

THE ROLE OF HEDONIC CONSUMPTION TENDENCY AND POSITIVE EMOTION IN MEDIATING THE INFLUENCE OF FASHION INVOLVEMENT ON IMPULSIVE BUYING

Sandi Satria, Thomas Stefanus Kaihatu

Universitas Ciputra, UC Town, Citraland, Surabaya, Indonesia

Abstract: Fashion products are one of the most popular types of products and are often purchased by people in general especially in Indonesia. Many individuals are willing to spend a lot of time just to improve the appearance in order to be able to follow the fashion trends that occur at certain time. This thing that becomes the reason why many consumers often make unplanned purchase of fashion products or in other words do impulsive buying. This research is done to find out the contribution of fashion involvement, hedonic consumption tendency, and positive emotion on impulsive buying, then the contribution of fashion involvement on hedonic consumption tendency and positive emotion, and the effect of hedonic consumption tendency and positive emotion in mediating the influence of fashion involvement on impulsive buying. Data collection in this research is done by distributing 120 questionnaire method using Google form to the customers who have ever purchased fashion products at Beachwalk Bali mall. In this research, sampling is done with purposive sampling method. The questionnaires that are feasible to be analyzed are 97 questionnaires. The results of this research indicate that (1) fashion involvement, hedonic consumption tendency, and positive emotion affect positive and significant on impulsive buying, (2) fashion involvement affects positive and significant on hedonic consumption tendency and positive emotion, and (3) hedonic consumption tendency and positive emotion partially mediate the relation between fashion involvement on impulsive buying.

Keywords: fashion; fashion involvement; hedonic consumption tendency; positive emotion; impulsive buying

*Corresponding Author.
e-mail: thomas.kaihatu@ciputra.ac.id

A. INTRODUCTION

Today, the retail business is one type of business that is growing rapidly in Indonesia. In 2017, Sudirga (2017) reported on research on the factors of increasing retail business in Indonesia. Based on this research, it can be seen that one of the factors in increasing retail business in Indonesia is influenced by the increase in the number of the Indonesian population. The increase in Indonesia's population has played an important role in increasing the retail business in recent years, this is due to the increasing population accompanied by the consumptive nature of the population, especially to meet lifestyle needs. In meeting lifestyle needs, people will often do shopping activities.

According to Oktavia et al. (2020) in 2017, the performance of the fashion industry increased by 8.7 percent and reached USD 13.29 billion. This shows that the national fashion industry has high competitiveness in the international market and has been able to contribute 3.76 percent to the national gross domestic product (GDP). One of the reasons why there has been a significant increase in the fashion industry is because fashion products are one of the most important types of products to meet people's lifestyles, especially in Indonesia. This makes fashion something that cannot be abandoned or missed by the Indonesian people. Many individuals are willing to spend a lot of time and money just to improve their appearance to follow the fashion trends that are happening at a certain time. This is the reason why many consumers make unplanned purchases of fashion products or in other words make impulsive buying.

According to Aprianur (2020) impulsive buying can be interpreted as a sudden or unplanned act of buying, which makes consumers less careful in evaluating the products purchased and the consequences of buying these products. According to Sumarmi and Prasyanti (2021), impulsive buying behavior must be made by creating an emotional appeal for consumers to buy and consume certain products. Consumers who are emotionally attracted will generally be irrational in the buying decision-making process.

Impulsive buying can also occur when someone has a high fashion involvement with the aim of following the latest fashion trends. Fashion itself is a high involvement product, which means that when consumers shop for fashion

products, there is a high probability that these consumers will make unplanned purchases (Pangestu & Santika, 2019). According to Kinasih & Jatra (2018), fashion involvement can be interpreted as the level of individual involvement in fashion products that are directly related to the latest clothing trends. Fashion involvement can make someone unknowingly make an impulse purchase, this is due to the impact of a high lifestyle and the increasing number of shopping centers (Andani & Wahyono, 2018).

Consumers who have a high level of fashion involvement tend to affect hedonic things. Hedonism can be interpreted as an emotional value that affects consumer shopping activities (Setiawan & Sahetapy, 2022). Consumers who have a hedonic consumption tendency generally have high positive energy. Feelings such as happy and comfortable will appear when the consumer is doing shopping activities. Hedonic consumption tendency itself can be explained as an individual trait to engage in activities that produce pleasure while shopping (Sari & Yasa, 2021).

In general, a consumer who has a hedonic consumption tendency will often do impulsive buying. This is because consumers feel that by doing impulsive buying behavior, their hedonic and emotional needs will be fulfilled (Rehman et al., 2021). The relationship between impulsive buying and hedonic consumption tendency can be assumed if a consumer feels comfortable and happy when shopping at a shopping mall, then the possibility of impulsive buying is also higher.

In addition to fashion involvement and hedonic consumption tendency, there are other important factors that can influence impulsive buying, namely positive emotion. According to Laurra et al. (2021), positive emotion can be defined as a mood that influences and determines the intensity of consumer decision-making. According to Ivo et al. (2021), forming a positive emotion toward customers when in a store environment or a store can increase the possibility of customers making impulsive buying.

Fashion involvement itself also affects the positive emotion of a consumer. According to Choirul & Artanti (2019), fashion involvement marketing is related to impulsive buying, if a purchase is supported by fashion involvement, consumers will be more emotionally affected than rationally.

Bali Province is one of the business centers in Indonesia and has many modern retail stores such as Bali Galeria Mall, Matahari Department Store, Discovery Shopping Mall, and Beachwalk Bali. Most of the outlets in these modern retail stores are filled with retail outlets selling fashion products. Beachwalk Bali itself is one of the malls that is often visited by tourists or local people. Beachwalk Bali Mall is no different from other malls, the mall located in Kuta, Badung Regency is also dominated by outlets selling fashion products. Among these outlets, there are several global fashion brands such as Nike, Bershka, H&M, Coach, Fossil, GUESS, Adidas, Hush Puppies, Lacoste, and so on.

Based on the explanation above, the researchers decided to choose the Beachwalk Bali mall as the place to conduct the research, this is because the Beachwalk Bali mall is one of the largest malls or shopping centres in Bali and is dominated by fashion outlets, so it makes Beachwalk Bali mall as the right object to be researched in this research. This study was conducted to determine the contribution of fashion involvement, hedonic consumption tendency, and positive emotion to impulsive buying, then the contribution of fashion involvement to hedonic consumption tendency and positive emotion, and the contribution of hedonic consumption tendency and positive emotion in mediating the influence of fashion involvement on impulsive buying.

B. RESEARCH GAP

Individuals with high fashion involvement will affect individual hedonic consumption tendencies. Research conducted by Sari & Yasa (2021) states that fashion involvement has a positive effect on hedonic consumption tendency, which means that the higher a person's fashion involvement, the higher the hedonic value felt by that person. Meanwhile, research conducted by Haq et al. (2014) stated that fashion involvement does not significantly affect hedonic consumption, which means that individuals with fashion involvement do not see fashion products as products that can fulfil their hedonic needs.

Besides being able to affect a person's hedonic consumption tendency, several studies also explain that fashion involvement can affect a person's positive emotions, especially when shopping for fashion products. Research

conducted by Setyawati et al. (2018) states that fashion involvement has a positive effect on positive emotions, which means that the higher an individual's fashion involvement, the higher the positive emotions felt when shopping. While the research conducted by Laurra et al. (2021) stated that fashion involvement does not significantly affect positive emotion, this is because there are other products outside of fashion products that can also cause positive emotions in a person.

High fashion involvement can also trigger an individual's impulsive buying behavior, especially for fashion products. Serliani et al. (2019) in their research stated that fashion involvement has a significant effect on impulsive buying, which means that an individual's fashion involvement can affect the individual's impulsive buying behavior. Meanwhile, research conducted by Sucidha (2019) states that fashion involvement does not significantly affect impulsive buying, which means that people who have an interest in the fashion world will not always carry out impulsive buying behavior, including fashion products. This is because some individuals are only interested in seeing fashion products but are not compelled to purchase these fashion products.

Fashion involvement is not the only thing that can affect impulsive buying behavior. A high hedonic consumption tendency in a person can also lead to impulsive buying behavior. Research conducted by Pangestu & Santika (2019) explained that a hedonic consumption tendency has a positive and significant effect on impulsive buying, which means that a high hedonic consumption tendency can encourage impulsive buying. This is because individuals with high hedonic consumption tendencies feel excited and happy when making purchases without any prior planning. Meanwhile, research conducted by Haq et al. (2014) states that hedonic consumption does not significantly affect impulsive buying, which means that impulsive buying behavior does not always satisfy the hedonic desires of individuals with high hedonic consumption tendencies.

In addition to fashion involvement and hedonic consumption tendency, individuals who feel positive emotions when shopping will also tend to do impulsive buying behavior. Research conducted by Kinasih & Jatra (2018) states that positive emotions have a positive and significant effect on impulsive buying, which means that if an individual feels happy or happy when shopping, the possibility of that individual to do impulsive buying will also be higher. Mean-

while, research conducted by Choirul & Artanti (2019) stated that positive emotion had no significant effect on impulsive buying, which means that individuals who feel positive emotions when shopping are not necessarily interested in buying something and there is a possibility that these positive emotions arise because of feelings. convenient when in the shopping center.

From the review of several research findings above, it is found that there are inconsistencies in the research results. This shows that there is a gap in research related to fashion involvement, hedonic consumption tendency, positive emotion, and impulsive buying. Based on the research gap, researchers are interested in conducting this research to get concrete results due to differences in conditions, location, and time from previous studies.

C. LITERATURE REVIEW

Liang (2012) in Sari & Yasa (2021), argues that with fashion involvement, a person will feel hedonic value because during the hedonic process, the person will feel entertained and get a lot of information about fashion. The higher a person's fashion involvement, the higher the hedonic value felt by that person, especially when shopping for fashion products. Based on this explanation, the first hypothesis in this study is:

H1: Fashion involvement has a significant effect on hedonic consumption tendency

According to Choirul & Artanti (2019), if a purchase is supported by fashion involvement, then consumers will be affected emotionally (irrationally) rather than rationally. While Pattipeilohy et al. (2013) explained that fashion involvement experienced by a consumer can increase positive emotions because consumers will feel happy and satisfied with the quality of fashion products sold or offered. Based on this explanation, the second hypothesis in this study is:

H2: Fashion involvement has a significant effect on positive emotion

Choirul & Artanti (2019) explained that consumer fashion involvement can be considered when buying fashion products even though prices or other factors are sometimes less rational or reasonable. Vazifehdoost et al. (2014) in Pangestu & Santika (2019) suggested that customers with fashion involvement

can increase the likelihood of impulsive buying. Based on this explanation, the third hypothesis in this study is:

H3: Fashion involvement has a significant effect on impulsive buying

Park et al. (2006) explained that hedonic desires such as pleasure, discovering and feeling new things, fantasies, social interactions, and emotions can affect impulsive buying. Amiri et al. (2012) in Pangestu & Santika (2019) explained that customers who have high hedonic consumption tend to do more impulsive buying. Based on this explanation, the fourth hypothesis in this study is:

H4: Hedonic consumption tendency has a significant effect on impulsive buying

Pramestya & Widagda (2020), explained that the more positive emotions when doing shopping activities can increase the possibility of impulsive buying, positive emotions play an important role in consumers' intentions to buy something. Based on this explanation, the fifth hypothesis in this study is:

H5: Positive emotion has a significant effect on impulsive buying

Fashion involvement indirectly affects impulsive buying by increasing hedonic consumption tendency (Sari & Yasa, 2021). The direct and indirect effect of fashion involvement on impulsive buying through hedonic consumption tendency shows an indication that hedonic consumption tendency acts as a mediating variable (Liang, 2012). Based on this explanation, the sixth hypothesis in this study is:

H6: Hedonic consumption tendency mediates the effect of fashion involvement on impulsive buying

Pramestya & Widagda (2020) explained that when shopping, consumers who have high fashion involvement will show more positive emotions, this means that positive emotions in a store can increase the likelihood of a consumer doing impulsive buying. Based on this explanation, the seventh hypothesis in this study is:

H7: Positive emotion mediates the effect of fashion involvement on impulsive buying

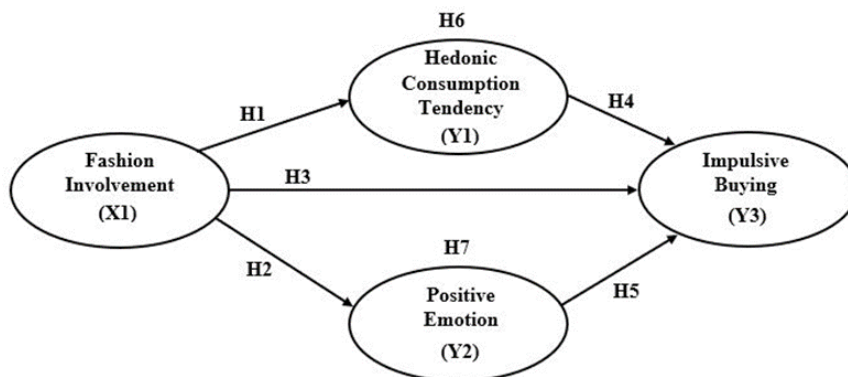


Figure 1 – Research Model

D. RESEARCH METHODS

This study uses a quantitative method, which is a method used to examine a specific population or sample, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses (Setiobudi & Audrey, 2021). The population in this study were customers of the Beachwalk Bali mall with an infinite number populations. This study uses the Lemeshow formula and a purposive sampling approach to determine the sample, it was found that the number of samples in this study was 97. The criteria used to determine the sample were customers who had purchased fashion at the Beachwalk Bali mall and had an income above Rp 3,000,000, and the age range is 15–64 years, with the reason that the selected sample is representative and in accordance with the research objectives.

This study uses two types of data, namely primary data and secondary data. Primary data sources can be obtained from the distribution of instruments (E-questionnaires) in the form of a Google form containing questions about research variables, namely fashion involvement, hedonic consumption tendency, positive emotion, and impulsive buying, while secondary data is obtained through existing data sources such as journals, books, reports, or other relevant sources. Data were collected using a questionnaire with a Likert scale. The Likert scale used seven alternative answers, namely (1) strongly disagree, (2) disagree, (3) slightly agree, (4) agree, and (5) strongly agree. A total of 120 questionnaires

were distributed in May 2022 but only 118 questionnaires were received back. The questionnaires that fit to be analyzed are 97 questionnaires. The collected data will be analyzed using Structural Equation Model-Partial Least Square (SEM-PLS) with SmartPLS 3 software.

E. RESULT

Respondents in this study focused on customers who had purchased fashion at the Beachwalk Bali mall with a total of 97 people. The majority of respondents from this study were men with a percentage of 53.6%, slightly different from the percentage of female respondents, which was 46, 4%. Respondents are dominated by the age range of 19–24 years with a percentage of 66%. Then, most respondents have an income range of IDR 3,000,000–5,000,000 with a percentage of 68%. Finally, for the number of visits, the majority of respondents answered that they had visited Beachwalk Bali mall more than 6 times with a percentage of 34%.

F. DESCRIPTIVE STATISTICS ANALYSIS

According to Sitompul et al. (2022) descriptive statistical analysis is useful for providing an overview or description of data. The performance of each variable can be seen in Table 1.

Table 1 Descriptive Statistics

Variables	Mean	Std. Deviation
Fashion involvement (FI)	4,482	0,683
Hedonic consumption tendency (HCT)	4,250	0,715
Positive emotion (PE)	4,316	0,711
Impulsive buying (IB)	4,211	0,820

From Table 1 it can be seen that all variables have a mean value close to 5, which means that the respondents agree with the indicators used in the questionnaire.

1. Outer Model Analysis

The first step in analysing the outer model is convergent validity. Convergent validity is carried out to see the value of the loading factor of each indicator on its construct (Asbari et al., 2019). This research is confirmatory research; therefore the limit of loading factor used is 0.7. In addition to the loading factor value, the expected Average Variance Extracted (AVE) value is > 0.5 (Fayzhall et al., 2020). Based on Table 2, the outer loading value of each indicator on the variable has a value > 0.7 . Likewise, the Average Variance Extracted (AVE) value obtained, that is, all variables have an AVE value > 0.5 . Based on these results, it can be concluded that the indicators used in this study have met convergent validity, which means that the relationship between indicators and latent variables or constructs is valid.

The second step in analyzing the outer model is to perform discriminant validity. Discriminant validity is carried out to ensure that each concept in each latent variable is different from the others (Asbari et al., 2019). A model has good discriminant validity if the cross-loading value is > 0.7 , and has the largest outer loading for the measured variable, not for other variables (Abdillah & Hartono, 2015). Based on Table 3, each indicator that is useful for measuring the variable itself has a cross-loading value > 0.7 and has the largest outer loading for the measured variable, which means that each concept in each latent variable is different from the others.

The third step in analyzing the outer model is composite reliability. A variable can be said to pass composite reliability if the value of Cronbach's alpha > 0.7 (Asbari et al., 2019). Based on Table 4, all variables have a Cronbachs Alpha value > 0.7 , so it can be concluded that all variables have met the reliability. This means that each variable shows the value of the consistency of each indicator in measuring its construct. These validity and reliability results can

Table 2 Convergent Validity Test Result

Variables	Average Variance Extracted (AVE)
Fashion Involvement (FI)	0.641
Hedonic Consumption Tendency (HCT)	0.572
Impulsive Buying (IB)	0.635
Positive Emotion (PE)	0.536

be used to be a prove that the instruments used in this study can be justified and worthy of further use in research (Dos Reis et al., 2022).

Table 3 Discriminant Validity Test Result

Indicators	Outer Loading	Cross Loading
FI1	0.812	0.812
FI2	0.800	0.800
FI3	0.806	0.806
FI4	0.785	0.785
HCT1	0.788	0.788
HCT2	0.744	0.744
HCT3	0.739	0.739
HCT4	0.728	0.728
HCT5	0.781	0.781
IB1	0.708	0.708
IB2	0.728	0.728
IB3	0.749	0.749
IB4	0.743	0.743
PE1	0.809	0.809
PE2	0.786	0.786
PE3	0.795	0.795

Table 4 Composite Reliability Test Result

Variables	Cronbachs Alpha
Fashion involvement (FI)	0.813
Hedonic consumption tendency (HCT)	0.813
Impulsive buying (IB)	0.822
Positive emotion (PE)	0.839

2. Inner Model Analysis

In analyzing the inner model, the first step that must be done is to see the value of the R-square. R-square is used as a measure of the level of variation of changes in the independent variable to the dependent (Abdillah & Hartono, 2015). The better the prediction model of the proposed research model, the higher the R-square value will be. Based on the results of the R-square test, the results of the R-square value of the hedonic consumption tendency variable are

0.638 or 63.8%, which means that the hedonic consumption tendency variable is influenced by 63.8% by the fashion involvement variable, while the rest is 36.2 % is influenced by other variables that are not explained in this study. For the positive emotion variable, the value of R-square obtained is 0.417 or 41.7%, which means that the positive emotion variable is influenced by 41.7% by the fashion involvement variable, while the remaining 58.3% is influenced by other variables, which were not described in this study. For the impulsive buying variable, the value of R-square obtained is 0.619 or 61.9%, which means that the impulsive buying variable is influenced by 61.9% by the variables of fashion involvement, hedonic consumption tendency, and positive emotion, while the rest is 38,1% is influenced by variables that are not explained in this study.

The second stage in analysing the inner model is the F-square test. The F square test is used to determine the level of influence (weak, medium, or strong) of each latent variable predictor (Rustan, 2020). Based on the results of the F-square test that has been carried out by researchers, the value of the fashion involvement variable on the hedonic consumption tendency variable is 1.764 and the value of fashion involvement on the positive emotion variable is 0.714, so it can be concluded that fashion involvement has a strong influence on the hedonic consumption tendency and positive emotions. Then it is also known that the F-square value of fashion involvement on impulsive buying is 0.066, the value of F Square for the hedonic consumption tendency variable for impulsive buying is 0.099, and the F-square value for the positive emotion variable on the impulsive buying variable is 0.064, so it can be concluded that fashion involvement, hedonic consumption tendency, and positive emotion have a weak influence on impulsive buying.

The third step in analyzing the inner model is the Q-square test. The Q square test was conducted to determine the model's ability to predict the relationship between the variables presented in the study (Rahmawati et al., 2021). Based on the results of the Q-square test conducted by the researcher, it was found that all variables have a value of Q Square > 0 , it can be concluded that the model has predictive relevance, which means that the independent variable used in this study to predict the dependent variable is correct.

3. Hypothesis Test

According to Hadikusuma (2019), hypothesis testing can be done with path coefficients and outer loading which compares the T-statistics value with the T-table at a significance level of 5 or 1.96%. If the value of T-statistics > T-table, then it is considered significant, but if the value of T-statistics < T-table then it is considered insignificant. In addition to looking at T-statistics, you can also see the P-values, where the hypothesis can be accepted if the P-Values <0.05.

Table 5 Hypothesis Test Result

Hypothesis	Original Sample	T-Statistics	Result
FI → HTC	0.799	16.116	Supported
FI → IB	0.265	2.815	Supported
FI → PE	0.646	7.285	Supported
HTC → IB	0.367	3.768	Supported
PE → IB	0.232	2.505	Supported

Table 6 Specific Indirect Effect Result

Hypothesis	Original Sample	T-Statistics	Result
FI → HTC → IB	0.799	16.116	Supported
FI → PE → IB	0.265	2.815	Supported

G. DISCUSSION

1. Fashion Involvement Has a Positive and Significant Effect on Hedonic Consumption Tendency

The results of this study indicate that fashion involvement has a positive and significant effect on hedonic consumption tendency. The results of this study are supported by previous research conducted by Sari & Yasa (2021) which stated that the higher a person's fashion involvement, the higher the consumer's tendency to hedonic consumption, especially in shopping for fashion products. Furthermore, this statement is also supported by research conducted by Korry & Dwiya (2017) which explains that consumers who have high involvement in the

fashion world will tend to spend a lot of money and time to fulfil their hedonic desires. Based on the explanation above, it can be seen that individuals with high fashion involvement will be influenced by hedonic things and have a hedonic consumption tendency, especially when buying fashion products.

2. Fashion Involvement Has a Positive and Significant Effect on Positive Emotion

The results of this study indicate that fashion involvement has a positive and significant effect on positive emotion. The results of this study are supported by previous research conducted by Choirul & Artanti (2019) which states that consumers with high fashion involvement will show more positive emotions when shopping, this is because consumers are satisfied with the quality of existing products. Furthermore, this statement is supported by research conducted by Setyawati et al. (2018) which explains that the higher the fashion involvement felt by consumers, the more positive emotions felt by consumers when shopping. Based on the explanation above, the higher the fashion involvement of an individual, the higher the positive emotions of the individual when shopping for fashion products.

3. Fashion Involvement Has a Positive and Significant Effect on Impulsive Buying

The results of this study indicate that fashion involvement has a positive and significant effect on impulsive buying. The results of this study are supported by previous research conducted by Park et al. (2006) which states that consumers with high fashion involvement are more likely to buy clothes with the latest styles, or those that have just come out. Furthermore, this statement is supported by research conducted by Sari & Yasa (2021) which explains that a person's high fashion involvement also affects the desire to show existence and encourages impulse buying if there are interesting fashion products or have the latest styles. Based on the explanation above, the higher the fashion involvement of an individual, the higher the possibility for impulsive buying, especially for fashion products.

4. Hedonic Consumption Tendency Has a Positive and Significant Effect on Impulsive Buying

The results of this study indicate that the hedonic consumption tendency has a positive and significant effect on impulsive buying. The results of this study are supported by previous research conducted by Sari & Yasa (2021) which stated that the higher a person's hedonic consumption tendency, the higher the person's tendency to make impulse purchases. Furthermore, this statement is reinforced by research conducted by Yistianti et al. (2015) which explains that hedonism will cause consumers to make impulse purchases to buy fashion products because they are looking for the latest fashion products. Based on the explanation above, if an individual has a high hedonic consumption tendency, then the possibility of that individual to make an impulsive purchase is also higher.

5. Positive Emotion Has a Positive and Significant Effect on Impulsive Buying

The results of this study indicate that positive emotion has a positive and significant effect on impulsive buying. The results of this study are supported by previous research conducted by Pramestya & Widagda (2020) which states that consumers' positive emotions determine the intensity of consumer spending because the higher positive emotions felt by consumers, will affect consumer behavior so that consumers tend to often make impulse purchases. Furthermore, this is supported by research conducted by Park et al. (2006) which states that consumers with positive feelings, such as happiness and satisfaction, impulsively buy more fashion products during shopping. Based on the explanation above, it can be seen that if a customer feels positive emotions when shopping, then the possibility of making an impulse purchase is also higher, especially for fashion products.

6. Hedonic Consumption Tendency Mediates the Effect of Fashion Involvement on Impulsive Buying

The results of this study indicate that the mediating variable, namely hedonic consumption tendency, does not play a full role or can be called partial

mediation, so it can be explained that fashion involvement can affect impulsive buying directly or indirectly (through hedonic consumption tendency). The results of this study are supported by previous research conducted by Korry & Dwiya (2017) which states that the higher the involvement of consumer fashion, the higher the hedonistic attitude so that the possibility of unplanned purchases will occur more often. Furthermore, this is supported by research conducted by Sari & Yasa (2021) which explains that hedonic consumption tendency can mediate the relationship between fashion involvement and impulsive buying. Based on the explanation above, it can be seen that an individual with high fashion involvement will have a direct impact on impulsive buying behavior, especially for fashion products, but someone with high fashion involvement will generally be affected by hedonic things and have a high hedonic consumption tendency. So it can also lead to impulse buying.

7. Positive Emotion Mediates the Effect of Fashion Involvement on Impulsive Buying

The results of this study indicate that the mediating variable, namely positive emotion, does not play a full role or can be called partial mediation, so it can be explained that fashion involvement can affect impulsive buying directly or indirectly (through positive emotion). The results of this study are supported by previous research conducted by Setyawati et al. (2018) which explains that the higher fashion involvement is driven by strong positive emotions which are also strong will make consumers make impulse purchases. Furthermore, this is supported by research conducted by Pramestya & Widagda (2020) that high fashion involvement in consumers will make consumers feel positive emotions such as happy, satisfied, and happy, thus encouraging consumers to make impulse purchases more often. Based on the explanation above, it can be seen that an individual with high fashion involvement will have a direct impact on impulsive buying behavior, especially for fashion products, but someone with high fashion involvement tends to feel high positive emotions when shopping, especially when shopping for fashion products so that it can lead to impulsive buying.

H. CONCLUSION

Based on this study, it can be concluded that fashion involvement, hedonic consumption tendency, and positive emotion have a positive and significant effect on impulsive buying, and these variables can be predictors of impulsive buying behavior. High fashion involvement can encourage a consumer to make an impulse purchase, this is because these consumers make purchases based on a tendency to follow the latest fashion. Hedonic consumption tendency is also an equally important variable when discussing factors that can encourage impulsive buying. Customers who have a high hedonic consumption tendency are more likely to carry out impulsive buying behavior, this is because these customers buy a product not only based on usability but also based on the desire to satisfy their hedonic desires. Similar to fashion involvement and hedonic consumption tendency, customers who have high positive emotions will generally engage in impulsive buying behavior more often. The high positive emotion of a person when shopping is an important factor that can lead to impulsive buying behavior, this is because when shopping, the customer feels a feeling of satisfaction, enthusiasm, and freedom which will lead to purchases made suddenly or without planning. In this study, it was also found that the hedonic consumption tendency and positive variables partially mediate the relationship between fashion involvement and impulsive buying, so in the absence of hedonic consumption tendency and positive emotion, an individual who has a high involvement in fashion still has a high probability of frequent impulsive buying.

H. RECOMMENDATIONS

In this study, it is known that the visitors to the Beachwalk Bali mall have a high fashion involvement. Therefore, fashion retail stores located at the Beachwalk Bali mall need to periodically update their clothing products, such as releasing clothes with the latest models or styles, adding product variations, and using quality materials for their products. Fashion retail stores at the Beachwalk Bali mall also need to pay attention to the emotions of their customers. The majority of Beachwalk Bali mall customers have high fashion involvement, so these customers will feel positive emotions when shopping, especially when

shopping for fashion products. Positive customer emotions can be increased by making the store atmosphere as comfortable as possible such as making a good store interior design, paying attention to product layout so that it can look attractive, playing music, and providing friendly service. Finally, from this research, it is known that Beachwalk Bali mall customers have a high hedonic consumption tendency, this can also be increased by providing attractive promos such as discounts or exclusive products and providing a comfortable store atmosphere to satisfy the desires of customers who have hedonic consumption tendencies and increase the likelihood of customers making impulse purchases.

I. LIMITATION

This research has the scope and limitations of research with the aim of preventing the expansion of the discussion, the scope includes:

- This study will only focus on discussing several variables that affect impulsive buying, these variables are fashion involvement, hedonic consumption tendency, and positive emotion.
- The object of research is the customers at the Beachwalk Bali mall.
- The period of this research was taken in a span of approximately 1 month, namely April 2022 to May 2022.

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