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Determinant Factor Affecting Impulsive Buying Behavior of Fashion Products in E-Commerce

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Article Info	Abstract
	Purpose – This research aimed to analyze determinant factors influencing impulsive buying behavior of fashion products in E-Commerce. **Methodology** – Research instruments and quantitative data analysis were adopted for predetermined testing. The data was gathered using documentation instruments and the distribution of online questionnaires. The foundation for selecting the sample was oriented towards a non-probability sampling method using a purposive sampling formula. This research comprised a sample of 200 consumers who made buying of fashion products through E-Commerce. **Findings** – The results showed that celebrity endorser, fashion involvement, and shopping lifestyle positively and significantly affected impulsive buying. Meanwhile, sales promotion had a positive and insignificant effect on impulsive buying. **Originality** – The interaction between shopping lifestyle and fashion involvement formed very high impulsive buying patterns on E-Commerce. These two concepts were interrelated and strengthened each other. Consumers with a shopping lifestyle driven by high fashion involvement might be prone to impulsive buying, specifically when there was a stimulus related to fashion preferences and trends.

1. Introduction

E-Commerce in Indonesia is experiencing significant growth in innovation and a wider range of product offerings (Sherly, Halim and Sudirman, 2020). The platform offers different products and services commencing with categories such as fashion, electronics, sustenance, and essential daily provisions (Maya, 2016). Shopping lifestyle frequently shows a strong correlation with fashion commodities, as consumers tend to be consistent with a particular style and fashion items. Therefore, this research aims to investigate the impact of shopping lifestyles on impulsive buying (Silalahi et al., 2020; Kaur & Wei, 2013). Fashion products represent a prominent category in online consumer transactions and there has been a substantial increase in online buying of clothing,

accessories, and footwear. As a result, research on impulsive buying behavior in E-Commerce can provide relevant and up-to-date insights (Febria and Oktavio, 2020); (Susanti *et al.*, 2022). Even though the initial objective is to introduce the product widely, the ways and strategies for each company are different. This is due to the marketed products and the state of the market (Lie *et al.*, 2023); (Zahra *et al.*, 2022). Consumers must learn to recognize factor influencing impulsive buying behavior and make wise considerations before buying fashion products (Maulina, Derriawan Derriawan and Miranda, 2022); (Lie *et al.*, 2022). According to (Murdiyanto et al., 2022), celebrity endorser factor does not have a significant impact on impulsive buying of products sold online. The research conducted by (Parmar et al., 2020) stated a different result, bringing celebrity endorser aspect to an important role in influencing impulsive buying decision for online products. Furthermore, (Tirtayasa et al., 2020) showed that fashion involvement did not have a significant impact on impulsive buying of products sold online. The research carried out by (Ranto et al., 2021) stated a distinct perspective, showing the significance of fashion involvement in shaping impulsive buying tendencies for products available on online platform.

A popular trend in the current era of globalization is to promote products using celebrity endorser (Nofiawaty, Fitrianto and Lisnawati, 2020). An example of a product that experienced an increase in sales after using this marketing strategy includes perfume and beauty products (Zahra *et al.*, 2022). Many of the related brands collaborate with celebrities to become ambassadors. For example, Taylor Swift is an Elizabeth Arden perfume ambassador and Rihanna has the Fenty Beauty cosmetic product line. Celebrity endorser is one of the most popular methods used in Indonesia. Therefore, influencers and social media have a significant role in influencing impulsive buying behavior on fashion products in E-Commerce (Hussain *et al.*, 2011). Consumers are mostly compelled to buy a product when endorsed by the favorite influencer or celebrity (Nofiawaty, Fitrianto and Lisnawati, 2020). According to (Murdiyanto *et al.*, 2022), the definition of celebrity endorser is an artist, entertainer, athlete, and public figure widely known by many people for success in the respective fields. Celebrity endorser is anticipated to serve as brand ambassadors, to rapidly establish a strong presence in the minds of consumers, thereby instilling a desire to buy the brand (Fauzee and Dada, 2021). Therefore, a promoted product is expected to feature numerous celebrities, symbolizing a specific target market segment. According to (Parmar, Mann and Ghuman, 2020) and (Anand, 2019), the use of famous artists has a significant impact on buying behavior, including impulsive buying. The presence of a well-known and respected celebrity can provide greater visibility and attention to a brand or product on E-Commerce (Azzahra and Nursholehah, 2021) to increase awareness of the brand. Therefore, the following hypothesis is proposed:

H₁: Celebrity endorser has a positive influence on impulsive buying

Promotion is one aspect of consumer stimulation in making impulsive buying. This is because sales promotion is considered a marketing activity with added value to increase the sales volume of a product (Wijaya and Setyawan, 2020). The act of shopping often evolves into a habitual practice, where consumers allocate a portion or the entirety of the financial resources in pursuit of the desired products (Simbolon, Nurcholifa and Safarina, 2022). Shopping has transformed into a lifestyle for many, signifying the willingness to make sacrifices to acquire the desired products (Gosal, Kenang and Tjahjono, 2022). Both trending and discovered products can trigger impulsive purchases, leading to buying behavior (Gosal, Kenang and Tjahjono, 2022). Aggressive or manipulative promotions in E-Commerce can affect impulsive buying, which is the process of making buying decision without careful consideration (Sherly, Halim and Sudirman, 2020). Consumers might feel pressured into making impulsive buying by more than significant

discount offers or time-limited promotions (Erdoğmuş and Çiçek, 2012). The feeling of obtaining a good deal or the fear of missing out on an opportunity can drive impulsive buying (Brata, Husani and Ali, 2017); (Ma'ruf, 2017) . According to (Rezeki *et al.*, 2021) and (Simbolon, Nurcholifa and Safarina, 2022), continuous and intense promotions can interfere with rational consumer decision-making. Therefore, consumers may feel pressured, anxious, or trapped in a never-ending cycle of promotions, making impulsive buying decision without proper consideration. Therefore, the following hypothesis is proposed:

H₂: Sales promotion has a positive influence on impulsive buying.

Fashion involvement is closely related to individual characteristics, specifically women and young people. Furthermore, knowledge overrides fashion and influences consumer confidence in daily activities (Imbayani and Novarini, 2018). Consumers tend to know about their particular fashion over new products to make buying (Halim *et al.*, 2021). Fashion involvement can influence impulsive buying behavior for products in E-Commerce (Tirtayasa, Nevianda and Syahrial, 2020). The variable is related to the inclination to buy and follow the latest fashion products and trends (Andani and Wahyono, 2012). For consumers heavily engaged in fashion, buying products can be a way to express and reinforce the identity (Halim *et al.*, 2021). In E-Commerce, this phenomenon influences impulsive buying behavior when consumers are enticed by products perceived as emblematic of their self-identity and a reflection of the aspired style and image (Vieira, 2009). Fashion involvement often means following and connecting with social media influencers and fashion community (Meutia, 2021). Consumers with high fashion involvement tend to use E-Commerce platform to find interesting products. This is achieved by spending time browsing various E-Commerce sites, as well as using search and filter features (Park, Kim and Forney, 2006). Based on the research conducted by (Liapati, Assiouras and Decaudin, 2015) and (Ranto *et al.*, 2021), high fashion involvement can promote consumers to pay more attention to product details when shopping in E-Commerce. This includes reading product descriptions, looking at the images provided, analyzing reviews from previous buyers, and comparing products from different brands or sellers before buying impulsively. Therefore, the following hypothesis is proposed:

H₃: Fashion involvement has a positive influence on impulsive buying.

Buying decision can be influenced by psychological aspects, consumer characteristics, and economic conditions (Rezeki *et al.*, 2021). Each individual possesses a distinct shopping style, characterized by unique strategies and approaches. This way of life is a means of self-expression through behavioral patterns in shopping styles (Tirtayasa, Nevianda and Syahrial, 2020). Concurrently, lifestyle and shopping have become one of the most popular lifestyles (Pratiwy and Siregar, 2022). Consumers are willing to risk something to achieve the lifestyle, which often leads to impulsive buying. A shopping lifestyle is a way to allocate time and money for various products, services, technology, modes of entertainment, and learning (Meutia, 2021). Furthermore, consumers accrue both the leisure to shop and the financial means to impose a substantial buying influence.

Shopping lifestyle pertains to the behavioral patterns related to individual decision regarding the allocation of time and resources in acquiring a diverse range of products that serve as markers for social status comparisons (Meutia, 2021); (Pratiwy and Siregar, 2022). In general, online shopping activities are motivated by individual consumption patterns in spending time and money. The greater the influence of consumers in shopping, the more likely impulsive buying is made (Imbayani and Novarini, 2018). High shopping styles for certain products can promote impulsive buying behavior. This is supported by (Tirtayasa, Nevianda and Syahrial, 2020) and (Imbayani

and Novarini, 2018), where shopping lifestyle significantly affects impulsive buying on online buying. Therefore, the following hypothesis is proposed:

H₄: Shopping lifestyle has a positive influence on impulsive buying.

Research on impulsive buying has a significant urgency due to the rapid growth and influence of E-Commerce. This industry collects large amounts of consumer data, including buying history and online behavior (Amarilys, Setyabudi and Ayun, 2022). Related results can explore the potential use of the data in identifying patterns of impulsive buying behavior and developing more effective marketing strategies (Maulina, Derriawan Derriawan and Miranda, 2022). In addition, impulsive buying can significantly impact consumers financially and psychologically, leading to short-term and long-term problems. Examining the inclusion of celebrity endorser can provide insights into the magnitude of impact on inciting buying. Additionally, it aids in comprehending the effects of sales promotion on consumer shopping behavior. This contributes to the understanding of the connection between fashion involvement and impulsive buying. The effects of inclination to follow trends, fashion identity, and social media on impulsive buying were also considered. The influence of variables such as shopping habits, shopping satisfaction, consumptive lifestyle, and prior online shopping experiences were analyzed. The main objective is to analyze the influence of celebrity endorser, sales promotion, fashion involvement, and shopping lifestyle on impulsive buying of fashion products in E-Commerce.

2.   Research Methods

This research was carried out through instruments and quantitative data analysis with the aim of testing predetermined hypotheses (Sugiyono, 2013). An online questionnaire was used as a data collection medium and a non-probability sampling method was adopted to determine the sample size. The sampling technique is oriented towards a purposive sampling approach. (Hair, 2014), recommended the minimum sample size using the sample-to-variable ratio of 15:1 or 20:1. In this research, five variables were measured by 23 items or indicators. The ratio used was 20:1, meaning the minimum sample was 200 respondents. The sample's characteristics included individuals who made multiple online purchases through the Lazada platform, indicating that their buying activities were conducted exclusively through the online platform. Subsequently, hypotheses were tested using a variant-based Structural Equation Modeling (SEM) known as PLS-SEM.

The operational definition consists of 5 variables, namely the first celebrity endorser is measured using 4 indicators, including testimonials, endorsement, actors, and spokesperson with 8 statements adapted from (Parmar, Mann and Ghuman, 2020); (Zahra *et al.*, 2022). Sales promotion is measured using 3 indicators, namely coupons, rebates, and markdown with 6 statements adapted from (Al Mutanafisa and Retnaningsih, 2021); (Amarilys, Setyabudi and Ayun, 2022). Furthermore, fashion involvement is measured using 5 indicators, namely fashion innovativeness, fashion interpersonal connection, fashion interests, fashion knowledgeability, and fashion awareness with 10 statements adapted from (Ranto *et al.*, 2021); (Tirtayasa, Nevianda and Syahrial, 2020).

Table 1. Operational Definition of Research Variables

Variable	Code	Items	Reference
Celebrity Endorser	CE1	Testimonials	(Parmar, Mann and Ghuman, 2020); (Zahra *et al.*, 2022)
	CE2	Endorsement	
	CE3	Actors	
	CE4	Spokesperson	
Sales Promotions	SP1	Coupons	(Al Mutanafisa and Retnaningsih, 2021); (Amarilys, Setyabudi and Ayun, 2022)
	SP2	Rebates	
	SP3	Markdown	
Fashion Involvement	FI1	Fashion Innovativeness	(Ranto *et al.*, 2021); (Tirtayasa, Nevianda and Syahrial, 2020)
	FI2	Fashion Interpersonal Connection	
	FI3	Fashion Interests	
	FI4	Fashion Knowledge Ability	
	FI5	Fashion Awareness	
Shopping Lifestyle	SL1	Activities	(Imbayani and Novarini, 2018); (Meutia, 2021)
	SL2	Interest	
	SL3	Likes/dislikes	
	SL4	Attitudes	
	SL5	Consumption	
	SL6	Expectations	
	SL7	Feelings	
Impulsive Buying	IB1	Spontaneity	(Al Mutanafisa and Retnaningsih, 2021); (Febria and Oktavio, 2020)
	IB2	Strength, Compulsion, and Intensity	
	IB3	Excitement and Stimulation	
	IB4	Indifference to the Consequences	

Source: processed data

Shopping lifestyle is measured using 7 indicators, namely activities, interests, likes/dislikes, attitudes, consumption, expectations, and feelings with 14 statements adapted from (Imbayani and Novarini, 2018); (Meutia, 2021), Finally, impulsive buying is measured using 4 indicators, namely spontaneity, strength, compulsion, and intensity, excitement and stimulation, and indifference to the consequences with 8 statements adapted from (Al Mutanafisa and Retnaningsih, 2021); (Febria and Oktavio, 2020).

3.   Results and Discussions

A preliminary test analysis combining convergent and discriminant validity was carried out on 40 respondents before data collection. The results showed that 23 indicators passed the convergent and discriminant validity tests. Meanwhile, 200 respondents were obtained by distributing questionnaires online through Google Forms as shown in Table 2.

Table 2. Descriptions of Research Respondents

Categories	Details	Amount	Percentages (%)
Gender	Men	48	40
	Woman	72	60
Age (Years)	18-22	34	28.33
	23-27	46	38.34
	28-32	22	18.33
	33-37	18	15
	38-42	18	15
Domicile	Jakarta	34	28.33
	Medan	46	38.34
	New Week	22	18.33
	Others	18	15
Education Level	High School	16	13.33
	Diploma	24	20
	Bachelor's Degree	60	50
	Master Degree	20	16.67
Expenditure (million)	<1,000,000	12	10
	1,000,000-2,000,000	38	31.67
	2,000,000-5,000,000	55	45.83
	> 5,000,000	15	12.5

Source: processed data

Based on Table 2, the characteristics of the male and female respondents were 40% and 60%. For the age category, most respondents have an age range of 30-39 years (38.34%), and the dominant level of education is Bachelor's (50%). The highest income level (in rupiah) is in the range of 2,000,000 million-5,000,000 million (45.83%).

3.1 Outer Model Measurement

In measuring the outer model, the validity and reliability tests were conducted. The loading factor determined a convergent validity testing and AVE with the condition that the scores were above 0.7 and 0.5, respectively (Hair, 2014). The model reliability test, according to (Hair, 2014), was seen from the value of Cronbach's alpha and composite reliability (CR), which had a value higher than 0.7. Table 3 shows an explanation of the measurement of the outer model:

In the validity test presented in Table 3, the value of each loading factor on the indicators of celebrity endorser, sales promotions, fashion involvement, shopping lifestyle, and impulsive buying was above 0.7 and 0.5 for the average variance extracted (AVE) value.

Table 3. Outer Model Measurement Results

Constructs/items	Outer Loadings	Cronbach's alpha	CR	AVE
Celebrity Endorser				
CE1	0.743			
CE2	0.915	0.885	0.920	0.744
CE3	0.870			
CE4	0.912			
Sales Promotions				
SP1	0.929			
SP2	0.986	0.961	0.975	0.929
SP3	0.976			
Fashion Involvement				
FI1	0.848			
FI2	0.913			
FI3	0.813	0.900	0.927	0.718
FI4	0.744			
FI5	0.906			
Shopping Lifestyle				
SL1	0.799			
SL2	0.857			
SL3	0.849			
SL4	0.843	0.933	0.946	0.713
SL5	0.860			
SL6	0.845			
SL7	0.857			
Impulsive Buying				
IB1	0.974			
IB2	0.967	0.986	0.990	0.961
IB3	0.985			
IB4	0.995			

Source: processed data

For Cronbach's alpha and composite reliability, the value for each variable was above 0.7 with good reliability values. Therefore, the condition of the relationship between variables was good, supporting the conduct of further tests.

3.2   Inner Model Measurement

Inner model measurement was carried out by bootstrapping research data using SmartPLS 3.2.9. There were two results obtained, where the first was the significance of the two related variables and the R-square. Furthermore, the R-square was the value that showed the ability of exogenous variables to build endogenous. According to (Chin, Peterson and Brown, 2008), there were three categories of the values. The relationship between exogenous and endogenous variables was weak, moderate, and strong when the R-square value was 0.19, 0.33, and 0.67, respectively.

Considering the R-square value for the endogenous impulsive buying variable, a value of 0.403 is obtained. Therefore, the ability of the exogenous variables to explain impulsive buying variable is moderate. A significance test was carried out to prove the hypothesis testing, which was used to determine the relationship between these variables. The significant criterion was seen

from the p-value. With a significance level of 5%, the exogenous variable had a significant effect on the endogenous when the p-value was less than 0.05. Meanwhile, when the value was more significant than 0.05, the variable does not affect building endogenous, as shown in Table 5.

Table 5. Hypothesis Test Results

Path Between Variables	Coefficient	t-count	P-Value	Conclusion
Celebrity Endorser >> Impulsive Buying (H$_1$)	0.179	2,956	0.003	Accepted
Sales Promotion >> Impulsive Buying (H$_2$)	0.042	0.676	0.499	Rejected
Fashion Involvement >> Impulsive Buying (H$_3$)	0.405	6,662	0.000	Accepted
Shopping Lifestyle >> Impulsive Buying (H$_4$)	0.196	4,071	0.000	Accepted

Source: processed data

From the four hypotheses compiled, one was rejected, and the other three were accepted. The rejected hypothesis was the effect of sales promotion on impulsive buying as evidenced by the acquisition of a p-value of 0.499 above 0.05. The accepted hypotheses were the influence of celebrity endorser, fashion involvement, and shopping lifestyle on impulsive buying, as evidenced by the acquisition of p-values of 0.003 and 0.000, below 0.05.
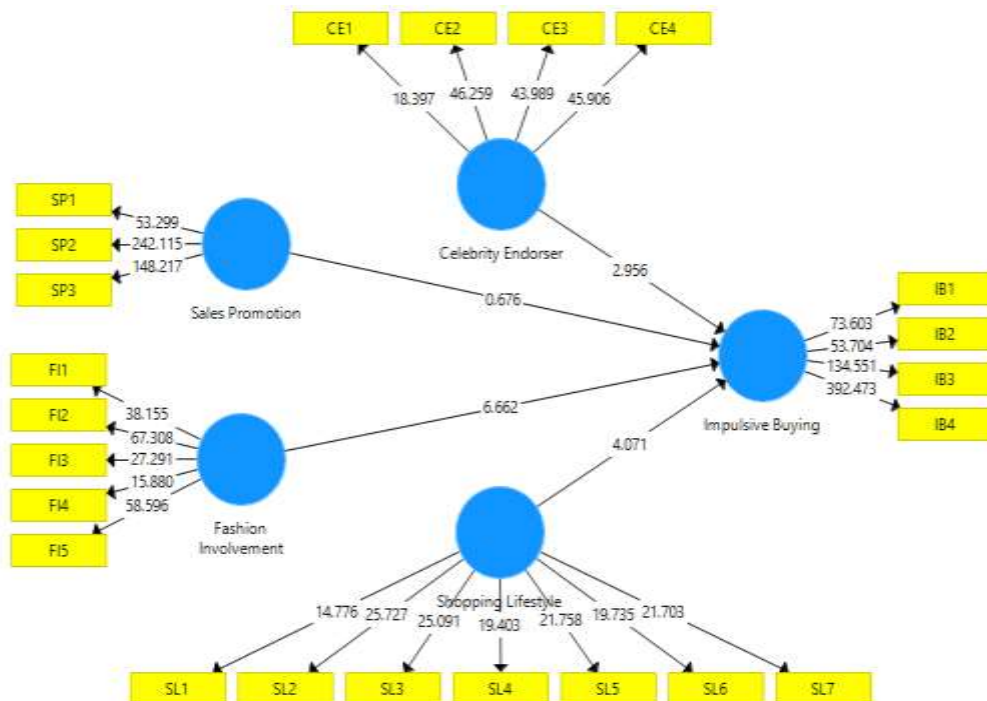

Figure 1. Hypothesis Testing Results

The first hypothesis of this study is confirmed celebrity endorser positively and significantly affect impulsive buying. The celebrity endorser role is crucial in influencing consumer behavior in online shopping activities. This promotion uses attractive celebrities, with high popularity, and can be trusted. The match between celebrity and the advertised products makes celebrity effective as product advocate in a promotion. Celebrity is expected to become speaker for the promoted products by using the right tools to represent the market segment (Parmar, Mann and Ghuman, 2020). In addition, using celebrity in promotion can increase sales by influencing potential consumers. This type of promotion can enhance company profits and brand awareness. Celebrity

is anticipated to effectively engage with the target consumers, who have a genuine interest in buying the product. Therefore, this method of promotion can enhance the appeal of products, potentially stimulating impulsive buying behavior (Sudirman *et al.*, 2021).

The second hypothesis of this study is confirmed sales promotion has a positive but insignificant effect on impulsive buying. This is because sales promotion offered on several E-Commerce platforms is less attractive, such as relatively small discounts or limited-time offers, which can trigger weak emotions in consumers. The driving force behind impulsive buying can stem from various sources, including feelings of dissatisfaction, a reluctance to miss out on a favorable deal, or a fear of losing an opportunity. These intense emotions have the potential to impair rational thinking and weaken impulsive control of individual. Sales promotion often leverages elements of urgency, such as time constraints or limited quantities, to cultivate a perception that products are scarce or at risk of finishing when not acquired early. This sense of urgency can effectively prompt consumers to make impulsive choices without a thorough evaluation. Additionally, sales promotion has the ability to introduce a high-value perception among consumers. In this context, substantial discounts and special offers gain substantial value from buying. This perception of value can impose a significant influence on consumer decision, making impulsive buying without due consideration to its genuiness (Halim *et al.*, 2022). This promotion can also make use of psychological principles such as social influence or the scarcity effect. In general, buying is influenced by emotional and impulsive factor. Sales promotion also attracts attention and create a desire to buy, and the effectiveness depends on the consumer and situational context. Certain consumers may be more influenced by discounts or promotional offers, while others may not be impressed by the incentives (Wijaya and Setyawan, 2020).

The third hypothesis of this study confirmed fashion involvement positively and significantly affects impulsive buying. For consumers with a high level of the variable, fashion is a means of expressing the identity and self-expression. This is due to a strong desire of looking fashionable and following the latest trends. Impulsive buying behavior can also be triggered, where consumers are tempted to buy fashion products relevant to the style and personality. Consumers with high fashion involvement tend to follow the latest fashion trends and tendencies. The urge to stay up-to-date with trends can trigger impulsive buying behavior when trending fashion products are available in E-Commerce. A high level of the variable promotes consumers to be included in the search and exploration of fashion products (Pratiwy and Siregar, 2022). Considerable amounts of time are invested in looking for online stores, drawing inspiration from celebrities, fashion bloggers, or influencers, and carefully reviewing product assessments. This intense search can increase the risk of impulsive buying due to a wide range of options. Fashion involvement is important for several reasons as a form of self-expression. Furthermore, the dressing style of consumers shows the personality, mood, and values (Meutia, 2021).

The fourth hypothesis of this study confirmed shopping lifestyle positively and significantly affects impulsive buying. These results prove that consumer shopping lifestyle encourages unexpected buying behavior. A strong desire for fashion products offered by E-Commerce platforms promotes impulsive buying. The current trend shows that many consumers purchase several products with well-known brands. This is triggered by inner satisfaction when the standard of trend or lifestyle can be met. The satisfaction can be seen from the good responses of respondents regarding clothing products in online platform suitable for activities. According to (Meutia, 2021), lifestyle influences individual desire to behave and determines consumer choices. Consumers who shop at blue outlets suddenly have an interest in making impulsive buying because the location provides the latest products and models with more than one brand. Blue outlets also allow consumers to group the most exciting products. Respondents stated that the consumer

shopping lifestyle in E-Commerce was included in the reasonably high category because the platform was the top choice for shopping. Meanwhile, impulsive buying was always carried out and most consumers were interested because of the attractiveness of products and special offers, with a reasonably high shopping frequency (Pratiwy and Siregar, 2022).

4.   **Conclusions**

In conclusion, three hypotheses were declared accepted, while one was rejected. The results showed that celebrity endorser significantly affected impulsive buying. This was because a celebrity endorser accepted as an expert on products was more persuasive in attracting consumers. The expertise of an endorser affected the level of consumer confidence in the promoted product. Therefore, this was an essential factor in increasing the effectiveness of the process of delivering marketing messages from producers to consumers through celebrity endorser as mediator. Sales promotion had an insignificant impact on impulsive buying in E-Commerce. Low discounts, limited special offers, or unclear time limits could also interfere with the emotional strength of consumers to make purchases. Furthermore, fashion involvement had a significant effect on impulsive buying in E-Commerce. Consumer involvement triggered a desire to follow the latest trends and experiment with fashion products, which increased this behavior. Meanwhile, shopping lifestyle played an important role in impulsive buying. Meanwhile, shopping lifestyle had ties to consumer status and economic level. Higher economic status was generally correlated with greater impulsive buying activities. In the selection of celebrity endorser, a company could consider criteria such as expertise, trustworthiness, and appeal. This was because the three dimensions of celebrity endorser, namely testimonials, endorsements, actors, and spokesperson, positively valued business promotion. The promotion carried out by endorser was expected to be more meaningful and appealing, considering these three dimensions as assessment criteria for selecting celebrities. Furthermore, an understanding of consumer level of fashion involvement was used to personalize the online shopping experience. E-Commerce could also offer product recommendations to individual style preferences and current fashion trends relevant to each user. Company adopted more flexible inventory management strategies, specifically for products related to fast-changing fashion trends.

To enhance fashion involvement, E-Commerce developers should improve consumer preferences. This included creating well-organized product displays on the website, providing discounts, and offering excellent service. The measures could potentially stimulate impulsive buying behavior among consumers. For a strategic approach, celebrity endorser was expected to be integrated into the marketing campaigns for E-Commerce development. Endorser should be connected to promotional content, increasing its attractiveness and authenticity. To achieve this, crafting content showing celebrity using the featured products must be considered in a compelling and inspirational manner. Subsequently, E-Commerce should be used as a medium to effectively communicate promotions with transparency. The creation of promotional banners capturing attention and offering easy accessibility to site visitors was important, as well as the improvement of interaction with consumers through comments, forums, or a dedicated questions and answers section. This approach showed a welcoming environment, enhanced consumer engagement, and provided invaluable fashion-related insights, including tips on dressing, outfit combinations, and style inspirations. This research had limitations, namely limited sample size and failure to provide generalizations. Therefore, future research could increase the sample size from different regions. Data analysis methods with CB-SEM must also be performed using the Amos application suitable for larger sample sizes and complex models.

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