

## THE EFFECT OF FASHION INVOLVEMENT AND HEDONIC SHOPPING VALUES ON FASHION IMPULSE BUYING IN ACEH: THE MEDIATING ROLE OF POSITIVE EMOTIONS

Irvan, Nurainun<sup>1</sup>, Heriyana, Mariyudi, Sapna Biby

Faculty of Economics and Business, Malikussaleh University  
Bukit Indah Campus, Blang Pulo, Muara Satu, Lhokseumawe, Aceh 24355, Indonesia

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### Abstract:

**Background:** The fashion industry in Indonesia continues to grow, including in Aceh, where rising consumer interest in fashion products has been accompanied by an increase in impulse buying behavior. Understanding the factors that drive this behavior is important to explain why Aceh represents a relevant research context.

**Purpose:** This study aims to examine the effects of fashion involvement and hedonic shopping value on impulse buying decisions, with positive emotions as a mediating variable.

**Design/Method/Approach:** This study employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to 152 respondents in Aceh using purposive sampling. The data were analyzed using Structural Equation Modeling (SEM) with SmartPLS software.

**Findings/Results:** The results indicate that fashion involvement and hedonic shopping values have positive effects on impulse buying. Positive emotions significantly mediate both relationships.

**Conclusion:** The findings suggest that fashion marketers should design strategies that stimulate positive emotions to encourage impulse purchases. Such strategies are expected to be particularly effective among consumers with higher levels of fashion involvement, who tend to exhibit stronger purchasing tendencies.

**Originality/Value (State of the Art):** This study contributes to the literature on consumer behavior in the fashion sector by highlighting the mediating role of positive emotions in impulse buying behavior. It also offers practical insights for marketers in developing more effective promotional strategies.

**Keywords:** fashion involvement, hedonic shopping value, impulse buying, positive emotions, fashion marketers

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<sup>1</sup> Corresponding author:  
Email: [nurainun@unimal.ac.id](mailto:nurainun@unimal.ac.id)

## INTRODUCTION

The Indonesian fashion industry has become one of the key contributors to the national creative economy. According to Vibizmedia.com (2019), this sector accounted for approximately 18% of the national creative economy's GDP and 56% of total exports. The industry's rapid growth is fueled by increasing purchasing power, urbanization, and the evolving fashion consciousness among Millennials and Gen Z consumers. Along with this development, a growing phenomenon of impulse buying, spontaneous and unplanned purchases triggered by emotional or environmental stimuli has become increasingly common. Point-of-Purchase Advertising International (2012) reported that around 76% of purchasing decisions are made impulsively in stores. In Indonesia, this trend is further amplified by technological advancement and social media exposure, which continually introduce new fashion trends and stimulate consumers' desire to shop. Aceh represents a unique socio-cultural and economic setting that makes it a relevant context for examining impulsive fashion purchasing behavior. With a population of more than five million people (BPS, 2024), consumer behavior in Aceh is influenced by diverse ethnic backgrounds and strong cultural values. In recent years, economic reconstruction and urban development have encouraged changes in lifestyle and consumption patterns (Bappeda Aceh, 2023). The growth of shopping centers and retail activities (BPS, 2023), combined with the increasing use of social media among young consumers (APJII, 2023), has further stimulated spontaneous fashion purchases. These conditions position Aceh as an appropriate setting to investigate the roles of fashion involvement, hedonic shopping value, and positive emotions in impulsive buying behavior.

Previous studies have identified fashion involvement and hedonic shopping value as important drivers of impulsive buying in the fashion sector. Consumers with high fashion involvement tend to view fashion as part of their identity, making them more prone to impulse purchases (Buford et al. 2023). Recent studies also highlight that social media-driven hedonic experiences intensify impulsive fashion consumption through emotional stimulation (Ciocodeică et al. 2025). Indonesian evidence also supports this pattern,

showing that hedonic value and fashion-related engagement significantly influence impulse buying (Utama et al. 2021). However, studies that integrate both factors into one model while examining the emotional mechanism especially the role of positive emotions remain limited in Indonesia. This study addresses that gap by analyzing how positive emotions mediate the relationship between fashion involvement, hedonic value, and impulsive buying in modern retail settings.

This study adopts the Stimulus–Organism–Response (S–O–R) framework (Chauhan et al. 2023) to explain how external factors, such as fashion involvement and hedonic shopping value, influence consumers' internal emotional states. The S–O–R model is widely recognized as an effective approach for analyzing emotional and psychological processes underlying consumer decision-making. Within this framework, emotional reactions particularly positive emotions function as mediating mechanisms that connect external stimuli to behavioral responses. This perspective is highly relevant in the fashion context, where emotions, aesthetics, enjoyment, and self-expression strongly shape purchasing behavior. By applying the S–O–R framework, this study provides a clear explanation of how marketing-related stimuli are translated into impulsive buying behavior through consumers' affective responses.

This study aims to examine how fashion involvement and hedonic shopping value influence impulse buying of fashion products in Indonesia, particularly in Aceh, with positive emotions acting as a mediating factor. It explores how emotional enjoyment during shopping and personal attachment to fashion contribute to unplanned purchasing behavior. The research focuses on consumers who actively follow fashion trends and shop in modern retail environments such as malls, local boutiques, and e-commerce platforms. The findings are expected to strengthen the application of the S–O–R model in the Indonesian fashion industry, especially within the context of Aceh. In addition, the results provide practical insights for marketers in designing emotionally driven strategies that encourage spontaneous purchases.

## METHODS

This study employed primary data collected through a structured questionnaire distributed to selected respondents. The research applied a non-probability sampling approach, specifically purposive sampling, to ensure that participants met specific inclusion criteria aligned with the research objectives. The criteria included: (1) individuals aged 18 years and above, (2) those who had purchased fashion products within the last six months, and (3) residents of Aceh Province, particularly in Langsa, Lhokseumawe, and Banda Aceh. These inclusion criteria were established to ensure that respondents were familiar with fashion trends and possessed recent purchasing experience relevant to the study's variables. Such a sampling approach was considered appropriate because it allowed the selection of respondents who could provide informed and relevant insights into impulsive buying behavior within the fashion industry.

Data were collected using an online questionnaire distributed through social media platforms such as Instagram, X (formerly Twitter), and WhatsApp via Google Forms. Respondents participated voluntarily and were assured anonymity and confidentiality to reduce social desirability bias. The questionnaire consisted of demographic questions covering age, gender, income, and online shopping frequency, followed by items measuring the research constructs using a seven-point Likert scale from 1 ("Strongly Disagree") to 7 ("Strongly Agree"). All measurement items were adapted from validated scales in previous studies to ensure content validity and reliability. Before distributing the final questionnaire, a pretest was conducted on a small group of respondents to confirm clarity and ease of understanding. The operationalization of each construct and its indicators is summarized in Table 1.

The collected data were analyzed using the Structural Equation Modeling (SEM) approach with SmartPLS version 4 software. The analysis process began with the evaluation of the outer model to examine the relationships between latent constructs and their indicators, covering tests of convergent validity, discriminant validity, and reliability. Convergent validity was assessed using the loading factor value ( $>0.70$ ) and the Average Variance Extracted (AVE) ( $>0.50$ ) following the recommendation of Nasution et al. (2020). Discriminant validity was tested through

the cross-loading value ( $>0.70$ ), while construct reliability was evaluated using composite reliability and Cronbach's alpha values (ranging from 0.70 to 0.90) as suggested by Hair et al. (2014). Subsequently, the inner model was assessed to determine the R-squared value, path coefficients, and overall model fit. The R-squared value indicates the predictive power of the model, with values of 0.19, 0.33, and 0.67 representing weak, moderate, and strong effects, respectively. Path coefficients were used to determine the direction and significance of the relationships between variables, evaluated through t-statistics ( $>1.65$  for 10% significance and  $>1.96$  for 5% significance) and p-values ( $<0.05$ ).

In this research, fashion involvement and hedonic shopping value function as external stimuli, positive emotions represent the organism, and impulse buying serves as the behavioral response. The SOR model has been widely applied in consumer behavior studies to explain how emotional and cognitive processes mediate the effect of marketing stimuli on purchasing decisions (Lim & Ting, 2023; Park et al. 2022). Within this framework, emotional responses play a central role in translating sensory and experiential inputs into behavioral outcomes, particularly in hedonic and fashion-related consumption contexts. Fashion involvement refers to the degree of personal relevance, emotional attachment, and interest individuals have toward fashion products. Highly involved consumers are typically motivated by self-expression and trend-consciousness, actively engaging with fashion information and exhibiting stronger emotional responses when exposed to fashion stimuli (Aflaha et al. 2024). These emotional arousals often reduce cognitive control and lead to spontaneous purchasing behavior (Rizal, 2025). Hence, fashion involvement is expected to enhance both positive emotions and impulsive buying tendencies. Meanwhile, hedonic shopping value emphasizes the emotional and experiential benefits of shopping such as enjoyment, excitement, and pleasure rather than its utilitarian or functional purpose (Gulfranz et al. 2022). Consumers who view shopping as an entertaining and emotionally gratifying activity tend to make unplanned purchases due to reduced self-regulation and heightened pleasure (Aziz et al. 2025). This aligns with the concept of hedonic consumption introduced by Holbrook and Hirschman (1982), which suggests that shopping driven by enjoyment and sensory stimulation often triggers impulsive behavior. Positive emotions act as the organismic state that mediates

the relationship between external stimuli (fashion involvement and hedonic value) and the behavioral response (impulse buying). Emotional states such as joy, excitement, and satisfaction transform hedonic motivations into immediate purchasing impulses (Moch Rizal & Zaenudin, 2025). Thus, positive emotions serve as a key psychological mechanism that converts affective engagement into impulsive actions, bridging the gap between consumers' cognitive involvement and actual buying behavior. Based on these theoretical foundations, the following hypotheses are proposed:

- H1. Fashion involvement has a positive effect on impulse buying.
- H2. Hedonic shopping value has a positive effect on impulse buying.
- H3. Fashion involvement has a positive effect on positive emotions.
- H4. Hedonic shopping value has a positive effect on positive emotions.
- H5. Positive emotions have a positive effect on impulse buying.

- H6. Positive emotions mediate the relationship between fashion involvement and impulse buying.
- H7. Positive emotions mediate the relationship between hedonic shopping value and impulse buying.

This study adopts the Stimulus–Organism–Response (SOR) theory, which explains how external stimuli shape internal states and ultimately influence behavior. In this model, fashion involvement and hedonic shopping value function as stimuli that generate positive emotions (the organism), leading to impulse buying (the response). Fashion involvement strengthens emotional attachment to fashion, while hedonic shopping value increases enjoyment during shopping. These emotions create a positive internal state that lowers cognitive control and increases spontaneous purchases. Thus, the model shows that both cognitive engagement with fashion and hedonic motivation influence impulse buying through positive emotions. The conceptual framework is shown in Figure 1.

Table 1. Measurement and operational definition of variables: fashion involvement, hedonic shopping value, positive emotions, and impulse buying behavior

Variables	definition	Indicator
Fashion involvement (Chauchan et al. 2023)	A person's level of interest and attention to fashion products is based on their needs.	Interest in following fashion trends Look for fashion trends There are many modes important Appearance I very in the influence by Fashion trends Expenses Lots of time at the mall
Hedonic shopping value (Chauchan et al. 2023)	The pleasure or enjoyment that consumers obtain from a shopping experience, which focuses on the emotional and experiential aspects rather than functional needs.	Shopping product That's fashion for me experience It is funny. Happy times Buy fashion products Shopping brings happiness Fashion products that are satisfying when received Enjoyable Complete Fashion Product Shopping Experience
Positive emotions (Chauchan et al. 2023)	Pleasant emotions that increase a person's happiness and well-being are not limited to pleasure alone, but also include joy.	Happy When Shopping for fashion products Provide mode feel like Very happy And pleasure during shop Happy with her fashion collection Making fashion products I feel More positive
Impulse buying (Chauchan et al. 2023)	The act of buying suddenly and unplanned, often driven by emotion or a sudden desire.	The tendency to buy fashion products without any plan When we see an attractive fashion product, we feel like buying it. Have experience to buy fashion products unplanned Often buy fashion products spontaneously Regret buying fashion products

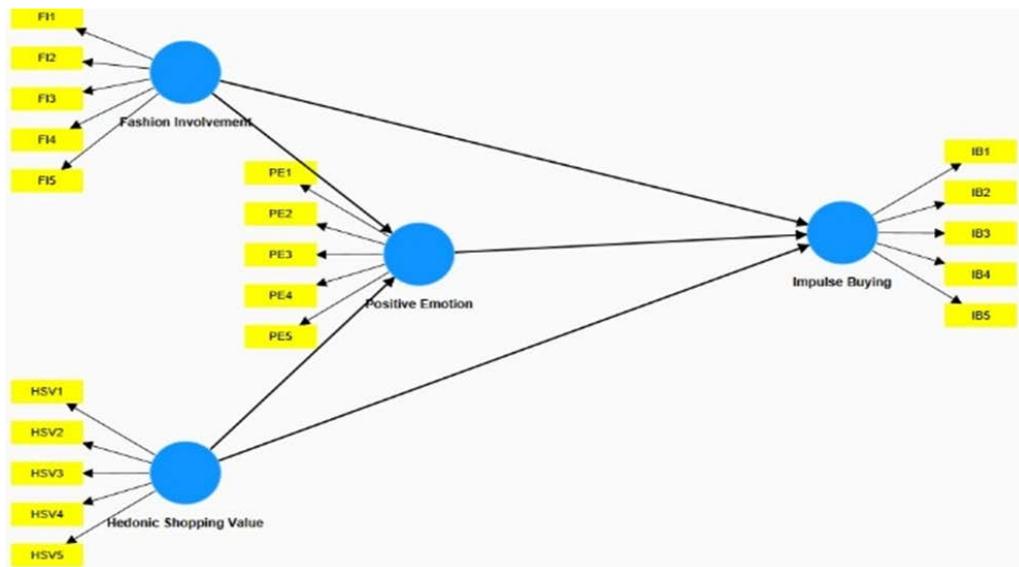


Figure 1. Conceptual research framework based on the Stimulus–Organism–Response (SOR) model

## RESULTS

### Characteristics of Respondents

This study involved 152 respondents residing in Aceh Province, consisting of 62.9% female and 37.1% male participants. Most respondents were aged 18–25 years (85.5%), indicating that young consumers dominate the fashion market and are highly responsive to digital trends. In terms of education, 54.5% held a bachelor's degree, while 72.7% were students, reflecting a population that is educated and actively engaged in online shopping activities. The average monthly expenditure of respondents was approximately IDR3,000,000, suggesting moderate purchasing power for fashion products. These findings highlight that the sample predominantly represents young, educated, and digitally active consumers, who play a central role in shaping the online fashion industry in Aceh.

### Outer Model Evaluation

The outer model was assessed for validity and reliability through convergent validity, discriminant validity, and internal consistency. These tests ensure that the measurement indicators accurately represent each latent variable and that constructs are empirically distinct from one another. The evaluation process follows the guidelines proposed by Hair et al. (2019) for SEM-PLS studies. Figure 1 illustrates the tested measurement model, while the following tables summarize the

results of validity and reliability analyses. Overall, the measurement model met all established statistical criteria, confirming its adequacy for further hypothesis testing.

### Convergent Validity, Discriminant Validity & Reliability Test

Convergent validity was assessed using outer loading values and Average Variance Extracted (AVE). The outer loading results presented in Table 2 show that most indicators exceeded the recommended threshold of 0.70, except for one impulse buying indicator (IB5) with a low loading value, which was subsequently removed. After re-estimation, all remaining indicators demonstrated satisfactory loading values, as reported in Table 3. Furthermore, the AVE values for all constructs exceeded the minimum criterion of 0.50, indicating adequate convergent validity (Table 4).

Discriminant validity was evaluated to ensure that each construct was empirically distinct. The Fornell–Larcker criterion results in Table 5 indicate that the square root of AVE for each construct was higher than its correlations with other constructs. In addition, cross-loading values in Table 6 show that each indicator loaded highest on its corresponding construct. The HTMT ratios presented in Table 7 were all below the recommended threshold of 0.85, further confirming adequate discriminant validity.

Table 2. Outer loadings of indicators for fashion involvement, hedonic shopping value, positive emotions, and impulse buying behavior

Latent variables	Fashion involvement	Hedonic shopping value	Impulse buying	Positive emotion	notes
Fashion involvement	0.842				valid
	0.805				valid
	0.852				valid
	0.825				valid
	0.755				valid
Hedonic shopping value		0.914			valid
		0.935			valid
		0.878			valid
		0.837			valid
		0.914			valid
Impulse buying			0.862		valid
			0.842		valid
			0.877		valid
			0.885		valid
			0.629		not valid
Positive emotion				0.887	valid
				0.906	valid
				0.941	valid
				0.883	valid
				0.866	valid

Table 3. Outer loadings after re-estimation for measurement model constructs

Latent variables	Fashion involvement	Hedonic shopping value	Impulse buying	Positive emotion	notes
Fashion involvement	0.843				valid
	0.805				valid
	0.853				valid
	0.824				valid
	0.755				valid
Hedonic shopping value		0.914			valid
		0.935			valid
		0.878			valid
		0.837			valid
		0.914			valid
Impulse buying			0.879		valid
			0.835		valid
			0.900		valid
			0.896		valid
Positive emotion				0.887	valid
				0.906	valid
				0.942	valid
				0.884	valid
				0.865	valid

Table 4. AVE for construct validity of fashion involvement, hedonic shopping value, positive emotions, and impulse buying behavior

Variables	Average variance extracted	Critical value	realize
Fashion involvement (FI)	0.667	0.5 according	valid
Hedonic shopping value (HSV)	0.804	0.5 according	valid
Impulse buying (IB)	0.771	0.5 according	valid
Positive emotion (PE)	0.805	0.5 according	valid

Table 5. Fornell–Larcker criterion for discriminant validity among constructs

Latent variables	Fashion involvement	Hedonic shopping value	Impulse buying	Positive emotion	realize
Fashion involvement (FI)	0.817				valid
Hedonic shopping value (HSV)	0.786	0.897			valid
Impulse buying (IB)	0.722	0.725	0.878		valid
Positive emotion (PE)	0.823	0.863	0.758	0.897	valid

Table 6. Cross-loading values among indicators for fashion involvement, hedonic shopping value, positive emotions, and impulse buying behavior

Variables	X1	X2	Y	Z	realize
FI1	0.843	0.714	0.670	0.730	valid
FI2	0.805	0.595	0.558	0.602	valid
FI3	0.853	0.673	0.556	0.668	valid
FI4	0.824	0.627	0.603	0.687	valid
FI5	0.755	0.590	0.546	0.663	valid
HSV1	0.763	0.914	0.652	0.792	valid
HSV2	0.725	0.935	0.687	0.793	valid
HSV3	0.690	0.878	0.661	0.808	valid
HSV4	0.602	0.837	0.537	0.662	valid
HSV5	0.731	0.914	0.697	0.801	valid
IB1	0.624	0.610	0.879	0.640	valid
IB2	0.660	0.690	0.835	0.722	valid
IB3	0.642	0.651	0.900	0.669	valid
IB4	0.599	0.582	0.896	0.618	valid
PE1	0.696	0.820	0.688	0.887	valid
PE2	0.714	0.739	0.671	0.906	valid
PE3	0.766	0.800	0.744	0.942	valid
PE4	0.777	0.750	0.627	0.884	valid
PE5	0.739	0.759	0.666	0.865	valid

Table 7. Heterotrait–Monotrait (HTMT) ratio of correlations for discriminant validity testing

	Fashion involvement (FI)	Hedonic shopping value (HSV)	Impulse buying (IB)	Positive emotion (PE)	Information
FI					Discretionary validity Adequate
HSV	0.862				Discriminant validity Adequate
IB	0.807	0.781			Discretionary validity Adequate
PE	0.906	0.916	0.820		Discretionary validity Adequate

Reliability was assessed using Cronbach’s alpha and Composite Reliability (CR). The results summarized in Table 8 show that all constructs exceeded the recommended threshold of 0.70, indicating strong internal consistency. Overall, these findings confirm that the measurement model is valid and reliable for subsequent structural model analysis.

### Inner Model Evaluation

The inner model evaluation examined the coefficient of determination ( $R^2$ ) and effect size ( $f^2$ ) to assess the model’s explanatory power. The results show that impulse buying is moderately explained by fashion involvement, hedonic shopping value, and positive emotions ( $R^2 = 0.614$ ), while positive emotions demonstrate strong predictive accuracy ( $R^2 = 0.800$ ), as presented in Table 9.

The effect size analysis indicates that fashion involvement and hedonic shopping value have substantial effects on positive emotions, whereas their direct effects on impulse buying are relatively

weak (Table 10). This finding highlights the important mediating role of positive emotions in linking fashion involvement and hedonic shopping value to impulsive buying behavior. The overall structural relationships of the model are illustrated in Figure 2.

### Hypothesis test

Hypothesis testing was performed using the bootstrapping procedure in SmartPLS 4 to obtain path coefficients, t-values, and p-values (Figure 2). Following Hair et al. (2019), hypotheses were accepted when t-values exceeded 1.96 and p-values were below 0.05. As shown in Table 11, all hypotheses were supported, indicating that fashion involvement and hedonic shopping value significantly affect both positive emotions and impulse buying. Positive emotions also serve as a significant mediator, linking these antecedents to impulsive purchases. Overall, the results confirm that emotional responses play a key role in translating fashion interest and shopping enjoyment into impulsive buying, supporting the SOR framework in the fashion context.

Table 8. Reliability test results: cronbach’s alpha and composite reliability for all constructs

Variables	Cronbach's alpha	Intact Reliability	notes
Fashion involvement	0.875	0.909	reliable
Hedonic shopping value	0.939	0.953	reliable
Impulse buying	0.878	0.913	reliable
Positive emotions	0.939	0.954	reliable

Table 9. Coefficient of determination ( $R^2$ ) for endogenous variables: positive emotions and impulse buying behavior

Variables	R-Square	R-Square adjusted to
Impulse buying	0.614	0.606
Positive emotions	0.800	0.797

Table 10. Effect size ( $f^2$ ) analysis for the influence of fashion involvement, hedonic shopping value, and positive emotions on impulse buying behavior

Fashion Involvement (X1)	Hedonic shopping value (X2)	Positive emotions (Z)	Impulse buying (Y)
Positive emotions (Z)	0.273	0.612	
Impulse buying (Y)	0.051	0.025	0.072

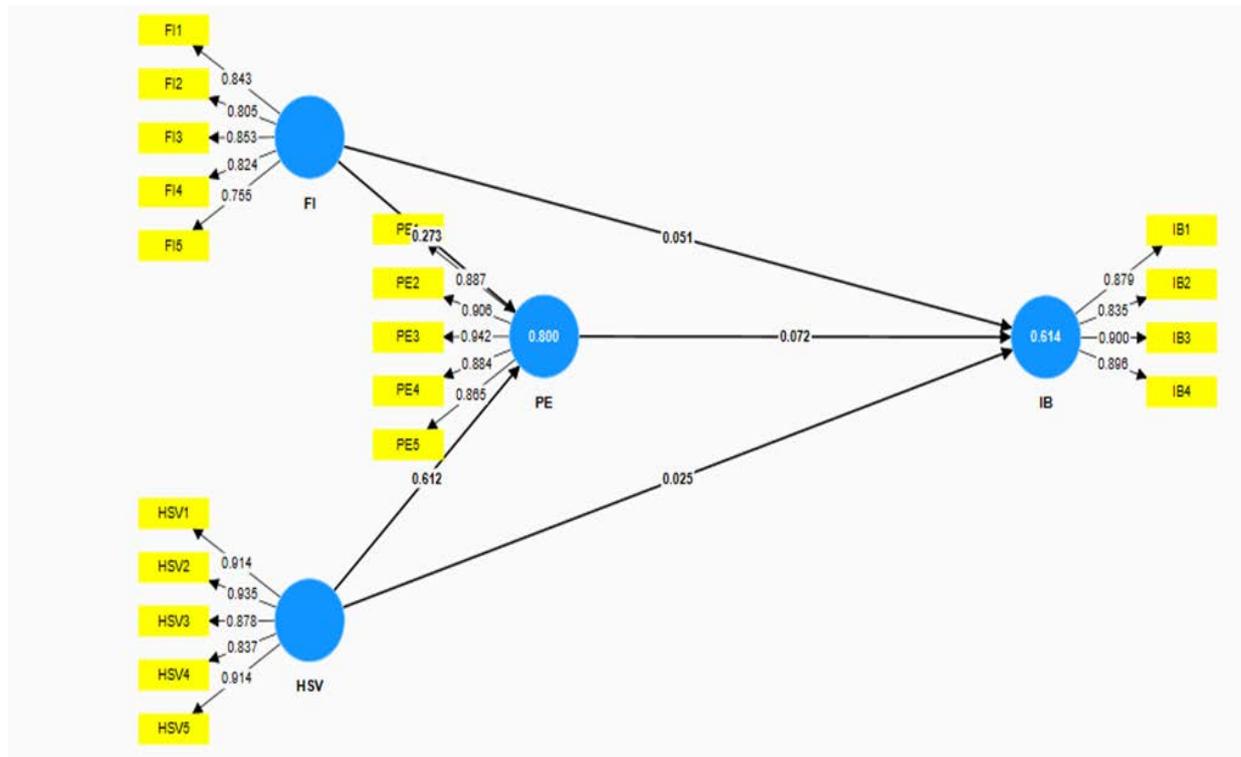


Figure 2. SEM model analysis

### The Effect of Fashion Involvement to Impulse Buying

The findings show that fashion involvement has a strong and significant effect on impulse buying behavior. Highly involved consumers actively follow trends and brands, which strengthens their emotional attachment to fashion products and increases spontaneous purchase tendencies. This supports Kim et al. (2018) and Park and Kim (2020), who found that strong fashion interest heightens impulsive buying due to affective attachment. Utama et al. (2022) also reported similar results in Indonesia, noting that emotional excitement from fashion often reduces rational control. Thus, fashion involvement functions as an emotional driver that increases the likelihood of impulsive buying.

### The Effect of Hedonic Shopping Value to Impulse Buying

The results show that hedonic shopping value has a strong and positive effect on impulse buying behavior. Consumers who feel enjoyment, excitement, and emotional satisfaction while shopping tend to make more spontaneous and unplanned purchases. This aligns with Yuhanda et al. (2021) and Hari (2025), who found that hedonic motivation increases impulse

buying both directly and indirectly through emotional engagement. The emotional pleasure from shopping reduces cognitive control, making consumers more sensitive to stimuli such as visuals, promotions, or interactive displays. Therefore, emphasizing emotional and experiential elements in the shopping environment can effectively stimulate impulsive buying.

### The Effect of Positive Emotion on Impulse Buying

The results show that positive emotions have a significant and direct effect on impulse buying behavior. Consumers who feel joy, excitement, and satisfaction while shopping are more likely to make unplanned purchases as a spontaneous emotional reaction. This finding is consistent with Park and Kim (2008) and D'Souza et al. (2024), who highlight that emotional arousal serves as a psychological trigger for impulsive actions. Positive emotions also strengthen the connection between hedonic enjoyment and spontaneous purchasing decisions, emphasizing that consumer behavior is often driven more by emotions than rational thought. In addition, these emotions lower self-control and increase responsiveness to stimuli such as attractive product displays or promotional offers, further encouraging impulsive buying.

Table 11. Hypothesis testing results

Coefficient track	core Sample	tasting Average (M)	standard Deviation	T Statistics	P Value	Note
Fashion involvement → impulse buying	0.256	0.259	0.103	2.478	0.013	accepted
Fashion involvement → Positive feelings	0.378	0.376	0.089	4.262	0.000	accepted
Hedonic shopping value → impulse buying	0.202	0.201	0.102	1.975	0.048	accepted
Hedonic shopping value → Positive feelings	0.566	0.568	0.092	6.146	0.000	accepted
Positive emotions → impulse buying	0.373	0.372	0.113	3.300	0.001	accepted
Fashion Involvement → Positive Emotions → Impulse Buying	0.141	0.137	0.046	3.042	0.002	accepted
Hedonic shopping → Positive emotional value → impulse buying	0.211	0.214	0.084	2.526	0.012	accepted

### The Effect of Fashion Involvement to Positive Emotions

The results show that fashion involvement has a significant positive effect on consumers' positive emotions during the shopping experience. Individuals who are highly engaged with fashion trends tend to experience stronger joy, excitement, and satisfaction when interacting with fashion products. This finding is supported by Setyawati et al. (2018) and Nur Safitri et al. (2025), who explain that strong fashion interest increases emotional arousal and psychological pleasure. High involvement also strengthens consumers' emotional attachment to fashion items, making the shopping process more meaningful and enjoyable. Moreover, when fashion products are presented through trend-driven and visually appealing retail environments, the emotional connection becomes even stronger.

### The Effect of Hedonic Shopping Value to Positive Emotion

The findings confirm that hedonic shopping value strongly enhances consumers' positive emotional responses. Shoppers who view the shopping process as enjoyable and entertaining are not only focused on acquiring products but also on experiencing pleasure, excitement, and emotional satisfaction. This result reinforces the findings of Park and Yoh (2010) and Shaifali et al. (2023), which demonstrate that enjoyable shopping experiences generate feelings of joy, enthusiasm, and fulfillment that stimulate consumption behavior. Psychologically, hedonic experiences act as emotional triggers that elevate consumers' mood and strengthen their emotional attachment to products. Therefore, fashion retailers should design immersive and sensory shopping experiences to maximize hedonic

value and deepen consumers' emotional connection with the brand.

### The Influence of Fashion Involvement on Impulse Buying is Mediated by Positive Emotion

The results show that positive emotions significantly mediate the relationship between fashion involvement and impulse buying behavior. Consumers with high fashion involvement experience stronger emotional arousal such as joy, excitement, and satisfaction which then triggers impulsive purchasing actions. This finding is in line with Setiadi and Warmika (2015) and Dewi (2023), who emphasized that emotional gratification acts as the psychological bridge between fashion interest and unplanned buying. High fashion involvement not only shapes consumers' cognitive evaluation but also intensifies affective responses that reduce rational control. Therefore, positive emotions serve as the emotional mechanism that transforms fashion enthusiasm into spontaneous purchasing impulses.

### The Influence of Hedonic Shopping Value on Impulse Buying is Mediated by Positive Emotion

The results show that positive emotions play a crucial mediating role in the relationship between hedonic shopping value and impulse buying. Consumers who perceive shopping as enjoyable and sensory-driven tend to experience heightened positive emotions that subsequently increase their impulsive purchasing tendencies. This finding is consistent with Park and Kim (2008), Verhagen and van Dolen (2011), Çavusoglu et al. (2020) and Shaifali et al. (2023), who emphasize that hedonic motivation triggers spontaneous buying through emotional arousal. The emotional satisfaction gained during shopping also

reduces rational evaluation and self-control, making unplanned purchases more likely. Thus, positive emotions serve as the central psychological pathway through which hedonic enjoyment is converted into impulsive consumer behavior.

### Managerial Implications

Fashion companies and retailers should strengthen consumers' emotional engagement by implementing strategies that increase fashion involvement and enhance the hedonic value of shopping. Emotional connection grows when brands offer interactive experiences that enable personal style expression, supported by consistent communication and innovative digital platforms such as live fashion shows, influencer collaborations, and virtual fitting features. Retailers must also design online and offline environments that evoke positive emotions through appealing visuals, engaging layouts, and personalized offers to increase shopping pleasure and spontaneity. Optimizing digital marketing tools that align with consumers' lifestyles will deepen brand connections and encourage impulsive purchases. Finally, building a strong and emotionally resonant brand identity is essential, as modern consumers depend heavily on visual and social media interactions, making emotional branding and experiential campaigns crucial for sustaining trust and impulsive buying behavior.

## CONCLUSIONS AND RECOMENDATIONS

### Conclusions

This study shows that fashion involvement, hedonic shopping value, and positive emotions significantly shape consumers' impulse buying behavior for fashion products. Fashion involvement increases spontaneous purchases as consumers seek to follow trends and express personal identity. Hedonic shopping value acts as an emotional trigger, making enjoyable shopping experiences more likely to lead to unplanned decisions. Positive emotions also play a key mediating role by transforming fashion engagement and shopping enjoyment into affective impulses that drive impulsive buying. Overall, the findings highlight that emotional and motivational factors strongly determine impulsive buying in today's competitive fashion industry.

### Recommendations

Future studies should expand this research by examining impulse buying across different product types, retail settings, or regions to capture broader variations in emotional and motivational factors. Researchers may also integrate additional psychological constructs such as brand experience, emotional attachment, or self-concept to improve model explanatory power. Mixed-method or qualitative approaches could deepen understanding of the emotional processes behind spontaneous purchases. Longitudinal designs may also reveal how hedonic and emotional factors change over time and influence consumer loyalty. Such research would advance theory and provide valuable insights for designing emotionally engaging retail strategies.

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