



THE INFLUENCE OF SHOPPING LIFESTYLE AND FASHION INVOLVEMENT ON IMPULSE BUYING

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ARTICLE INFO

Keywords:

Fashion Involvement
Shopping Lifestyle
Impulse Buying

ABSTRACT

Business in Indonesia growth rapidly. One of the factors that influence the growth of the retail business is the very rapid growth in the number of consumers, especially middle-class consumers in Indonesia. Currently, shopping is not only to meet needs, the influence of trends in the community creates an impulse to view that shopping is a necessity and demands to buy the product or item. The era of globalization has brought people into consumptive behavior, where shopping has become a lifestyle. Therefore, the researcher intends to determine the effect of shopping lifestyle and fashion involvement on impulse purchases. The method in this study is a literature study based on previous research with criteria that are in accordance with the research variables. Based on several studies above, shopping lifestyle and fashion knowledge are important aspects in the occurrence of impulse buying. The influencing indicators are Trend, positive emotion, product brand, consumer characteristics, fashion knowledge, buying behavior, self-confidence and advertising,

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1. Introduction

Bussiness in Indonesia growth rapidly. One of the factors that influence the growth of the retail business is the very rapid growth in the number of consumers, especially middle-class consumers in Indonesia. Currently, shopping is not only to meet needs, the influence of trends in the community creates an impulse to view that shopping is a necessity and demands to buy the product or item. The era of globalization has brought people into consumptive behavior, where shopping has become a lifestyle.

Levy (2009) states that a shopping lifestyle is a lifestyle that is based on how the individual lives, how the individual allocates the time and money he has, then the buying actions made by the individual, to the attitude in the environment they live in. The nature of consumers who are easily bored with a trend and always want new things This is certainly related to consumer involvement in a product, one of which is consumer involvement in fashion products (fashion involvement).

The fashion that a person chooses can show the lifestyle he chooses. Fashion is the main goal of consumers visiting a mall or boutique, there is women's clothing. The digital era demands retail businesses to switch from offline stores to online stores. The presence of social media and online shopping platforms makes it easier for retail businesses to develop and make it easier for consumers to shop by making transactions anywhere and anytime. The economic condition of each individual makes consumers consumptive so that when they see something they think is interesting, they will buy it even at a fairly high price, and this has been widely recognized by the public.

The majority of people do not think about the considerations in buying the goods they will buy. When they see an item that is considered good and looks striking, they will be drugged and unable to think so without thinking they will buy the item. Therefore, for business actors, especially in the fashion sector, consumer behavior or impulse buying behavior has a positive influence on them.

(Rifatin & Sudarwanto, 2021) One of the positive influences is to provide benefits from consumer shopping behavior that arises because consumers buy without making a plan or careful thought (Amrullah, et al, 2019).

According to Mowen and Minor (2002), impulse purchase (impulse purchase) is an act of buying that was not previously recognized consciously as a result of consideration, or intention to buy formed before entering the store. Themba, (2019) stated that impulse buying was an unexpected consumer buying behavior with a relatively fast decision-making rate and an emotional impact on demand satisfaction. According to Febriani & Purwanto (2019) shopping lifestyle and fashion involvement significantly affected impulsive purchases. Welsa, et al (2021) stated Fashion Involvement and shopping lifestyle variable has a positive and significant effect on the Impulse Buying variable.

2. Method

Denney and Tewksbury (2013) define a literature study as a series of activities related to the methods of collecting library data, reading and taking notes, and managing writing materials. The search was conducted using Google Scholar using keywords, namely Impulse Buying, Fashion Involvement, Shopping Lifestyle. All studies use quantitative analysis. The study discusses fashion products that are purchased through online stores and offline stores. The articles used in this study amounted to 12 with the following details:

TABEL 1
RESEARCH ARTICLE

No	Research, Year, Journal	Title	Variabel
1	Suchida, I (2019) At-Tadbir: Jurnal Ilmiah Manajemen Vol. 3 No. 1 (2019) 1-10	The Influence of Fashion Involvement, Shopping Lifestyle, Hedonic Shopping Value and Positive Emotion on Impulse Buying of Fashion Products to Duta Mall Banjarmasin Customers	X1: Fashion Involvement X2 :Shopping Lifestyle X3 : Hedonic Shopping Value X4 : Positive Emotion Y : Impulse Buying
2	Rifatin,Y., Sudarwanto,T. (2021) BIMA : Journal of Business and Innovation Management Volume 3 Nomor 3, Juni 2021 Halaman 367-379	The Effect of Shopping Lifestyle and Fashion Involvement on Impulse Buying (Study on Dhyhijab Jombang Clothing Store Consumers)	X1 : Shopping Lifestyle X2 : Fashion Involvement Y : Impulse Buying
3	Fauziyyah, Oktafani (2018) Jurnal Riset Bisnis Dan Manajemen Volume VIII Nomor 1 (April 2018)	The Effect of Shopping Lifestyle and Fashion Involvement on Impulse Buying Behavior (Study of Bandung City Society)	X1 : Shopping Lifestyle X2 : Fashion Involvement Y : Impulse Buying Behavior
4	Febriani,S.F.,Purwanto,N. (2019) JMD: Jurnal Riset Manajemen dan Bisnis Dewantara. Vol 2 No 2, Desember 2019.	The Influence of Shopping Lifestyle and Fashion Involvement on Impulse Buying on Consumers of Hijab Boutique Rabbani Jombang	X1 : Shopping Lifestyle X2 : Fashion Involvement Y : Impulse Buying

5	Anggraini, Anisa (2020) Business and Economics Conference In Utilization of Modern Technology (2020)	The Effect of Shopping Lifestyle and Fashion Involvement on Impulsive Buying on Shopee Fashion Magelang Consumers with Positive Emotion as a Mediation Variable	X1 : Shopping Lifestyle X2 : Fashion Involvement X3 : Positive Emotion Y : Impulse Buying
6	Welsa, H., Cahyani, P.,D., Siahaan, S.N. (2021) Stability Journal of Manajemen and Bussiness Vol 4 no1 tahun 2021	The effect of fashion involvement and shopping lifestyle on impulse buying through positive emotion as intervening variabels (case study on Yogyakarta outlet biru customers)	X1 : Fashion Involvement X2 : Shopping Lifestyle Y : Impulse Buying
7	Imbayani, Novarin (2018) Jurnal Ilmiah Manajemen & Bisnis Volume 3, No. 2, Desember 2018	The Influence of Shopping Lifestyle, Fashion Involvement and Positive Emotion on Impulse Buying Behavior.	X1 : Shopping Lifestyle X2 : Fashion Involvement Y : Impulse Buying
8	Febrianti R, A, M, Tambalean M, and Pandhami G. (2021). Review of International Geographical Education (RIGEO)	The Influence of Brand Image, Shopping Lifestyle and Fashion Involvement to the Impulse Buying	X1 : Brand Image X2 : Shopping Lifestyle X3 : Fashion Involvement Y : Impulse Buying
9	Umboh, Z., Mananeke, L., Samadi, R. (2018) Jurnal EMBA Vol.6 No.3 Juli 2018, Hal. 1638 – 1647	The Influence of Shopping Lifestyle, Fashion Involvement and Sales Promotion To Impulse Buying Behavior of Women Consumer at Mtc Manado	X1 : Shopping Lifestyle X2 : Fashion Involvement X3 : Sales Promotion Y : Impulse Buying
1 0	Susanti D.N, Sari A.P Jurnal Ekonomi dan Teknik Informatika Vol.9 No. 2 2021	The Effect of Hedonic Shopping Motivation on Impulse Buying through Shopping Lifestyle and Fashion Involvement (Study on Online Fashion Consumers on Instagram)	X1: Hedonic Shopping Value X2 : Fashion Involvement X3 : Shopping Lifestyle Y : Impulse Buying
1 1	Yoga Prathama Putra, Nuruni Ika Kusuma W. Dinamika Administrasi: Jurnal Ilmu Administrasi dan Manajemen 4(1) 2021	Impulse Buying at Tokopedia E-Commerce During the Pandemic	X1 : Lifestyle X2 : Discount X3 : Impulsif Buying
1 2	Sumarmi, Prasyanti (2021) Journal Ilmiah Manajemen dan Bisnis Volume7, No.1 Maret 2021, pp36-48	Impulsive Buying in Fashion Retail: Evidence at the Department Store in Daerah Istimewa Yogyakarta	X1: Shopping Lifestyle X2: Fashion Involvement X3: Store Atmosphere Y: Impulse Buying

3. Result and Analysis

3.1 The effect of shopping lifestyle on impulse buying

A shopping lifestyle is a way for someone to allocate money and time for various fashion, services, products, technology, entertainment, or pleasure. A lifestyle that continues to develop makes

shopping one of the most popular places to fulfill their needs. Often this shopping activity is motivated by a person's consumption pattern in spending money and time.

The lifestyle of consumers in following the current trend shows that the number of consumers who do impulse buying on some products with well-known brands. This is triggered by inner satisfaction when the standard will be a trend or style his life can be fulfilled. (Kusuma, Putra: 2021).

It can be seen from the good responses of respondents regarding the clothing products in the online application suitable for use for activities, considering that everyone has a different lifestyle, then this lifestyle will affect the consumer's consumption culture. As stated by Fauziyyah and Oktafani (2018) lifestyle will affect a person's desire to behave and ultimately determine consumer choices.

Consumers who shop at the blue outlet have a sudden urge to make an unplanned purchase because the blue outlet provides the latest products with the latest models with more than one brand. The blue outlet makes it easy for consumers to group the most popular products. (Welsa et al, 2021).

Respondents stated that the shopping lifestyle of Matahari Department Store consumers in Semarang is included in the fairly high category because Matahari Department Store has always been the main choice for shopping and every time they visit Matahari Department Store, respondents always make purchases, the majority are interested because of the attractiveness of their products and special offers and accompanied by a fairly high frequency of shopping. The fashion products provided by Matahari Department Store are sufficient to follow the fashion trends that are currently developing, the variety of existing products is quite good and the brands provided are quite well-known brands.

Shopping lifestyle hijab Rabbani shows a response positive from Rabbani hijab consumers towards impulse buying. Lifestyle changes that continue to develop make consumers want to always follow its development. Consumer needs are very influential on style life or lifestyle, shopping activities are one of the most favored by someone to meet their needs (Febriani & Purwanto, 2019).

The higher the shopping lifestyle of a suitable consumer needs, the higher the positive emotion or rational mood in decision making. This can be interpreted if the shopping lifestyle that is described by the activities, interests, and opinions of a person (activities, interests and opinions) can encourage a positive mood. This causes impulse buying. Consumers will be willing to sacrifice something to fulfill their lifestyle and that will tend to lead to impulse buying behavior (Japarianto and Sugiharto, 2011). Shopping Lifestyle has a role for consumers in influencing consumer decisions in making impulse purchases or impulse buying. (Imbayani & Novarini, 2018).

3.2 The influence of fashion involvement on impulse

A shopping lifestyle reflects a person's choice in spending time and money with the availability of time consumers will have a lot of time to shop and with consumer's money will have high purchasing power. This is certainly related to consumer involvement in a product, one of which is consumer involvement in fashion products (fashion involvement) which also affects the occurrence of impulse buying behavior. Fashion Involvement has a positive effect on Impulse Buying Behavior. This means that Fashion Involvement has an important role because it has an impact on consumer decisions in impulse buying (Imbayani & Novarini, 2018).

Fashion Involvement also has a significant positive effect on Impulse Buying Behavior. Fashion Involvement is someone's involvement with a fashion product because of the needs, interests, attachments, interests, and value of a product, determined by factors of consumer characteristics, knowledge of fashion, and purchasing behavior. Consumers' interest in being more deeply involved with various things related to fashion products consumers feel happy about involvement will encourage impulsive behavior. Self-actualization needs require self-confidence to motivate consumers to look attractive, fashionable and follow fashion trends to increase Impulse Buying Behavior. According to consumers, clothing is the most important thing and is different from other matters, and clothes can show a person's characteristics.

Fashion involvement is the involvement of consumers in a fashion product, namely clothing (clothing) which is driven by the need and interest in buying the product or in other words, the customer's interest in fashion products. People who have a high level of involvement with fashion have more fashion products and they know every fashion product they buy. A positive relationship between the level of involvement and fashion buying clothes is that consumers with fashion involvement prefer

to buy clothes. Therefore, it is assumed that hijab consumers at Rabbani boutique prefer impulse buying. (Febriani & Purwanto, 2019).

In fashion marketing, Fashion Involvement refers to the interest in the fashion product category (such as accessories). Fashion Involvement is used primarily to predict behavioral variables related to clothing products such as product involvement, buying behavior and consumer characteristics. The results showed that Fashion Involvement did not affect the Impulse Buying Behavior of female consumers of MTC Manado. This shows that the Fashion Involvement of MTC Manado female consumers is not influenced by changes in Shopping Lifestyle (Umboh, et al 2018). The results of this study contrary to the research conducted by Rifatin & Sudarwanto (2021) *fashion involvement has a partial effect on impulse buying for consumers of Dhyhijab Jombang clothing stores*.

Suchida (2019), fashion involvement has no significant and negative effect on impulse buying. This means that the higher the fashion involvement of Duta Mall Banjarmasin customers, the less influence on impulse buying. This is contrary to the statement of Rifatin & Sudarwanto (2021) which states that fashion involvement has a partial effect on impulse buying for Dhyhijab Jombang clothing store consumers. Research conducted by Fauziyyah & Oktafani (2018) in the city of Bandung explains that business people are required to provide a variety of fashions that become consumer tastes by paying attention to aspects of shopping lifestyle and fashion involvement of business people to attract consumers to do impulse buying behavior. This is evidenced by the partial test results, that shopping lifestyle and fashion involvement have a significant effect on impulse buying behavior.

Anggraini & Anisa (2020), conducted research on e-commerce users, especially shopee. The high number of Shopee visitors of 90.7 million monthly is one of the reasons the research was conducted. The results showed that there was no significant effect between fashion involvement on impulsive buying. However, other variables such as positive emotion can mediate fashion involvement in impulsive buying so that indirectly fashion involvement through positive emotion has a significant influence on impulsive buying. Febrianti, et al (2021) It is known that the fashion involvement variable influences impulse buying. This is because consumers have motivations that arise from certain stimuli or situations through appearance characteristics. According to Fatmawati Clothing is closely related to personal characteristics. Consumers will pay attention to information sourced from advertisements related to the products that consumers will choose and give more effort to understand these advertisements and focus attention on product information related to them. Fashion involvement is closely related to personal characteristics and fashion knowledge which in turn influences impulse buying. This is in line with research (Sari & Yasa, 2021).

The higher the fashion involvement of a consumer, the higher positive emotion or rational mood in decision making so it can encourage a positive mood. The majority are attracted because of the attractiveness of their products as well as special offers and accompanied by a fairly high frequency of shopping. Highly engaged consumers have a habit of being fashionable and following trends. Biru outlets have up-to-date brands as well as following trends and are fashionable brands because their products have good designs and high product turnover rates (Welsa et al, 2021). Anggraini & Anisa (2020), conducted research on e-commerce users, especially shopee. The high number of Shopee visitors of 90.7 million monthly is one of the reasons the research was conducted. The results showed that there was no significant effect between fashion involvement on impulsive buying. However, other variables such as positive emotion are able to mediate fashion involvement on impulsive buying so that indirectly fashion involvement through positive emotion has a significant influence on impulsive buying.

4. Conclusion

Based on several studies above, shopping lifestyle and fashion knowledge are important aspects in the occurrence of impulse buying. The influencing indicators are Trend, positive emotion, product brand, consumer characteristics, fashion knowledge, buying behavior, self-confidence and advertising,

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