



Fashion Involvement, Content Marketing, and Lifestyle in Impulse Buying

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ABSTRACT

The rapid development of digital technology and e-commerce has led to changes in consumer behavior, including an increase in impulsive buying tendencies for fashion products. This study aims to analyze the impact of fashion involvement, content marketing, and shopping lifestyle on impulse buying among Aijostore consumers on the Shopee app. The research used a quantitative method, distributing questionnaires to 88 female respondents aged 17–30 in Denpasar who had made purchases at Aijostore. Data were analyzed using multiple linear regression with the help of SPSS. The results show that, simultaneously, fashion involvement, content marketing, and shopping lifestyle have a positive and significant impact on impulse buying. However, only shopping lifestyle had a positive and significant individual effect, while fashion involvement and content marketing had a positive but non-significant effect. These findings highlight that shopping lifestyle is the dominant factor driving impulse buying among online fashion consumers. The implications of this research provide input for fashion business owners, particularly Aijostore, to strengthen consumer lifestyle-based marketing strategies through relevant, consistent content and attractive offers.

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1. INTRODUCTION

The development of digital technology and the rapid flow of information have driven a transformation in consumer behavior, particularly in the fashion industry. Fashion is now not just viewed as a secondary need but has become an integral part of modern lifestyles, closely linked to self-expression and current trends (Hartanti et al., 2022). This shift has increased the tendency for consumers to engage in impulse buying, where purchasing decisions are made suddenly and without prior planning (Nurohman & Aziz, 2021). This phenomenon is further amplified by the presence of e-commerce, which provides easy access to transactions and quick product availability, with fashion being the most popular category for online shopping in Indonesia (Fauzia, 2019).

Shopee, one of Indonesia's largest e-commerce platforms, recorded an average of 157.9 million visits per month in Q1 2023, making it a leading player in the industry (Firmansyah et al., 2023). The popularity of Shopee presents a significant opportunity for fashion businesses, including Aijostore, which has built a strong consumer base through the platform. For marketers, understanding the factors influencing impulse buying is crucial for developing effective strategies to succeed in this competitive environment.

Previous studies have shown that impulse buying is influenced by fashion involvement (Umboh et al., 2018; Ummah & Rahayu, 2020), content marketing (V. Anggraini, 2022), and shopping lifestyle (Japariato & Monika, 2020). Fashion involvement reflects the level of emotional engagement and attention consumers give to fashion products, which can trigger unplanned purchasing decisions (Benedicta & Paramita, 2022). Content marketing, through relevant and interactive digital communication strategies, can build consumer attraction and stimulate impulse buying (Kotler, 2019). Meanwhile, shopping lifestyle reflects modern consumption patterns where shopping is not just an activity but a part of one's lifestyle and a means of self-actualization (Andriansyah & Arifin, 2018).

However, the findings in previous studies have been inconsistent. For example, Chauhan et al. (2023) found that fashion involvement did not significantly impact impulse buying, while Aini & Aida (2016) reported similar results for content marketing. Likewise, Umboh et al. (2018) found that shopping lifestyle did not always influence consumer impulsive behavior. These inconsistencies underline the need for further study to gain a more comprehensive understanding of the determinants of impulse buying. This study, therefore, aims to analyze the influence of fashion involvement, content marketing, and shopping lifestyle on impulse buying, using Aijostore consumers on the Shopee app as a case study.

Review and Hypothesis Development

Impulse Buying

Impulse buying is defined as an unplanned, spontaneous purchase behavior triggered by emotional factors or external stimuli such as promotions or product displays (Nurohman & Aziz, 2021). In the context of e-commerce, easy access, digital marketing content, and consumer lifestyle play significant roles in triggering impulsive behavior (Verplanken, 2019).

Fashion Involvement, Content Marketing, Shopping Lifestyle, and Impulse Buying

Simultaneously, consumer involvement in fashion, exposure to digital marketing content, and shopping lifestyle are viewed as key determinants of impulse buying for fashion products in e-commerce platforms (Ummah & Rahayu, 2020; Puspita, 2022). These three factors interact to encourage consumers to make spontaneous purchasing decisions.

H1: Fashion involvement, content marketing, and shopping lifestyle positively influence impulse buying.

Fashion Involvement dan Impulse Buying

Fashion involvement reflects the level of consumer engagement with fashion, driven by needs, interests, or the symbolic value attached to fashion items (Febriani & Purwanto, 2019). The higher the consumer's involvement with fashion, the greater the likelihood of impulse buying as a form of self-expression (Angela & Paramita, 2020). Previous studies have shown that fashion involvement significantly influences impulse buying (Imbayani & Novarini, 2018; Pangestu & Santika, 2019). However, other studies have yielded different results (Chauhan et al., 2023).

H2: Fashion involvement has a positive effect on impulse buying.

Content Marketing dan Impulse Buying

Content marketing is a digital marketing strategy focused on creating and distributing relevant content to capture attention and encourage consumers to make purchasing decisions (Kotler, 2019). Engaging, informative, and interactive content has been proven to influence consumer emotions and accelerate spontaneous purchase decisions (Indriawan & Santoso, 2023; V. Anggraini, 2022).

H3: Content marketing has a positive effect on impulse buying.

Shopping Lifestyle dan Impulse Buying

Shopping lifestyle reflects individual consumption patterns in allocating time and money for shopping activities (Japariato & Monika, 2020). Consumers with a high shopping lifestyle tend to make more unplanned purchases, especially in fashion categories that are closely tied to trends and social identity (Rahmawati, 2018; Sopiyan & Kusumadewi, 2020).

H4: Shopping lifestyle has a positive effect on impulse buying.

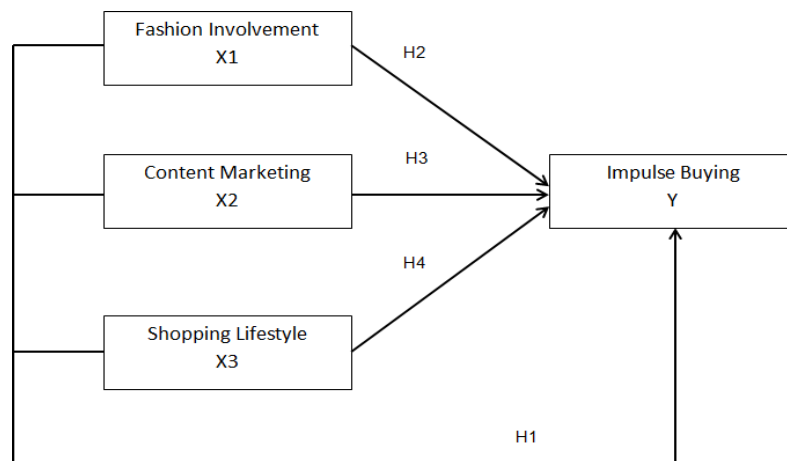


Figure 1. Research Model

2. METHOD

This study was conducted on Aijostore consumers using the Shopee app, focusing on residents of Denpasar. The population of this research refers to the total population of Denpasar, which is recorded at 748,400 people (BPS, 2023). The sample was determined using purposive sampling with the criteria of female respondents

aged 17–30 who had made at least one purchase at Aijostore. Based on calculations using the Slovin formula with a margin of error of 10%, the sample size consisted of 88 respondents.

Data collection included primary data obtained through questionnaires using a five-point Likert scale, as well as secondary data gathered from literature, journals, and online sources relevant to the research topic.

The research instruments were tested for validity using Pearson correlation and reliability using Cronbach's Alpha to ensure the data's consistency. Data analysis was carried out using SPSS for Windows, including several stages: classical assumption tests (such as normality, heteroscedasticity, and multicollinearity tests) and multiple linear regression analysis to examine the influence of fashion involvement, content marketing, and shopping lifestyle on impulse buying. F-tests were used to examine the simultaneous effects, t-tests for partial effects, and the coefficient of determination (R^2) was used to assess how much the independent variables explain the dependent variable.

3. RESULT AND DISCUSSION

4.1 Result

The results of the validity and reliability tests are presented in Table 1 and Table 2. The validity tests, using Pearson's correlation, show that all the indicators in this study are valid ($r_{\text{calculated}} > r_{\text{table}}$), indicating that the measurements used in this research accurately reflect the intended variables. Furthermore, the reliability tests, assessed using Cronbach's Alpha, showed values above 0.7 for all variables, which indicates that the instruments used are reliable, meaning they consistently measure the variables.

Table 1. Validity Test

Variable	Item Statement	Correlation Value	Status
Fashion Involvement (X1)	X1.1	0,884	Valid
	X1.2	0,699	Valid
	X1.3	0,881	Valid
	X1.4	0,809	Valid
	X1.5	0,738	Valid
Content Marketing (X2)	X2.1	0,893	Valid
	X2.2	0,871	Valid
	X2.3	0,851	Valid
	X2.4	0,897	Valid
	X2.5	0,893	Valid
Shopping Lifestyle (X3)	X3.1	0,777	Valid
	X3.2	0,865	Valid
	X3.3	0,807	Valid
	X3.4	0,842	Valid
	X3.5	0,774	Valid
Impulse Buying (Y)	Y1	0,946	Valid
	Y.2	0,946	Valid
	Y.3	0,936	Valid
	Y.4	0,923	Valid
	Y.5	0,887	Valid

Source: Data Processed (2024)

This table shows the correlation values for each item under the variables of Fashion Involvement (X1), Content Marketing (X2), Shopping Lifestyle (X3), and Impulse Buying (Y). All correlation values exceed the threshold of 0.7, confirming the validity of all items. The high correlation indicates that each item is a good indicator of its respective construct.

Table 2. Reliability Test Results

Variable	Reliability	
	Cronbach Alpha	Status
Fashion Involvement (X1)	0,857	Reliable
Content Marketing (X2)	0,926	Reliable
Shopping Lifestyle (X3)	0,872	Reliable
Impulse Buying (Y)	0,959	Reliable

Source: Data Processed (2024)

The reliability test results show that all variables have Cronbach's Alpha values greater than 0.7, which confirms the reliability of the research instruments. For example, **Fashion Involvement (X1)** has a reliability score of 0.857, indicating good internal consistency.

Table 3. F Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.	Status
1 Regression	1033.891	3	344.630	46.204	.000 ^b	H1 Accepted
Residual	626.552	84	7.459			
Total	1660.443	87				

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Shopping Lifestyle, Content Marketing, Fashion Involvement

Source: Data Processed (2024)

The F-test results suggest that the combined influence of fashion involvement, content marketing, and shopping lifestyle has a positive and significant effect on impulse buying. H1 (that these three variables together affect impulse buying) is accepted, with a significant F-value indicating that the independent variables jointly explain a considerable portion of the variance in impulse buying.

Table 4. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Status
	B	Std. Error	Beta			
(Constant)	1.282	1.361		.942	.349	
1 Fashion Involvement	.281	.151	-.253	-1.860	.066	H2 Rejected
Content Marketing	.098	.147	-.083	-.667	.507	H3 Rejected
Shopping Lifestyle	1.262	.142	1.032	8.862	.000	H4 Accepted

a. Dependent Variable: Impulse Buying Source: Data Processed (2024)

The results from Table 4: Multiple Linear Regression indicate the influence of each independent variable (Fashion Involvement, Content Marketing, and Shopping Lifestyle) on impulse buying.

1. Fashion Involvement has an unstandardized coefficient (B) of 0.281, meaning that for every one-unit increase in fashion involvement, impulse buying is expected to increase by 0.281 units. However, the standardized coefficient (Beta) of -0.253 suggests a negative but weak influence when controlling for other variables. The t-value of -1.860 is smaller than the critical value of 1.96, and the significance value (p-value) is 0.066, which is greater than the 0.05 threshold. This indicates that fashion involvement does not have a statistically significant effect on impulse buying, and therefore, H2 is rejected.
2. Content Marketing shows an unstandardized coefficient (B) of 0.098, meaning that for every one-unit increase in content marketing, impulse buying is expected to increase by 0.098 units. The standardized coefficient (Beta) of -0.083 indicates a very small negative impact on impulse buying. The t-value of -0.667 is also lower than 1.96, and the p-value of 0.507 is greater than 0.05. This suggests that content marketing does not have a significant impact on impulse buying, and thus, H3 is rejected.
3. Shopping Lifestyle, on the other hand, has a strong positive influence on impulse buying, with an unstandardized coefficient (B) of 1.262, indicating that for every one-unit increase in shopping lifestyle, impulse buying is expected to rise by 1.262 units. The standardized coefficient (Beta) of 1.032 confirms the strong positive effect of shopping lifestyle on impulse buying. The t-value of 8.862 is much greater than the critical value of 1.96, and the p-value of 0.000 is significantly less than 0.05,

confirming that shopping lifestyle has a statistically significant effect on impulse buying. Therefore, H4 is accepted.

In summary, the regression analysis reveals that fashion involvement and content marketing have a positive relationship with impulse buying but are not statistically significant. In contrast, shopping lifestyle has a strong and significant impact on impulse buying, indicating that consumers with a high shopping lifestyle are more likely to engage in impulsive buying behavior, particularly in fashion products.

4.2 Discussion

The results of the first hypothesis test show that, simultaneously, fashion involvement, content marketing, and shopping lifestyle have a positive and significant effect on impulse buying. These findings indicate that these three variables, together, can explain the tendency of consumers to make impulsive purchases at Aijostore. This aligns with consumer behavior theory, which states that impulsive behavior is influenced by both internal individual factors and external stimuli provided by marketers. Consumers with fashion involvement, exposure to marketing content, and a strong shopping lifestyle tend to be more emotionally influenced to make purchases without prior planning.

The second hypothesis, regarding the effect of fashion involvement on impulse buying, shows a positive but insignificant result. This means that although respondents have high interest, knowledge, and involvement with fashion products, it does not directly drive them to make impulsive purchases. Consumers with high fashion involvement tend to be more rational, selective, and carefully consider their purchasing decisions. This finding reinforces the view put forward by Ramadhanty (2023), which states that fashion involvement is related to personal characteristics and fashion knowledge, encouraging consumers to differentiate between needs and wants. Therefore, high fashion involvement can reduce the occurrence of impulse buying.

The third hypothesis, examining the effect of content marketing on impulse buying, also shows a positive but insignificant result. This indicates that Aijostore's content marketing strategy has not been effective in creating enough emotional appeal or urgency to trigger impulsive buying. According to Mahendra Indriawan & Santoso (2023), the effectiveness of content marketing lies in its relevance, consistency, and the ability of the content to build engagement with the audience. If the content presented does not meet the expectations or needs of consumers, the tendency to make impulsive purchases will be low. Therefore, suboptimal content marketing can cause consumers to postpone or even refrain from making a purchase.

The fourth hypothesis, examining the effect of shopping lifestyle on impulse buying, shows a positive and significant result. This indicates that the higher the shopping lifestyle of consumers, the greater the likelihood that they will make impulsive purchases. Consumers with a strong shopping lifestyle tend to allocate time and income for shopping activities, follow trends, and are more easily tempted by attractive product displays. These findings align with research by Chusniasari & Prijati (2015) and Ummah & Rahayu (2020), which emphasize that shopping lifestyle is closely correlated with consumption patterns that drive spontaneous behavior. Therefore, shopping lifestyle becomes a dominant factor that strengthens impulse buying among Aijostore consumers.

4. CONCLUSION

This study found that, simultaneously, fashion involvement, content marketing, and shopping lifestyle have a positive and significant effect on impulse buying among Aijostore consumers on Shopee. However, fashion involvement and content marketing have a positive but insignificant effect, while shopping lifestyle has a positive and significant effect. This indicates that shopping lifestyle is the dominant factor driving consumers to make impulsive purchases, compared to fashion involvement and content marketing strategies.

The implication is that online fashion businesses like Aijostore need to strengthen their marketing strategies to align with the consumers' shopping lifestyle. This could include interactive engagement, exclusive offers, and content that is more relevant and consistent. Meanwhile, for future research, it is recommended to expand other variables, including psychological factors or mediators, to provide a more comprehensive understanding of the determinants of impulse buying among online fashion consumers.

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