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THE ROLE OF POSITIVE EMOTIONS IN MEDIATION THE INFLUENCE OF FASHION INVOLVEMENT, SHOPPING LIFESTYLE ON E-IMPULSE BUYING (EMPIRICAL EVIDENCE IN GENERATION X, Y, Z)[5]

This study analyzes the role of positive emotions in mediating the influence of fashion involvement and shopping lifestyle on impulse buying behaviour in Indonesia. The findings reveal that higher levels of fashion involvement and an active shopping lifestyle are linked to stronger positive emotions, which drive impulse buying. Companies should continue innovating to create unique and trend-setting fashion products that resonate with consumers, particularly Generation Z, to encourage hedonic shopping and spur impulse buying. The social implications of this trend highlight a growing emphasis on instant gratification and self-expression through fashion. Unlike previous studies, this research explores impulsive buying behaviour across Generation X, Y, and Z, offering new insights into how different age groups respond to fashion-related stimuli in the digital marketplace. These findings are particularly relevant for social commerce, web developers, and online retailers aiming to optimize their platforms and marketing strategies to enhance product sales.
Keywords: Fashion Involvement; Shopping Lifestyle; Positive Emotions; Impulse Buying; Gen X, Y, and Z
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1. Introduction

The rapid development of sophisticated technology in the modern era has significantly contributed to the rise of marketplaces and e-commerce, driving consumers to shop online more frequently.

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Online marketing provides producers with more accessible ways to offer products that meet consumer demands, coupled with practical payment transactions that attract consumers and often lead to unplanned purchases, known as impulse buying (Karim et al., 2021). According to a MarkPlus survey, 35.4% of consumers access the Internet and e-commerce platforms for leisure, inadvertently leading them to buy products impulsively (Goel et al., 2022). Impulse buying refers to purchasing without prior planning or intention, a spontaneous decision while browsing online stores (Muruganantham, Bhakat, 2013).

However, this pattern does not hold for all age groups. For instance, consumers aged 49-55 are more inclined to plan their online purchases, often knowing the product they want, even if they are undecided about the brand. Fashion products, including clothing and accessories, are among the most frequently sought items on e-commerce platforms, with a survey showing that 66.9% of respondents prefer buying apparel online.

Impulse buying in the fashion sector is influenced by several factors, with fashion involvement being a key driver (Chen et al., 2021). Fashion trends evolve rapidly, sometimes within days, affecting how individuals perceive themselves and their lifestyles. Fashion involvement occurs when a person is engaged with clothing products due to their needs, interests, and perceived value (Jin, Ryu, 2019). The satisfaction derived from acquiring these products, even without immediate practical benefits, often leads to unplanned purchases when consumers encounter similar items that interest them (Arnold, Reynolds, 2003).

In addition to fashion involvement, shopping lifestyle also plays a crucial role in influencing unplanned purchases. Shopping behaviour is closely tied to technological advancements and societal trends (Shavitt, Barnes, 2020). Shopping has evolved from merely fulfilling needs to providing pleasure, often resulting in impulsive buying when consumers are motivated by hedonic desires or emotional factors. Positive emotions are particularly influential in impulsive fashion purchases (Khorrami et al., 2015), as impulse buying is frequently linked to positive psychological states and emotions (Muruganantham, Bhakat, 2013).

Given the increasing trend of online impulse buying, particularly among millennials, there is a notable rise in marketplace transactions each year. This demographic is more prone to impulse buying due to various factors, including personal characteristics, desires, practicality, emotionality, and sales promotions (Castellini, Samoggia, 2018). Consequently, marketers are challenged to harness this impulse buying phenomenon by creating emotional engagement and encouraging spontaneous purchases of specific products or brands. Emotionally engaged consumers (low involvement) are more likely to make purchases without rational deliberation (Akbari, 2015).

This study aims to comprehensively examine the influence of fashion involvement and shopping lifestyle on impulse buying through positive emotions, both directly and indirectly. Unlike previous research, this study differentiates the impulse buying model by age groups (Gen X, Y, and Z) to explore how maturity impacts online shopping behaviour. Older consumers generally plan their purchases more carefully, even if they are undecided about the brand.

2. Literature Review

2.1. Generation Y or Millennials (1981-1996)

Millennials, or Generation Y, are typically identified as individuals born between 1981 and 1996. This generation follows Generation X and is often characterized by their upbringing during the rapid expansion of technology, particularly the internet. Millennials, sometimes referred to as "Echo Boomers" due to the increase in birth rates during the 1980s and 1990s, have distinctive traits that set them apart from previous generations. These traits include self-confidence, a strong orientation towards success, competitiveness, and a deep familiarity with technology (Lissitsa, Kol, 2016).

However, the literature tends to oversimplify the millennial generation by emphasizing these characteristics without delving into the diversity within this cohort. For instance, while millennials are often portrayed as tech-savvy and driven by a desire for instant gratification, not all millennials exhibit these traits uniformly. Additionally, the consumer behaviour of millennials is not monolithic; it varies significantly depending on socio-economic status, cultural background, and personal values. Millennials prioritize experiences, such as travel, concerts, and dining out, over material goods. This experiential consumption pattern is closely linked to their impulse buying behaviour, particularly in digital environments where targeted advertisements and social media influence purchasing decisions (Kurniawan et al., 2020; Hamilton et al., 2017).

2.2. Generation Z or Generation I (1997-2012)

Generation Z, or the "iGeneration," includes individuals born between 1997 and 2012. This generation represents a transition from millennials, growing up in an era where technology is not just an addition to life but an integral part of it. Their lives are deeply intertwined with digital technology, which shapes their social interactions, educational pursuits, and consumer behaviour. Generation Z is characterized by their instant gratification mindset, reliance on technology, and deep engagement with social media, where popularity and online presence are highly valued.

While Generation Z is often described as open-minded, global, and socially conscious, the literature frequently overlooks the internal contradictions within this generation. For example, while they are digitally native and confident, their constant exposure to technology and social media also makes them more susceptible to stress and mental health challenges. Moreover, their consumer behaviour is complex. At the same time, they are drawn to brands that align with their values, such as sustainability and social responsibility; they are also highly susceptible to impulse buying, driven by targeted marketing and the immediacy of online shopping (Lissitsa, Kol, 2016; Hamilton et al., 2017).

2.3. Impulse Buying

According to Podoshen & Andrzejewski (2012), impulse buying is mostly an unconscious buying behaviour driven by affective forces outside the individual's control. According to

(Karim et al., 2021), impulse buying or what is often called impulse buying is shopping behaviour that is done suddenly, quickly, and not planned in advance. It can be concluded that an impulse purchase or also called an unplanned purchase is a purchase that occurs suddenly or not previously planned, only because it is affected by emotions so that consumers do not think about the item which is not necessarily useful by it.

According to Jin & Ryu (2019), there are several indicators of impulse buying, namely spontaneity, compulsive strength, stimulation, and indifference to the consequences. Factors associated with impulsive buying include: (1) psychological factors such as self-esteem, worry, depression, and perfectionism; (2) Biological factors are reflected in the effects of alcohol therapy and neurotransmission, personal, and purchase history on consumptive purchases related to disorder; (3) Cultural factors include gender roles, children's early experiences, and modification of social norms such as feelings of alienation (Kurniawan et al., 2020).

2.4. Fashion Involvement

According to (Park et al., 2006), involvement is a state of motivation and interest or interest generated by certain stimuli or circumstances and is displayed through the nature of the drive. According to (Belanche et al., 2017), the indicators of fashion involvement are: (1) having one or more clothes with the latest models (trends), (2) fashion is one of the important things that support activities, (3) preferring if the clothing models used are different from those used. Others, (4) clothes show characteristics, (5) can know a lot about someone with the clothes used, (6) when wearing favourite clothes, make other people interested in seeing them, (7) try fashion products first before buying them, (8) knowing the latest fashion compared to others (Jin, Ryu, 2019). According to (Y. Liang et al., 2020), the term fashion involvement describes the level of interest in the field of fashion (clothing), fashion involvement is used mainly to predict the behaviour of variables related to clothing products such as purchasing behaviour, and consumer characteristics.

2.5. Shopping Lifestyle

According to Karim et al. (2021), a shopping lifestyle is how a person spends their money and time which from these activities can reflect one's status, dignity, and habits. According to Guillen-Royo (2019), there are indicators of a shopping lifestyle including:

1. Respond to purchase any advertising offer regarding fashion products
2. Buy the latest fashion clothes when you see them
3. Shop for the most famous brands
4. Convinced that the well-known brand (product category) purchased is the best in terms of quality
5. Often buy various brands (product categories) rather than the usual brands bought

6. Are you sure there is another brand (product category) that is the same as the one you bought

2.6. Positive Emotions

Positive emotions are defined as affect and mood, which determine the intensity of consumer decision-making (Ahmad et al., 2019). According to Cho et al. (2014), positive emotions are those who perceive shopping as a pleasure and have a good mood for shopping, thereby increasing affective involvement in information processing and reducing perceptions.

According to (Kurniawan et al., 2020), states that humans express positive emotions in two dimensions, namely: (1) Satisfaction, Satisfaction is the condition of consumers getting something according to their expectations. The form of satisfaction is satisfied (contented), fulfilled and peaceful. (2) Pleasure, Pleasure refers to the situation where consumers feel good, full of joy and happy in the shopping process. The forms of pleasure are optimistic, enthusiastic, hopeful, happy, pleased, joyful, relieved, thrilled and enthusiastic.

3. Data and Methodology

This section will detail the methods employed in investigating the influence of fashion involvement and shopping lifestyle on impulse buying, with positive emotions as a mediating variable, across Generations X, Y, and Z. The research aims to analyze the variance in these effects among different generational cohorts.

3.1. Hypothesis Development

The hypotheses are grounded in previous literature that has explored the relationships between fashion involvement, shopping lifestyle, positive emotions, and impulse buying. These hypotheses are derived from the mixed findings in the literature, suggesting both positive effects and non-significant results, which warrant further exploration in the context of different generational cohorts.

According to C.-C. Liang et al. (2021), the involvement of fashion experienced by consumers can increase positive feelings because consumers will feel satisfied and happy about the quality of fashion products sold and offered. The results of previous studies regarding fashion's involvement on positive emotions were documented by Goel et al. (2022), Tran (2022), Ampadu et al. (2022), Zafar et al. (2021) prove that there is a positive influence of fashion involvement on positive emotions. However, in contrast to the results of M. Haq et al. (2014), Chauhan et al. (2023) and Chauhan et al. (2023) research, the influence of the fashion involvement variable on positive emotions was not found.

Based on the description above, the first hypothesis in this study is:

The more a person has a high interest in fashion, the more likely it is that the level of positive emotions will occur.

H1a = Fashion involvement has a positive effect on positive emotions "Gen X".

H1b = Fashion involvement has a positive effect on positive emotions "Gen Y".

H1c = Fashion involvement has a positive effect on positive emotions "Gen Z".

The shopping lifestyle, characterized by frequent shopping activities and a strong consumer orientation, can have a positive effect on positive emotions. Shopping lifestyle shows a way of consumption that describes a person's choices about how to spend time and money, positive emotions will encourage consumers to make purchases without any prior planning when the consumer feels positive emotions (Chaudhury, Albinsson, 2015)).

According to Chang et al. (2015) said that when a person's shopping lifestyle has been fulfilled, positive emotions such as feelings of happiness and joy will be formed in the person's mind. The results of research on shopping lifestyle on positive emotions conducted by Anitha (2016), Ittaqullah et al. (2020) and Seegebarth et al. (2016) prove that there is a positive influence of shopping lifestyle on positive emotions. However, unlike the research results, Seegebarth et al. (2016) and Nair (2018) found no effect of shopping lifestyle variables on positive emotions.

Based on the description above, the second hypothesis in this study is:

The more a person has high lifestyle needs, the more likely it is that positive emotions will occur.

H2a = Shopping lifestyle has a positive effect on positive emotions "Gen X".

H2b = Shopping lifestyle has a positive effect on positive emotions "Gen Y".

H2c = Shopping lifestyle has a positive effect on positive emotions "Gen Z".

According to Khare & Rakesh (2010), consumers who are more fashion-conscious or have high clothing involvement will feel more attracted to fashion clothing and spend more time buying products.

Fashion Involvement The extent to which a person investigates various fashion-related concepts is referred to as their level of fashion involvement, including reactions, interests, knowledge and awareness. According to Park et al. (2006), involvement is a state of motivation and interest, or interest resulting from a particular stimulus or situation and is displayed through the nature of the drive.

The results of research on fashion involvement in impulse buying were conducted by Chauhan et al. (2023), there are several factors that influence impulse buying Djafarova & Bowes (2021), Ittaqullah et al. (2020), Chan et al. (2017) prove that fashion involvement can increase impulse buying. However, in contrast to the results of the research by Chan et al. (2017) and Ahmad et al. (2019) did not find the influence of the fashion involvement variable on impulse buying. Based on the description above, the third hypothesis in this study is:

The more someone has a high interest in fashion, the more likely there will be an impulsive buying rate.

H3a = Fashion involvement has a positive effect on Impulse Buying "Gen X".

H3b = Fashion involvement has a positive effect on Impulse Buying "Gen Y".

H3c = Fashion involvement has a positive effect on Impulse Buying "Gen Z".

For consumers, the need to fulfil their lifestyle will be willing to sacrifice something to get the goods they like, which will lead to more impulsive purchases (Jin, Ryu, 2019). According to Lo et al. (2016), impulse buying occurs when a consumer experiences a sudden, often strong, and persistent urge to buy something immediately.

The results of research on shopping lifestyle on impulse buying as documented by Vazifehdoost et al. (2014), Nurcholis & Sa'adah (2022), M. A. Haq & Abbasi (2016), Kosyu (2014), Tirtayasa et al. (2020), Hashmi et al. (2020), Siahaan et al. (2021), Imbayani & Novarini (2018), Fauzi et al. (2019), Hasan'Ada (2021) who showed that shopping lifestyle can increase impulse buying. However, unlike the results of Tirmizi et al. (2009), Anggraeni et al. (2020) research, no effect was found, in shopping lifestyle variables on impulse buying.

Based on the description above, the fourth hypothesis in this study is:

The more a person has a high lifestyle, the more likely there will be an impulsive buying rate.

H4a = Shopping lifestyle has a positive effect on Impulse Buying "Gen X".

H4b = Shopping lifestyle has a positive effect on Impulse Buying "Gen Y".

H4c = Shopping lifestyle has a positive effect on Impulse Buying "Gen Z".

According to Kurniawan et al. (2020), consumers' positive emotions will affect their decision to buy a product even though they do not have an immediate plan in advance or commonly called an impulse purchase. According to Jain (2021), when consumers are in an emotional state that forces them to buy things that are not important, consumers care more about their feelings of pleasure without thinking further. According to Anggraeni et al. (2020), when consumers' emotions are positive, it is more likely for them to make impulse purchases of products because their feelings are not limited, so there is a desire to respect themselves, and energy levels increase.

The results of research on positive emotions on impulse buying conducted by Park et al. (2006), Vazifehdoost et al. (2014), Nurcholis & Sa'adah (2022), M. A. Haq & Abbasi (2016), Hashmi et al. (2020), Andriyanto et al. (2016), Imbayani & Novarini (2018), Fauzi et al. (2019), Anggraeni et al. (2020), Kinasih & Jatra (2018), Hasan'Adalah (2021), Anggraini & Anisa (2020), Khorrami et al. (2015) prove that positive emotions affect impulse buying. However, in contrast to the results of research by Hashmi et al. (2020), Siahaan et al. (2021) did not find the influence of positive emotion variables on impulse buying. Based on the description above, the fifth hypothesis in this study is:

The more a person purchases using positive emotions, the more likely there will be a level of impulse buying.

H5a = Positive Emotions have a positive effect on Impulse Buying "Gen X".

H5a = Positive Emotions have a positive effect on Impulse Buying "Gen Y".

H5c = Positive Emotions have a positive effect on Impulse Buying "Gen Z".

Consumers at the time of shopping who have high involvement or pleasure in fashion show positive emotions, in showing positive emotions when shopping can increase involvement in impulse buying (Amiri et al., 2012).

The results of research on fashion involvement in impulse buying through positive emotions conducted by Vazifehdoost et al. (2014), Pangestu & Santika (2019), Kinasih & Jatra (2018), Anggraini & Anisa (2020) prove that positive emotions can mediate the positive influence of fashion involvement on impulse buying. However, in contrast to the results of Khorrami et al. (2015) research, the influence of the fashion involvement variable on impulse buying was not found through positive emotions. Based on the description above, the sixth hypothesis in this study is:

The more a person shops, having fun in fashion and using positive emotions, the more likely the impulse buying rate will be.

H6a = Positive Emotions mediate the influence of Fashion Involvement on Impulse Buying "Gen X"

H6b = Positive Emotions mediate the influence of Fashion Involvement on Impulse Buying "Gen Y"

H6c = Positive Emotions mediate the influence of Fashion Involvement on Impulse Buying "Gen Z"

With the encouragement of positive feelings and feelings of pleasure and lifestyle owned by consumers, it tends to lead to unplanned buying behaviour or impulse buying. According to Prihartini (2020), shopping lifestyle is a reflection of a person's financial and time preferences, if consumers have the availability of time, they will have a lot of time to buy and have high purchasing power with the money, this is related to a product on consumer involvement and affects the occurrence of impulse buying. According to Pramestya & Widagda (2020), the positive emotions of consumers determine the intensity of consumer spending, because the higher the positive emotions felt by consumers, it will affect consumer behaviour which they often make impulse purchases. According to Ghani & Jan (2011), impulsive buying is defined as sudden purchase behaviour and a direct purchase decision to buy a product without any intention to buy certain goods or products.

The results of research on shopping lifestyle on impulse buying through positive emotions conducted by Vazifehdoost et al. (2014), Hashmi et al. (2020), Fauzi et al. (2019), Hasan'Ada (2021) proves that it proves that positive emotions are able to mediate the effect of lifestyle on impulse buying. However, unlike the research results of M. A. Haq & Abbasi (2016), Anggraeni et al. (2020), Anggraini & Anisa (2020) found no effect of shopping lifestyle variables on impulse buying through positive emotions.

Based on the description above, the seventh hypothesis in this study is:

The more a person has a high lifestyle and uses positive emotions, the more likely there will be a level of impulse buying.

H7a = Positive Emotions mediate the influence of Shopping Lifestyle on Impulse Buying "Gen X"

H7b = Positive Emotions mediate the influence of Shopping Lifestyle on Impulse Buying "Gen Y"

H7c = Positive Emotions mediate the influence of Shopping Lifestyle on Impulse Buying "Gen Z"

The results of the MarkPlus survey show that the frequency of shopping is most visible at the age of 24-41 years, and the frequency decreases with age (Goel et al., 2022). However, this does not apply to consumers aged 49-55 years, the older a person is, the more likely they are to plan when they are going to shop online, generally they already know the product they want even though they don't know what brand to choose. A total of 36.3 per cent of respondents aged 30-35 years shopped more than 5 times in three months, while respondents aged 49-55 years only had 15 per cent of respondents who shopped more than 5 times a month. Meanwhile, those in the 42-55 years age category consider the convenience of mobile applications when deciding to shop in e-commerce.

There is a difference in spending behaviour in nominal terms between the millennial generation (18-41 years) and those who are in the Gen-X generation (42 years and over). The results of the MarkPlus survey show that millennials spend money in the range below Rp. 250,000 in one purchase. Meanwhile, Gen-X spends IDR 250,000 to IDR 500,000 on a single purchase via e-commerce. Another interesting thing, there are 8.3 per cent of respondents aged 49-55 years who even spend more than Rp 1 million for one shopping. This shows that old age also has the ability to use information technology, although not as much as the millennial generation.

Based on the phenomenon and previous research, it can be concluded that there are differences in the influence of fashion and lifestyle based on Generation X consisting of >41 years of age, Y generation consisting of 26-41 years of age, and Z Generation consisting of 15-25 years. This is what distinguishes that in generation Z, namely the I generation (generation Z) or today's teenagers, they will consider fashion as a supporting thing for their appearance and will be willing to spend the time and money they have on shopping, which is slightly different from generation X in this generation. Those who shop online are compared to consumers in Generation Z because this generation thinks fashion is not too important for them and their lifestyle is not consumptive actors.

The existence of different lifestyle phenomena, differences in fashion, and positive emotions in millennial and non-millennial generations makes the motivation of researchers to examine the differences in the influence of fashion involvement and lifestyle on impulse buying through positive emotions in Generations X, Y, and Z. The following is the research hypothesis of these eight studies:

H8a = There is a difference in the effect of fashion involvement on positive emotions in generations X, Y and Z.

H8b = There is a difference in the effect of the shopping lifestyle on positive emotions in generations X, Y and Z.

H8c = There is a difference in the influence of fashion involvement on impulse buying in generations X, Y and Z.

H8d = There is a difference in the effect of the shopping lifestyle on positive emotions in generations X, Y and Z.

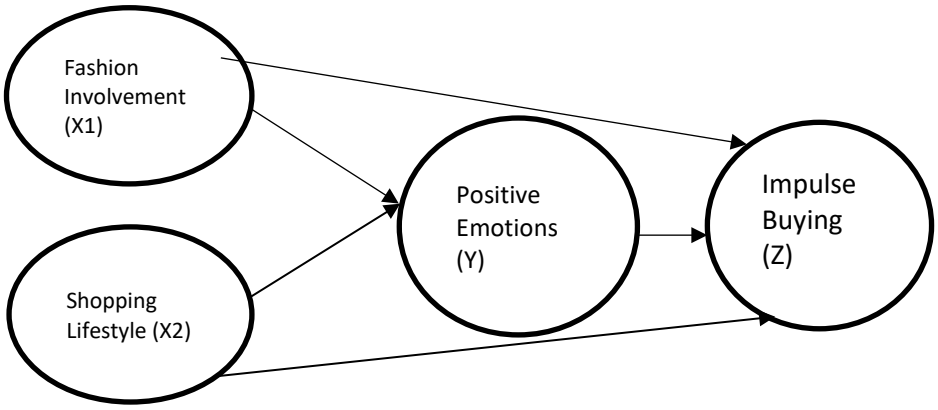
H8e = There is a difference in the influence of positive emotions on impulse buying in generations X, Y and Z.

H8f = There is a difference in the influence of fashion involvement on impulse buying through positive emotions in generations X, Y and Z.

H8g = There is a difference in the effect of a shopping lifestyle on impulse buying through positive emotions in generations X, Y and Z.

To describe the relationship between the variables studied, it can be explained through the framework in the following figure:

Figure 1. Theoretical Framework



Source: Authors' Model.

This study uses a quantitative approach. The sample in this study is the consumer marketplace in Jakarta, Indonesia. Determination of the number of samples can be done by means of statistical calculations, namely by using the Lameshow formula for an unknown population. The samples obtained were 364 respondents through purposive sampling. In this study, the sample criteria were that the respondent had shopped at the marketplace or e-commerce at least 2 times. Data analysis used Structural Equation Modeling (SEM) with a Multi Group Analysis approach by distinguishing the age of respondents based on generations X, Y, and Z. The data collection technique used was a questionnaire using a Likert scale of 1-7 from Strongly Disagree (1) to Strongly Agreed (7).

Table 1. Operational Variables

Variables	Dimension	Question Indicator	Source
Impulse Buying (Z) Dependent Variables	1. Spontaneity	1. Buying products spontaneously. 2. Buying unexpected products. 3. Buying products without thinking twice.	Jin & Ryu, 2019
	2. Compulsive Power	1. Buying a product because of the motivational drive. 2. Shopping out of urgency. 3. Shopping wants to satisfy yourself.	
	3. Stimulation	1. Want to get the product right away. 2. Buying products due to emotional impulses. 3. Buying only products that I admire.	
	4. Disadvantages concern about the consequences.	1. Buying products because of motivational impulses. 2. Shopping out of urgency. 3. Shopping wants to satisfy yourself.	
Positive Emotions (Y) Intervening Variables	1. Contentment	1. Shopping is satisfied. 2. Shopping feels like your needs are met. Shopping feels peaceful.	Kurniawan et al., 2020
	2. Happiness	1. Shopping is fun. 2. Shopping feels enthusiastic. 3. Shopping feels enthusiastic.	
Fashion Involvement (X1) Independent Variablebel		1. Have clothes with the latest models. 2. Fashion is important to support activities. 3. Likes different models. 4. Clothing shows characteristics. 5. Knowing the model of the garment. 6. Interests of others. 7. Knowing fashion better than others.	Jin & Ryu, 2019
Shopping Lifestyle (X2) Independent Variables		1. Buy fashion products per ad offer. 2. Buying the latest model of clothing when looking at it. 3. Shop famous brands. 4. Confident that the famous brands that are bought are of the best quality. 5. Often buy various brands (category products). 6. Sure there is another brand that is the same as the one you bought.	Jin & Ryu, 2019

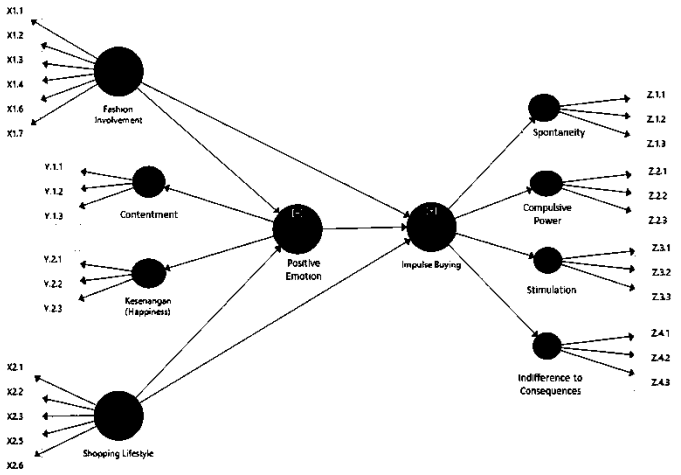
Source: Authors' calculations

This study uses the First Order Confirmatory and Second Order Confirmatory approaches. The latent construct of fashion involvement is measured by indicators X1.1-X1.7, the latent construct of shopping lifestyle is measured by indicators X2.1-X2.6 and the latent construct of positive emotion is measured by two First Order components, namely Contentment and Happiness. The satisfaction component is measured by Y.1.1–Y.1.3, happiness is measured by the indicator Y.2.1–Y.2.3. Second-order latent constructs of impulse buying are measured by four First-Order components, namely spontaneity, compulsive strength, stimulation and indifference to the consequences. Spontaneity was measured Z.1.1-Z.1.3, compulsive strength was measured Z.2.1-Z.2.3, stimulation was measured Z.3.1-Z.3.3, indifference to consequences was measured Z.4.1-Z.4.3

The model tests the direct effects of fashion involvement and shopping lifestyle on positive emotions and impulse buying, as well as the mediating role of positive emotions in these

relationships. Furthermore, it examines the moderating role of generational differences, seeking to uncover any variations in the impact of these factors across different age groups. The following is a Full SEM (Structural Equation Model) image of this study:

Figure 2. SEM Model Generation X, Y, Z



Source: Authors' Model.

4. Results and Discussion

4.1. Descriptive Analysis

At this stage, an analysis of the research variables will be carried out based on the question items in the questionnaire.

Based on the table above, the indicators on the impulse buying variable in Generation X have a mean value above 3 and below 4, meaning they have a negative response tendency. This shows that the impulse buying measured by TERRA is not optimal and is still not satisfied. The average score on the dimension of indifference to consequences is 3.24 for question X.4.2 buying a product that is not too important, The average score on the spontaneity dimension is 3.21 for question Z.3.2 buying a product because of emotional impulses, the average score on the dimension stimulation is 4.14.

Table 2. Research Description "Generation X"

Variable &	1		2		3		4		5		6		7		Mean
Indicator	F	%	F	%	F	%	F	%	F	%	F	%	F	%	
Fashion Involvement (X1)															4.774
X1.1	0	0	5	8.7	6	10.5	25	43.8	8	14.0	9	15.7	4	7.0	4.386
X1.2	1	1.7	2	3.5	6	10.5	17	29.8	7	12.2	11	19.2	13	22.8	4.965
X1.3	0	0	1	1.7	2	3.5	20	35.0	20	35.0	8	14.0	6	10.5	4.877
X1.4	0	0	0	0	2	3.5	27	47.3	16	28,0	7	12.0	5	8.7	4.754
X1.5	0	0	0	0	3	5.2	11	19.2	11	19.2	25	43.8	7	12.2	5.386
X1.6	0	0	0	0	1	1.7	20	35.0	21	36.8	7	12.2	8	14.0	5.018
X1.7	2	3.5	6	10.5	12	21.0	18	31.5	9	15.7	7	12.2	3	5.2	4.035
Shopping Lifestyle (X2)															4.813
X2.1	0	0	0	0	3	5.2	32	56.1	9	15.7	9	15.7	4	7.0	4.632
X2.2	1	1.7	1	1.7	6	10.5	17	29.8	11	19.2	15	26.3	6	10.5	4.842
X2.3	1	1.7	5	8.7	8	14.0	19	33.3	6	10.5	16	28.0	2	3.5	4.404
X2.4	0	0	0	0	0	0	6	10.5	9	15.7	35	61.4	7	12.0	5.754
X2.5	0	0	0	0	4	7.0	24	42.1	19	33.3	7	12.2	3	5.2	4.667
X2.6	0	0	0	0	5	8.7	28	49.1	14	24.5	6	10.5	4	7.0	4.579
Positive Emotions (Y)															4.927
Contentment															5.064
Y.1.1	0	0	0	0	2	3.5	21	36.8	20	35.0	7	12.2	7	12.2	4.930
Y.1.2	0	0	0	0	1	1.7	8	14.0	14	24.5	24	42.1	10	17.5	5.596
Y.1.3	1	1.7	0	0	0	0	34	59.6	10	17.5	5	8.7	7	12.2	4.667
Happiness															4.790
Y.2.1	0	0	0	0	1	1.7	24	42.1	19	33.3	6	10.5	7	12.2	4.895
Y.2.2	0	0	0	0	2	3.5	20	35.0	23	40.3	6	10.5	6	10.5	4.895
Y.2.3	0	0	0	0	4	7.0	33	57.8	9	15.7	5	8.7	6	10.5	4.579
Impulse Buying(Y)															4.310
Spontanitas															4.076
Z.1.1	0	0	3	5.2	7	12.2	25	43.8	13	22.8	5	8.7	4	7.0	4.386
Z.1.2	1	1.7	5	8.7	5	8.7	25	43.8	15	26.3	3	5.2	3	5.2	4.211
Z.1.3	4	7.0	7	12.2	17	29.8	16	28.0	6	10.5	5	8.7	2	3.5	3.632
Compulsive Power															4.988
Z.2.1	1	1.7	0	0	6	10.5	28	49.1	12	21.0	7	12.2	3	5.2	4.456
Z.2.2	0	0	1	1.7	3	5.2	13	22.8	18	31.5	16	28.0	6	10.5	5.105
Z.2.3	1	1.7	1	1.7	3	5.2	9	15.7	9	15.7	23	40.3	11	19.2	5.404
Stimulation															4.936
Z.3.1	0	0	1	1.7	0	0	13	22.8	17	29.8	21	36.8	5	8.7	5.263
Z.3.2	3	5.2	3	5.2	5	8.7	25	43.8	16	28.0	3	5.2	2	3.5	4.140
Z.3.3	0	0	1	1.7	4	7.0	8	14.0	7	12.2	32	56.1	5	8.7	5.404
Indifference to the Consequences															3.240
Z.4.1	10	17.5	10	17.5	9	15.7	16	28.0	8	14.0	2	3.5	2	3.5	3.281
Z.4.2	9	15.7	10	17.5	14	24.5	14	24.5	5	8.7	4	7.0	1	1.7	3.211
Z.4.3	11	19.2	11	19.2	8	14.0	13	22.8	10	17.5	3	5.2	1	1.7	3.228

Source: Author's Calculation.

Table 3. Research Description "Generation Y"

Variable & Indicator	1		2		3		4		5		6		7		Mean
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	
Fashion Involvement (X1)															5.044
X1.1	0	0	1	1	6	6	15	15	31	31	30	30	17	17	5.340
X1.2	0	0	6	6	2	2	13	13	22	22	23	23	34	34	5.560
X1.3	1	1	4	4	16	16	23	23	28	28	18	18	10	10	4.670
X1.4	0	0	1	1	10	10	30	30	28	28	25	25	6	6	4.840
X1.5	1	1	2	2	5	5	17	17	25	25	34	34	16	16	5.290
X1.6	1	1	1	1	7	7	28	28	35	35	19	19	9	9	4.880
X1.7	1	1	5	5	8	8	26	26	35	35	16	16	9	9	4.730
Shopping Lifestyle (X2)															5.193
X2.1	1	1	3	3	2	2	24	24	28	28	31	31	11	11	5.120
X2.2	1	1	1	1	9	9	10	10	31	31	41	41	7	7	5.200
X2.3	1	1	1	1	7	7	18	18	22	22	39	39	12	12	5.240
X2.4	0	0	3	3	3	3	12	12	24	24	37	37	21	21	5.520
X2.5	0	0	1	1	6	6	21	21	36	36	23	23	13	13	5.130
X2.6	0	0	2	2	3	3	25	25	42	42	24	24	4	4	4.950
Positive Emotion (Y)															5.201
Contentment															5.373
Y.1.1	0	0	0	0	2	2	16	16	32	32	36	36	14	14	5.440
Y.1.2	0	0	5	5	3	3	4	4	24	24	41	41	23	23	5.620
Y.1.3	0	0	1	1	5	5	21	21	42	42	22	22	9	9	5.060
Happiness															5.030
Y.2.1	0	0	1	1	3	3	21	21	41	41	22	22	12	12	5.160
Y.2.2	0	0	0	0	4	4	24	24	40	40	21	21	11	11	5.110
Y.2.3	0	0	1	1	7	7	36	36	30	30	17	17	9	9	4.820
Impulse Buying(Y)															4.448
Spontaneity															4.013
Z.1.1	7	7	7	7	12	12	29	29	27	27	15	15	3	3	4.190
Z.1.2	8	8	8	8	12	12	28	28	27	27	13	13	4	4	4.130
Z.1.3	13	13	13	13	18	18	25	25	11	11	16	16	4	4	3.720
Compulsive Power															5.103
Z.2.1	0	0	1	1	11	11	23	23	39	39	21	21	5	5	4.830
Z.2.2	1	1	5	5	8	8	15	15	23	23	40	40	8	8	5.060
Z.2.3	0	0	5	5	9	9	11	11	14	14	36	36	25	25	5.420
Stimulation															5.010
Z.3.1	0	0	4	4	4	4	14	14	30	30	33	33	15	15	5.290
Z.3.2	1	1	4	4	11	11	28	28	29	29	20	20	7	7	4.680
Z.3.3	1	1	7	7	11	11	14	14	16	16	35	35	16	16	5.060
Indifference to Consequences															3.666
Z.4.1	13	13	13	13	18	18	20	20	15	15	18	18	3	3	3.770
Z.4.2	10	10	15	15	19	19	22	22	22	22	10	10	2	2	3.690
Z.4.3	14	10	15	15	19	19	19	19	23	23	8	8	2	2	3.540

Source: Author's Calculation

There are several indicators above 4 that show a positive response tendency, namely on the fashion involvement variable with an average value of 4.77 for the X1.2 question, namely, fashion is important, on the shopping lifestyle variable with an average value of 4.84 on the X2.2 question, namely, buy the latest product when you see it, on the dimension of pleasure

(happiness) with an average value of 4.89 for question Y.2.1 that is, shopping in the marketplace feels happy, on the dimension of spontaneity with an average value of 4.38 on question Z.1.1 that is, shopping at marketplace spontaneously, on the stimulation dimension with an average value of 4.14 for question Z.3.2, namely, buying products because of emotional impulses.

Based on the table above, the indicators of the hedonic shopping motivation variable in Generation Y have a means value above 3 and below 4 meaning they have a negative response tendency. This shows that the hedonic shopping motivation as measured by TERRA is not optimal and is still not satisfied. The average value on the dimension of indifference to the consequences is 3.47 for question X.4.3 buying products that are not too important, the average value on the spontaneity dimension is 3.82 for question Z.1.3, namely buying products without thinking again.

There are several indicators above 4 that show a positive response tendency, namely the fashion involvement variable with an average value of 4.77 for the X1.4 question, namely, fashion in the marketplace according to consumer characteristics, on the shopping lifestyle variable with an average value of 4.90 in the X2 question. .2 that is, buying the latest product when you see it, on the dimension of pleasure (happiness) with an average value of 4.97 for question Y.2.3 that is, shopping in the marketplace feels enthusiastic, on the dimension of spontaneity with an average value of 4.29 on question Z.1.2, namely, buying the product unexpectedly, on the stimulation dimension with an average value of 4.42 for the question Z.3.2, namely, buying the product because of an emotional impulse.

Based on Table 4, the indicators on the impulse buying variable Generation Z have a mean value above 3 and below 4 meaning that it has a negative response tendency. This shows that the impulse buying measured by TERRA is not optimal and is still not satisfied. The average score on the dimension of indifference to consequences is 3.80 for question Z.4.3 buying products that are not too important, consumers prefer to buy products that they consider important for their needs.

There are several indicators above 4 that show a positive response tendency, namely in the dimension of indifference to the consequences with an average value of 4.09 for the Z.4.1 question, namely, shopping without thinking, consumers are more likely to rethink the benefits of the item. On the shopping lifestyle variable with an average value of 4.90 in question X2.2, namely, buying the latest product when seeing it, on the pleasure dimension (happiness) with an average value of 4.98 for question Y.2.3, namely, shopping in the marketplace feels enthusiastic, on the dimension of stimulation with an average value of 4.56 in question Z.3.2, namely, buying products because of emotional impulses, consumers want to immediately buy or want to have these products on the basis of emotional impulses that occur in a person. On the dimension of spontaneity with an average value of 4.23 for question Z.1.3, namely, buying products without thinking again, consumers shopping in the marketplace buying products without thinking again whether the product is useful or the product is really needed by him.

Table 4. Research Description "Generation Z"

Variable &Indicator	1		2		3		4		5		6		7		Mean
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	
Fashion Involvement (X1)															5.226
X1.1	1	0.4	7	3.3	10	4.8	34	16.4	46	22.2	65	31.4	44	21.2	5.357
X1.2	1	0.4	4	1.9	9	4.3	31	14.9	22	10.6	55	26.5	85	41.0	5.773
X1.3	0	0	7	3.3	16	7.7	51	24.6	68	32.8	43	20.7	22	10.6	4.918
X1.4	0	0	5	2.4	19	9.1	59	28.5	54	26.0	51	24.6	19	9.1	4.889
X1.5	2	0.9	4	1.9	7	3.3	27	13.0	47	22.7	88	42.5	32	15.4	5.440
X1.6	1	0.4	0	0	13	6.2	46	22.2	64	30.9	55	26.5	28	13.5	5.169
X1.7	2	0.9	4	1.9	14	6.7	41	19.8	73	35.2	49	23.6	24	11.5	5.039
Shopping Lifestyle (X2)															5.252
X2.1	2	0.9	5	2.4	12	5.7	37	17.8	61	29.4	65	31.4	25	12.0	5.150
X2.2	1	0.4	10	4.8	16	7.7	32	15.4	49	23.6	79	3.8	20	9.6	5.101
X2.3	3	1.4	7	3.3	18	8.6	29	14.0	44	21.2	81	39.1	25	12.0	5.159
X2.4	2	0.9	0	0	8	3.8	22	10.6	43	20.7	86	41.5	46	22.2	5.638
X2.5	0	0	3	1.4	6	2.8	40	19.3	69	33.3	63	30.4	26	12.5	5.261
X2.6	0	0	2	0.9	5	2.4	43	20.7	78	37.6	56	27.0	23	11.1	5.208
Positive Emotions (Y)															5.287
Contentment															5.380
Y.1.1	1	0.4	2	0.9	3	1.4	34	16.4	58	28.0	77	37.1	32	15.4	5.440
Y.1.2	1	0.4	4	1.9	2	0.9	29	14.0	34	16.4	94	45.4	43	20.7	5.633
Y.1.3	1	0.4	3	1.4	9	4.3	58	28.0	58	28.0	49	23.6	27	13.0	5.068
Happines															5.195
Y.2.1	1	0.4	1	0.4	6	2.8	44	21.2	52	25.1	66	31.8	37	17.8	5.372
Y.2.2	0	0.4	3	1.4	8	3.8	43	20.7	75	36.2	40	19.3	38	18.3	5.232
Y.2.3	1	0.4	5	2.4	10	4.8	68	32.8	52	25.1	39	18.4	32	15.4	4.981
Impulse Buying(Y)															4.734
Spontaneity															4.536
Z.1.1	7	3.3	13	6.2	19	9.1	38	18.3	59	28.5	49	23.6	22	10.6	4.758
Z.1.2	9	4.3	12	5.7	21	10.1	41	19.8	67	32.3	39	18.8	18	8.6	4.614
Z.1.3	21	10.1	22	10.6	21	10.1	37	17.8	54	26.0	33	15.9	19	9.1	4.237
Compulsive Power															5.249
Z.2.1	2	0.9	8	3.8	17	8.2	48	23.1	61	29.4	50	24.1	21	10.1	4.894
Z.2.2	2	0.9	7	3.3	12	5.7	32	15.4	43	20.7	77	37.1	34	16.4	5.290
Z.2.3	2	0.9	5	2.4	9	4.3	31	14.9	31	14.9	69	33.3	60	28.9	5.565
Stimulation															5.186
Z.3.1	2	0.9	5	2.4	9	4.3	30	14.4	38	18.3	72	34.7	51	24.6	5.498
Z.3.2	11	5.3	11	5.3	23	11.1	47	22.7	56	27.5	39	18.8	20	9.6	4.560
Z.3.3	0	0	3	1.4	11	5.3	33	15.9	36	17.3	80	38.6	44	21.2	5.502
Indifference to Consequences															3.966
Z.4.1	26	12.5	20	9.6	24	11.5	43	20.7	41	19.8	39	18.8	14	6.7	4.092
Z.4.2	23	11.1	22	10.6	32	15.4	41	19.8	49	23.6	24	11.5	16	7.7	4.000

Source: Author's Calculation

Based on the table above, the indicators on the impulse buying variable overall respondents have a means value above 3 and below 4 meaning that they have a negative response tendency. This shows that the impulse buying measured by TERRA is not optimal and is still not satisfied. The average score on the dimension of indifference to the consequences is 3.64

for question Z.4.3 buying products that are not too important, consumers prefer to buy products that they consider important for their needs.

Table 4. Research Description "Total"

Variable & Indicator	1		2		3		4		5		6		7		Mean
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	
Fashion Involvement (X1)															5.105
X1.1	1	0.3	13	3.6	22	6	74	20.3	85	23.4	104	28.6	65	17.9	5.201
X1.2	2	0.5	12	3.3	17	44.7	61	16.8	51	14	89	24.5	132	36.3	5.588
X1.3	1	0.3	12	3.3	34	9.3	94	25.8	116	31.9	69	19	38	10.4	4.843
X1.4	0	0	6	1.6	31	8.5	116	31.9	98	26.9	83	22.8	30	8.2	4.854
X1.5	3	0.8	6	1.6	15	4.1	55	15.1	83	22.8	147	40.4	55	15.1	5.390
X1.6	2	0.5	1	0.3	21	5.8	94	25.8	120	33	81	22.3	45	12.4	5.066
X1.7	5	1.4	15	4.1	34	9.3	85	23.4	117	32.1	72	19.8	36	9.9	4.797
Shopping Lifestyle (X2)															5.167
X2.1	3	0.8	8	2.2	17	4.7	93	25.5	98	26.9	105	28.8	40	11	5.060
X2.2	3	0.8	12	3.3	31	8.5	59	16.2	91	25	135	37.1	33	9.1	5.088
X2.3	5	1.4	13	3.6	33	9.1	66	18.1	72	19.8	136	37.4	39	10.7	5.063
X2.4	2	0.5	3	0.8	11	3	40	11	76	20.9	158	43.4	74	20.3	5.624
X2.5	0	0	4	1.1	16	4.4	85	23.4	124	34.1	93	25.5	42	11.5	5.132
X2.6	0	0	4	1.1	13	3.6	96	26.4	134	36.8	86	23.6	31	8.5	5.038
Positive Emotion (Y)															5.207
Contentment															5.329
Y.1.1	1	0.3	2	0.5	7	1.9	71	19.5	110	30.2	120	33	53	14.6	5.360
Y.1.2	1	0.4	9	2.5	6	1.6	41	11.3	72	19.8	159	43.7	76	20.9	5.624
Y.1.3	2	0.6	4	1.1	14	3.9	113	31.2	110	30.4	76	21	43	11.9	5.003
Happiness															5.092
Y.2.1	1	0.3	2	0.5	10	2.7	89	24.5	112	30.8	94	25.8	56	15.4	5.239
Y.2.2	0	0	3	0.8	14	3.8	87	23.9	138	37.9	67	18.4	55	15.1	5.146
Y.2.3	1	0.3	6	1.6	21	5.8	137	37.6	91	25	61	16.8	47	12.9	4.874
Impulse Buying(Y)															4.548
Spontaneity															4.320
Z.1.1	14	3.8	23	6.3	38	10.4	92	25.3	99	27.2	69	19	29	8	4.544
Z.1.2	18	4.9	25	6.9	38	10.4	94	25.8	109	29.9	55	15.1	25	6.9	4.418
Z.1.3	38	10.4	42	11.5	56	15.4	78	21.4	71	19.5	54	14.8	25	6.9	4.000
Compulsive Power															5.002
Z.2.1	3	0.8	9	2.5	34	9.3	99	27.2	112	30.8	78	21.4	29	8	4.808
Z.2.2	3	0.8	13	3.6	23	6.3	60	16.5	84	23.1	133	36.5	48	13.2	5.198
Z.2.3	3	0.8	11	3	21	5.8	51	14	54	14.8	128	35.2	96	26.4	5.000
Stimulation															5.098
Z.3.1	2	0.5	10	2.7	13	3.6	57	15.7	87	23.4	126	34.6	71	19.5	5.404
Z.3.2	15	4.1	18	4.9	39	10.7	100	27.5	101	27.7	62	17	29	8	4.527
Z.3.3	1	0.3	11	3	26	7.1	55	15.1	59	16.2	147	40.4	65	17.9	5.365
Indifference to Consequences															3.770
Z.4.1	49	13.5	43	11.8	51	14	79	21.7	64	17.6	59	16.2	19	5.2	3.876
Z.4.2	42	11.5	47	12.9	65	17.9	77	21.2	76	20.9	38	10.4	19	5.2	3.791
Z.4.3	57	15.7	47	12.9	47	12.9	94	25.8	70	19.2	35	9.6	14	3.8	3.643

Source: Author's Calculation.

There are several indicators above 4 that show a positive response tendency, namely on the compulsive strength dimension with an average value of 4.80 for the Z.2.1 question, namely, shopping because of motivation, consumers shopping because they get the motivation that

exists in themselves. On the dimension of pleasure (happiness) with an average value of 4.87 in question Y.2.3, namely, shopping in the marketplace feels enthusiastic, on the dimension of spontaneity with an average value of 4.54 for question Z.1.1, namely, shopping in the marketplace spontaneously, on the fashion indicator involvement with an average value of 4.85 in question X1.3, namely, fashion in the marketplace is different from others, fashion in the marketplace has its own uniqueness that makes consumers feel like they have it. On the stimulation dimension with an average value of 4.52 for question Z.3.2, namely, buying products because of emotional impulses, consumers want to immediately buy or want to have these products on the basis of emotional impulses that occur in a person.

4.2. Characteristics of Respondents

In this study, the object of research is the Marketplace. After the questionnaires were distributed to the respondents as many as 364 questionnaires.

Table 5. Profile of Respondents

Characteristics	Gen X		Gen Y		Gen Z		Total	
	F	%	F	%	F	%	F	%
Gender								
Man	29	50.87	43	43.0	70	33	142	39.01
Woman	28	49.12	57	57.0	137	66.18	222	60.99
Age								
15 – 25					207	56.87	207	56.87
26 – 40			100	27.47			100	27.47
> 41	57	15.66					57	15.66
Education								
Junior High School	14	25.0	5	5.0	11	5	30	8.24
High School	26	45.61	48	48.0	82	39.61	156	42.85
Diploma	0	0	14	14.0	7	3.38	21	5.77
Bachelor	14	3.51	18	18.0	5	2.42	37	10.16
Magister	1	2.0	9	9.0	0	0	10	2.75
Doctor	0	0	1	1.0	0	0	1	0.27
Student	2	3.51	5	5.0	102	49.28	109	29.95
Purchase Intensity								
< 3 Times	22	38.6	28	28.0	68	32.85	118	32.42
3 – 10 Times	26	45.61	50	50.0	93	44.93	169	46.43
>10 Times	9	15.79	22	22.0	46	22.29	77	21.15

Source: Author's Calculation.

The research was conducted through a survey of 500 respondents, the complete and valid answers were 364 respondents. Table 5 shows the profile of respondents who provide some general information, including gender, education, age and intensity of online purchases. The largest number of respondents is Generation Z aged 15-25 years, which is 56.87% dominated by women as much as 66.18% and the majority are students, which is 49.28%. Generation Y respondents aged 26-40 years were 27.47% dominated by women, namely 57% and the majority were high school graduates. Generation X respondents aged over 40 years are

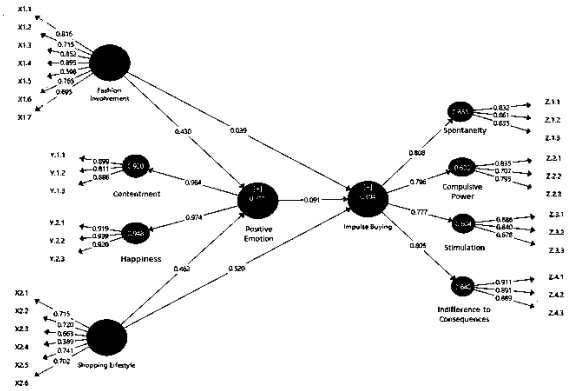
dominated by men, namely 50.87% with the majority of education graduating from high school.

The intensity of online purchases per month for all respondents (Gen X, Y, Z) is below 3 times as many as 118 respondents or 32.42%, 3-10 times as many as 169 respondents or 46.43%, and above 10 times as many as 77 respondents or 21.15%. The intensity of online purchases is dominated by Gen Z where 93 respondents make online purchases 3-10 times per month and 46 respondents make purchases more than 10 times per month.

4.3. Validity Testing

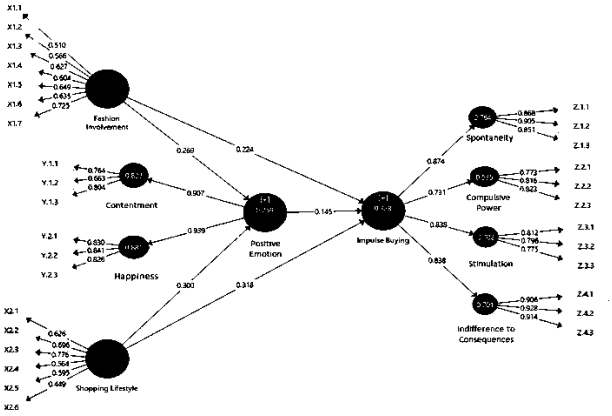
The following are the results of the output factor loading constructs of fashion involvement, shopping lifestyle, positive emotions, and impulse buying on Smart PLS 3.0:

Figure 3. Loading Factor Research Variables "Generation X"



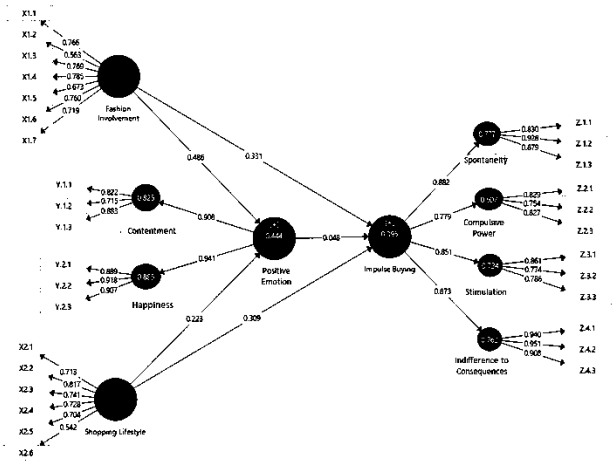
Source: Author's Calculation

Figure 4. Loading Factor of Research Variables "Gen Y"



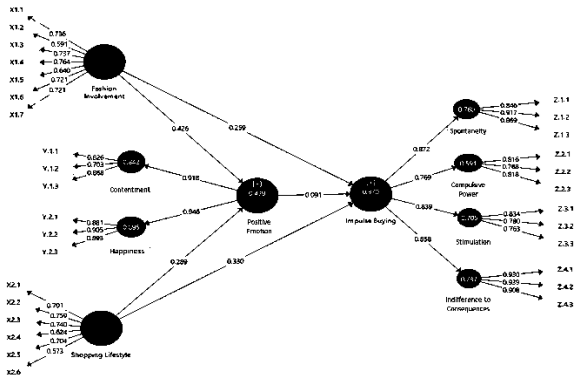
Source: Author's Calculation.

Figure 5. Loading Factor of Research Variables "Gen Z"



Source: Author's Calculation.

Figure 6. Loading Factor Research Variables "Total"



Source: Author's Calculation.

Based on the loading factor value in the 3 pictures above, there is still a loading factor whose value is below 0.5. Table 5 describes the loading factors and statistical T values for each indicator.

The validity of the construct measurement was tested through content validity, convergent validity, and divergent validity. To verify whether the latent variable is well explained by the observed variable, a convergent validity test is carried out. The convergent validity of the measurement model with indicator reflections is assessed based on the correlation between item scores or component scores with latent variable scores or construct scores estimated by the SamrtPLS program. To measure the validity, reflective indicator loadings are used with a standard loading of 0.5, convergent validity using Average Variance Extracted of 0.50,

Internal consistency reliability is measured using Cronbach's alpha, composite reliability with a minimum value of 0.70 (Hair et al., 2019).

Based on Table 5 above, there are indicators that have an outer loading below 0.5, namely X2.4 and X2.6, so these indicators are omitted from the estimation model. Positive response constructs and impulse buying using confirmatory second orders, both first-order loading indicators and confirmatory second orders have met the minimum loading standard of 0.5.

Table 5. Validity Testing

Construct	Gen X		Gen Y		Gen Z		Total	
	Outer	Result	Outer	Result	Outer	Result	Outer	Result
Fashion Involvement (X1),								
X1.1	0.816	Valid	0.510	Valid	0.766	Valid	0.736	Valid
X1.2	0.715	Valid	0.556	Valid	0.563	Valid	0.591	Valid
X1.3	0.852	Valid	0.627	Valid	0.769	Valid	0.737	Valid
X1.4	0.895	Valid	0.604	Valid	0.785	Valid	0.764	Valid
X1.5	0.598	Valid	0.649	Valid	0.673	Valid	0.640	Valid
X1.6	0.765	Valid	0.635	Valid	0.760	Valid	0.721	Valid
X1.7	0.695	Valid	0.725	Valid	0.719	Valid	0.721	Valid
Shopping Lifestyle (X2								
X2.1	0.715	Valid	0.626	Valid	0.713	Valid	0.701	Valid
X2.2	0.720	Valid	0.696	Valid	0.817	Valid	0.759	Valid
X2.3	0.663	Valid	0.776	Valid	0.741	Valid	0.740	Valid
X2.4	0.389	Invalid	0.564	Valid	0.728	Valid	0.624	Valid
X2.5	0.741	Valid	0.595	Valid	0.704	Valid	0.704	Valid
X2.6	0.702	Valid	0.449	Invalid	0.542	Valid	0.573	Valid
Positive Emotions (Y)								
Contentment (Y1)								
Y1.1	0.899	Valid	0.764	Valid	0.882	Valid	0.826	Valid
Y1.2	0.811	Valid	0.663	Valid	0.715	Valid	0.703	Valid
Y1.3	0.886	Valid	0.804	Valid	0.833	Valid	0.868	Valid
Happiness (Y2)								
Y2.1	0.919	Valid	0.830	Valid	0.889	Valid	0.881	Valid
Y2.2	0.939	Valid	0.841	Valid	0.918	Valid	0.905	Valid
Y2.3	0.920	Valid	0.826	Valid	0.907	Valid	0.893	Valid
Impulse Buying (Z)								
Spontaneity (Z1)								
Z1.1	0.832	Valid	0.868	Valid	0.830	Valid	0.846	Valid
Z1.2	0.861	Valid	0.905	Valid	0.928	Valid	0.917	Valid
Z1.3	0.835	Valid	0.851	Valid	0.879	Valid	0.869	Valid
Compulsive Power (Z2)								
Z2.1	0.835	Valid	0.773	Valid	0.829	Valid	0.816	Valid
Z2.2	0.707	Valid	0.816	Valid	0.754	Valid	0.768	Valid
Z2.3	0.795	Valid	0.823	Valid	0.827	Valid	0.818	Valid
Stimulation (Z3)								
Z3.1	0.686	Valid	0.812	Valid	0.861	Valid	0.834	Valid
Z3.2	0,840	Valid	0.796	Valid	0.774	Valid	0.780	Valid
Z3.3	0.678	Valid	0.775	Valid	0.786	Valid	0.763	Valid
Indifference to Consequences (Z4)								
Z4.1	0.911	Valid	0.906	Valid	0.940	Valid	0.930	Valid
Z4.2	0,891	Valid	0.928	Valid	0.951	Valid	0.939	Valid
Z4.3	0.889	Valid	0.914	Valid	0.908	Valid	0.908	Valid

Source: Author's Calculation.

4.4. Reliability Testing

In this study, a variable is reliable if the variable has a construct reliability value greater than 0.7. The following is a table of reliability testing results on each indicator on the latent variables of fashion involvement, shopping lifestyle, positive emotions and impulse buying.

Table 6. Reliability Testing

Variables & Dimensions	AVE				Composite Reliability				Cronbach Alpha			
	X	Y	Z	Total	X	Y	Z	Total	X	Y	Z	Total
Fashion Involvement (X1)	0.641	0.467	0.567	0.535	0.914	0.814	0.887	0.873	0.886	0.722	0.847	0.826
Shopping Lifestyle (X2)	0.515	0.629	0.571	0.521	0.842	0.835	0.869	0.884	0.766	0.706	0.810	0.767
Positive Emotions (Y)	0.755	0.534	0.633	0.627	0.948	0.872	0.911	0.909	0.934	0.822	0.881	0.879
Contentment	0.751	0.557	0.655	0.643	0.900	0.789	0.850	0.843	0.834	0.599	0.733	0.719
Happiness	0.857	0.693	0.819	0.797	0.947	0.871	0.931	0.922	0.917	0.779	0.889	0.873
Impulse Buying (Z)	0.421	0.489	0.532	0.509	0.895	0.919	0.931	0.925	0.870	0.903	0.918	0.910
Spontaneity	0.710	0.765	0.775	0.770	0.880	0.907	0.911	0.910	0.789	0.846	0.854	0.851
Compulsive Power	0.609	0.647	0.646	0.641	0.823	0.846	0.845	0.843	0.628	0.729	0.727	0.721
Stimulation	0.545	0.631	0.653	0.628	0.781	0.837	0.849	0.835	0.591	0.708	0.733	0.703
Indifference to Consequences	0.805	0.839	0.871	0.857	0.925	0.940	0.953	0.947	0.879	0.904	0.926	0.916

Source: Author's Calculation.

Cronbach's alpha coefficient and composite reliability for all constructs above 0.7 are higher than the acceptable threshold of 0.7, indicating a good level of construct reliability and internal consistency for all ages (Gen X, Y, Z). The AVE indicator ranges from 0.577 to 0.845 which is greater than the 0.5 threshold. Therefore, the overall internal consistency of validity, reliability, and convergent validity of the construction measurement scale can be concluded very well, so it can be said that the constructs of fashion involvement, shopping lifestyle, positive response and impulse buying have high validity and reliability both in dimensions and dimensions research construct. So it can be concluded that the dimensions of the positive response constructs (contentment and happiness) have an influence in shaping consumers' positive responses, as well as the dimensions of the impulse buying constructs (spontaneity, compulsive power, simulation, and uncertainty of consequences) have an influence in shaping impulse buying.

4.5. *Hypothesis Testing*

In hypothesis testing, all indicators in each variable must have t statistics greater than 1,660 (T-table) so that the indicators are able to measure each construct (Wati, 2021:169). To test the hypothesis in this study, the value of T-statistics in each path of direct influence is

partially used. The following is a table that gives the results of the relationship between constructs (variables).

Table 7. PLS-SEM Path Coefficients

Hypothesis		Gen X		Gen Y		Gen Z		Total	
		Coeff	t-statistic	Coeff	t-statistic	Coeff	t-statistic	Coeff	t-statistic
Positive Emotions									
H1	Fashion Involve	0.407	2.989***	0.324	3.322***	0.562	7.425***	0.476	8.617***
H2	Shopping Lifestyle	0.478	3.589***	0.244	2.511***	0.138	1.382	0.226	3.356***
	R^2	0.669 (66.9%)		0.223 (22.3%)		0.445 (44.5%)		0.423 (42.3%)	
	Adjusted R^2	0.688 (68.8%)		0.207 (20.7%)		0.439 (43.9%)		0.420 (42.0%)	
e-Impulse Buying									
H3	Fashion Involve	0.028	0.193	0.181	1.572	0.256	2.382***	0.170	2.336**
H4	Shopping Lifestyle	0.454	2.203**	0.335	3.692***	0.350	3.656***	0.380	6.209***
H5	Positive Emotions	0.149	0.649	0.177	1.828**	0.080	1.017	0.131	2.088**
	R^2	0.368 (36.8%)		0.305 (30.5%)		0.379 (37.9%)		0.360 (36.0%)	
	Adjusted R^2	0.322 (32.2%)		0.284 (28.4%)		0.369 (36.9%)		0.354 (35.4%)	
Indirect Effect Positive Emotions									
H6	Fashion Involve	0.074	0.583	0.057	1.460	0.044	1.006	0.062	2.037**
H7	Shopping Lifestyle	0.062	0.638	0.046	1.533	0.011	0.719	0.029	1.752**
	Q^2 (Pred. Relevant)	0.791 (79.1%)		0.46 (46%)		0.656 (65.6%)		0.631 (63.1%)	
Significant level: *p < 0.1, **p < 0.05, ***p < 0.01									

Source: Author's Calculation

After confirming the reliability and construct validity, the next step is to test the structural measurement model using the coefficient of determination (R2). The coefficient of determination (R2) is part of the total variation in the dependent variable which is explained by the variation in the independent variable. According to (Hair et al., 2019), the value of R2 is considered weak, moderate, and strong if it shows around 0.25, 0.50, and 0.75 respectively. Of all research models, the value of the structural model is considered moderate because it is more than 0.50, except for the Gen Y model of 0.46.

Based on the results of hypothesis testing, fashion involvement has a positive and significant effect on positive emotions in Generation X, Y, and Z, also in total. This empirical evidence is in accordance with the research results of Siahaan et al. (2021), (Vazifehdoost et al., 2014), Pangestu & Santika (2019), Andriyanto et al (2016), Kinasih & Jatra (2018), and Anggraini & Anisa (2020) which prove that there is a positive influence of fashion involvement on positive emotions. The COVID-19 pandemic has changed routine social interactions, such as work, education, recreational activities, and shopping habits. Consumers are adapting to advanced technology that helps them in work, study, and leisure activities and consume or shop in new and practical ways because they are used to doing activities at home for a long

time during COVID-19. Fashion involvement by consumers can increase positive feelings because consumers will feel satisfied and happy about the quality of fashion products offered.

Shopping lifestyle has a positive effect on positive emotions in total at all ages of respondents. The results of this study are in accordance with previous research conducted by (Vazifehdoost et al., 2014), (Nurcholis & Sa'adah, 2022), Siahaan et al. (2021), Fauzi et al. (2019), Hasan'Ada (2021), proves that there is a positive influence of shopping lifestyle on positive emotions. When a person's shopping lifestyle has been fulfilled, positive emotions such as feelings of happiness and joy will be formed in the person's mind. However, based on the results of Group testing, the Shopping lifestyle has a positive effect on positive emotions "Generation X and Y", and has no effect on Generation Z.

The results of testing the third hypothesis show that fashion involvement has a positive and significant effect on impulse buying for all respondents. This empirical evidence is in accordance with research conducted by (Arnold & Reynolds, 2003), Natashya (2019), Haq et al. (2014), (Park et al., 2006), (Tirtayasa et al., 2020), (Vazifehdoost et al., 2014), Hursepuny & Oktafani (2018), Siahaan et al. (2021), Imbayani & Novarini (2018), Kinasih & Jatra (2018), (Khorrami et al., 2015) who prove that fashion involvement can increase impulse buying. Consumers who are more fashion-conscious or have high clothing involvement will feel more attracted to fashion clothing and spend more time buying products. However, based on the results of Group testing, fashion involvement has a positive effect on impulse buying Generation Z, and has no effect on Generations X and Y.

The results of testing the fourth hypothesis show that lifestyle has a positive and significant effect on impulse buying in all sample groups (Gen X, Y, and Z) and all respondents. This empirical evidence is in accordance with the research conducted by (Vazifehdoost et al., 2014), (Nurcholis & Sa'adah, 2022), (M. A. Haq & Abbasi, 2016), (Kosyu (2014), (Tirtayasa et al., 2020), (Hashmi et al., 2020), Siahaan et al. (2021), Imbayani & Novarini (2018), Fauzi et al. (2019), Hasan'Ada (2021) who proved that lifestyle can increase impulse buying. This shows that consumers, who need to fulfil their lifestyle will be willing to sacrifice something to get the things they like, which will lead to more impulse buying.

The results of testing the fifth hypothesis indicate that positive emotions affect impulse buying in all respondents. This empirical evidence is in accordance with the research conducted by (Park et al., 2006), (Vazifehdoost et al., 2014), (Nurcholis & Sa'adah, 2022), (M. A. Haq & Abbasi, 2016), (Hashmi et al., 2020), Andriyanto et al. (2016), Imbayani & Novarini (2018), Fauzi et al. (2019), Anggraeni et al. (2020), Kinasih & Jatra (2018), Hasan'Adalah (2021), Anggraini & Anisa (2020), (Khorrami et al., 2015) prove that positive emotions affect impulse buying. Consumers' positive emotions will influence their decision to buy a product even though they do not have immediate plans in advance or so-called impulse buying. When consumers' emotions are positive, it is more likely for them to make impulse purchases of products because their feelings are not limited, so there is a desire to respect themselves, and energy levels increase. However, based on the results of Group testing, positive emotions affect impulse buying in Generation Y and have no effect on Generations X and Z.

The results of testing the sixth hypothesis indicate that positive emotions are able to mediate the influence of fashion involvement on impulse buying in all respondents. This empirical evidence is in accordance with the research conducted by (Vazifehdoost et al., 2014), Pangestu & Santika (2019), Kinasih & Jatra (2018), Anggraini & Anisa (2020) prove that positive emotions can mediate the positive influence of fashion involvement on impulse buying. Consumers at the time of shopping who have high involvement or pleasure in fashion show positive emotions, in showing positive emotions when shopping can increase involvement in impulse buying.

The results of testing the seventh hypothesis indicate that positive emotions are able to mediate the effect of lifestyle on impulse buying for all respondents. This empirical evidence is in accordance with the research conducted by (Vazifehdoost et al., 2014), (Hashmi et al., 2020)), Fauzi et al. (2019), Hasan'Ada (2021) who proves that positive emotions are able to mediate the effect of lifestyle on impulse buying. With the encouragement of positive feelings and feelings of pleasure and lifestyle owned by consumers, it tends to lead to unplanned buying behaviour or impulse buying.

Table 8. Measurement Invariance Inner Model

Hypothesis	Gen X-Y			Gen X-Z			Gen Y-Z		
	Coef. X	Coef. Y	t-statist	Coef. X	Coef. Z	t-statist	Coef. Y	Coef. Z	t-statist
FI --> EP	0.407	0.324	0,4984317	0.407	0.562	6,161842 ***	0.324	0.562	7,358911***
SL --> EP	0.478	0.244	1,5736360	0.478	0.138	2,104559***	0.244	0.138	0,642504
FI --> IB	0.028	0.181	0,8118954	0.028	0.256	1,106302	0.181	0.256	2,898615***
SL --> IB	0.454	0.335	0,5516404	0.454	0.350	0,477197	0.335	0.350	5,253648***
EP --> IB	0.149	0.177	1,2503663	0.149	0.080	0,272211	0.177	0.080	0,720899
FI --> EP --> IB	0.074	0.057	0,1457168	0.074	0.044	0,249186	0.057	0.044	0,208295
SL --> EP -->IB	0.062	0.046	0,1344048	0.062	0.011	0,43935	0.046	0.011	1,007782

Note: *** Significant at level 1%, **Significant at level 5%, *Significant at level 10%
Source: Author's Calculation

Based on the results of the different effect tests in Table 8 above, there is a significant difference in the effect of fashion involvement on positive emotions in Gen X-Z and Y-Z, Shopping lifestyle is only different in Gen X-Z. The difference in the influence of Fashion Involvement and Shopping lifestyle on impulse buying is different between Gen Y-Z. The results of this study indicate that the more someone has an interest in high fashion and a high lifestyle, it will increase positive emotions and impulse buying behaviour. Based on empirical evidence, the company must issue the latest and unique fashion trends, attracting consumers' hearts, especially in the mood or feelings of consumer pleasure.

Based on the difference in influence test results, there was a significant difference in the influence of fashion involvement on positive emotions in Gen X-Z and Y-Z. Meanwhile, the shopping lifestyle only shows the difference between Gen X and Gen Z. Differences in the influence of fashion and shopping lifestyle involvement on impulse buying were also found between Gen Y-Z.

The implementation suggestion of the research results for fashion and retail industry players is the finding that Gen Z shows high involvement in fashion and tends to have impulse buying behaviours that are more dominant and can be used by fashion industry players. They can focus on launching unique and trendy fashion products that specifically target the preferences of Gen Z. Marketing campaigns that highlight exclusivity, and the latest trends will be more effective in triggering impulse purchases among these consumers. Gen X: Conversely, for Gen X, who show differences in shopping lifestyles, a more measured approach may be more effective. Market players can optimize offerings that emphasize product quality and functionality and provide a convenient and efficient shopping experience through e-commerce platforms, considering that this age group tends to be more planned in shopping.

Product Development and Marketing Strategy for companies can develop more specific product strategies based on these generational differences. For example, fashion products for Gen Y can be designed with features that combine convenience and trends, while Gen Z's emphasis can be placed on innovation and originality. Marketing strategies must be tailored to the preferences of the media and communication channels that are predominantly used by each generation.

The COVID-19 pandemic crisis has resulted in enormous changes to society. Based on empirical evidence, it can be seen that there are several emotional levels of consumers in the COVID-19 pandemic, some of which are signs that will change the sense of mood and unplanned purchases when people are quarantined for a long period of time so they have free time. Consumer behaviour in a pandemic situation, taking into account the generational cohort theory which shows a classification of subjects based on the year of birth. The results of the study show empirical evidence that Generation Z dominates impulse buying in Indonesia.

5. Conclusion

Based on the results of analysis and testing of research hypotheses where fashion involvement and shopping lifestyle have a significant positive effect on positive emotions and impulse buying at all ages (generations X, Y, and Z). Positive emotions have a positive effect on impulse buying and are able to mediate the influence of fashion involvement and shopping lifestyle on impulse buying at all ages of respondents. Based on this empirical evidence, companies will benefit by optimizing opportunities for impulse buying, especially millennial Generation consumers (Y and Z). Generation X who are considered technologically stuttering, it turns out that some of the X gen make a lot of purchases online, so it can prove that old age can adopt information technology through online impulse buying. Companies must be more innovative and creative to have a competitive advantage and improve their performance. Companies must take advantage of this opportunity with a strong marketing strategy to be able to compete with other companies in order to increase impulse buying, while the quality of clothing and fashion models will increase the feeling of pleasure in consumers and ultimately increase consumer purchases which will have an impact on the company's performance.

This study has successfully achieved the set goals by showing that fashion and lifestyle shopping involvement significantly influences positive emotions and impulse buying behaviour in all generations studied (X, Y, and Z). These findings support the hypothesis that the higher a person's fashion and shopping lifestyle engagement, the more likely they are to experience positive emotions that ultimately drive impulse buying behaviour. In addition, the study also showed that positive emotions can effectively mediate the influence of fashion and shopping lifestyle involvement on impulse buying, proving that positive emotions play an essential role in the impulse buying decision process across all generations.

However, this study also acknowledges limitations, especially related to a sample that only includes respondents from Jakarta and a relatively limited number of samples. Nonetheless, the results still provide valuable insights for companies to optimize their marketing strategies, especially in attracting consumers from different generations through strategies tailored to their preferences and behaviours.

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