

The Relationship of Fashion Involvement with Impulse Buying through Online Shop for Students

Nadia Nufida Aflaha^{1*}, Andik Matulesy², Rr. Amanda Pasca Rini³
Fakultas Psikologi, Universitas 17 Agustus 1945 Surabaya, Indonesia

Corresponding Author: Nadia Nufida Aflaha naflaha_s2@untag-sby.ac.id

ARTICLE INFO

Keywords: Fashion Involvement, Impulse Buying, Online Shop

Received : 12, June

Revised : 26, June

Accepted: 24, July

©2024 Aflaha, Matulesy, Rini: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

One of the activities that students often do by taking advantage of advanced technology is shopping. Students have a sensitivity to what is trendy and tend to follow the latest fashion trends. This research aims to determine the relationship between fashion involvement and impulse buying through online shops among students. This research uses quantitative research. The subjects in this research were 350 people. The sampling technique uses simple random sampling technique. The data collection method used in this research is a Likert scale. The fashion involvement measuring tool used in this research uses a scale from the aspects expressed by Peter and Olson (2013). Meanwhile, the impulse buying measuring tool uses a scale from the aspects expressed by Verplanken and Herabadi (2001). The results of this research show that there is a significant relationship between fashion involvement and impulse buying through online shops among students with a Pearson correlation value of 0.432 and $p = 0.000$ ($p < 0.05$). These results show that the higher the fashion involvement, the higher the impulse buying through online shops among students.

INTRODUCTION

The development of increasingly modern technology makes it easier for people to carry out activities. One activity that is often carried out by utilizing advanced technology is shopping. Nowadays shopping doesn't have to leave the house or go to the shop, but can be done at home or even by relaxing in the room. This is due to the proliferation of online stores or what are usually called online shops on various social media. In fact, people can easily access e-commerce websites to carry out buying and selling transactions.

Over the last few years, online shopping has become the most significant technological development because of the ease of purchasing without having to go to the store. The latest report from research firm We Are Social (Anggraini, 2023) shows that from 2022 to early 2023, there will be 178.9 million people in Indonesia shopping online. This is because it is easier for the public as consumers to find the goods they want. Consumers can see items in the form of photos or even videos. This phenomenon not only changes the way people shop but also influences people's lifestyles and the way they think.

One e-commerce site recorded an average of 216 million visits per month throughout the third quarter of 2023 (Ahdiat, 2023). This shows the high interest in online shopping among the public. Shopping activities are also carried out as a lifestyle or activity to enjoy free time. Apart from that, shopping can also be an intermediary to fulfill psychological needs and to seek pleasure alone (Dittmar in Eri, Budiarto & Lestari, 2022). The ease of getting products through online stores can encourage someone to make impulsive shopping decisions and ultimately lead to compulsive shopping.

A purchasing pattern that is often carried out without consumers realizing it is spontaneous buying or impulse buying. Impulse purchases are often made without a plan but with a strong urge and feeling of excitement. Impulse buying is a phenomenon that affects many people's lives, especially students. This purchasing behavior usually arises because it is influenced by curiosity and mood, the store environment, displays and promotions offered.

Thakur et al. (2020) states that impulsive buying is something that is often found in individuals who shop via e-commerce. Apart from that, according to Japariato & Sugiharto (in Rahayu and Rahmidani, 2022), impulse buying occurs because of stimulation from online stores.

Results of analysis of online shopping transactions carried out by Rakhmawati, et al. (2021), that the product categories most purchased by the public during the COVID-19 pandemic since 2020 are hobbies at 48%, fashion at 48%, electronics at 30%, health at 28%, and beauty at 13%. Based on this data, hobby and fashion products are the 2 categories most popular with respondents. This is in accordance with Kim and Forney's statement (in Ummah & Rahayu, 2020) that one of the causes of unplanned purchases of fashion products is individual involvement in fashion. In line with research conducted by Yu K. Han et. al (in Septila and Aprilia, 2017), stated that there are several types of impulse buying, namely: Pure Impulse Buying (pure impulse buying), and Fashion Oriented Buying or suggestion impulse, Reminder Impulse Buying, Planned Impulse Buying.

Deloitte (in Razzaq, et al., 2018) states that more than 80 billion garments are made in factories around the world. Even though the total world population is only 7.6 billion (United Nations, 2017). This is because the function of fashion is not only as a tool to cover the body, but also as a style to be introduced to society. Therefore, fashion has become quite important in people's lives, especially students. This fashion involvement is one way to support students' lifestyle in socializing.

When fashion has become a person's lifestyle, that person will look for all information related to fashion and be involved in its development. Consumer involvement in products can influence purchasing decisions made by consumers (Dewi, 2015).

Peter and Olson (in Aprianur, 2020) said there are two aspects that influence fashion involvement, namely: intrinsic self-relevance and situational self-relevance. The involvement of fashion which has become a people's lifestyle creates consumer behavior. This is supported by increasingly sophisticated technological tools and makes people able to carry out activities without leaving the house. Consumers who have high fashion involvement tend to think that fashion can support their level of self-confidence.

Students who are generally in the stages of late adolescence to emerging adulthood tend to choose appearance, behavior, ways of behaving, and other things that will attract the attention of other people, especially groups of peers. Students tend to have a sensitivity to what is trendy and tend to follow the latest fashion trends. Fashion itself demands a sense of dissatisfaction in consumers, thus encouraging consumers to continue consuming it and causing them to act based on instinct. Besides that Sanchez et. al., (in Rahayu & Rahmidani, 2022) found that women are more susceptible to impulse buying because of their habits of dressing carefully, fashionably, and collecting the latest fashion.

Other research conducted by Ummah and Rahayu (2020) in his journal about fashion involvement, shopping lifestyle and impulsive buying of fashion products also shows that there is a significant relationship between the variable fashion involvement and impulsive buying. In other words, the higher an individual's involvement in following fashion trends, the higher the possibility that they will make impulse purchases. Apart from that, according to Kusuma (2014) dIn his research, he tested the variables of fashion involvement, hedonic consumption tendency, and positive emotion on fashion-oriented impulse buying among teenagers in Surabaya. The results of this research show that fashion involvement has a significant relationship with other variables and influences impulse buying behavior.

The results of interviews with several students in the city of Jombang said that they were interested in and bought fashion items, especially clothes and bags, even though these brands were not available in their city, so the students ordered them through online shops. Apart from that, many people follow the latest fashion product trends, these students are willing to order them directly from outside the city or abroad via online shopping sites or online shops. Not a few buy it just for satisfaction without considering its benefits and uses.

Students' interest in fashion, such as clothing, leads them to behave impulsively in buying clothing products.

The objectives of this research include: (1) To analyze the relationship between fashion involvement and impulse buying in students. (2) To find out how much the effective contribution of the fashion involvement variable is to the impulse buying variable in students. (3) To determine the level of fashion involvement and impulse buying among students.

The hypothesis in this research can be explained as follows:

H_0 : There is no positive relationship between fashion involvement and impulse buying.

H_a : There is a positive relationship between fashion involvement and impulse buying.

LITERATURE REVIEW

Fashion Involvement

According to Peter and Olson (in Ratu, Soegoto & Samadi, 2021) fashion involvement is an assessment made by a person of an object or activity experienced by that person. Meanwhile, according to O'Cass (in Arfia, 2022) involvement is a motive that makes someone interested or wants to buy a product or consume a service offered because it is displayed or because the situation allows it.

Fashion Involvement according to Zeb, et al. (in Hidayat and Tryanti, 2018) is how high consumers attach importance to the fashion product category (clothing) which includes: product involvement, purchasing behavior, and consumer characteristics which are proven to increase hedonic consumption tendencies, generate positive emotions, and influence impulses. buying. Furthermore, Rahmi (in Aprianur, 2020) stated that fashion involvement can also be seen as the level of consumer interest in fashion products depending on the extent of fashion involvement itself in following trends (Rahmi, 2016).

Research conducted by Arfia (2022), shows that fashion involvement is measured by the indicator of having one or more of the latest fashion models available in e-commerce, because fashion is important in supporting daily activities such as work clothes, college and so on, happy using a syar'i and simple Muslim fashion model because it looks more minimalist and fashionable and several other indicators have been proven to be able to increase consumer impulse buying.

Impulse Buying

According to Verplanken and Herabadi (in Fithriyani, Ratnaningtyas & Prihandini, 2022) impulsive buying is an irrational purchase and is associated with a quick and unplanned purchase, followed by conflicting thoughts and emotional impulses. Impulse buying occurs when consumers buy products and/or brands that they did not plan to buy before entering the store, reading catalogs, mail orders, watching shopping shows on TV, opening websites and so on (Berman et al., 2018).

Impulse buying indicates a purchase made suddenly without planning either regarding the benefits or purpose of purchasing the item. Mowen and

Minor (in Ummah & Rahayu, 2020) added that impulsive buying occurs because of a sudden and spontaneous impulse without paying attention to the consequences that will be experienced. Hawkins, Mothersbaugh & Roger (in Septila and Aprilia, 2017) say that purchases that occur when consumers make purchases with little or no consideration at all due to a sudden feeling of urgency that gives rise to a desire to own or feel the need for the object is known as called impulse buying.

Research conducted by Langie and Yuwono (2023), shows that online shopping has a big influence on students' interest in buying goods or products, especially fashion. Students consider online purchasing as a channel that simplifies the purchasing process. As a result, their desire to buy online increases and turns into a conspicuous consumption pattern. Consumptive behavior is exemplified when someone obtains something without loss, not because of need but to satisfy their desires.

METHODOLOGY

This research uses a quantitative research type using correlational research methods. The scales used in this research are the fashion involvement scale and the impulse buying scale. The fashion involvement scale used in this research consists of 30 items. Meanwhile, the impulse buying scale used in this research consists of 30 items.

The number of research subjects was determined using the Isaac and Michael (1981) table with an infinite or unlimited population size taking into account an error rate of 5%, namely 349 samples. So the number of samples in this study was 350 subjects. The technique used in sampling was simple random sampling technique.

The independent variable or independent variable in this research is fashion involvement. The dependent variable or dependent variable in this research is impulse buying.

The data collection method used in this research uses a psychological scale. The type of scale used for these two variables is the Likert scale. The scale is presented in favorable and unfavorable form. PeneThis research uses data collection with a psychological scale which contains a list of statements that will be filled in directly by the subject in order to reveal the conditions within the subject that they want to know.

The scale of fashion involvement involvedthink about it peneliti meshape the aspectk-aspak resiliensi expressed by Peter and Olson (2013) totaling 30 items.

Table 1 BluePrint Fashion Involvement

| Aspect | Indicator | Item | | Amount |
|--------------------------|---|---------|------|--------|
| | | F | U | |
| Intrinsic self-relevance | Know the benefits and purposes of using fashion | 1, 2, 9 | 6, 8 | 5 |

| | | | | |
|----------------------------|--|------------|-----------|-----------|
| | Fashion is a form of reflection of personality | 3, 11, 5 | 7, 18 | 5 |
| | Able to choose Fashion | 14, 16, 17 | 19, 20 | 5 |
| Situational self-relevance | Pay attention to trends and types of fashion | 10, 4, 12 | 13, 15 | 5 |
| | Involve others in selecting products | 21, 24, 25 | 22, 26 | 5 |
| | Know the characteristics of a product | 23, 28, 30 | 27, 29 | 5 |
| Amount | | 18 | 12 | 30 |

The scale of impulse buying used think about it peneliti meshape the aspectk-aspects of impulse buying expressed by Verplanken and Herabadi (2001), totaling 30 items.

Table 2 BluePrint Impulse Buying

| Aspect | Indicator | Item | | Amount |
|-----------------------|--|------------|-----------|-----------|
| | | F | U | |
| Cognitive (cognitive) | Purchasing activities carried out without considering the price of a product | 1, 3, 4 | 2, 5, 6 | 6 |
| | Purchasing activities without considering the usefulness of a product | 10, 11, 13 | 7, 8 | 5 |
| | Individuals do not make product comparisons | 9, 12 | 16, 19 | 4 |
| Emotional (affective) | There is a feeling of encouragement to immediately make a purchase | 14, 15, 17 | 22, 23 | 5 |
| | There is a feeling of disappointment that arises after making a purchase | 18, 20, 27 | 21, 26 | 5 |
| | There is a purchasing process that is carried out without planning | 24, 28, 30 | 25, 29 | 5 |
| Amount | | 17 | 13 | 30 |

Based on the hypothesis the horny siscome onweld in penethis litian then teThe technique used is teparameter statistical analysis techniquetrick. The data technique used to find relationships and prove relationships regarding the hypotheses that have been written uses the product moment correlation test.

RESEARCH RESULT

a. Overview of Research Subjects

Descriptive analysis was carried out by categorizing research subjects. The descriptive analysis table based on the demographic data categories of research subjects can be seen in the table below:

Table 3 Research Subject Data Based on Gender

| Gender | Amount | Percentage |
|--------------|------------|-------------|
| Male | 116 | 33.14% |
| Female | 234 | 66.86% |
| Total | 350 | 100% |

From the table above you can see the number of respondents based on gender. It is known that there are more female subjects than male subjects. The number of female subjects was 234 people or 66.86%. Meanwhile, there were 116 male subjects or 33.14%.

b. Categorization of Research Subjects

Table 6 Subject Categories Variable fashion involvement

| Category | Amount | Percentage |
|--------------|------------|-------------|
| Very high | 29 | 8.29% |
| High | 60 | 17.14% |
| Currently | 136 | 38.86% |
| Low | 110 | 31.43% |
| Very low | 15 | 4.29% |
| Total | 350 | 100% |

From the results of the calculations above, it can be stated that student fashion involvement is included in the medium category with 136 people or 38.86%.

Table 7 Subject Categories for Impulse Buying Variables

| Category | Amount | Percentage |
|--------------|------------|-------------|
| Very high | 20 | 5.71% |
| High | 76 | 21.71% |
| Currently | 137 | 39.14% |
| Low | 101 | 28.86% |
| Very low | 16 | 4.57% |
| Total | 350 | 100% |

From the results of the calculations above, it can be stated that student impulse buying is included in the medium category with 137 people or 39.14%.

c. Assumption Test Analysis

1) Normality test

Table 8 Normality Test Results

| Variable | Sig. | Ket. |
|---------------------|-------|--------|
| Fashion involvement | 0.196 | Normal |
| Impulse Buying | 0.200 | Normal |

Based on the normality test using Kolmogorov-Smirnov on the fashion involvement variable, a significance level or p-value for the fashion involvement variable was obtained at $0.196 > 0.05$. Meanwhile, for the impulse buying variable, a significance level of $0.200 > 0.05$ was obtained. From this test it is shown that fashion involvement with impulse buying has a normal distribution.

2) Linearity Test

Table 9 Linear Test Results

| Variable | | F | Sig | Ket. |
|---------------------|-----------|--------|-------|--------|
| Impulse Buying* | Linearity | 89,332 | 0,000 | Linear |
| Fashion involvement | | | | |

The results of the linearity test show the value of $F = 89.332$ with a significance value of $0.000 < 0.05$. Thus, the fashion involvement variable and the impulse buying variable have a linear relationship.

3) Heteroscedasticity Test

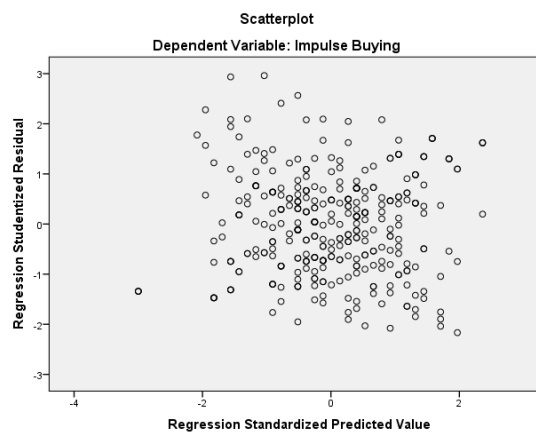


Figure 1 Heteroscedasticity Test Results.

Based on the image above, it shows that the dots are spread randomly and do not form a particular pattern. So the regression model used is free from symptoms of heteroscedasticity.

4) Hypothesis testing

Table 10 Summary of Hypothesis Test Results

| Correlation | Pearson Correlation | Sig. |
|--------------------------------------|---------------------|-------|
| Fashion Involvement → Impulse Buying | 0.432 | 0,000 |

Hypothesis testing can be seen in the table that the coefficient value $t = 8.946$ with a significance of $0.000 < 0.05$, so it can be stated that the fashion involvement variable has a relationship with impulse buying. A positive t value indicates that the fashion involvement variable has a direct relationship with impulse buying. So it can be concluded that H_0 rejected and H_a accepted, namely fashion involvement, has a positive and significant relationship with impulse buying. This means that the higher the fashion involvement, the higher the impulse buying and vice versa.

d. Simple Linear Analysis

Table 11 Determinant Test Results

| Variable | R | R Square |
|--|-------|----------|
| fashion involvement* impulse buying | 0.432 | 0.187 |

From the table above it can be seen that the R value is 0.432 and R Square is 0.187, which means the magnitude of the influence of the fashion involvement variable on the impulse buying variable is 18.7%.

DISCUSSION

The results of this research are in accordance with the hypothesis proposed by researchers that there is a relationship between fashion involvement and impulse buying in students. The product moment correlation coefficient value shows a positive value (0.432) so it can be concluded that the two variables have a positive relationship. This means that the higher the fashion involvement, the higher the impulse buying, and vice versa, the lower the fashion involvement, the lower the impulse buying. The relationship between the fashion involvement variable and impulse buying is in the medium category, meaning it is neither too high nor too low.

The results of hypothesis testing in this research are supported by the results of previous research conducted by Aprianur (2020), showing that there is a significant relationship between fashion engagement and impulse buying. Other research conducted by Utama, Alif & Rahayu (2021), shows that fashion involvement is a fairly good trigger simultaneously for impulse buying. This happens because individuals who have an interest in fashion tend to immediately buy the fashion items they want without planning.

Sherry (in Aprianur, 2020) revealed that at the stage of the impulse buying process, consumers feel an irresistible urge to buy regardless of their previous intentions. Then, consumers experience positive and negative consequences after their impulse purchases. So it is not uncommon that after purchasing these goods, individuals who have impulsive behavior can experience dissatisfaction with the product they have purchased, but can still feel satisfied with the purchase they have made.

Many students express their lifestyle in terms of spending their money on shopping. When shopping, someone aligns it with their lifestyle, giving rise to a feeling of joy, satisfaction, and customer habits that cannot be controlled by oneself regarding the desire to get goods, which can lead to unplanned or

impulsive purchases (Febrianty & Yasa, 2020). This is in accordance with the statement Park and Dhandra (2017) stated that individuals who have high impulsive buying tendencies will be more easily influenced to buy impulsively and often act based on their desires.

Impulse buying behavior is also supported by the existence of online shop media, making it easier for students to shop and increasing impulse buying behavior. This statement is in accordance with what was explained by Mahdalela (in Siregar and Rini, 2019) that the increasing number and increasing number of individuals who shop online among internet users then triggers various problems with abnormal online shopping behavior.

Students are vulnerable to having high emotional consumer motivation because they tend to have a desire to appear attractive and different. So they don't hesitate to buy interesting and trendy items, where individuals buy the items they want, not the items they need excessively and unreasonably. Andani & Wahyono (in Padmasari & Widyastuti, 2022) stated that when consumers have high involvement with fashion products, it can create high impulsive purchasing decisions, so this proves that fashion products, especially clothing, are products that influence impulsive purchases.

Other research conducted by Ummah & Rahayu (2020) also states that there is a significant relationship between fashion involvement and impulsive buying behavior of fashion products. This is in line with the theory by Park et al. (in Aprianur, 2020) which states that involvement in fashion products and positive emotions have an impact on fashion orientation in making impulse purchases with fashion involvement producing a greater effect on hedonic consumption demands and this is an important mediator in impulse buying orientation in fashion.

Students who have an interest in fashion will be involved in it and focus more on the importance of physical appearance so they will buy fashion items without planning or thinking about the benefits first. Apart from that, the existence of online shopping applications makes it easier for students to find the items they want. Hermanto (2016) also emphasized that the more individuals are interested in the world of fashion, the more they will continue to follow developments in the latest models until they force themselves to buy the clothes they want unplanned.

The high involvement in fashion among students can be caused by various factors, one of which is to show social status or economic conditions. According to Kaiser (in Ummah & Rahayu, 2020) clothing can show social status and individual characteristics. Apart from that, students' interest in the latest clothing trends is also influenced by advertising and the influence of the environment around them.

Japariato and Sugiono (in Ummah and Rahayu, 2020) also emphasized that a very high level of interest in fashion makes individuals have the desire to have an attractive appearance by making sudden purchases of clothes. Someone who has high fashion involvement also tends to spend more time in stores or e-commerce websites and interacting with the products they want to buy. Apart from that, individuals will also look for the latest fashion products

that can show their characteristics when wearing these fashion products or clothes. As in the theory stated by Engel et al (2019), the level of individual interest felt and/or interest generated by stimuli in a specific situation determines a person's level of involvement in a product, especially fashion goods.

CONCLUSIONS AND RECOMMENDATIONS

This research aims to determine the relationship between fashion involvement and impulse buying through online shops among students. The subjects in this research were 350 active students. This research uses the method correlational quantitative. Based on the results of the research conducted, it can be concluded that there is a relationship between fashion involvement and impulse buying. This means, the higher the fashion involvement, the higher the impulse buying through online shops among students.

The suggestion for future researchers is that the results of this research can be used as material or comparison for research on topics related to fashion involvement and impulse buying.

ADVANCED RESEARCH

This study has several limitations that need to be noted. First, the use of samples limited to only a few universities in the city of Jombang does not represent the entire student population. Furthermore, other variables capable of influencing impulse buying, such as economic and social issues, were not fully explored in this study.

For further research, you can expand the research subject or you can also use different research designs and types of research so that you have broader information related to the title raised.

REFERENCES

- Ahdiat, Adi. (2023). Tren Pengunjung E-Commerce Kuartal III 2023, Shopee Kian Melesat (online).
<https://databoks.katadata.co.id/datapublish/2023/10/11/tren-pengunjung-e-commerce-kuartal-iii-2023-shopee-kian-melesat>.
- Anggraini, Delia. (2023). Fenomena online shopping ubah kehidupan masyarakat (online).
<https://babel.antaranews.com/berita/382752/fenomena-online-shopping-ubah-kehidupan-masyarakat>.
- Aprianur, R. (2020). Hubungan Keterlibatan Fashion Dengan Pembelian Impulsif Produk Fashion Pada Dewasa Awal. Psikoborneo, Vol 8, No 2, 2020:156-165. ISSN: 2477-2666/E-ISSN: 2477-2674.

- Arfia, Mega. (2022). Pengaruh *Fashion Involvement* Terhadap *Impulse Buying* Melalui *Positive Emotion* Pada Produk Fashion Muslim di E-Commerce. *Youth & Islamic Economic Journal*. Vol 03 No 02: Bulan Juli 2022.
- Berman, B., Evans, Joels R, & Chatterjee, P. (2018). *Retail Management: A Strategy Approach*. Edisi ke-11. New Jersey: Pearson Education Limited.
- Dewi, N. R. (2015). Pengaruh *fashion involvement* dan kecenderungan hedonic consumption dengan mediator emosi positif terhadap pembelian impulsif berorientasi fashion. *Jurnal Administrasi Bisnis Universitas Brawijaya*, 26 (2), 1-10.
- Engel, James F, Blackwell, Roger D, & Miniard, Paul W. (2019). *Perilaku Konsumen*. Edisi ke-6 Jilid Pertama. Jakarta: Binarupa Aksara.
- Eri, A. Budianto, & M. N. Lestari. (2022). PENGARUH FASHION INVOLVEMENT DAN PROMOTION TERHADAP IMPULSE BUYING (Suatu Studi Pada Toserba Laksana Baru Majenang). *Business Management and Entrepreneurship Journal*. Volume 4 | Nomor 1 | Maret 2022.
- Febrianty, P. A. T., & N. N. K. Yasa. (2020). The Effect Of The Store's Atmosphere, Emotional Shopping, And Shopping Lifestyle On Impulse Buying (Study On Miniso Retail Customers In Denpasar City). *American Journal Of Humanities And Social Sciences Research (Ajhssr)*, 4(11), 38-48.
- Fithriyani, S. A., A. Ratnaningtyas & G. R. Prihandini. (2022). Perilaku Impulsive Buying Pada Mahasiswi Pengguna E-Commerce Shopee Ditinjau Dari Kontrol Diri. *JCA Psikologi*. Volume 3 Nomor 1 Januari - Maret 2022.
- Hermanto, A. (2016). The Influence of Financial Condition, Size Company, and Reputation Auditor the Previos Year on Audit Opinion Going Concern. *Jurnal Ilmu dan Riset Akuntansi*. Vol. 5, No. 9.
- Hidayat, Rahmat & Inggit Kusni Tryanti. (2018). Pengaruh Fashion Involvement dan Shopping Lifestyle terhadap Impulsive Buying Mahasiswa Politeknik Negeri Batam. *Journal of Applied Business Administration* Vol 2, No 2, September 2018, hlm. 174-180. e-ISSN:2548-9909.

- Isaac, S., & W. B. Michael. (1981). Handbook in Research and evaluation. California: Edits Publishers.
- Kusuma, Ardiana. (2014). Pengaruh Fashion Involvement, Hedonic Consumption Tendency, dan Positive Emotion Terhadap Fashion Oriented Impulse Buying Kalangan Remaja. Calyptra: Jurnal Ilmiah Mahasiswa Universitas Surabaya Vol.3 No.2 (2014).
- Langie, Meitrix Amelia & Emmanuel Satyo Yuwono. (2023). Community Development Journal. Vol.4 No.3 Tahun 2023, Hal. 6508- 6513. P-ISSN 2721-5008 | E-ISSN 2721-4990.
- Padmasari, Dwi & W. Widyastuti. (2022). Pengaruh Fashion Involvement, Shopping Lifestyle, dan Sales Promotion terhadap Impulse Buying Pada Pengguna E-Commerce. Jurnal Ilmu Manajemen Volume 10 Nomor 1.
- Park, H. J., & Dhandra, T. K. (2017). Relation between dispositional mindfulness and impulsive buying tendency: Role of trait emotional intelligence. Personality and Individual Differences,105, 208-212.
- Peter, J. P., & Olson, J. C. (2013). Perilaku Konsumen dan Strategi Pemasaran. Edisi Kesembilan Terjemahan oleh Diah Tantri Dwiandani. Jakarta: Erlangga.
- Rahayu, P., & R. Rahmidani. (2022). Pengaruh Dimensi Motivasi Belanja Hedonisme Konsumen Terhadap Impulse Buying Produk Fashion Secara Online pada Facebook. Jurnal Ecogen Universitas Negeri Padang. Vol. 5 No. 3 2022. Page 437-450. ISSN 2654-8429 (Online).
- Rakhmawati, N. A., Permana, A. E., Reyhan, A. M., & Rafli, H. (2021). Analisa transaksi belanja online pada masa pandemi COVID-19. Jurnal Teknoinfo,15(1).
- Ratu, B. R., A. S. Soegoto & R. L. Samadi (2021). Pengaruh Shopping Lifestyle, Fashion Involvement, dan Hedonic Shopping Motivation terhadap Impulse Buying Behaviour (Survey pada Konsumen Pt.Matahari Departement Store Mega Mall Manado). Jurnal EMBA. Vol.9 No.4 Oktober 2021. ISSN 2303-1174.

- Razzaq, A., N. Y. Ansari, Z. Razzaq, & H. M. Awan. (2018). The Impact of Fashion Involvement and Pro-Environmental Attitude on Sustainable Clothing Consumption: The Moderating Role of Islamic Religiosit. *SAGE Open* April-June 2018: 1 -17. 2018. DOI: 10.1177/215824401877461.
- Septila, Rasulika & Eka Dian Aprilia. (2017). Impulse Buying Pada Mahasiswa Di Banda Aceh. *Psikoislamedia Jurnal Psikologi*. Volume 2 Nomor 2, 2017. ISSN:2548-4044.
- Siregar, N. F. & Q. K. Rini. (2019) Regulasi Diri dan Impulsive Buying Terhadap Produk Fashion Pada Remaja Perempuan yang Berbelanja Online. *Jurnal Psikologi* Volume 12 No.2, Desember 2019. <https://doi.org/10.35760/psi.2019.v12i2.2445>.
- Thakur, C., Diwekar, A., Reddy, B. J., & Gajjala, N. (2020). A Study of the Online Impulse Buying Behaviour during COVID-19 Pandemic. *International Journal of Research in Engineering, Science and Management*,3(9), 86-90.
- United Nations. (2017). World population prospects: The 2017 revision key findings and advance tables. New York: United Nations. Retrieved from https://esa.un.org/unpd/wpp/Publications/Files/WPP2017_KeyFindings.pdf.
- Utama, D.H., A. L. F. Alif, & A. Rahayu. (2021). Pengaruh Fashion Involvement Terhadap Impulse Buying (Survei pada Konsumen Fashion Berbasis Online Zalora). *Journal of Business Management Education* | Volume 6, Number 2, October 2021, page. 71-77.
- Ummah, N. M., & S. A. Rahayu. (2020). Fashion Involvement, Shopping Lifestyle dan Pembelian Impulsif Produk Fashion. *Jurnal Penelitian Psikologi* Vol 11 No 1 April 2020. ISSN 2087-3441 (printed) 2549 9882 (online).
- Verplanken, B., & Herabadi, A. (2001). Individual Differences In Impulse Buying Tendency: Feeling And No Thinking. *European Journal Of Personality*, 15, 71- 83.