capabilities. Respondents with limited income tend to have a more frugal and functional lifestyle. They may often window shop or spend time at the mall (as a lifestyle), but they have greater self-control not to make unplanned purchases. These findings support the theory [4] of Rational Consumer Behavior, in which consumers with limited resources will conduct a more mature cost-and-benefit evaluation before purchasing.

Although only Fashion Involvement was partially proven to be significant, simultaneous testing (F-test) showed that the three independent variables together had a significant effect on Impulse Buying ($p\text{-value} = 0.000 < 0.05$).

The coefficient of determination (R^2) value of 0.264 indicates that 26.4% of the variation in Impulse Buying can be explained by the combination of these three variables, while the remaining 73.6% is influenced by other factors outside the model. These results reinforce the view that Impulse Buying is a complex multivariate phenomenon that cannot be explained by a single factor.

This finding is consistent with research [12] which states that Hedonic Shopping, Fashion Involvement, and Shopping Lifestyle form a psychological ecosystem that interacts in influencing impulsive buying tendencies. However, the regression results showing that only Fashion Involvement is partially significant indicate that in the specific context of UNIQLO Lippo Mall Sidoarjo consumers (who are predominantly young people with financial constraints), emotional involvement with fashion (Fashion Involvement) is the main driving factor that can overwhelm the influence of hedonistic and lifestyle factors.

The questionable results may arise from the model's limitations in capturing the interaction between variables. For example, the influence of Hedonic Shopping may be fully mediated by Fashion Involvement, or there may be moderating variables such as self-control and budget constraints that are not included in the model. Therefore, the generalization of these results should be done with caution and further research with more complex models, such as mediation or moderation analysis, is recommended.

Theoretically, this study enriches the literature by showing that in the context of young consumers with limited purchasing power, Fashion Involvement is a stronger predictor of Impulse Buying than hedonistic and lifestyle factors. These results also confirm the importance of socio-economic conditions as a moderating variable. Managerially, these findings have strategic implications for UNIQLO and similar retailers. Instead of focusing solely on creating a hedonistic store experience, marketing strategies should place greater emphasis on strengthening fashion involvement. Tactics such as collaborating with local fashion influencers, creating lifestyle education content (style inspiration) on social media, and limited-edition drop strategies that create urgency and exclusivity will be more effective in driving impulse purchases in this segment. In addition, to reach the lower-middle-income segment, providing more affordable products in the main collection can be a solution.

4. Conclusion

This study confirms that of the three variables tested, only Fashion Involvement significantly influences Impulse Buying among consumers at UNIQLO Lippo Mall Sidoarjo. These findings indicate that in the context of young consumers with medium purchasing power, emotional involvement and interest in fashion are the main drivers of spontaneous purchasing behavior, while hedonistic factors and shopping lifestyle do not have a significant direct influence. Overall, the three variables simultaneously explain 26.4% of the variation in Impulse Buying, indicating the complexity of this phenomenon and the existence of other factors outside the model that play a role.

Based on these findings, practical applications that can be implemented include adjusting marketing strategies to focus more on strengthening fashion involvement, such as optimizing inspirational content on social media, collaborating with figures relevant to the young segment, and strengthening limited-edition drops strategies to create urgency and exclusivity. The implications of this study also indicate the need for a more careful segmentation approach that considers the socio-economic characteristics of consumers, given that financial factors play an important role in moderating the influence of hedonistic and lifestyle variables.

For further research, it is recommended to explore other variables that may influence Impulse Buying, such as self-control, budget constraints, or the influence of social media more specifically. In addition, the use of qualitative research methods can be considered to gain a deeper understanding of the motivations and context of impulsive purchasing decisions that are not fully measurable through quantitative approaches. Replication of the study with a broader sample and location is also needed to test the consistency of the findings and improve the generalizability of the research results.

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