The Influence of Shopping Lifestyle, Fashion Involvement, Promotion on Impulse Buying Fashion Products on Tiktok

[1]Rosi, [2]Herni Justiana Astuti, [3]Hengky Widhiandono, [4]Arini Hidayah

[1,2,3,4]Faculty of Economics and Business, Universitas Muhammadiyah Purwokerto, Indonesia
*Email: [2]herni99@gmail.com

ARTICLE INFO	ABSTRACT
Keywords: Shopping Lifestyle Fashion Interest Promotion Impulse Buying	**PURPOSE -** This study aims to analyze the effect of Shopping Lifestyle, Fashion Involvement, Promotion on Impulse Buying. The subjects of this study were students of Muhammadiyah Purwokerto University who used the TikTok application. **METHODOLOGY -** In this study using a sample of 105 respondents, quantitative methods were implemented in this study with a Purposive Sampling approach. Data collection in this study was collected through distributing questionnaires. Analysis using Smart-PLS 3.0 to test the relationship between variables. The stages use the outer model for model testing, with the inner model for structural model testing. **FINDING -** The stages use the outer model for model testing, with the inner model for structural model testing. The results obtained from this study are Shopping Lifestyle and Promotion have a significantly affects on Impulse Buying fashion products in the TikTok application. While Fashion Involvement has no significantly affects on Impulse Buying fashion products in the TikTok application.

INTRODUCTION

The development of technology and the digitalization of shopping as it is today, can bring significant changes to consumer behavior, especially in increasing the frequency of impulse purchases. Impulse buying is a purchase action that is not planned in advance and is carried out spontaneously due to a strong urge to immediately own a product (Yulinda, 2022). Students make impulse purchases such as seeing interesting items displayed on the TikTok platform, then put in the basket to check out. Students often make impulse purchases on TikTok because they are influenced by promotions from influencers and affiliators, and are attracted by large discounts, free shipping, and cashback. These purchases are often made without careful consideration, just because of a momentary impulse (Nurul et al., 2024). TikTok has become one of the most popular social media platforms among students. Based on data, TikTok's popularity has around 112.97 million users in Indonesia, including university students. This platform attracts the attention of the younger generation, especially Gen Z, which is the largest age group of TikTok users (Novemnur et al., 2024).

The ease of access to online shopping on e-commerce through smart phones will make it easier for consumers to carry out purchasing activities anywhere and anytime without having to do a lot of consideration. As a result, many consumers unconsciously use more money than the budget plan that has been prepared. A lifestyle influenced by social trends can encourage students to shop impulsively, especially when they want to follow trends or get items that are going viral (Nurul et al., 2024b). This consumptive lifestyle, if not controlled, will have a negative impact on students, such as hindering the achievement of financial goals. Impulse buying can trigger inner conflict, where students realize that they should buy goods according to their needs, but strong emotional impulses encourage them to buy the desired items (Rofiq et al., 2024).

Promotions such as Flash sales that are often held by TikTok with low prices and with time restrictions, so that students who do not plan to shop beforehand become interested in shopping because they want to lose the flash sale opportunity. Live streaming conducted by sellers on TikTok using persuasion strategies such as "limited stock" and "this item has been sold out in other stores" so that it can make impulse purchases by students because they are influenced by the live shopping atmosphere that feels urgent and exciting. Students who actively use TikTok revealed that they often make impulse purchases because they are influenced by interesting content and advertisements that often appear on the platform. Some subjects in this study made purchases 3-6 times a month, with products purchased varying from clothing to food. Students are considered as consumers who most often make impulse purchases and this happens because students have a higher level of consumption for pleasure needs compared to spending on other needs, including the need to study, of course this cannot be separated from the characteristics of individuals who are easily persuaded by seduction and fun things and like to follow their friends (Fitriani et al., 2024).

Shopping lifestyle is a lifestyle that describes the way an individual lives, including how they use money, time, shopping, and their perceptions and attitudes towards the world around them. A person's lifestyle is often used as a marker of social status and individual traits (Afif & Purwanto, 2020). Shopping lifestyle has become an increasingly common trend among modern society, no longer just to fulfill basic needs, but also as a form of self-expression. But behind the pleasure there are negative consequences caused by the shopping lifestyle (Rianti Putri et al., 2021). Many Shopping lifestyle activities for students through TikTok such as shopping as a social trend by following certain shopping trends that are viral on TikTok so that they are considered up-to-date and in accordance with modern lifestyles and the aesthetics of the product, students choose aesthetic products that are suitable to be shown on social media so that shopping is part of their self-image. As stated in research by (Ahmad et al., 2022), that shopping lifestyle positively and significantly affects impulse buying. Another study conducted by (Sani & Hafidah, 2020) revealed that shopping lifestyle has a significantly affects on impulse purchases. Then research by (Nurlinda et al., 2020) revealed that impulse buying is not significantly influenced by shopping lifestyle. Research conducted by Ayu, (2020) which shows that lifestyle shopping has no significantly affects on impulse buying.

In Indonesia today, students are competing to wear the latest and fashionable clothing trends, this causes the emergence of fashion trends that continue to increase, which will cause many people to have an interest in the world of fashion. Fashion Involvement refers to a person's tendency to be involved with a fashion product due to the needs, desires, interests, and values they find in the product (Hendra et al., 2023). Fashion interest is the tendency of someone who

has the desire to follow and understand the development of fashion trends by expressing themselves through clothing styles, accessories and ongoing fashion trends. For some, fashion is an art form and a means to reflect their personality, show their identity and social class. People with this tendency will try to fulfill their needs by shopping or buying the fashion products they want continuously following trends, which will lead to the creation of a shopping lifestyle. As stated in research by (Yulinda, 2022) that fashion involvement positively and significantly affects impulse buying. Research by (Sani & Hafidah, 2020) also reveals that fashion involvement has a positive and significantly affects on impulse buying. Meanwhile, research conducted by (Sucidha et al., 2019) found that impulse buying is negatively and insignificantly influenced by fashion interest.

Promotion is an activity that involves conveying product advantages and trying to persuade target customers to be interested in making purchases. Promotion plays an important role as a source of disseminating information on the products offered, with advertising media as one of the marketing media that has the greatest potential (Ferdian Chan et al., 2022). The purpose of promotion is to introduce the product appropriately to consumers so that they can see, hear, feel interested, then decide to buy our products, with the main objective of reaching target consumers who have a match with the market segmentation that has been determined (Ferdian Chan et al., 2022). TikTok often offers attractive offers such as flash sales, free shipping and product bundling. These offers encourage students to make impulse purchases and easy access to payments such as digital wallets, so that students can easily make purchases. As well as promotions such as pay later and interest-free installments make factors that trigger students to make impulse purchases. Promotion is one of several strategies that can be implemented in order to attract buyers' purchasing power (Syafa'at et al., 2024). Research conducted by (Ahmad et al., 2022) reveals that promotion positively significantly affects impulse buying. Another study by (Trihudiyatmanto, 2020) states that promotion positively significantly affects impulse buying. Meanwhile, research conducted by (Puspita & Zaerofi, 2024) found that promotion does not significantly affect impulse buying.

LITERATURE REVIEW

Consumer Hedonic Motivation Theory

The Motivation-Hedonistic Theory of Consumers is not directly attributed to one particular individual who popularized it, but rather is the result of developments from various fields of study, including psychology, marketing, and economics. However, one figure who contributed to the development of the theory was Morris Holbrook in 1982. This theory explains that consumers are often driven to make purchases as a form of pleasure-seeking or to fulfill emotional needs, rather than simply for functional needs. This theory also states that the urge to shop is based on emotional aspects, such as the sense of pleasure and personal satisfaction that often arise from impulse purchases. In the context of shopping lifestyle, fashion involvement, and promotion, this theory is relevant because a consumptive lifestyle and high involvement in fashion increase consumers' sensitivity to attractive promotions. This combination makes consumers more prone to making impulse purchases, as part of the search for pleasure or emotional fulfillment.

Impulse Buying

Impulse buying is a purchase action that is not planned in advance and is carried out spontaneously due to a strong urge to immediately own a product (Yulinda, 2022). Impulse

buying behavior can be defined as shopping activities based on emotions, without prior planning, and without considering the usefulness of an item in the future (Ratu et al., 2021). A phenomenon and trend in shopping behavior that is widespread in the market, making it an important aspect of marketing strategy is called Impulse Buying (Jayanegara, 2021). *Impulse buying* is a shopping activity based on emotions to shop without a plan, which arises from a sudden desire and interest in certain products (Purwanto & Wijaya, 2018).

Shopping Lifestyle

Conceptually, Shopping Lifestyle is defined as an individual's shopping style as a form of self-expression that can be seen from their action patterns in spending time and money. While operationally, it is defined as an individual's shopping style that involves spending time and money as a form of self-expression to fulfill emotional satisfaction which ultimately forms a lifestyle (Zakiyah Lulu, 2020). Shopping Lifestyle reflects an individual's daily views that show feelings, attitudes, and interests that lead to unique characteristics related to individual life models related to various aspects of behavior (Rianti Putri et al., n.d.). An active shopping lifestyle not only encourages individuals to buy goods impulsively, but it is also caused by several other causes such as involvement in fashion and trust in e-commerce platforms. Shopping lifestyles indicate individuals' patterns of shopping behavior that reflect their preferences, interests, and activities. It is this kind of lifestyle that is the cause of impulse buying behavior that a person has (Yulinda, 2022). Shopping lifestyle positively influences impulse buying behavior. This can be reinforced by the research findings of Ade Tiara Yulinda, Rike Rahmawati, Heldi Sahputra (2022), Sopiyan & Kusumadewi (2020), Amar Sani & Andi Hafidah (2020), which concluded that shopping lifestyle significantly affects impulse buying. The first hypothesis of this study is:

H_1 : Shopping Lifestyle has a positive and significantly affects on Impulse Buying.

Fashion Involvement

Fashion Involvement according to santoso (2021) in (Al Maidah & Komala Sari, 2022)the role of an individual towards a Fashion product or anything related to Fashion models due to needs, and desires for decisions and a purchase satisfaction(Al Maidah & Komala Sari, 2022) .The involvement between a person and a product is called fashion involvement (Sucidha et al., 2019). This involvement takes several forms, ranging from simply following trends to having a strong preference for a particular brand or style. A person with high fashion involvement will follow the latest trends and tend to buy fashion products regularly (Indah Nur Safitri et al., 2025). A consumer who opens an E-Commerce page containing the latest Fashion products that are trending among the public will often be encouraged to make a purchase (Novita et al., 2022). Fashion involvement used as a measurement of customer involvement to the fashion product to find the relationship between the consumer's fashion involvement to the fashion impulse buying behavior (MD Paramitha, 2017). This is confirmed by the results of research by Mahmudah (2020), Amar Sani & Andi Hafidah, (2020), Ummah & Siti Azizah Rahayu (2020) which state that fashion involvement positively significantly affects impulse buying.

H_2 : Fashion Involvement has a significant positive effect on Impulse Buying.

Promotion

Promotion is an activity of delivering information or communication between potential buyers and sellers, which is to disseminate information, influence, convince, and remind the target market to create demand for the products and services offered by the company (Trihudiyatmanto, 2020). Promotion is a communication activity that a person or business entity carries out to the general public in an effort to introduce goods / services and influence them to

be interested in buying and using them (Qolbi, 2022). Promotion is one of the factors that stimulate consumers to buy something impulsively. Where this sales promotion is part of marketing activities that provide added value to boost product sales volume. Sales promotion activities consist of various forms, ranging from flash sales, lottery coupons, to prizes, and so on. As a result of the various forms of sales promotions offered, not a few consumers end up making impulse purchases (Ahmad et al., 2022). Consumers are usually interested in wanting to buy goods, especially fashion, because they have seen someone wearing certain items and then they are interested in buying these items and then they buy them, this is what strengthens that promotion has an influence on impulse buying behavior, it can also be strengthened by the research of Ahmad et al. (2022), Handayani P (2022), Trihudiyatmanto (2020) which states that promotion positively significantly affects impulse buying.

H_3 : Promotion has a significant positive effect on Impulse Buying

METHODOLOGY

The type of research used in this study is quantitative research. The reason is because the data is written in numerical form which is then analyzed using statistical analysis to find the effect of *Shopping Lifestyle, Fashion Involvement,* and *Promotion* on *Impulse Buying*. The population in this study were students of Muhammadiyah Purwokerto University. The number of samples is calculated using the Roscoe formula, Roscoe states a feasible sample size of 30 to 500 respondents, in this study a multivariate analysis will be carried out, so the minimum sample size in this study is 20 times the number of variables that will be the focus of the research. There are 4 variables (3 independent with 1 dependent), so the minimum sample required in this study is 20 x 4 = 80.

Based on the number of sample calculations above, it shows that the number of samples to be used is at least 80 respondents, but to anticipate possible data errors or incompletely filled questionnaires, the total sample of this study will be adjusted, with consideration and predetermined criteria, *first,* active students of Muhammadiyah Purwokerto University, *second*, have used fashion products purchased on the TikTok application, *third, the* spontaneity of students in purchasing fashion products on TikTok A total of 105 respondents (Yulinda, 2022). Next, the data calculation stage that will be used is the PLS technique path analysis technique, the selection of these techniques is due to the research variables consisting of several indicators. So through the PLS technique can provide measurements in detecting direct and indirect effects between variables.

The PLS technique includes two models, namely the inner model is useful for testing the structural model, then there is an outer model to test the measurement model through reflective indicators, the results will be processed by utilizing SmartPLS software. The data processing stages carried out consist of evaluating the outer model and the inner model. Evaluation of the measurement model includes validity and reliability tests. The standardized loading factor value can indicate the validity test. An indicator is declared valid when the loading factor value exceeds or is equivalent to 0.7. Meanwhile, the reliability test is seen from Cronbach's Alpha value and Average Variance Extracted (AVE). A construct is considered reliable when the Cronbach's Alpha value exceeds or is equivalent to 0.7 and the minimum AVE value is 0.5 (Deviana siska, 2016).

RESEARCH RESULTS AND DISCUSSION

Respondent Characteristics

Analysis of respondent characteristics provides an in-depth picture of the 105 respondents, which will provide knowledge and understanding of their backgrounds. The following table summarizes the characteristics of respondents.

Table 1. Description of Respondents

Respondent Characteristics	Category	Total	Percentage
Age	18-21 Years	74	70,5%
	22-24 Years	30	28,6%
	25+Years	1	1%
Gender	Female	82	78,1%
	Male	23	21,9%
Faculty	Faculty of Islamic Studies	3	2,9%
	Faculty of Economics and Business	17	16,2%
	Faculty of Pharmacy	5	4,8%
	Faculty of Law	3	2,9%
	Faculty of Humanities and Communication	2	1,9%
	Faculty of Health Sciences	14	13,3%
	Faculty of Medicine	5	4,8%
	Faculty of Teacher Training and Education	32	30,5%
	Faculty of Agriculture and Fisheries	4	3,8%
	Faculty of Psychology	6	5,7%
	Faculty of Engineering and Science	11	10,5%
	Postgraduate	3	2,9%

Source: Output, 2025

It can be seen from the characteristics of the respondents above that most respondents in this study are around 18-21 years old. This age group is highly influenced by trends and lifestyles that are consumptive and impulsive and tend to be active in finding information about products via the internet and social media. Most respondents in this study were women (78.1), which shows that there is great potential among women, because women tend to have a consumptive nature towards fashion products. Because women are more aware of the importance of maintaining their appearance. The Faculty of Teacher Training and Education recorded the highest number of respondents at 30% or 32 respondents, because this faculty is the faculty with the largest number of students at Universitas Muhammadiyah Purwokerto.

Reliability Validity Test

Testing the validity of the data for the purposes of this study was carried out using outer loading. Outer loading is related to the measurement of the load - the factor load contained in each variable indicator.

Table.2 Variable, Indicator, Loading Factor Running 1, Loading Factor Running 2, AVE, Composite Reliability

Variables	Indicator	Loading Factor Running 1	Loading Factor Running 2	AVE	Composite Reliability
Shopping Lifestyle	Routine activities fulfill all needs. (SL 1)	0.854	0,854	0,710	0,880
	Social activities to be able to relate to other people. (SL 2)	0.842	0,842		
	By choosing where to shop, it shows the consumer's social status. (SL 3)	0,832	0,832		
Fashion Involvement	Latest model (FI 1)	0.677	0,692	0,519	0,866
	Fashion important things (FI 2)	0.765	0,786		
	Different from others (FI 3)	0.605	Rejected		
	Clothes show characteristics. (FI 4)	0.729	0,758		
	Knowing people (FI 5)	0.7	0,726		
	People see me, when I wear my favorite clothes, making others interested in seeing them (FI 6)	0.67	0,631		
	Try first (FI 7)	0.65	Rejected		
	Knowing the latest fashion (FI 8)	0.686	0,720		
Promotion	Frequency of promotion. (P1)	0.855	0,855	0,655	0,904
	Promotion quality. (P2)	0,843	0,843		
	Promotion quantity. (P3)	0,744	0,744		
	Promotion time. (P4)	0.735	0,735		
	Promotional accuracy. (P5)	0.86	0,860		
Impulse Buying	Spontaneity. (IB 1)	0.643	0,641	0,580	0,846
	Compulsion strength, and intensity (IB 2)	0.828	0,828		
	Excitement and Stimulation. (IB 3)	0.824	0.824		
	Indifference to consequences (IB 4)	0.737	0,740		

[1] Acceptable Loading Factor exceeds 0.5

[2] Acceptable AVE value exceeds 0.5

[3] Acceptable Composite Reliability exceeds 0.6
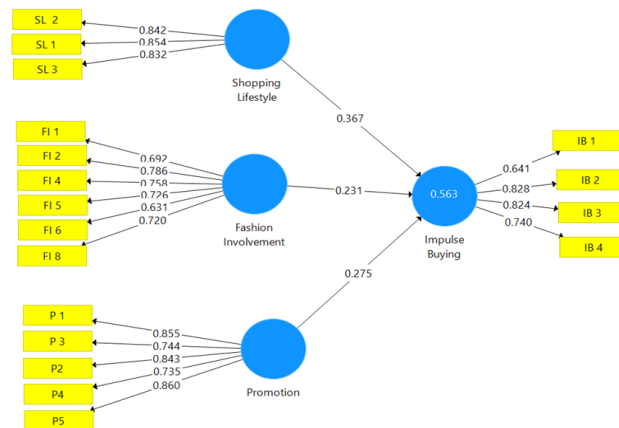
Source: Output SmartPLS, 2025

Figure 1. Loading Factor

Source: Output SmartPLS, 2025

In the first run, some values didn't met the criteria and the loading factor value was <0.6, which indicates that the indicator has a low correlation with the latent variable. Therefore, a second run was conducted by eliminating the indicators (FI 3, and FI 7). After the second run, the results show that all indicators in this model are valid.

Based on the results of the calculation of Average Variance Exracted (AVE), the AVE value for all variables in this study, namely Shopping Lifestyle (0.710), Fashion Involvement (0.519), Promotion (0.655) and Impulse Buying (0.580), this shows that all latent variables are able to meet the minimum limit of 0.5 which can be concluded that each latent variable is able to explain more than 50% of the variance of its indicator indicators.

It can be seen from the calculation of the Reliability Test above that each value exceeds 0.6, it is concluded that the indicators are consistent in measuring their constructs.

Discriminant validity is used to test that each concept in the latent variable has a difference from other variables. Data is categorized as having good discriminant if a comparison is made between each of the highest loading factors with the loading factor values for other latent variables.

Table 3. Discriminant Validity Test

	Fashion Involvement	Impulse Buying	Promotion	Shopping Lifestyle
Fashion Involvement	0.720			
Impulse Buying	0.667	0.762		
Promotion	0.599	0.592	0,809	
Shopping Lifestyle	0.739	0,671	0,486	0,843

Source: Output SmartPLS, 2025

It can be seen from the discriminant test results above that the correlation value between latent variables and themselves exceeds the correlation between different latent variables. This is an indication that this model meets the requirements of good discriminant validity.

STRUCTURAL MODEL TEST

The next process is evaluating the structural model, which is taken to see the influence between latent variables, and evaluate the level of fit with the resulting model.

The structural model that illustrates the correlation between latent variables is called the inner model. This evaluation includes R Square (R^2) and direct effect. The use of R Square is to measure the level of success of the regression model prediction of the value of the dependent variable.

Table 4. R square and F square

	F Square	R Square	Adjusted R Square
Shopping Lifestyle	0,139		
Fashion Involvement	0,046		
Promotion	0,111		
Impulse Buying		0,563	0,550

Source: Output SmartPLS, 2025

Based on the table, the coefficient of determination (R^2) for Impulse Buying (Y) is 0.563, which means that 56.3% of the variation in Impulse Buying can be explained by the variables Shopping Lifestyle, Fashion Involvement, and Promotion by 56.3%. Meanwhile, the remaining 43.7% is affected by variables that are not included. According to, the F-Square value is interpreted as follows: small for ≥ 0.02, medium for ≥ 0.15, and large for ≥ 0.35. The F-Square value shows the moderate influence of Shopping Lifestyle (0.139) and Promotion (0.111), the F-Square value shows the small influence of Fashion Involvement (0.046), on Impulse Buying.

Model Fit Test

The model fit test is used to evaluate the fit of the model with the data. Model fit indicators include

1. Standarized Root Mean Square Residual (SRMR)

The PLS model is said to meet the model fit test criteria if the SRMR is less than 0.1 and the model is declared perfect if the SRMR is less than 0.08.

2. Normal Fit Index (NFI)

The estimation value is 0 - 1, where the closer to 1, the model can be said to be good.

Table 5. Model Fit Test

	Saturated Model	Estimation Model
SRMR	0.103	0.103
NFI	0.659	0.659
d_G	0.711	0.711
d_ULS	1.810	1.810
Chi-Square	390.894	390.894

Source: Output SmartPLS, 2025

Based on table 5, it is known that the SRMR value is 0.103 and the NFI is 0.659, so it can be concluded that the data has described the model as a whole or the model fits the data.

Hypothesis Test

The t-statistic and probability values obtained through bootstrapping results are analyzed for hypothesis testing. The criteria applied are t-statistics> 1.96 and Sig. p-value level <0.05. SmartPLS output for bootstrapping hypothesis test analysis is listed in Table 6.

Table 6. Hypothesis Test

	T Statistics	P Values	Hypothesis	Description
Shopping Lifestyle -> Impulse Buying	3,570	0,000	H1	Accepted
Fashion Involvement -> Impulse Buying	1,709	0.088	H2	Rejected
Promotion -> Impulse Buying	2,638	0.009	H3	Accepted

Source: Output SmartPLS, 2025

a. Test Result H1

The results of testing H1 reveal that Shopping Lifestyle shows a significant impact on Impulse Buying. This is due to the T statistics value of 3570 > 1.96 and P Values of 0.000.

b. H2 Testing Results

The results of testing H2 show that Fashion Involvement shows no significant impact on Impulse Buying. This is because the T statistics value is 1.709 < 1.96 with P Values of 0.088.

c. H3 Testing Results

The results of testing H3 show that Promotion shows a significant impact on Impulse Buying. This is due to the T statistics value of 2.068> 1.96 with P Values of 0.009.

DISCUSSION

The Effect of Shopping Lifestyle on impulse buying

Referring to the results of data analysis, this study indicates that the shopping lifestyle variable shows a strong correlation with the Impulse Buying variable. This is an indication that students with shopping habits or hobbies are easily influenced to carry out impulse buying activities, which is because they have a habit of shopping as a fulfillment of their satisfaction or ego. Hedonism is a pleasure-oriented lifestyle, where every activity is carried out solely to pursue the pleasures of life. People with a high shopping lifestyle tend to belong to the hedonistic group of people, which goes hand in hand with the Hedonistic Motivation theory by Morris Holbrook in 1982, because someone with a high shopping lifestyle has a hedonistic nature. This is supported by research (Hr et al., 2024) (Nila rizkia & Ita Purnama, 2023). (Ummah & Siti Azizah Rahayu, 2020), which shows that Shopping Lifestyle significantly affects Impulse BuyingThis finding shows that an individual's Shopping Lifestyle is one of the keys to selling a fashion product on the TikTok application.

The Effect of Fashion Involvement on Impulse Buying

Based on the test results, it shows that H2 is rejected. The fashion interest variable (Fashion Involvement) is proven to show that there is no significantly affects caused by fashion interest on impulsive purchases. This shows that someone with a tendency to have an interest in the world of fashion is not enough to influence them to impulsively buy fashion products in the TikTok application. It turns out that people with a tendency to be interested in fashion do not always have a hedonistic nature, which causes them not to make impulse purchases easily. This is supported by research, (Novita et al., 2022), (Yani & Albab, 2022) which reveals that Fashion Involvement has no significantly affects on Impulse Buying. This finding shows that people who have an interest in fashion do not have an impulsive nature for fashion products on the TikTok application.

The Effect of Promotion on Impulse Buying

Based on the test results, it shows that H3 is accepted. Promotion variables significantly influence impulse purchases, which shows that consumers have more interest and trust in promotional activities carried out by business owners or public figures in the TikTok application. This is in line with consumer hedonistic theory because, consumers feel more sensitive to attractive promotional advertisements, which makes them finally carry out impulse buying activities. This is because promotions can increase trust and interest in users to make purchases (Syafa'at et al., 2024). This is reinforced by research (Handayani P, 2022), (Sumampow et al., 2022) (Saodin, 2021) which reveals that Promotion shows a significantly affects on Impulse Buying. This finding shows that the promotion on TikTok is the key to selling a fashion product in the TikTok application.

CONCLUSIONS AND SUGGESTIONS

From the research that has been carried out, it is concluded that shopping lifestyles and promotions are proven to have a significant impact on impulse purchases. This shows the importance for a producer to continue to promote on the TikTok application , in order to attract consumers to buy the products produced. But keep in mind, fashion attraction proved not to show a significant influence on impulse purchases. This is because not all people who have a tendency to be interested in fashion have a hedonistic nature, which makes them not easily influenced to carry out impulse buying activities. Consumers who buy fashion products on the TikTok platform do not have an interest in fashion itself, they decide to buy fashion products due to consumptive shopping lifestyle factors and also due to promotional promotional activities carried out by business owners or well-known influencers. Which makes them finally influenced to make unplanned purchases or commonly called impulse buying.

For future researchers who are interested in conducting similar studies, they can consider the objectives to be studied, are expected to carry out research using different learning approaches in order to be useful in the world of education as a contribution of thought and as a development of insight, and can examine various other factors that may affect the increase in impulse buying. Future researchers are also expected to be able to understand the focus of the study by expanding the literature related to the focus of the study to be studied.

REFERENCES

Ahmad, S. H., Wolok, T., & Abdussamad, Z. K. (2022). Pengaruh Shopping Lifestyle Dan Promosi Produk Skin Care Terhadap Impulse Buying Melalui Media Tiktok Shop. *Jambura*, *5*(2). Http://Ejurnal.Ung.Ac.Id/Index.Php/Jimb

Al Maidah, E., & Komala Sari, D. (2022). Pengaruh Price Discount, Fashion Involvement Dan Shopping Lifestyle Terhadap Impulse Buying Pada Pengguna Brand Erigo Apparel Di Sidoarjo. *Balance: Economic, Business, Management, And Accounting Journal*, *2*, 2022. Www.Shopee.Co.Id,

Ayu, I. (2020). Pengaruh Gaya Hidup, Religiusitas, Impulsif Buying, Hedonisme, Dan Harga Terhadap Keputusan Pembelian Di Online Store Media Sosial Dengan Self Control Sebagai Variabel Intervening. In *Journal Of Sharia Economics* (Vol. 3). Https://Ejournal.Iai-Tabah.Ac.Id/Index.Php/Musthofa/Article/View/528

Deviana Siska, G. (2016). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying Behaviour Masyarakat Di Kota Denpasar. *Jurnal Manajemen Unud*, *5*(8), 5264–5273. Https://Www.Neliti.Com/Publications/250317/Pengaruh-Shopping-Lifestyle-Dan-Fashion-Involvement-Terhadap-Impulse-Buying-Beha

Ferdian Chan, G., Akhmad, I., & Tachta Hinggo, H. (2022). Pengaruh Promosi Dan Harga Terhadap Impulse Buying Pada Pengguna E-Commerce Shopee Di Pekanbaru. In *Economics, Accounting And Business Journal* (Vol. 2, Issue 1). Https://Jom.Umri.Ac.Id/Index.Php/Ecountbis/Article/View/400

Handayani P, S. R. (2022). Pengaruh Shopping Lifestyle, Visual Merchandishing, Promosi Penjualan Online, Dan Hedonic Shopping Motivies Terhadap Online Impulse Buying. *Buletin Bisnis & Manajemen*. Https://Doi.Org/Https://Dx.Doi.Org/10.47686/Bbm.V8i2.508

Hendra, E., Nurul, L., Fatia, L. R., & Taufik[3], A. N. (2023). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impluse Buying The Effect Of Shopping Lifestyle And Fashion Involvement On Impluse Buying. *Digibis : Digital Business Journal*, *2*(1). Https://Doi.Org/10.31000/Digibis.V1i1

Hr, M., Baharuddin, D., & Saleh, A. (2024). Jurnal Mirai Management Pengaruh Motivasi Belanja Hedonis Dan Fashion Involvement Terhadap Pembelian Impulsif Secara Online Dikota Makassar. *Jurnal Mirai Management*, *9*(1), 202–213. Https://Doi.Org/Https://Doi.Org/10.37531/Mirai.V9i1.6359

Indah Nur Safitri, P., Pakarti, P., Farida, I., Sartika, M., Ekonomi Dan Bisnis, F., & Dian Nuswantoro, U. (2025). Peran Positive Emotion Dalam Fashion Involvement Dan Sales Promotion Terhadap Impulse Buying Jiniso Di Shopee. *Jimea | Jurnal Ilmiah Mea (Manajemen, Ekonomi, Dan Akuntansi)*, *9*(1), 2801.

Jayanegara, B. P. (2021). *Pengaruh Harga, Citra Merek Dan Promosi Terhadap Impulse Buying Belanja Online Di Blibli.Com*. Http://Eprints.Kwikkiangie.Ac.Id/1985/

Mahmudah, A. R. (2020). Pengaruh Shopping Lifestyle, Fashion Involvement Dan Discount Terhadap Impulse Buying Pada Mahasiswa Pengunjung Rita Pasaraya Wonosobo (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Unsiq). *Journal Of Economic, Business And Engineering (Jebe)*, *1*(2). Https://Doi.Org/Https://Doi.Org/10.32500/Jebe.V1i2.1224

Md Paramitha, H. A. (2017). Comparative Study Of Fashion-Oriented Impulse Buying Online And Offline Purchases On Teenagers In Indonesia. In *Tokyo International Conference On Business, Internet, And Social Media*.

Novita, S., Telaumbanua, S., Puspitasari, A., Bisnis, J. M., & Batam, P. N. (2022). Pengaruh Shopping Lifestyle, Fashion Involvement Dan Hedonic Shopping Motivation Terhadap Perilaku Impulse Buying. *Jurnal Ilmiah Poli Bisnis*, *14*(1). Https://Ejournal2.Pnp.Ac.Id/Index.Php/Jipb

Nurlinda, R., Christina, D., Arjuna Utara No, J., Kepa, D., Kb Jeruk, K., Jakarta Barat, K., & Khusus Ibukota Jakarta, D. (2020). Peran Positive Emotion Sebagai Mediator Hedonic Shopping Dan Shopping Lifestyle Terhadap Impulse Buying Di Lazada Under A Creative Commons Attribution (Cc-By-Nc-Sa) 4.0 License. *Jurnal Riset Manajemen Dan Bisnis (Jrmb) Fakultas Ekonomi Uniat*, *5*(1). Http://Jrmb.Ejournal-Feuniat.Net/Index.Php/Jrmb/Article/View/380

Purwanto, D., & Wijaya, T. (2018). Terhadap Perilaku Impulse Buying Secara Online (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas Negeri Yogyakarta) The Effect Of Gender, Sales Promotion, And Materialism Character On Impulse Buying Behavior Online (Case Study On Students Of Economics Faculty State, University Of Yogyakarta). *Jurnal Manajemen Dan Bisns Indonesia Thanun 2018*, 449. Https://Doi.Org/Https://Doi.Org/10.35794/Jmbi.V10i2.48763

Puspita, A. A., & Zaerofi, A. (2024). Ad-Deenar: Jurnal Ekonomi Dan Pengaruh Promosi Penjualan, Kualitas Website, Dan Positive Emotion Terhadap Impulsive Buying Perspektif Ekonomi Islam. *Jurnal Ekonomi Dan Bisnis Islam*, *8*. Https://Doi.Org/10.30868/Ad.V8i01.6487

Qolbi, N. (2022). Analisis Keputusan Konsumen Dalam Pembelian Smartphone Berdasarkan Product Quality, Promotion Dan Product Design. *Jurnal Al-Amal*, *1*, 8–13. Https://Institutabdullahsaid.Ac.Id/E-Journal/Index.Php/Jurnal-Al-Amal/Article/View/119

Ratu, B. R., Soegoto, A. S., & Samadi, L. S. (2021). Pengaruh Shopping Lifestyle, Fashion Involvement, Dan Hedonic Shopping Motivation Terhadap Impulse Buying Behaviour (Survey Pada Konsumen Pt.Matahari Departement Store Mega Mall Manado) The Effect Of Shopping Lifestyle, Fashion Involvement, And Hedonic Shopping Motivation On Impulse Buying Behavior (Survey On Consumers Of Pt. Matahari Department Store Mega Mall Manado). In *1282 Jurnal Emba* (Vol. 9). Https://Doi.Org/Https://Doi.Org/10.35794/Emba.V9i4.37338

Rianti Putri, A., Studi, P., & Bisnis Syari, M. (N.D.). *Pengaruh Atmosfer Toko, Fashion Involvement, Dan Promosi Penjualan Terhadap Impulse Buying Behavior Dalam Perspektif Ekonomi Islam (Studi Pada Konsumen Wanita Chandra Superstore Metro) Skripsi Diajukan Untuk Memenuhi Tugas-Tugas Dan Syarat-Syarat Guna Mendapatkan Gelar Sarjana Ekonomi (S.E) Oleh*. Https://Doi.Org/Radenintan.Ac.Id/Id/Eprint/17798

Sani, O. A., & Hafidah, A. (2020). Pengaruh Shopping Life Style Dan Fashion Involvment Teradap Impulse Buying Behevior Masyarakat High Income Makassar. *Jurnal Ilmiah Ecosystem*, *20*(Https://Journal.Unibos.Ac.Id/Eco/Issue/View/36).

Saodin. (2021). Pengaruh Sales Promotion Dan Store Atmosphere Terhadap Impulse Buying. *Jurnal Ilmu Komunikasi*, *1 No 2*, 105–122. Https://Doi.Org/Https://Doi.Org/10.36269/Ire.V1i2.539

Sopiyan, P., & Kusumadewi, D. R. N. (2020). Coopetition : Jurnal Ilmiah Manajemen Pengaruh Shopping Lifestyle Dan Positive Emotion Terhadap Impulse Buying. *Jurnal Ilmiah Manajemen*. Https://Doi.Org/Https://Doi.Org/10.32670/Coopetition.V11i3.115

Sucidha, I., Citra, A., Banjarmasin, N., Brigjen, J., Basri, H., Unlam, K., & Tangi, K. (2019). Pengaruh Fashion Involvement, Shopping Lifestyle, Hedonic Shopping Value Dan Positive Emotion Terhadap Impulse Buying Produk Fashion Pada Pelanggan Duta Mall Banjarmasin. *Jurnal Ilmiah Manajemen*, *3*, 1–10. Https://Doi.Org/Http://Dx.Doi.Org/10.31602/Atd.V3i1.1705

Sumampow, K. Z., Soepeno, D., Ch Raintung, M., & Manajemen Fakultas Ekonomi Dan Bisnis, J. (2022). Pengaruh Fashion Involvement, Sales Promotion Dan Positive Emotion Terhadap Impulse Buying Pada Matahari Departement Store Megamall Manado The Influence Of Fashion Involment, Sales Promotion And Posotive Emotion On Impulse Buying At Matahari Departement Store Megamall Manado. *Z. Sumampow., D. Soepeno., M. Ch. Raintung. 809 Jurnal Emba*, *10*(2), 809–819. Https://Doi.Org/Http://Dx.Doi.Org/10.47201/Jamin.V2i2.51

Syafa'at, F., Astuti, H. J., Hidayah, A., & Innayah, M. N. (2024). Pengaruh Online Customer Review, Online Customer Rating, Kepercayaan Konsumen, Dan Promosi Terhadap Keputusan Pembelian Masyarakat Purwokerto Pengguna Tiktok Shop. *J-Mas (Jurnal Manajemen Dan Sains)*, *9*(2), 1487. Https://Doi.Org/10.33087/Jmas.V9i2.2027

Trihudiyatmanto, M. (2020). Analisa Pengaruh Store Atmosphere Dan Promosi Terhadap Impulse Buying Melalui Emotional Response Sebagai Variabel Intervening. *Journal Of Economic, Management, Accounting And Technology*, *3*(2), 136–146. Https://Doi.Org/10.32500/Jematech.V3i2.1300

Ummah, N., & Siti Azizah Rahayu. (2020). Fashion Involvement, Shopping Lifestyle Dan Pembelian Impulsif Produk Fashion. *Jurnal Penelitian Psikologi*, *11*(1), 33–40. Https://Doi.Org/10.29080/Jpp.V11i1.350

Yani, A. S., & Albab, M. U. (2022). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Keputusan Belanja Fashion Yang Dimoderasi Oleh Promosi Online. *Media Jasa Manajemen*, *10*(2), 2356–0304. Https://Doi.Org/Https://Doi.Org/10.37676/Ekombis.V10i2.2456

Yulinda, A. T. R. R. H. S. (2022). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying (Studi Kasus Pada Konsumen Toko Mantan Karyawan Kota Bengkulu). *Jurnal Ilmiah Ekonomi Dan Bisnis*, *10*(2), 1315–1326. Https://Doi.Org/Https://Doi.Org/10.37676/Ekombis.V10i2.2456

Zakiyah Lulu, Y. I. J. (2020). Pengaruh Shopping Lifestyle Dan Hedonic Shopping Terhadap Impulse Buying Dari Penjualan Online Di Media Sosial Instagram (Studi Pada Mahasiswa Feb Um Metro). *Jurnal Manajemen Diversifikasi*, *1*. Https://Doi.Org/Https://Doi.Org/10.24127/Diversifikasi.V1i1.508