Research Article

The Effect of Fashion Involvement, Shopping Lifestyle and Hedonic Shopping Value on Implement Buying of Fashion Products in The Shopee Application

(A Study of Students of The Faculty of Economics and Business, Islamic University of Lamongan)

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Abstract: In this Digital era, Events occur in teenagers who do shopping activities for pleasure and are emotionally involved with the world of fashion and lifestyle that centers on shopping activities. This increases experiences such as pleasure, positive emotions and personal satisfaction so that they make purchases impulsively. This study was conducted to determine the Effect of Fashion Involvement, Shopping Lifestyle and Hedonic Shopping Value on Impluse Buying on Fashion Products on the Shopee application. This study uses a quantitative approach with a survey method. Samples were taken randomly from active Shopee users with certain criteria. Data were collected through a questionnaire that measured the variables that were studied, namely fashion involvement, shopping lifestyle, hedonic shopping value and impulse buying. Data analysis was carried out using multiple linear regression techniques to test the research hypothesis. The results showed that fashion involvement did not have a partial effect on impulse buying, shopping lifestyle and hedonic shopping value had a positive and significant effect on impulse buying on purchasing fashion products on the Shopee application.

Keywords: Fashion Involvement, Shopping Lifestyle, Hedonic Shopping Value, Shopee Marketplace, Impluse Buying.

1. INTODUCTION

Currently, the internet has become a necessity for many people, starting from simply updating via social media, searching for information and news, to doing business that is very dependent on the internet. The rapid internet network in this new era has indirectly created a new phenomenon and lifestyle for people who often use the internet network. Businesses or businesses that utilize the internet network in this new era are the emergence of e-commerce. One example of e-commerce is the presence of a marketplace or online store that brings a new phenomenon or new life among the community, namely online shopping. People spend more time shopping online than visiting stores in person to buy the items they want. This happens because people prefer to do practical things, and of course shopping online is more practical than shopping offline starting from the efficiency of time, energy, and more product choices. Where with the increasing development of technology and the

ease of accessing the internet, it will be very easy for everyone to do various activities without having to meet face to face (Japrianto et al., 2021).

The internet can facilitate interaction and information search efficiently and quickly. In Indonesia, the number of internet users continues to increase from year to year, the number of internet users in Indonesia has reached 221.56 million people. This means that 79.5% of Indonesia's population uses the internet. The Indonesian Internet Service Provider (APJII) stated that internet users in Indonesia reached 221.56 million in January 2024. This means that 79.5% of Indonesia's population uses the internet. This value is also 1.4% higher than the same period the previous year. In January 2023, there were 210 million internet users in Indonesia (dataIndonesia.id, 2023).

One of the businesses that uses the internet is e-commerce. According to ECDB (e-Commerce Data Analytics, Rankings & Insights) it is projected that in 2024, Indonesia will have the highest e-commerce growth rate in the world, which is 30.5%, almost three times the global growth average of 10.4%. With the growth of the e-commerce industry, many brands are growing and developing, including local brands that are now starting to enliven the digital market (Febrian, 2024). The number of visitors to 10 online stores in Indonesia whose data was collected during February 2024 was 253.9 million visitors (similarWeb, 2024). Therefore, this study focuses on Shopee, which is not only the most visited online application, but the number one shopping application with the most active users.

Figure 1. presentation

Impulse Buying is a strong urge to buy something immediately that is more emotional than rational. Impluse buying is an act of buying that is done without having any previous intention and need, this behavior arises spontaneously. There are several other factors that can influence a person when doing impulse buying, namely Fashion Involment, shopping lifestyle, hedonic shopping value and positive emotion (Rachmawati in Sucidha, 2019). In Fashion Marketing, Fashion involvement is the level of interest manifested from the level of customer involvement in various things related to clothing and product accessories. Fashion involvement refers to the interest in attention to fashion product categories such as clothing, shoes and bags. Consumers with higher Fashion involvement are likely to buy clothing and other fashion products. Generally, fashion consumer involvement in clothing is closely related to personal characteristics where the majority are women and young people for fashion knowledge, which then affects consumer confidence in making purchasing decisions. (Kim, 2022). Shopping Lifestyle is a lifestyle that refers to how a person lives, in spending time and money on purchasing activities carried out in shopping for a product (Fitriani and Auliya, 2023). Consumers who have a Shopping Lifestyle will always follow the times. A person's shopping habits are influenced by the times and will easily make impulsive purchases. The current event is that teenagers do shopping activities because it is a pleasure for themselves, relieves stress, relieves boredom and as a motivator so that people prefer to spend their free time in shopping centers, this can trigger spontaneous shopping. (Ayu, 2021). Hedonic shopping Value plays an important role in impulse buying. Therefore, consumers often experience Impluse Buying when driven by hedonic desires or other reasons beyond economic reasons, such as liking a product, pleasure, social or emotional influence. Some Gen Zs shop not according to the planned list, even though the product is not really important or even not really needed at this time (Umroh et al., 2022).

2. LITERTURE REVIEW

Marketing

According to Adnyana & Darma in Putra & Darma (2021), marketing is a social and managerial process in which individuals and groups get what they need and want, by creating, offering and exchanging valuable products with others. It can be concluded that marketing is the process of creating a product that has a different value in the eyes of customers so that customers choose the product compared to similar products. Of course, marketing also knows and understands customers, so that the products sold can meet customer needs, and in the end the product is sold by itself.

Marketing Management

According to Dharmesta & Handoko in Nurmanah & Nugroho (2021), marketing management is a management process that includes organizing, planning, implementing, and supervising marketing activities carried out by the company. It can be concluded that marketing management is the process of analyzing, planning, and coordinating programs for the benefit of the company, it can also be understood as a kind of science that determines market share to produce superior customer value. Marketing management is the art and science of determining target audiences and acquiring, retaining, and growing customers by creating, delivering, and communicating superior customer value.

E-commerce

Electronic commerce or better known as e-commerce if translated literally means electronic commerce. E-marketing or e-commerce provides potential benefits for markets and consumers. For marketers, the main benefits that can be obtained include improvement-based business models (improved image and quality, efficiency, and effectiveness of business processes).

Impluse Buying

According to Earl & Kemp in Nurtanio et al. (2022), Impluse buying is an act of buying that is done suddenly without being preceded by planning and carrying out all purchasing actions that are carried out outside the shopping list. Impulse buying has several indicators, namely: Strong feelings to buy a product, Buying a product to get a certain decision, Can't control yourself to buy a product, Buying a product because of environmental influences, When shopping, usually buy products that are not planned to be bought, individuals who always make unplanned purchases, When seeing a product that catches your attention, you will immediately buy the product without considering anything, and It feels good to make spontaneous purchases

Fashion Involvement

Fashion involvement is defined by Prastia (2013:1) in Nurhalizah (2022), as a person's involvement with a fashion product (accessories) because of the needs, values, and interest in the product. Fashion involvement is the level of interest that is manifested from the level of involvement of various things related to clothing or fashionable product accessories. The relationship between fashion involvement and impulse buying can use the following indicators: Having one or more clothes with the latest models, Fashion is something that supports activities, Preferring clothes that are used differently from others, Clothes show characteristics, Can find out a lot about a person with the clothes used, When wearing favorite clothes, make other people interested, see them, Try fashion products first before buying them.

Shopping Lifestyle

According to Chusniasari & Pritjati in Andronicus et al (2022), lifestyle is how someone spends their time (activities) what is considered important in the environment (interests) and what consumers think about themselves and the world around them. the relationship between shopping lifestyle and impulsive buying using the following indicators: Influence of advertising, Interest in new models, Branded products, Quality of famous brands, and Product packaging.

Hedonic Shopping Value

According to Sucidha in Faizah (2024), Hedonism comes from the Greek word hedone which means pleasure or enjoyment in. Hedonic consumption reflects the value of shopping experiences such as fantasy, arousal, sensory stimulation, enjoyment, pleasure, curiosity and entertainment. Hedonic shopping value indicators are: Exploration/curiosity, Sensation seeking/entertainment, Visual attraction, Escape, Intrinsic Enjoyment, Hang Out, Relaxation, Social shopping, Role shopping, Self-expression, and Enduring involvement with products/services.

3. RESEARCH MODEL AND HYPOTHESIS

A hypothesis is a temporary answer to the formulation of a research problem, therefore the formulation of a research problem is usually arranged in the form of a statement sentence (Sahir, 2021). Based on the formulation of the problem that has been described, the hypothesis of this study is:

H1: It is suspected that Fashion Involvement (X1) has a partial effect on Impluse Buying (Y) of Fashion products on the Shopee Application.

H2: It is suspected that Shopping Lifestyle (X2) has a partial effect on Impluse Buying (Y) of Fashion products on the Shopee Application.

H3: It is suspected that Hedonic Shopping Value (X3) has a partial effect on Impluse Buying (Y) of Fashion products on the Shopee Application.

H4: It is suspected that Fashion Involvement (X1), Shopping Lifestyle (X2), and Hedonic Shopping Value (X3) have a simultaneous effect on Impluse Buying (Y) of Fashion products on the Shopee Application.

H5: It is suspected that Fashion Involvement (X1) has the most dominant influence on Impluse Buying (Y) of Fashion products on the Shopee Application.
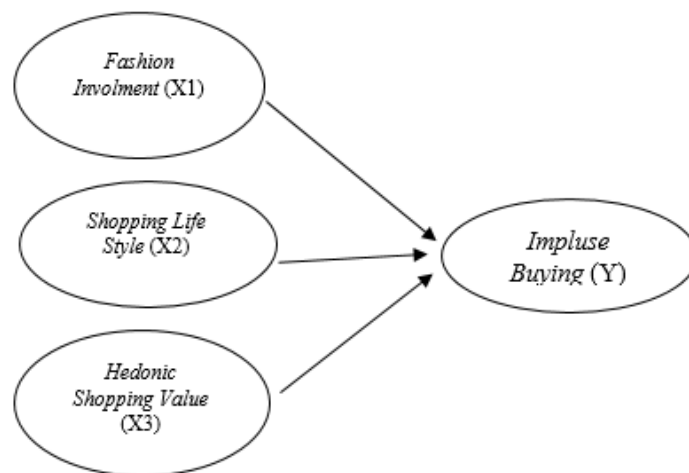
Analysis Model

Figure 2. Analysis Model

4. METHOD

This type of research uses quantitative research. With the dependent variable being Impluse buying, and the independent variables being fashion involvement, shopping lifestyle and hedonic shopping value. Based on the source, the data is divided into two, namely primary data and secondary data, primary data through questionnaires, while secondary data is obtained from evidence of historical records or reports. The population used for this study were students of the 2021 intake of the Faculty of Economics and Business, Lamongan Islamic University who purchased Fashion products on the Shopee application. For the sample in this study, the author used the Non-Probabilistic Sampling Technique, namely Purposive Sampling with certain characteristics. Samples were taken randomly to answer the research questions. To determine the sample size, the author used the Slovin formula, and a sample of

83 samples was obtained. The submission of the research hypothesis was carried out using the Statistical, Product and Service Solutions (SPSS) 22 method.

5. RESULT AND DISCUSSION

Validity test

Validity Test is used to assess whether a questionnaire has validity or not.

Table 1. Validity Test Results

No.	Indicators/Variables	r_{hitung}	r_{tabel}	Information
1.	Fashion Involment			VALID
	X1.1	0,781	0,2159	VALID
	X1,2	0,701	0,2159	VALID
	X1.3	0,814	0,2159	VALID
	X1.4	0,751	0,2159	VALID
	X1.5	0,732	0,2159	VALID
	X1.6	0,770	0,2159	VALID
	X1.7	0,709	0,2159	VALID
	X1.8	0,650	0,2159	VALID
2.	Shopping Lifestyle			
	X2.1	0,836	0,2159	VALID
	X2.2	0,826	0,2159	VALID
	X2.3	0,812	0,2159	VALID
	X2.4	0,804	0,2159	VALID
	X2.5	0,834	0,2159	VALID
3.	Hedonic Shopping Value			
	X3.1	0,802	0,2159	VALID
	X3.2	0,728	0,2159	VALID
	X3.3	0,751	0,2159	VALID
	X3.4	0,716	0,2159	VALID
	X3.5	0,680	0,2159	VALID
	X3.6	0,781	0,2159	VALID
	X3.7	0,813	0,2159	VALID
	X3.8	0,766	0,2159	VALID
	X3.9	0,778	0,2159	VALID
	X3.10	0,794	0,2159	VALID
	X3.11	0,804	0,2159	VALID
4.	Impluse Buying			
	Y1.1	0,798	0,2159	VALID
	Y1.2	0,695	0,2159	VALID
	Y1.3	0,807	0,2159	VALID
	Y1.4	0,804	0,2159	VALID
	Y1.5	0,828	0,2159	VALID
	Y1.6	0,794	0,2159	VALID

	Y1.7	0,815	0,2159	VALID
	Y1.8	0,790	0,2159	VALID

Source: SPSS 26 Statistics Output processed in 2025

The results of the validity test on all variables stated that each question item had a calculated r value > r table. So it was concluded that all question items in all variables were declared valid, a value of 0.2159 was obtained from the r table with a sample size of N = 83 and df = N-2 (81).

Reliability Test

To find out the consistency of a research questionnaire, a reliability test is needed based on the Cronbach Alpha value > 0.60.

Reliability Test Results

Table 2. Reliability Test Results

No.	Variable	Cronbach's Alpha 0	Reliability Standards	Information
1.	Fashion Involment	0,880	0,60	Reliabel
2.	Shopping Lifestyle	0,887	0,60	Reliabel
3.	Hedonic Shopping Value	0,930	0,60	Reliabel
4.	Impluse Buying	0,916	0,60	Reliabel

Source: SPSS 26 Statistics Output processed in 2025

It is concluded that all of the research variables can be said to be reliable and have a Cronbach Alpha value > 0.6 with a good and acceptable level of reliability.

Determination Coefficient Test R^2)

Explanation of the determination coefficient results, namely the determination coefficient value obtained by R Square of 0.874 or 87.4% shows how much variation there is in the dependent variable. Which means that 87.4% of the variables of impulse buying can be explained by the three independent variables, namely fashion involvement (X1), shopping lifestyle (X2), and hedonic shopping value (X3). The remaining 12.6% is explained by variables outside the variables that were not studied. The following are the results of the determination coefficient test, which can be seen in the following table:

Table 3. Test of Determination Coefficient R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935a	.874	.869	1.92937

Predictors: (Constant), hedonic shopping value, shopping lifestyle, fashion involment

Source: SPSS 26 Statistics Output processed in 2025

Multiple Linear Regresion Test

The following multiple regression coefficient values were obtained from the results of multiple linear regression analysis using 83 respondents.

Table 4. Multiple Linear Regression Test Results

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.202	1.516		.793	.430
fashion involment	-.046	.093	-.043	-.490	.625
shopping lifestyle	.558	.114	.377	4.893	.000
hedonic shopping value	.476	.078	.630	6.079	.000

a. **Dependent Variable: impluse buying**

Source: SPSS 26 Statistics Output processed in 2025

- a = 1.202 is a constant which means that the independent variables in this study (Fashion Involvement, Shopping Lifestyle, Hedonic Shopping Value) have an influence = 0, then the result of excessive impulse buying is 1.202.

- β_1 = 0.046, explains that the Fashion Involvement Variable (X1) increases by 1 unit, then impulse buying will increase by 0.046 with the assumption that other influencing variables are considered constant.

- β_2 = 0.558 explains that if the Shopping Lifestyle Variable (X2) increases by 1 unit, then impulse buying will increase by 0.558 with the assumption that other influencing variables are considered constant.

- β_3 = 0.476 explains that if the Hedonic Shopping Value Variable (X3) increases by 1 unit, then impulse buying will increase by 0.476, assuming that other influencing variables are considered constant.

The results show that the coefficient of the independent variables above is positive, meaning that the direction of change is consistent with the dependent variable. The coefficient of the shopping lifestyle variable is 0.558, which has the largest value compared to other variables. Thus, it can be concluded that the most dominant factor influencing excessive impulse buying is shopping lifestyle

T-Test

Table 5. T-Test

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.202	1.516		.793	.430
fashion involment	-.046	.093	-.043	-.490	.625
shopping lifestyle	.558	.114	.377	4.893	.000
hedonic shopping value	.476	.078	.630	6.079	.000

a. Dependent Variable: impluse buying

Source: SPSS 26 Statistics Output processed in 2025

Based on the test above with a significance of a = 0.05, Df = n-k-1 (83 -3 -1 = 79) so that the t table (1.99045) is obtained with the analysis below.

The influence of fashion involvement (X1) on impulse buying (Y)

From the results of the t-test, it was obtained that t count> t table with a value of -0.490 < 1.99045 with a significant value of 0.625> α 0.05. So it can be concluded that ho failed to be rejected, meaning that Fashion Involment has no effect on Impluse Buying (Y).

The influence of shopping lifestyle (X2) on impulse buying (Y)

From the results of the t-test, it was obtained that t count > t table with a value of 4.893 > 1.99045 with a significant value of 0.000 < α 0.05. So it can be concluded that ho is rejected, meaning that the Shopping Lifestyle variable has a positive and significant effect on Impluse Buying (Y).

The influence of hedonic shopping value (X3) on impulse buying (Y)

From the t-test results, it was obtained that t count > t table with a value of 6.079 > 1.99045 with a significant value of 0.000 < α 0.05. So it can be concluded that ho is rejected, meaning that the Hedonic Shopping Value variable has a positive and significant effect on Impluse Buying (Y).

F Test

Table 6. F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2068.344	3	689.448	185.212	.000[b]
	Residual	297.799	80	3.722		
	Total	2366.143	83			

a. Dependent Variable: impluse buying

b. Predictors: (Constant), hedonic shopping value, shopping lifestyle, fashion involment

Source: SPSS 26 Statistics Output processed in 2025

Based on the table above, it can be seen that Fcount is 185.212. Meanwhile, Ftable is obtained using the formula df = (n-k-1) = (83-3-1) = 79. So the resulting Ftable is 2.72. The

significant probability is much smaller than 0.005, which is 0.000 <0.05, so Fcount> Ftable then H0 is rejected so it can be concluded that there is a simultaneous influence between the variables fashion involvement (X1), shopping lifestyle (X2) and hedonic shopping value (X3) on impulse buying (Y).

Normality Test

Table 7. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		84
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.89418541
Most Extreme Differences	Absolute	.057
	Positive	.054
	Negative	-.057
Test Statistic		.057
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: SPSS 26 Statistics Output processed in 2025

Based on the results of the table above, it can be seen that the value of the Kolmogorov-Smirnov test is significant at 0.200 (0.200 > 0.05), so it can be concluded that the data is normally distributed

6. CONCLUSION

The conclusions that can be drawn based on the results of data analysis on "the influence of fashion involvement, shopping lifestyle, and hedonic shopping value on impulse buying of fashion products on the Shopee application" are as follows:

The Fashion Involvement variable partially has no effect on Impluse Buying. This is proven based on the results of the T-test analysis (partial) it is known that t count <t table, the fashion involvement variable has a t count value (-0.490) <t table (1.99045) and the α value is 0.625> 0.05. So it can be concluded that the fashion involvement variable does not have a partial and significant effect on impulse buying on fashion products in the Shopee application.

Shopping Lifestyle partially has a positive and significant effect on Impluse Buying. This is proven based on the results of the T-test analysis (partial) it is known that t count> t table, the shopping lifestyle variable has a t count value (4.893)> t table (1.99045) and the α value is 0.000 <0.05. So it can be concluded that the shopping lifestyle variable has a partial and significant effect on impulse buying on fashion products in the Shopee application.

The Hedonic Shopping Value variable partially influences Impluse Buying. This is proven based on the results of the T-test analysis (partial) it is known that t count> t table, the hedonic

shopping value variable has a t count value (6.079)> t table (1.99045) and the α value is 0.000 <0.05. So it can be concluded that the hedonic shopping value variable has a partial and significant effect on impulse buying on fashion products in the Shopee application.

From the results of the study using the F test to determine the Simultaneous Effect, it is known that the significance value for the influence of fashion involvement, shopping lifestyle, and hedonic shopping value on impulse buying is 0.000 <0.05 and F count is (185.212) while F table is (2.72). So from these results it is concluded that Fashion Involvement, Shopping Lifestyle and Hedonic Shopping Value together have a simultaneous effect on the Impluse Buying variable.

From the results of multiple linear regression analysis, it is known that the more dominant variable is Y = 1.202 + (-0.046)X1 + 0.558X2 + 0.476X3, it can be concluded that the Shopping Lifestyle variable (X2) is the variable that has a more dominant influence on Impluse Buying (Y) because it has the highest beta value of 0.558.

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