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An Analysis of the Relationship Between Prices, Shopping Habits, Promotions, and Fashion Involvements in Impulsive Buying Decisions

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ABSTRACT

The research aimed to evaluate the direct and mediating association between impulsive buying behavior and the impact of several elements, such as costs, shopping lifestyle, promotion, and fashion engagement. Quantitative research was conducted by questionnaires to 100 participants, encompassing individuals from diverse age groups, jobs, and genders. However, only 88 questions were deemed legitimate and met the criteria for evaluation. In the interim, a total of 12 surveys were deemed unsuccessful due to their failure to fulfill the established criteria or the presence of incomplete responses provided by the participants. Researchers tested the relevance of the effect of each variable indicator that affected impulsive purchase using SmartPLS software. The findings indicate that among the factors examined, only one variable has a positive direction and a significant impact on impulsive buying through the intervening channel, as seen by a p-value of 0.010. Conversely, the remaining variables exhibit a lack of meaningful influence and display a negative direction. This result stipulates that the price is the primary criterion for individuals who make impulsive purchases to satisfy their fashion wants. These findings have the potential to address the idea that impulsive buying behavior is only determined by the intricate interplay of factors such as price, promotion, shopping lifestyle, and fashion engagement. Hence, it is necessary to employ alternative methodologies to benchmark various indicator variables to discover fresh findings on impulsive purchase attitudes on digital platforms in the modern day.

Keywords: prices, shopping habits, promotions, fashion involvements, impulsive buying decisions

INTRODUCTION

Impulsivity is intricately linked to the psychological disposition of individuals who engage in spontaneous behavioral reactions, rendering them incapable of exerting control over their responses to stimuli (Karl et al., 2021). Furthermore, they tend to prioritize directives or instinctual inclinations (Iyer et al., 2020). According to Nyrhinen et al. (2024), impulsive buying is a compelling phenomenon that compels consumers to make immediate purchases, often disregarding negative consequences and giving rise to emotional conflict. This behavior is characterized by irrational perceptions and is commonly associated with unplanned purchases (Richardson et al., 2024). Subsequent research by Lee et al. (2023) and Obukhovich et al. (2023) further supports the notion that impulsive buying is accompanied by conflicting thoughts and emotional impulses.

By following the hypothesis, several ramifications ensue from the occurrence of impulsive purchasing, rendering it a prevalent behavior. The effect is intricately linked to consumers' lifestyle patterns, such as appearance and surroundings, frequently

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disregarding customers' economic circumstances (Zhou et al., 2023). Conversely, the propensity for impulsive purchasing behaviors escalates when the confluence of pricing and discounting strategies is coupled with the pervasive reach of social media advertising, hence expanding the target audience of prospective buyers (Aragoncillo & Orus, 2018; Hosseini et al., 2020).

The prevalence and use of Internet-based platforms have given rise to a notable trend in consumer behavior, wherein individuals increasingly rely on the convenience and expediency of online shopping (Simbolon et al., 2022; Simbolon & Law, 2022). This shift in consumer preferences has created a plethora of chances for potential buyers to engage in e-commerce activities (Dewanti et al., 2011). Conversely, this tendency is leveraged by e-commerce merchants to effortlessly produce revenue through online shopping endeavors, wherein a diverse range of items are shown to consumers (Jaller & Pahwa, 2020). One advantage is that sellers may cut costs by avoiding the need to spend substantial amounts of money on renting physical space, housing, and other accessible services (Muis, 2020). As a result, sellers can offer items at lower prices, which can effectively capture customer attention.

Price is a crucial determinant that significantly impacts consumers' purchase decisions and garners considerable attention from customers (Rodrigues et al., 2021). Consumers often engage in purchasing decisions based on the perception of lower prices in comparison to alternative options (Li et al., 2021). Consumers frequently have expectations regarding the range of options and pricing offerings that align with the perceived quality of the things they encounter. A significant number of buyers possess fundamental knowledge regarding the products they want to acquire, and this cognitive comprehension may heighten their inclination towards impulsive buying behavior.

According to the findings of Singh et al. (2023), there has been a notable rise in impulsive purchases facilitated by online media, which has emerged as a substantial benefit for entrepreneurs operating in a highly competitive market. The objective is to effectively disseminate advertising through online media to persuade potential buyers and enhance their motivation while minimizing any significant alterations to the product's quality (Japutra et al., 2019). It is unsurprising that there has been a notable surge in the proliferation of online retail platforms that provide a diverse array of items catering to primary, secondary, and tertiary consumer demands.

In conjunction with the assertion, several elements exert an impact on human behavior, leading individuals to engage in impulsive purchasing. These influences encompass pricing, promotional activities, advertising strategies, product attributes including quality and quantity, lifestyle preferences, essential living requirements, and the social milieu. Consumer behavior is primarily shaped by the interplay of price and product quality. Buyers are more inclined to make purchases when they possess adequate knowledge and information about the product (Chatterjee et al., 2022). Additionally, factors such as the perceived benefits of the product also influence consumer decision-making (Husnain et al., 2019; Japutra et al., 2019). The consideration of pricing and quality criteria assumes a significant role in shaping customer decision-making processes pertaining to a certain product.

Building upon this fundamental notion, a progression of requirements gives rise to consumer behavior, wherein secondary and tertiary needs have more significance in relation to primary wants. For instance, the emphasis placed on promotional efforts and aesthetic appeal outweighs considerations related to product specifications and quality, resulting in a product's functioning being short-lived and sometimes imperceptible (Kursan Milaković & Ahmad, 2023). This phenomenon is in line with the frequently manifests in individuals with moderate to low socioeconomic status, according to the research of Hasan et al. (2021). Hence, this aspect is established as a decisive determinant in both online and offline shopping decisions (Samaddar et al., 2024; Sharma et al., 2023).

Consistent with prior research, an explanation is provided that highlights the notable direct impact of social interaction, fashion, and appearance style on impulse buying (Samaddar et al., 2024). According to Vieira et al. (2018), customers exhibit a greater inclination to purchase items with contemporary designs and models, often without engaging in extensive deliberation throughout the decision-making process. Then, according to Putri (2020), spontaneous effect results in a significant surplus for producers in relation to impulsive purchasing behavior

In the contemporary period of fast global industrialization, there has been a notable upsurge in the transformations occurring within the economic system pertaining to productivity and consumption. The escalation of personal expenditure persists notwithstanding the prevailing anxiety around the impending economic catastrophe (Husnain et al., 2019). Furthermore, the phenomenon of impulsive consumption is gaining popularity as it is perceived as a spontaneous and competitive pursuit that is impacted by the immediate surroundings (Lee et al., 2023). According to Senanu et al. (2023), impulsive buying refers to making an unanticipated purchase that alters one's purchasing decisions right before the actual transaction. The phenomenon under discussion manifests rapidly and is characterized by the prevalence of illogical decision-making (Rodrigues et al., 2021). Notably, the impulsive purchasing pattern has gained popularity and garnered research from several disciplines, including consumer behavior, marketing, and psychology (Husnain et al., 2019).

Interestingly, the problem of impulsive buying frequently impacts women due to their heightened susceptibility to emotional influence compared to males. Based on Nghia et al. (2022), women exhibit a greater emphasis on desire, emotions, and sentiments

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in contrast to reasoning. According to Lefley et al. (2024), men tend to engage in impulsive buying for personal reasons, such as purchasing sports attributes or automotive equipment. On the other hand, women's impulsive buying behavior is more driven by social interaction motives, specifically the desire to enhance their appearance and attractiveness in line with prevailing fashion trends.

In the price and promotion section, the price of a product holds significant importance as it serves as a competitive force that may impact potential customers. Consequently, pricing is a crucial characteristic that determines consumers' inclination to purchase a product (Chatterjee et al., 2022). Nevertheless, as individuals' wealth and knowledge levels rise, a growing number of customers are recognizing that the price of a product is not the sole determinant influencing their purchase choices. They also consider the environmental and social aspects associated with the product. Price promotions have emerged as a prevalent marketing approach employed by marketers to bolster sales, and its utilization has shown a notable upsurge in recent years (Li et al., 2021). Price promotion is a marketing strategy that involves the reduction of price for a larger quantity of a product or an increase in the amount offered, resulting in enhanced value and the creation of economic incentives to encourage purchase. According to Mandolfo et al. (2022), customers are inclined to perceive pricing and promotions favorably due to the potential for monetary savings. Hence, it facilitates impulsive purchasing behavior.

Then, in shopping lifestyle and fashion involvement, the concept of shopping lifestyle pertains to the consuming behaviors that encompass decisions regarding the allocation of time and financial resources towards various items, services, and alternative options (Nghia et al., 2022). According to Wijaya and Ardyan (2018), the abundance of leisure plays a crucial role in providing customers with numerous shopping possibilities, potentially enhancing their purchasing power. The concept of shopping lifestyle pertains to the consuming behaviors that manifest an individual's decisions regarding the allocation of their time and financial resources. It is proposed that individuals who engage in a shopping lifestyle exhibit a tendency to purchase items in significant numbers while still seeking products that are reasonably priced (Tirtayasa et al., 2020). The primary objective of this inquiry is to explore an individual's hobbies, interests, and thoughts within the context of a dynamic and transient lifestyle. According to Aka et al. (2016) and Kursan Milaković and Ahmad (2023), an individual's purchasing patterns may be deduced by examining their allocation of time and financial resources towards sustaining a consumptive way of life, notwithstanding the inherent contradiction involved in this phenomenon. It is certain that impulsive buying remains prevalent in contemporary society, emerging as a prominent phenomenon and experiencing substantial growth (Lee et al., 2023).

The research objective is to provide a comprehensive analysis of the correlation between impulsive purchasing behavior and several influencing elements, including pricing, shopping habits, promotional activities, and fashion engagement. The evaluation examines a substantial relationship between the factors under investigation or their reciprocal impact on each other. This analysis aims to demonstrate the existence of the impulsive buying phenomena and its susceptibility to the indicated variables. The prevalence of impulsive purchasing in the digital age is an inevitable consequence of the profound influence of digitalization on societal behaviors, including shopping habits and holiday experiences (Lee et al., 2023; Van Tran et al., 2023).

The current research aims to expound upon, evaluate, and elucidate the phenomena of impulsive buying, which is impacted by various pricing considerations, shopping lifestyle, promotions, fashion engagement, and a confluence of these aspects in the context of online transactions and shopping. The particular segment targets online consumers who engage in fashion shopping to satisfy their lifestyle needs by seeking products of superior quality at reasonable rates. The continuous issue encompasses impulsive consumer purchases, which are impacted by emotional, situational, and psychological factors, creating an anticipated opportunity for manufacturers.

RESEARCH METHODS

The researchers apply quantitative research methodologies, specifically utilizing an Interpretative Correlation Analysis (ICA) methodology. The aim is to investigate the relationship between pricing, shopping lifestyle, promotions, and fashion engagement in connection to impulsive buying dilemmas. The concept of online impulsive buying has emerged as a prominent trend and is seeing substantial growth, as highlighted by researchers. According to Husnain et al. (2019), employing promotional events across various social media platforms is a strategic approach utilized by commercial entities to exert influence on prospective consumers. According to Yang et al. (2020), the utilization of ICA as a research methodology serves as a valuable instrument for conducting comprehensive investigations into the various facets of human experiences. The utilization of ICA is employed in research endeavors that necessitate meticulous attention in addressing the intricacies of the investigation. Consequently, a personalized strategy is imperative in evaluating the research subject as a tangible source of exploration (Rodrigues et al., 2021).

The phenomenon of impulsive buying has garnered significant attention from academics, who aim to evaluate its magnitude, identify influential factors, and ascertain its impact. The phenomenon of impulsive buying is frequently shaped by the persuasive impact of advertising on the cognitive and affective states of prospective buyers. A considerable number of customers have a strong desire for these commodities (Iyer et al., 2020). The primary

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determinants encompass environmental variables, pricing dynamics, discount schemes, consumer buying behaviors, promotional activities, and evolving fashion trends, all of which have undergone significant transformations (Agarwal et al., 2022; Hosseini et al., 2020; Maitsa & Artadita, 2022).

The researchers employed a questionnaire instrument to gather participants' responses pertaining to the central theme of the study. It encompasses the relationship between pricing, shopping habits, promotions, fashion engagement, and impulsive buying dilemmas. Additionally, the questionnaire includes 18 interrelated fundamental assessment indicators.

The researchers administer questionnaires to a sample of 100 participants. However, only 88 questionnaires are deemed legitimate and meet the criteria for assessment. In the interim, a total of 12 surveys are deemed unsuccessful due to their failure to fulfill the established criteria or the presence of incomplete responses provided by the participants.

Subsequently, the importance of indicators on latent variables and endogenous variables is examined by data processing utilizing SmartPLS software. The utilization of research data processing has emerged as a burgeoning academic research trend. This approach relies on regression and other components to evaluate the interrelationships among a collection of variables (Hair et al., 2014). Previous research employs commonly used metrics, yielding a medium effect size ($f^2 = 0.150$) (Ammad et al., 2021). The statistical power, as determined by Cronbach's alpha, is set at 0.6, while the significance threshold is established at 0.05.

In the research, researchers employ a repeated processing approach to evaluate latent variables using two distinct forms of manipulation. The first type involves computing values based on indicators and latent variables, while the second type assesses the link between latent variables both directly and indirectly by evaluating external estimations. According to researchers, the concept of "impulsive buying" is considered an endogenous variable that is impacted by a mixture of exogenous variables derived from observed elements. These influences include pricing, shopping lifestyle, promotions, and fashion engagement, both directly and indirectly (see the equation). In the research, the significance of the endogenous variable "impulse buying" is tested using Bootstrap PLS by the researchers.

Impulsive Buying = beta1.price + beta2. shoppinglifestyle + beta3.promotion + beta4. fashioninvolvement

RESULTS AND DISCUSSIONS

The phenomenon of impulsive buying through social media has gained popularity in society. To understand this phenomenon, researchers conduct quantitative testing based on empirical experience. The research aims to examine the correlation between impulsive buying and various influencing factors, such as price, prices, shopping lifestyle, promotions, and fashion involvement. The proliferation of impulsive purchasing behavior in the digital age has exerted a notable influence on lifestyle patterns, including the manner in which individuals engage in shopping activities and derive enjoyment from holiday experiences (Aprianingsih et al., 2023; Chan et al., 2017). The research significantly contributes to the advancement of knowledge on the phenomena of abrupt Internet shopping and impulsive purchase, which manifests across many age groups within society.

The researchers provide a detailed breakdown of the sample population, which consists of 100 respondents. Specifically, 82% of the participants are female, while 18% are male. The sample is categorized into three generational groups: Gen Z (12−24 years old) with 44.5% of the participants, Gen Y (26−41 years old) with 42.5%, and Gen X (42−57 years old) with 13%. The findings indicate that a significant proportion of participants is single (82.35%) and possesses a high level of education, with 81% having completed senior high school.

The research assesses internal consistency, convergent validity, and discriminant validity as distinct but complementary measures of model reliability and validity. Internal consistency refers to the extent to which items within a construct consistently measure the same concept, often evaluated through coefficients such as Cronbach's alpha or Composite Reliability (CR). Then, convergent validity indicates how well a construct correlates highly with other constructs that are supposed to be closely related. It is usually determined by an expected Average Variance Extracted (AVE) value exceeding 0.5 (Ammad et al., 2021). On the other hand, discriminant validity evaluates the extent to which a construct differs from other constructs, with commonly used indicators such as the Fornell-Larcker criterion or cross-loadings (Fornell & Larcker, 1981).

The SmartPLS software provides metrics about the consistency of questions, reliability, convergent validity, and discriminant validity. The evaluation of internal consistency relies on composite reliability, with a minimum threshold of 0.6 or an AVE value exceeding 0.5 (Ammad et al., 2021). The findings indicate that the values of all constructs fall within the range of 0.873 to 0.955, satisfying the criteria for discriminant and convergent validity. The test findings indicate that Cronbach's alpha value exceeds 0.6, suggesting that all variables have been verified. This finding demonstrates statistical acceptance of the measurement model, as shown in Table 1.

The correlation of three direct and three intervening channels is examined in the research. Out of these pathways, two direct pathways (prices and promotion) yield statistically significant findings, indicating a substantial effect (Table 1). However,

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the remaining pathway (shopping lifestyle) does not demonstrate a significant influence, as indicated in table 2. There is a positive correlation between price and fashion engagement (0.684) as well as impulsive buying (0.228). This correlation has a statistically significant impact on impulsive buying (0.039) and fashion involvement (0.000), with p-values below the threshold of 0.05. The results indicate a positive relationship between shopping lifestyle and fashion participation (β = 0.114) as well as impulsive buying (β = 0.139).

However, shopping lifestyle has no statistically significant effect on fashion engagement (β = 0.441) or impulsive buying (β = 0.301). Few findings surrounding this incidence are intriguing, particularly given the extensive participation of attractiveness models in influencing consumers' impulsive purchases through online digital platforms. The results pertaining to promotion exhibit a growing distinctiveness, indicating a negative correlation with fashion engagement (-0.098) and no statistically significant impact (0.497). Conversely, impulsive purchase demonstrates a positive correlation (0.290) with a significant effect (0.016).

Researchers have conducted an evaluation indicating that contextual elements and financial circumstances significantly influence consumer behavior in relation to impulsive purchasing. It is particularly relevant in light of the COVID-19 pandemic as individuals have become more prudent in their money management practices. The research diverges from other research by incorporating additional factors that are not previously included. In contrast, the findings diverge from the research conducted by Li et al. (2021) that price promotions serve as a significant method employed by marketers to stimulate impulsive purchasing behavior, bolstering sales, enhancing value, and generating economic incentives for consumers to make purchases. Consumers see the inclusion of promotions and pricing as a means of rewarding their continued consumption within a limited budget, facilitated by a monetary savings system (Mandolfo et al., 2022).

Furthermore, it is argued that a cultural trajectory is characterized by rapid transformation across several domains, leading to increased consumer impulsivity (Nghia et al. 2022; Nyrhinen et al., 2024). This trajectory is associated with a prevailing attitude of

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Table 1 Assessment of Outer Model

Items	Outer Loading	Average Variance Extracted (AVE)	Cronbach's Alpha (α)	Composite Realibility (CR)
Prices (X1)		0.775	0.914	0.902
Affordability of prices for consumers (X1.1)	0.934			
Matching price with quality (X1.2)	0.813			
Price competitiveness (X1.3)	0.873			
Matching price with benefits (X1.4)	0.896			
Shopping Lifestyle (X2)		0.869	0.936	0.925
Consumers' activities (X2.1)	0.954			
Consumers' interest (X2.2)	0.930			
Consumers' comments (X2.3)	0.914			
Promotion (X3)		0.874	0.939	0.928
Promotional messages (X3.1)	0.955			
Promotional media (X3.2)	0.916			
Promotional time (X3.3)	0.933			
Fashion Involvement (Y)		0.832	0.945	0.933
Product involvement (Y1)	0.935			
Purchase decision involvement (Y2)	0.896			
Consumption involvement (Y3)	0.918			
Advertising involvement (Y4)	0.898			
Impulsive Buying (Z)		0.828	0.935	0.931
Spontaneity of purchase (Z1)	0.958			
Strength, compulsion, and intensity (Z2)	0.891			
Excitement and stimulation (Z3)	0.786			
Indifference to consequences (Z4)	0.776			

consumers' carelessness in adapting to various lifestyle changes. A strong positive association exists between elevated levels of self-gratification and a dearth of self-regulation in fulfilling secondary and tertiary demands among individuals who own an autonomous self-concept or reside in solitary conditions (Poell & Van Dijck, 2018). This correlation may be attributed to the absence of significant hindrances in their day-to-day existence.

When considering the intermediate pathway of fashion participation, the findings reveal a notable impact (0.010) that is specifically concentrated on the variable of "price" with a positive coefficient of 0.227. It implies that a one-unit increase in the impact of price on impulsive purchasing, as mediated by fashion participation, results in a 22.7% increase. In addition to this, it can be observed that the remaining two factors do not have a substantial impact. Specifically, promotion exhibits a negative relationship with a coefficient of -0.033, and its influence is not statistically significant with a p-value of 0.553 when mediated by the intervening variable of fashion engagement. Then, the shopping lifestyle has a positive coefficient (0.038) but lacks statistical significance in its impact on impulsive buying (0.490) when mediated by fashion engagement, as shown in Table 2.

The findings are particularly intriguing given the prevalent belief in the strong association between impulsive shopping behavior and fashion engagement. The findings indicate that the relevance of the effect is mostly centered on the price factor when complete intervention is implemented. This finding demonstrates that price has a significant influence on consumers' impulsive decision-making processes. In accordance with these findings, the pricing component is crucial for producers in their efforts to compete and sway potential consumers, in addition to the product's quality (Chatterjee et al., 2022). However, it is crucial to acknowledge that many consumers are aware of the necessity for product quality to align with the stated price. Consequently, the amalgamation of price, promotion, and product quality has a growing impact on consumer purchasing decisions in impulsive buying behavior.

The results diverge from the other results as it is seen that the "price" component plays a somewhat moderating role in impulsive purchase behaviours, exerting a considerable impact on both research test variables. In contrast, the characteristics of marketing and shopping lifestyle significantly mediate impulsive buying behaviours inside the realm of social media. In a research conducted by Edelia and Anggraini (2022), the concept of a shopping lifestyle is examined. They define shopping lifestyle as a pattern of consumption characterized by the allocation of time and financial resources towards the acquisition of products, with a particular emphasis on fashion engagement. This behavior is driven by the need to fulfill social

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Table 2 Correlation Result for Significant Variables Related to Impulsive Buying

Items	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values
Fashion Involvement > Impulsive Buying	0.332	0.339	0.096	3.443	0.001
Prices > Fashion Involvement	0.684	0.693	0.143	4.802	0.000
Prices > Impulsive Buying	0.228	0.229	0.110	2.070	0.039
Promotion > Fashion Involvement	-0.098	-0.106	0.144	0.679	0.497
Promotion > Impulsive Buying	0.290	0.294	0.120	2.409	0.016
Shopping Lifestyle > Fashion Involvement	0.114	0.115	0.148	0.772	0.441
Shopping Lifestyle > Impulsive Buying	0.139	0.129	0.134	1.035	0.301

Table 3 The Results of Indirect Effects

Items	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values
Promotion > Fashion Involvement > Impulsive Buying	-0.033	-0.0400	0.055	0.594	0.553
Shopping lifestyle > Fashion Involvement > Impulsive Buying	0.038	0.041	0.055	0.690	0.490
Prices > Fashion Involvement > Impulsive Buying	0.227	0.236	0.087	2.601	0.010

requirements and engage in environmental interactions that are seen to be on the rise. Significant factors exist, specifically those of prestige and model, which necessitate consideration to satisfy appearance-related requirements (see Table 3).

The last phase involves the assessment of the structural model, which entails conducting tests on the path coefficient (β), effect size (f^2), predictive relevance (Q^2), and coefficient of determination (R^2). The researchers document the route coefficient findings, revealing varying outcomes for each variable under examination. The research reveals both notable positive and negative trends, which is intriguing considering the prevailing belief regarding the impact of fashion engagement on impulsive purchasing. Conversely, the relationship between promotion and fashion involvement exhibits a negative direction and lacks statistical significance, as shown in Figure 1.

As shown in Table 2, the structural model demonstrates a statistical explanation of around 33.2%, indicating the extent to which fashion participation influences impulsive purchase behaviour. According to Ammad et al. (2021), this is deemed to have moderate appropriateness. Furthermore, in Table 4, it should be noted that the Q^2 value, which serves as an indicator of the predictive validity of all endogenous latent variables, is above the threshold of 0. Hence, it satisfies the commonly accepted guideline and demonstrates its predictive significance.

Furthermore, the f^2 values for all constructs under investigation indicated substantial effect sizes, while the model fit is determined to be 0.715 (see Table 4). It means that in the context of Structural Equation Modeling (SEM), f^2 describes the effect size, where an f^2 value ≥ 0.35 indicates a large effect (Ammad et al., 2021). In other words, a significant f^2 value confirms that the construct being analyzed makes a substantial contribution to the variance explained by the model findings.

R^2 is a metric that shows the variance of the endogenous variable, which can be explained by the exogenous variables (Hair et al., 2014). The independent variable can explain all the dependent variable's variance by showing the model's results with very good predictive power (Hair et al., 2017). R^2 is measured using various criteria, namely ≥ 0.75 (strong predictive power), 0.50−0.75 (sufficient), 0.25−0.50 (weak), and < 0.25 (very low or inadequate).

The results show that endogenous variables have a fairly predictive model size in producing the quality of the proposed structural model (0.498 and 0.729). It means that impulsive buying, with a value of 49.8%, and fashion involvement with a value of 72.9%, have a fairly predictive variance explained by using exogenous variables in the model. These results attempt to explain thoroughly that the two constructs explained by the three exogenous variables provide substantial contributions found in the research model.

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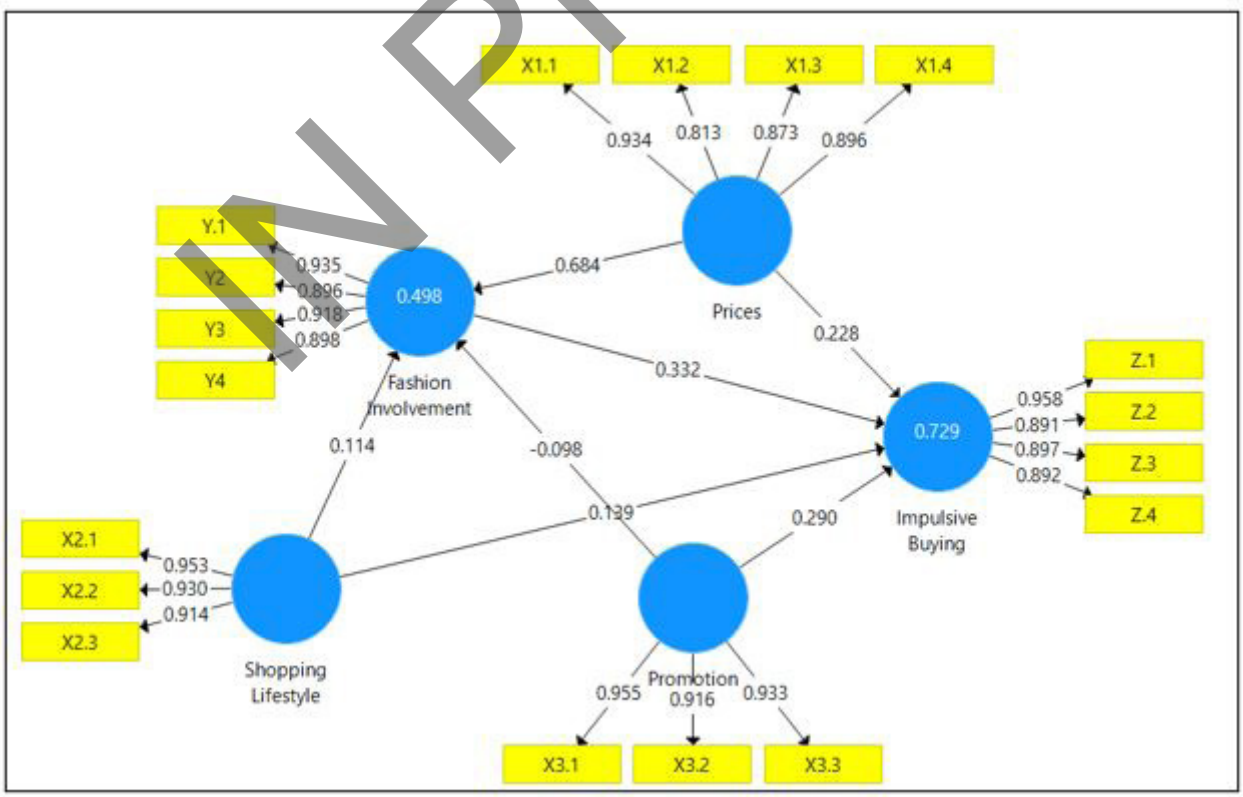

Figure 1 Measurement of Indicators-Variables to Impulsive Buying With SmartPLS

Table 4 Assessment Results of the Inner Measurement Models

Items	R^2	Q^2	F^2	Effect	Goodness of Fit (GoF)
Impulsive Buying	0.498	0.584	Dependent Variable		0.715
Fashion Involvement	0.729	0.397	0.200	Moderate	

Meanwhile, the model fit determined at 0.715 refers to the Goodness of Fit Index (GoF), which is used to evaluate the extent to which the structural model fits the observed data. GoF is an overall indicator that combines structural fit and model measurement, where a value closer to 1 indicates a better fit fit (Bandalos, 2002). A value of 0.715 indicates that the proposed model has a good level of fit and can be relied upon as a representation of the existing empirical data (see Table 4). As results, the explanation of these findings is a new experience in deepening the understanding of the importance of reliability and validity aspects in quantitative research and their relevance to the quality of the model proposed, especially related to the relationship between prices, shopping habits, promotions, and fashion involvements in impulsive buying decisions.

CONCLUSIONS

This research offers a novel addition to the understanding of impulsive buying and the prevailing social dynamics that have led to a widespread trend of spontaneous and continuous consumer behaviour in society. Several aspects may affect an individual's inclination to sustain their engagement in buying, particularly on digital platforms, social media, and online channels. The impulsive buying phenomenon has been the subject of investigation in previous studies. The researchers have examined factors such as price, promotion, shopping lifestyle, and fashion involvement to better understand their significance in impulsive buying behaviour.

The research team systematically refines the framework using a structured intervention approach and divides it into four criteria. We evaluate the framework's efficacy by subjecting it to rigorous testing using 18 comprehensive indicators for each component. The primary component affecting customers' impulsive purchasing decisions is the price element. The fundamental factors influencing customers to engage in impulsive buying behaviour are encouragement and the appropriateness of price, quality, and product comparison.

The development of a substantial influence is achieved gradually via a genuine and direct belief in customers' purchasing decisions about the offered items. The routes in question are tested by researchers, who examine two distinct variations: direct and indirect pathways. In general, the price component substantially impacts impulsive purchasing behaviour, especially in fashion participation. This influence is statistically significant, as indicated by p-values below the threshold of 0.05.

The development of a substantial influence is achieved gradually via a genuine and direct belief in customers' purchasing decisions about the offered items. The routes in question are subjected to testing by researchers, who specifically examine two distinct variations: direct and indirect pathways. In general, the price component exerts a substantial impact on impulsive purchasing behavior, especially in fashion participation. This influence is statistically significant, as indicated by p-values below the threshold of 0.05.

However, it is important to note that while several research studies have established a strong connection between binding indicators and promotion and shopping lifestyle, it is evident that calculative factors do not drive these indicators. Furthermore, the route coefficients in the literature do not demonstrate a major impact of fashion engagement on impulsive buying. This finding diverges from the prevailing understanding in prior research, which suggests that the impact of promotions and their intensity will amplify consumers' tendencies towards impulsive purchasing to foster the continuing and sustainable development of impulsive buying behaviour throughout society. The primary determinants that impact promotions are the degree of message dissemination, temporal considerations, and the media channels consistently employed by producers across various online platforms and social media outlets. Numerous possibilities are generated to exert influence on prospective clients.

The findings indicate a strong correlation between the intricacy of fashion lifestyle and promotional strategies, which jointly exert influence on the psychological state of prospective customers, compelling them to engage in impulsive and hasty shopping behaviours without considering their decisions. Ensuring consistency in customer behaviour is crucial, particularly for individuals exhibiting impulsive behaviour.

Despite the valuable insights offered by the research on impulsive buying behavior and its underlying factors, several limitations must be acknowledged. First, the research focus on digital platforms, social media, and online channels narrows its applicability to these specific environments, potentially limiting generalizability to offline consumer behaviors. Future research can benefit from a broader scope encompassing online and offline buying behaviors to provide a more comprehensive understanding

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of impulsive purchasing across different contexts. Second, while the research thoroughly explores the influence of price, promotion, shopping lifestyle, and fashion involvement, cultural and demographic factors are not extensively examined. These variables may play a significant role in impulsive buying behaviors, especially in different geographic regions or among diverse age groups. Future research should consider integrating these elements to assess whether cultural differences or age demographics affect the impulsive buying tendencies observed in various consumer segments.

Third, the causal pathways examined, specifically the direct and indirect effects of price and fashion involvement, raise further questions regarding mediating and moderating variables. Although the price element is found to influence impulsive behavior significantly, the role of other potential mediators (e.g., emotional states and brand loyalty) remains unclear. Future research should explore more complex models, incorporating additional mediators or moderators, to better understand the intricate relationships driving impulsive buying behavior. Finally, while the research highlights the strong relationship between promotional strategies and impulsive buying, it does not delve deeply into how sustainable promotional practices may shape long-term consumer habits as impulsive buying has implications for overconsumption and sustainability. Hence, future research can explore the ethical dimensions of promotional intensity and their long-term effects on consumer behavior, particularly in the context of sustainable consumption.

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