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## **The Effect of Shopping Lifestyle and Fashion Involvement on Purchase Decision with Impulse Buying as an Intervening Variable In E-commerce Shopee**

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**ABSTRACT:** *This study aims to analyze the influence of shopping lifestyle and fashion involvement on purchasing decisions, with impulse buying as an intervening variable on e-commerce Shopee. This research was conducted on all consumers domiciled in Indonesia who had purchased products at Shopee e-commerce. This study consists of four variables: one bound variable, one intervening variable, and two free variables. These variables are Impulse Buying (Y2), Purchasing Decision (Y1), Fashion Involvement (X2), and Shopping Lifestyle (X1). This study was conducted using a sample of 132 people with questionnaire crossing. The data analysis tool used for hypothesis testing is path analysis with a Partial Least Square (PLS) approach using the SmartPLS ver 3.0 software application. The results of this study state that: 1) shopping lifestyle has a positive and significant effect on impulse buying; 2) fashion involvement has a positive and significant effect on impulse buying; 3) Impulse buying has a positive and significant effect on the whiteness of the purchase; 4) shopping lifestyle has a positive and significant effect on purchasing options; 5) fashion involvement has a positive and significant effect on purchasing decisions; 6) shopping lifestyle has a positive and significant effect on purchasing decisions ventilated by impulse buying; 7) Fashion involvement has a positive and significant effect on purchasing decisions that are ventilated by impulse buying.*

**Keywords:** *Shopping Lifestyle, Fashion Involvement, Impulse Buying, Purchase Decision*

### **INTRODUCTION**

The development of an increasingly advanced era has made many technologies emerge that support human activities and make them easier in everyday life. Technological advances and internet developments also impact retail trade, especially e-commerce. E-commerce is an exchange activity between two or more parties using internet media. Model trade like this has shifted consumer purchasing behavior from the conventional market to be practical. With the development

of this technology, life patterns have also changed, which cannot be avoided. The existence of e-commerce makes it easier for people to transact because the system, besides being easy, also does not require large costs. People can already make buying and selling transactions just by using the internet.

The use of internet technology is growing not only in providing services and ease of obtaining information, especially in the trading industry, but this has also changed consumer purchasing behavior. Currently, mastery of technology is an indicator of a country's progress as well as Indonesia's. Many inventions and innovations can attest to this, from simple to complex. People's online shopping behavior is increasing from year to year. The increase in shopping behavior, especially in Indonesia, supports the increase in people's per capita income, which impacts the ability to buy power products and services.

One of the online store applications or e-commerce that is present, Shopee is one of the e-commerce with many fans. Shopee in Indonesia started in December 2015 under the auspices of Shopee Internasional Indonesia. Shopee in Indonesia is experiencing rapid development, and over 25 million users have downloaded the application. Shopee users are not inferior in innumerable ways to their competitors. Compared to other e-commerce shops, Shopee is among the youngest, but it can stand on equal footing with other e-commerce shops.

Shopee carries out a marketing communication strategy that encourages impulse buying to win the competition between e-commerce. Shopee was first present in Asia as an e-commerce that offers a variety of products ranging from fashion products to products for daily needs through online buying and selling transactions in a fun and trusted way, and accessing it is quite easy. We can already make transactions by using mobile phones connected to the internet. Shopee issues a lot of various products at discounts and even free shipping. Especially for consumers who follow developments, special offers like this affect the desires and needs of consumers. Moreover, this change will lead to a change in the pattern of behavior in shopping.

Now, shopping has become a lifestyle for people in Indonesia. Today's shopping activities are also used not only to find the items needed but as activities for entertainment or to relieve boredom. Especially with the ease and speed of shopping online through Shopee. In addition, lifestyle factors can also stimulate consumers to make purchases impulsively. A "shopping lifestyle" is a consumption pattern that reflects a person's choices about how to spend time and money. A person who has been following the development of trends, such as fashion, is willing to spend time following the latest trends. A shopping lifestyle is an option individuals choose to use their time and money. People

with a high leisure time tend to have more opportunities to shop, and their money has the purchasing power of the products they want (Putra & Kusuma, 2021).

The fashion world is also developing rapidly. This happens because of the desire of humans always to look up-to-date. To appear in an up-to-date style, of course, makes people inevitably have to follow existing trends. Even modern society has made this a necessity. The development of needs and lifestyles will lead to changes in behavior patterns in shopping. Changing fashion trends also motivate consumers always to update their fashion looks to make purchases. In addition to lifestyle factors that can cause impulse buying, factors that exist in individuals, one of which is consumer involvement, can also influence it. Because along with a large number of sales in the fashion field, it can cause high fashion engagement. Consumers who understand fashion, especially the latest trends, will tend to make frequent purchases, so their involvement in fashion is unconsciously made when consumers make purchases impulsively.

Fashion involvement is related to a person's attention to products in the field of fashion. Involvement or involvement of a person in all things. Fashion involvement refers to the interest of attention in the category of fashion products. Fashion involvement is used primarily to forecast behavioral variables related to fashion products, such as product engagement, purchasing behavior, and consumer characteristics. With fashion involvement, a person is involved with a product because of the interest, needs, interests, and value of the product.

The results of previous research that align with this study are researched by Fauziyyah & Oktafani (2018), which emphasizes that if the respondents' shopping lifestyle is higher, there will be an increase in consumer impulse buying behavior. Likewise, with the fashion involvement variable. A person with a very high interest in fashion makes the individual increasingly desires to look attractive by making unplanned purchases of fashion.

From the background description above, the author is interested in conducting a study entitled "The Influence of Shopping Lifestyle and Fashion Involvement on Purchasing Decisions with Impulse Buying as an Intervening Variable on E-commerce Shopee".

## **LITERATUR REVIEW AND HYPOTHESIS DEVELOPMENT**

### **Shopping Lifestyle**

A shopping lifestyle is a lifestyle that refers to how a person lives, how they spend time and money, the purchase activities they make, and their attitudes and opinions about

the world they live in. A shopping lifestyle is a form of a person's consumption that describes how a person does his shopping activities. The shopping lifestyle describes a person's habit of spending time and money while shopping. The shopping lifestyle is influenced by the development of increasingly advanced technology and information, which causes lifestyle changes in society, especially for those who have high incomes and tend to spend time and money on shopping activities. The way a person shops can reflect status, dignity, and habits. Betty Jackson argues that a shopping lifestyle is a form of expression in lifestyle when shopping that reflects differences in social status (Ummah & Rahayu,2019).

### **Fashion Involvement**

Fashion involvement is a person's interest in fashion products that describe personal characteristics. Clothing has a very close relationship with personal characteristics that cause a tendency in purchases. Fashion involvement can be interpreted as an assessment of fashion products. According to Amiri, fashion involvement is consumer interest in products in the field of fashion, such as clothing, that are driven by the needs and attachments of these products (Wiguna & Nurcaya, 2014). Fashion is now not just a body protector but also a communication medium that can describe a person's social identity, sexuality, class, and gender. Involvement is the level of perceived personal interest and interest generated by the stimulus in a specific situation to the extent of its presence. The consumer acts deliberately to minimize the benefits derived from purchase and use. Meanwhile, Zaichkowsky defines involvement as a person's relationship with an object based on needs, values, and interests (Japariato & Sugiharto, 2011). Fashion involvement refers to an interest in products in the field of fashion, for example, clothes, bags, and shoes.

### **Impulse Buying**

Impulse buying is the act of buying spontaneously and unconsciously because previously, there was no intention of wanting to buy before entering a store. Impulse buying is a sudden, engaging, and complex hedonistic buying behavior in which the impulse decision process is without thoughtful consideration and concern for alternative information and choices. Impulsive purchases occur due to a condition in which a person experiences a sudden feeling of urgency that is difficult to resist. This unplanned purchase is created when consumers decide to buy a product suddenly, appearing quickly and spontaneously. Impulsive thinking occurs when the consumer sees the product, is interested in owning it, and usually occurs because of an interesting stimulation from the

store. Impulsive buying is the occurrence of purchasing due to a high desire to buy a product and is usually done by not thinking about the consequences afterward. Kotler said impulsive buying is a purchase that occurs when the magnitude of the desire to have something is fast, in an unplanned, automatic, or spontaneous way when shopping (Rahmi, Rachma & Rizal, 2016).

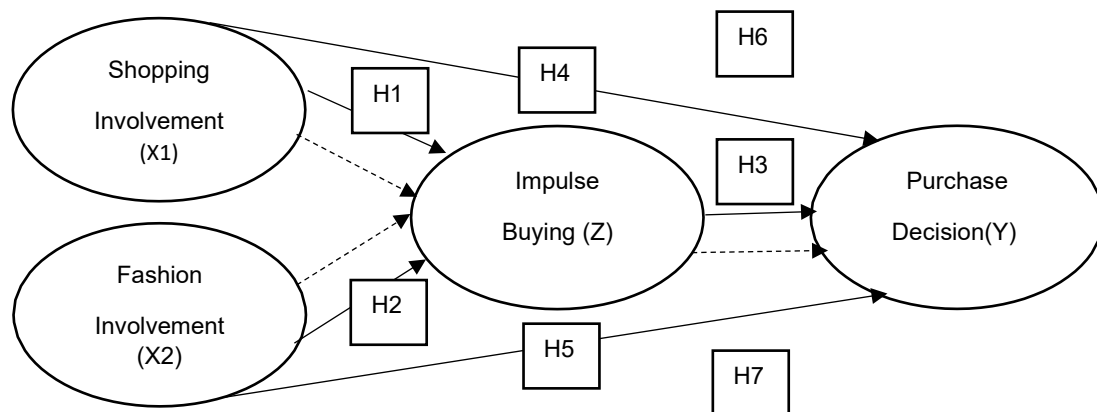
**Purchase Decision**

Purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Generally, the purchase decision is based on what is most preferred. A purchasing decision is a stage at which a person makes a purchase that results from a selection process of several alternative problem-solving strategies with real follow-up. Furthermore, consumers evaluate their products and can take a stance on what will be taken next. Sumarwan (Fitriana, Sudodo & Hakim, 2019) says the purchase decision is something that is bought, whether to buy or not to buy, and how to pay for it.

**RESEARCH FRAMEWORK AND HYPOTHESES**

**Research Framework**

Within the framework of this study, there are two free variables, namely Shopping Lifestyle and Fashion Involvement, then a bound variable, namely Impulse Buying and Purchasing Decision. In this study, researchers wanted to know the influence of Shopping Lifestyle and Fashion Involvement on Purchase Decisions, with Impulse Buying as an intervening variable in e-commerce Shopee. Based on the presentation of the theory above, it can be explained that the research framework in this study is as follows:



**Figure 1: Research Framework**

## **Research Hypothesis**

### **A shopping lifestyle has a positive and significant effect on impulse buying.**

A shopping lifestyle is a style of shopping that a person does to fulfill his lifestyle and sometimes has to sacrifice something for his desires and often makes spontaneous purchases or impulse buying where there is no previous purchase plan. A shopping lifestyle triggers the emergence of impulsive purchases. The habit of shopping has become a lifestyle to satisfy emotions and is no longer seen from needs alone, so it can cause a shift in purchasing behavior that initially people shop with a plan now become unplanned and even make purchases spontaneously or impulse buying. A shopping lifestyle is a lifestyle in which a person chooses to spend his time and money. A person with more free time will have a greater opportunity to shop, and the money, has a high purchasing power even in shopping, they are rarely affected and make impulsive purchases. The research (Putra & Kusuma, 2021) obtained a positive significance in lifestyle shopping on impulse buying in the Tokopedia application. His research also explains that the shopping lifestyle partly influences impulse buying. Shopping lifestyle behavior is caused by consumer lifestyles that follow the flow of trends. Therefore, it means that the higher one's shopping lifestyle, the higher the impulse buying carried out by individuals.

### **Fashion involvement has a positive and significant effect on impulse buying.**

Shopping lifestyle is related to someone's involvement in a product, one of which is in the field of fashion (fashion involvement) which also affects the occurrence of impulse buying. The more interested a person is in the world of automatic fashion they will always keep abreast of the latest model developments and buy unplanned every desired product. This is supported by the results of research by Putra, Albant, Sari & Sanjaya (2020) that found fashion involvement positively influences impulse buying in e-commerce. This phenomenon is supported by the results of research by Alimudin, Rachma & Rahman (2020), which explains that fashion involvement positively affects impulse buying. Moreover, if a person's fashion involvement increases, then impulse buying will also increase.

### **Impulse buying has a positive and significant effect on purchase decisions.**

The purchase decision action that is carried out is not necessarily planned. There is an impulse buying decision due to the stimulation of the shopping environment. Impulse

buying is the act of buying that is done unconsciously and has no prior intention because it occurs spontaneously and automatically. In their research, Hidayat & Tryanti (2018) explained the types of impulse buying. The first is pure impulse buying, namely buying because there is an overflow of emotions from consumers; the second is reminder impulse buying, namely purchases because consumers remember to buy the product; the third is suggestion impulse buying, which is a purchase that occurs when the buyer had previously planned a purchase but the item had run out or was not as desired. Therefore, the purchase decision occurs without even planning before entering the store.

**A shopping lifestyle has a positive and significant effect on purchase decisions.**

The shopping lifestyle has become a lifestyle and has many enthusiasts. This lifestyle shows that someone voluntarily prioritizes shopping, and shopping activities that are carried out are not just necessary things but have become a lifestyle. A shopping lifestyle is a lifestyle that refers to how a person lives; how they spend time, money, and purchase activities; and their attitudes and opinions about the world in which they live. Lifestyle is one of the indicators of personal factors that influence consumer behavior and purchasing decisions. So shopping lifestyle refers to making someone's purchasing decision. Research by Rusniati & Fariany (2016) explained that changes in a person's lifestyle usually impact changes in consumer behavior in making purchases and that lifestyle can influence someone's purchasing decisions on a product.

**Fashion involvement has a positive and significant effect on purchase decisions.**

Fashion involvement is a person's involvement with a fashion product because of the needs, interests, interests, and values of the product. A person's understanding of fashion can affect his beliefs in running his daily life. Consumers who understand fashion will tend to make purchases, especially about the latest fashion products. Fashion involvement in clothing products is closely related to personal characteristics such as women and young people and fashion knowledge, which further affects consumer confidence in purchasing decisions. Sucidha (2019), in her research, explained that there is a positive relationship between the level of fashion involvement and buying clothes, where a person with higher fashion involvement prefers to buy clothes. Involvement is an interest or motivational part generated by a certain stimulus or situation and is shown through appearance. Involvement is a person's relationship with an object because of needs, values, and interests. Consumers may spend more time and effort integrating product information to evaluate different brands and make purchasing decisions. Making purchasing decisions on fashion involvement is determined by several factors, namely

consumer characteristics, knowledge about fashion, and purchasing behavior.

**A shopping lifestyle positively and significantly affects purchase decisions through impulse buying.**

A "shopping lifestyle" describes how a person spends time and money on shopping activities. Consumers who have more free time have a greater opportunity to shop. The era of globalization has brought society into consumptive behavior. Shopping activities are now also used as a reliever of boredom and a lifestyle. Shopping is done to fulfill his lifestyle, sometimes sacrificing something to buy something he wants. Moreover, this tends to result in impulsive purchases. Kosyu (Ummah & Rahayu, 2019) explained that the internal factor that causes impulse buying is the shopping lifestyle.

**Fashion involvement has a positive and significant effect on purchase decisions through impulse buying.**

Making purchasing decisions on fashion items is determined by several factors, including consumer characteristics, knowledge about fashion, and purchasing behavior. A person with a high knowledge of fashion is likelier to make a purchase. Moreover, someone who follows the development of their fashion trends not infrequently makes unplanned purchases for the sake of the products they want. Some studies have shown that fashion involvement affects a person's unplanned purchase decision. Anggraini & Anisa (2020) explained in the results of their research that there is an influence of fashion involvement on impulse buying. Kim and Forney (Ummah & Rahayu, 2019) explained that the emergence of unplanned purchases of fashion products was caused by one of their fashion involvements.

## **RESEARCH METHODS**

### **Population and Sample**

In this study, the population consists of all people who have done activities to shop for fashion products on e-commerce sites for at least the previous year in 2021. The sampling technique used in this study was non-probability sampling, and the number of samples used in this study was 132 respondents.

### **Data Collection Techniques**

The data collection technique used in this study was in the form of distributing a questionnaire containing statements that were responses from respondents.



Respondents will answer the questions the researcher has prepared in the questionnaire by giving certain signs. This study used the Likert scale as an assessment technique.

### **Data Analysis Techniques**

#### **a. Outer Model**

An outer model, or measurement model, describes the relationship between an indicator block and its latent variables. The outer model is evaluated by testing the validity of convergent and discriminant. Outer models with reflexive indicators are evaluated through the convergent and discriminant validity of latent construct-forming indicators, composite reliability, and Cronbach alpha for their indicator blocks.

#### **b. Inner Model**

The inner model describes the relationship between latent variables based on substantive theory. Structural models were evaluated using R-square for dependent constructs, Stone-GeisserQ-square tests for predictive relevance, and t-tests for the significance of structural path parameter coefficients. In assessing the model with PLS, one begins by looking at the R-square for each latent dependent variable. The interpretation is the same as the interpretation of the regression. Changes in the value of the R-square can be used to assess the influence of certain independent latent variables on latent dependent variables and whether they have a substantive influence.

#### **c. Hypothesis Test**

Hypothesis testing is carried out based on the inner model (structural model) test results. To see whether a hypothesis can be accepted or rejected, among others, by paying attention to the magnitude of the t-statistics value of the relationship between latent variables if the t-statistics value is higher than the t-table value, it means that the hypothesis is supported. Hypothesis testing for this study was carried out with the help of SmartPLS software 3.0. These values can be seen from the bootstrapping results. The rules of thumb used in this study are t-statistics  $>1.96$  with a p-value significance level of 0.05 (5%) and a positive beta coefficient.

## **RESULT & DISCUSSION**

### **Evaluation of the Measurement Model (Outer Model)**

The exposure of the outer model is carried out to determine the specific relationship between the latent variable and the manifest variable, and this test includes convergent validity, discriminant validity, and reliability.

### Convergent Validity

Convergent validity is done by looking at the reliability items (validity indicators) indicated by the loading factor. A loading factor is a number that shows the correlation between the score of a question item and the score of the indicator contracting indicator that measures the contract. A loading factor value greater than 0.7 is said to be valid.

**Table 1. Outer Loading Value**

Variable	Indicators	Outer Loading	Information
<b>Shopping Lifestyle</b>	SL1	0,780	Valid
	SL2	0,766	Valid
	SL3	0,810	Valid
	SL4	0,863	Valid
	SL5	0,851	Valid
	SL6	0,833	Valid
<b>Fashion Involvement</b>	FI1	0,827	Valid
	FI2	0,831	Valid
	FI3	0,833	Valid
	FI4	0,860	Valid
	FI5	0,836	Valid
	FI6	0,828	Valid
	FI7	0,848	Valid
	FI8	0,845	Valid
<b>Purchase Decision</b>	PD 1	0,744	Valid
	PD 2	0,780	Valid
	PD 3	0,815	Valid
	PD 4	0,859	Valid
<b>Impulse Buying</b>	IB 1	0,772	Valid
	IB 2	0,825	Valid
	IB 3	0,811	Valid
	IB 4	0,809	Valid

Table 1 shows the result of the calculation of the outer loading factor, and the results show that the value of the loading factor is above 0.70. This means the indicator has met the convergent validity requirement by looking at the outer loading.

### Descriptive Validity

The validity of the descriptor is to test that the measuring instrument precisely measures the construct being measured, not the construct of the other. The validity of instruments, in addition to being determined based on convergent validity, is also determined by the validity of descriptiveness. For testing, the validity of descriptiveness can be seen from the cross-loading value and the root of the construct AVE (Ghozali,

2008). An indicator is declared discriminant validity if the cross-loading value of the indicator in its variable is the largest compared to other variables.

**Table 2. Descriptive Validity**

Indicators	Variable			
	Shopping Lifestyle	Fashion Involvement	Purchase Decision	Impulse Buying
SL1	0.780	0.560	0.532	0.565
SL2	0.766	0.556	0.515	0.517
SL3	0.810	0.491	0.550	0.483
SL4	0.863	0.634	0.627	0.591
SL5	0.851	0.632	0.697	0.639
SL6	0.833	0.491	0.531	0.469
FI1	0.576	0.827	0.692	0.690
FI2	0.589	0.831	0.666	0.628
FI3	0.587	0.833	0.651	0.656
FI4	0.552	0.860	0.718	0.693
FL5	0.613	0.836	0.678	0.712
FL6	0.548	0.828	0.657	0.644
FI7	0.594	0.848	0.646	0.636
FI8	0.577	0.845	0.635	0.619
KP1	0.550	0.583	0.744	0.660
KP2	0.544	0.672	0.780	0.638
KP3	0.560	0.642	0.815	0.687
KP4	0.617	0.657	0.859	0.737
IB1	0.558	0.617	0.656	0.772
1B2	0.514	0.675	0.736	0.825
IB3	0.545	0.611	0.663	0.811
IB4	0.544	0.630	0.680	0.809

Based on the presentation of data in Table 2 above, it can be seen that each indicator in the research variable has the largest cross-loading value in the variable it forms compared to the cross-loading value in other variables. Based on the results obtained, it can be stated that the indicators used in this study already have good discriminant validity in compiling their respective variables.

In addition to looking at the cross-loading value, discriminant validity can also be known by other methods, namely by looking at the average variant extracted (AVE) value for each indicator, the required value must be  $> 0.5$  for a good model.

**Table 3. AVE**

Variable	Ave
Shopping Lifestyle	0,669

<b>Fashion Involvement</b>	0.703
<b>Purchase Decision</b>	0.641
<b>Impulse Buying</b>	0,647

Based on the data in Table 4 above, it can be seen that the AVE value of the variables shopping lifestyle, fashion involvement, purchasing decisions, and impulse buying  $> 0.5$ . Thus it can be stated that each variable already has good discriminant validity.

### Reliability

**Table 4. Composite Reliability and Cronbach's alpha**

<b>Variable</b>	<b>Composite Reliability</b>	<b>Cronbach' alpha</b>
<b>Shopping Lifestyle</b>	0.924	0.901
<b>Fashion Involvement</b>	0.950	0.940
<b>Purchase Decision</b>	0.877	0.812
<b>Impulse Buying</b>	0.880	0.818

Composite reliability measurement results have values above 0.6, and all variables for Cronbach's alpha have values above 0.7. Thus, this result can be declared valid and have fairly high reliability.

### Inner Model

After testing the outer model that has been met, it is then testing the inner model (structural model). Inner models can be evaluated by looking at the R-square (indicator reliability) for dependent contractions and t-statistics of path coefficient testing. The higher the R-square ratio means that, the better the predictive model of the proposed research model. In Table 6, you can see the R-square construct based on the results of estimates made by researchers.

**Table 5. R Square**

<b>Variable</b>	<b>R Square</b>
<b>Impulse Buying</b>	0.652
<b>Purchase Decision</b>	0.782

Based on Table 5 above, it is obtained that the Impulse Buying variable has an R Square value of 0.652 after calculations through SmartPLS, this can be interpreted to

mean that the ability of variance can be explained by the shopping lifestyle and fashion involvement variables is 0.652 or 65.2% and are 0.782 or 78.2% of the purchase decision variables are influenced by shopping lifestyle, fashion involvement, and impulse buying.

**HypothesisTest**

**T-Statistics**

**Table 6. Description of T-Statistical Results**

<b>Hypothesis</b>	<b>Original Sample</b>	<b>Sample Mean</b>	<b>standard deviation</b>	<b>T Statistics</b>	<b>P Values</b>
Shopping Lifestyle -> Impulse Buying	0.242	0.257	0.075	3.214	0.002
Fashion Involvement -> Impulse Buying	0.621	0.613	0.059	10.536	0.000
Impulse Buying -> Purchase Decision	0.529	0.534	0.076	6.953	0.000
Shopping Lifestyle -> Purchase Decision	0.177	0.175	0.063	2.786	0.006
Fashion Involvement -> Purchase Decision	0.259	0.255	0.079	3.293	0.001

The results showed that the t-statistical value was higher than the t-table value, which in this study, the t-table value was more than 1.96, meaning that the hypothesis was supported. If the p-value < 0.05, then the hypothesis is accepted.

**Table7. Description of T-Statistical Results in Indirect Influence**

<b>Hypothesis</b>	<b>Original Sample</b>	<b>Sample Mean</b>	<b>standard deviation</b>	<b>T Statistics</b>	<b>P Values</b>
Shopping Lifestyle -> Impulse Buying -> Purchase Decision	0.128	0.129	0.045	2.848	0.004
Fashion Involvement -> Impulse Buying -> Purchase Decision	0.328	0.327	0.056	5.886	0.000

Based on the results of the data processing above, it can be seen that the influence of Shopping Lifestyle (X1) on purchase decision (Y) mediated by impulse buying (Z) has a t- statistical value (2.848) greater than the t-table (1.96) and p-value (0.004) smaller than 0.05. Thus H6 is acceptable, which means fashion involvement affects the purchase decision intervened by impulse buying.

Fashion involvement (X2) to purchase decision (Y) mediated by impulse buying (Z) has a t-statistical value (5.886) greater than the t-table (1.96) and a p-value (0.000) greater than 0.05. Thus H7 is acceptable, which means fashion involvement affects the purchase decision intervened by impulse buying.

## **Discussion**

### **The effect of a shopping lifestyle on impulse buying**

The study results show that a shopping lifestyle positively and significantly affects impulse buying. This shows that the higher the shopping lifestyle, the greater the consumer's impulse buying. Consumer encouragement in impulse buying is influenced by their shopping lifestyle, so their shopping lifestyle plays an active role in influencing consumers to do impulse buying. A shopping lifestyle is a style of shopping that a person does to be able to fulfill his lifestyle and sometimes has to sacrifice something or his desires and often makes spontaneous purchases or impulse buying. Respondents with a shopping lifestyle or a high shopping lifestyle tend to be willing to sacrifice the time and money they have for shopping activities. A person with more free time will have a greater opportunity to shop, and with the money, he has high purchasing power. Even in shopping, they are rarely affected and make impulsive purchases. Unplanned purchases are now a serious concern because of the large number and ease of consumers accessing marketplace platforms, which will improve the shopping lifestyle of consumers. This condition must be able to be responded to by the company as a business opportunity. The ease of access to shopping activities impacts where one is out of control in shopping activities and when shopping. The change in people's habits, especially those up to date about technology, makes consumers tend to search for product or service information online to make online transactions. Plus, today's era has many products offered on various online shopping platforms and is already trusted. The results of this study strengthen the results of research by Putra, Albant, Sari & Sanjaya (2020), which shows that lifestyle shopping positively influences impulse buying in e-commerce shopping.

### **The effect of fashion involvement on impulse buying**

The study's results show that fashion involvement has a positive and significant effect on impulse buying. This shows that the higher the fashion involvement, the higher

the consumers' impulse buying. Fashion involvement is related to someone's involvement in a product in the field of fashion (fashion involvement), which also affects the occurrence of impulse buying. The more interested a person is in the world of automatic fashion, the more they will always keep abreast of the latest model developments and buy every desired product. This study showed good results by looking at the respondents' answers. They indicated that they agreed with the questionnaire statements and that engagement with fashion greatly influenced unplanned purchases or impulse buying. With this, if Shopee can sell a variety of different and updated fashion products from other stores, then the impulse buying made by consumers will increase. Changing fashion trends also motivate consumers always to update their fashion looks so that they make purchases because, along with the number of sales in the fashion field, it can cause very high fashion involvement. Consumers who understand fashion, especially the latest trends, will tend to make frequent purchases, so the involvement of fashion products makes consumers make purchases impulsively. The development of the changing fashion world makes fashion not only a matter of dressing. Now, fashion needs are also important as a support for appearance. This study strengthens the research results by Alimudin, Rachma, and Rahman (2020), which shows that the fashion involvement variable influences impulse buying of Shopee fashion products.

### **The effect of impulse buying on purchase decision**

The study results show that impulse buying positively and significantly affects purchasing decisions. This shows that the higher the impulse buy, the higher the consumer's purchasing decision. Impulsive purchases are part of unplanned purchases caused by exposure to stimuli and decided directly differently from what the consumer had previously planned. In their research, Hidayat & Tryanti (2018) explained the types of impulse buying. The first is pure impulse buying, namely purchases, because there is an overflow of emotions from consumers. The second is reminder impulse buying, namely purchases because consumers remember to buy the product. The third is suggestion impulse buying, namely purchases because consumers see the product, see the procedures for use and decide to buy. The fourth is planned impulse buying, which occurs when the buyer had previously planned a purchase but the item had. Therefore, purchasing decisions and impulse buying are interrelated with each other. Based on the explanation of the theory above, this follows the results of this study, which states that impulse buying has a positive effect on purchasing decisions. Shopping activities are now quite easy because besides taking the time to come to the store, consumers can also do online shopping activities. The ease of consumers accessing the marketplace platform

will increase purchasing decisions for a product or service. The results of this study also strengthen the results of research from Faridha & Prijati (2016), which states that the impulse buying variable influences purchase decisions.

### **The effect of shopping lifestyle on purchase decision**

The study results show that a shopping lifestyle positively and significantly affects purchasing decisions. This shows that the higher the shopping lifestyle, the greater the consumer's purchase decision. The shopping lifestyle has become a lifestyle and has many enthusiasts. This lifestyle shows that a person voluntarily prioritizes shopping, and shopping activities that are carried out are not just necessary things but have become a lifestyle. One factor that influences purchasing decisions is psychological factors, consumer characteristics, and the state of the consumer economy. Economic developments are now causing lifestyle changes, one of which is the shopping lifestyle, so the shopping lifestyle is a factor influencing purchase decisions. The presence of e-commerce offers a variety of products for daily needs through online buying and selling transactions in a fun and reliable way, and accessing it is quite easy by using mobile phones connected to the internet. Consumers can already make transactions. Especially consumers who follow developments. Of course, this affects the wants and needs of consumers. This change has led to a change in behavior patterns in shopping. In the research, it is explained that changes in a person's lifestyle also impact changes in consumer behavior in making purchases and that lifestyle can influence someone's purchasing decisions on a product. The results of this study show the influence of shopping lifestyle variables on purchase decisions.

### **The effect of fashion involvement on purchase decision**

The study's findings indicate that fashion involvement positively and significantly impacts purchase decisions. This shows that the higher the fashion involvement, the greater the consumer's purchasing decision. Fashion is strongly linked to engagement with personal characteristics. A person's fashion knowledge can influence their trust in daily life. Consumers who know about fashion, especially updated products, will tend to make purchase decisions. With the advancement of technology, the emergence of e-commerce has become a service that offers convenience for consumers, especially for shopping for fashion products. Consumers do not have to come to the store to see the products they want to buy because now they only need to see pictures or photos displayed by the online store. This makes it easier and happier for consumers to make purchase decisions. This is also a great opportunity for business people and requires



business people to provide diverse fashion products. By paying attention to fashion involvement, business people can attract consumers to make purchase decisions. The results of Fairhurs and Seo's research explained in the study (Sucidha, 2019) that there is a positive relationship between the level of fashion involvement and buying clothes, where a person with higher fashion involvement prefers to buy clothes. Moreover, the results of this study show the influence of fashion involvement variables on purchase decisions.

### **The effect of shopping lifestyle on purchase decisions through impulse buying**

The results of the research show that a shopping lifestyle has a significant effect on purchase decisions mediated by impulse buying. This shows that the higher the shopping lifestyle, the higher the consumer impulse buying, which will affect or impact increasing consumer purchase decisions. A "shopping lifestyle" describes how a person spends time and money on shopping activities. The era of globalization has brought society into consumptive behavior. Shopping is now used as entertainment and a way of life. This means lifestyle changes tend to make someone make more purchases. The behavior of people who shop is now shifting to unplanned or "impulse buying. One factor that causes it is the shopping lifestyle. A person's lifestyle affects purchasing decisions because a person's lifestyle influences human interest in various goods, and the goods they buy reflect the lifestyle of someone. Therefore, lifestyle has a fairly strong influence on aspects of the purchase decision process, even to the evaluation stage when they have purchased the item. Now there are various kinds of products and services offered that make consumers always want to keep up with developments, which causes the emergence of unplanned shopping or impulse buying. This follows the results of this study, which shows the influence of shopping lifestyle variables on purchase decisions influenced by impulse buying.

### **The effect of fashion involvement on purchase decisions through impulse buying**

The study results show that fashion involvement significantly affects purchase decisions mediated by impulse buying. This shows that the higher the fashion involvement, the higher the consumer impulse buying, and it will increase consumers' purchasing decisions. Making a purchase decision on fashion involvement is determined by several factors, one of which is knowledge about fashion. A person who follows fashion development is more likely to make purchases. Someone who follows the development of ever-changing fashion trends often makes spontaneous purchases of fashion products for the sake of the products they want. Fashion involvement is a motivation that makes a

person interested or want to buy a product or consume the services offered because it is displayed or because of possible situations. Fashion products are very much offered. Even fashion products have the most fans, and fashion trends always change. This influences consumers and causes fashion involvement towards consumers by following the development of trends they unconsciously follow and even unplanned purchases of fashion products. Some studies have shown that fashion involvement affects a person's unplanned purchasing decisions. This is in line with the results of this study, which shows that fashion involvement variables affect purchase decisions inventoried by impulse buying.

## **CONCLUSION**

1. The shopping lifestyle has a positive and significant effect on impulse buying. This shows that the higher the shopping lifestyle, the greater the consumer impulse buying.
2. Fashion involvement has a positive and significant effect on impulse buying. This shows that the higher the fashion involvement, the higher the consumers' impulse buying.
3. Impulse buying has a positive and significant effect on purchase decisions. This shows that the higher the impulse buying, the higher the consumer's purchase decision.
4. A shopper's lifestyle has a positive and significant effect on purchase decisions. This shows that the higher the shopping lifestyle, the greater the consumer's purchase decision.
5. Fashion involvement has a positive and significant effect on purchase decisions. This shows that the higher the fashion involvement, the greater the consumer's purchase decision.
6. The shopping lifestyle has a positive and significant effect on purchase decisions influenced by impulse buying. This shows that the higher the shopping lifestyle, the higher the consumer impulse buying, which will affect or impact increasing consumer purchase decisions.
7. Fashion involvement has a positive and significant effect on purchase decisions influenced by impulse buying. This shows that the higher the fashion involvement, the higher the consumer impulse buying and it will affect or impact increasing consumers' purchase decisions.

## **SUGGESTION**

Based on the discussion in this study, several suggestions can be submitted as follows:

1. For Companies

- a. To increase the variable shopping lifestyle, suggestions that can be considered by the company include that Shopee can provide attractive offers every week to attract the attention of consumers shopping at Shopee e-commerce.
- b. To increase the variable fashion involvement, the advice for companies that can be taken into consideration is to provide more updated products and more innovative products at affordable prices and good quality so that consumers are more triggered to make purchases and follow the latest fashion developments.
- c. To increase the variable impulse buying advice that the company can consider, provide a sale, discount, or other offers with a time limit. When consumers feel like a product, and the product holds a sale with a certain limit, this can trigger consumers to buy it for a limited time to make a spontaneous purchase of the product.
- d. To increase the variables of purchase decisions, suggestions that can be considered by companies are to improve the quality of their products so that consumers feel satisfied with the quality they get. Thus, consumers are not interested in switching to other e-commerce.

2. For subsequent researchers, this research becomes a reference material or reference for further research. This study is limited to the variables of shopping lifestyle, fashion involvement, impulse buying, and purchase decision, so subsequent researchers should conduct research by adding other independent variables that affect impulse buying and consumer purchase decisions.

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