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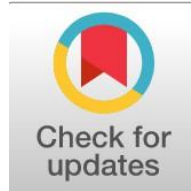
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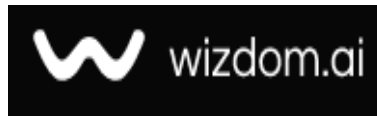
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# Analysis of Consumer Characteristics on Impulsive Buying Behavior of Fashion Products in the Digital Age

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## Abstract

**General Background:** Digital transformation, social media expansion, and e-commerce growth have reshaped consumer behavior, making impulsive buying especially in fashion more prevalent. **Specific Background:** Fashion items function not only as necessities but also as identity symbols influenced by visual stimuli, promotions, and algorithm-driven advertising. **Knowledge Gap:** Prior studies seldom integrate technological, psychological, social, and financial factors with consumer engagement to explain impulsive fashion purchases in a digitally dense environment. **Aims:** This study examines how these consumer characteristics predict impulsive buying behavior among individuals aged 18–35 who actively shop for fashion products online. **Results:** Findings show that psychological, social, and financial factors significantly affect impulsive buying, while technology plays a lesser role; consumer engagement emerges as the strongest predictor, and the model explains 57% of behavioral variance. **Novelty:** This research uniquely demonstrates that impulse buying is driven more by affective and social dynamics than by digital convenience, highlighting the mediating intensity of online engagement. **Implications:** The study suggests that marketers should employ emotionally resonant, socially oriented strategies—such as influencer collaboration and interactive digital promotion—to effectively stimulate impulsive purchasing within fashion markets.

## Highlights:

- ♦ Impulse buying is driven primarily by psychological, social, and financial factors, not technological convenience.
- ♦ Consumer engagement on social media is the strongest predictor of impulsive fashion purchases.
- ♦ Digital platforms amplify emotional and identity-based triggers, shaping modern buying behavior.

**Keywords:** Impulsive Buying, Fashion Consumers, Social Media Engagement, Psychological Factors, Digital Marketing

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## Introduction

Because things change so quickly these days, the way people use products and services has changed completely. Shopping is now going faster thanks to social media, personalized online ads, and easy electronic payment methods. This makes impulse buying more common. In the fashion industry, this is most obvious. Clothes, accessories, perfumes, and jewelry are no longer just things that people need; they are also symbols of social status and a way to show who you are. Many people now buy things on the spot because of things they see, good deals, or trends that are on the rise. But these things don't happen by chance. Different personal factors, like age, gender, income, and how much time a person spends on digital media, can affect how impulsively they shop. This is where algorithm-based marketing comes in: AI can look at behavior patterns and make ads that seem like they were "made just for me." This study seeks to examine the traits of consumers prone to impulsive fashion purchases within a rapid and stimulating digital context. The findings are anticipated to assist businesses in formulating marketing strategies that are not only effective and innovative but also more judicious, considering the psychological aspects of consumers, real-world contexts, and the inherent risks associated with excessive consumerism. These days, shopping is an emotional experience influenced by digital narratives rather than merely a transaction. In addition to being places to shop, platforms like Instagram, TikTok, and other online retailers serve as inspiration hubs, trend-spotting locations, and experience-sharing platforms. Even if they had no intention of shopping beforehand, many users especially the younger generation now place greater trust in suggestions made by digital influencers, user reviews, or celebrity lifestyles.

The appearance of well-known people in the virtual world becomes very alluring in this situation. The likelihood of impulsive purchases, particularly among college students, increases with the intensity of celebrity-fan interaction through posts, comments, or partnerships, claim Aluwan and Rahmah (2021). They frequently copy "ideal" styles without taking into account their true needs or financial situation. For instance, on TikTok Shop, personalized ads and affiliate marketing strategies can give the impression that product recommendations are impulsive and driven by individual preferences, according to a study by Anita and Suratnoaji (2025). Customers are more likely to make impulsive purchases because they believe these suggestions are "real" and "relevant." In terms of psychology, the primary motivators are emotions of happiness and contentment. Andani and Wahyono (2018) discovered that a consumer's degree of engagement with the fashion industry and hedonistic desires that is, the desire for instant gratification can impair self-control, making them more likely to make impulsive purchases of watches, purses, or clothing. According to Anhar et al. (2025), major triggers can also include large discounts, limited offers, or advertisements emphasizing stock limitations.

Identity is a major factor in impulsive purchases, which is equally significant. According to Apu (2020), a person's spending increases with their level of involvement in the fashion industry. Young people who are aware of social standing and distinction are drawn to fashionable, exclusive brands that exude exclusivity. Even though making impulsive purchases gives you a great sense of satisfaction right away, the effects usually wear off quickly. When emotional emptiness returns whether due to boredom, lack of social connection, or feelings of inadequacy the desire to buy new things arises again. This leads to a vicious cycle where shopping turns into a psychological remedy rather than a practical one. High-quality, visually appealing ads that are strategically distributed spark consumers' imaginations in the digital world. Online ads with a "perfect" lifestyle are not just promotions, according to Asbaer and Siregar (2021); rather, they are enticing stories that set expectations and motivate, luring customers with images that have been transformed into symbols rather than genuine needs.

Shopping is now a deeply complex emotional experience rather than just a practical activity. People used to choose clothing or accessories based on quality and necessity, but these days social media and e-commerce sites are the primary places to look for, buy, and assess goods, particularly in the fashion industry. These days, influencer posts, viral recommendations, or brief videos that create lifestyle narratives are the sources of many trends rather than traditional advertising. Many consumers, especially young people, no longer make careful shopping lists, but instead leave their choices to promotional surprises, reviews from other users, or the lifestyles showcased by celebrities and digital figures.

Due to a complex digital environment and psychological factors, impulsive shopping is becoming more and more common. Aluwan and Rahmah (2021) claim that the degree of interaction between celebrities and their Instagram followers whether through collaborations, comments, or images has a direct effect on college students' propensity for impulsive purchases. Similarly, platforms like TikTok Shop, where personalized ads and direct purchase features encourage impulsive actions, make it easier for consumers to get swept up in digital trends, according to research by Anita and Suratnoaji (2025). Factors such as involvement in the fashion world, hedonistic urges to seek instant gratification, and decreased self-control as revealed by Andani and Wahyono (2018) make it easier for consumers to buy watches or clothes without rational reasons. Actually, the main triggers are frequently large discounts, limited-time deals, or advertisements that instill a feeling of "fear of missing out" (FOMO) (Anhar et al., 2025). This study examines the ways in which age, gender, income level, and use of digital media affect consumers' propensity for impulsive fashion buying, providing crucial insights into how contemporary shopping behaviors are growing more intricate, stimulus-driven, and impacted by a combination of identity, emotions, and technology.

With aggressive promotion and attention-grabbing interactive elements, marketing strategies are more dynamic and customized in the digital age. TikTok is unique in its innovative affiliate marketing strategy because each product recommendation is not merely an advertisement but rather a recommendation from a close friend who exudes personality and authenticity. Because influencers have a loyal following, consumers tend to believe that their suggestions come from personal experience, not just advertising. As a result, this belief reinforces the impulse to buy spontaneously, as if each product is a solution to an unmet need.

There is a profound psychological complexity underlying this impulsive buying behavior. Apu (2020) asserts that consumers, particularly young people, are motivated to keep shopping in order to develop the self-image they want because fashion trends are closely linked to their sense of self. In addition to apparel, new fashion brands offer aspirations of a particular way of life, including contentment, self-assurance, and a feeling of community. This motivation frequently takes precedence over logical considerations because it is fueled by emotional impulses and the need for social recognition. (Kamusuto Corporation, 2020). However, the satisfaction achieved is temporary once the new clothes are worn, the feeling of satisfaction quickly fades, giving way to boredom and a new urge to buy again. The digital world, which continuously presents appealing images and offers goods in ostensibly "tempting" forms, contributes to this condition by starting a vicious cycle that is hard to break (Asbaer & Siregar, 2021). In this stimulus-filled world, physical urges and inner desires become the main determinants, not logic.

The fast shopping trend that is quickly gaining popularity among internet users is now blending more and more with the digital lifestyle. Social media has evolved from a communication tool to a constantly alluring promotional arena due to the rapid flow of content. When someone comes across a product that is distinctive, appealing, or appears to "support" their image, they instantly feel an emotional reaction that goes beyond simple curiosity and includes a sense that the item is a part of the identity they wish to establish. According to Barokah, Asriandhini, and Putera (2021), hedonistic urges and a consumptive lifestyle are the main drivers of emotionally-driven shopping behavior. Customers experience instant gratification with each click, which, despite its fleeting nature, feeds impulsive behaviors until they are hard to control. The impact of visual components and digital persuasion strategies increases with the depth of the digital world. Research by Chandra, Ishak, Liamri, Sentosa, and Erwin (2025) shows that on Instagram, spontaneous purchasing intent is greatly influenced by the attractiveness of advertisements, emotional value towards brands, and trust in advertisers. The phrase "seeing is believing, clicking is buying" has now become a reality, especially for products related to body image and lifestyle. People who are active in the fashion world tend to be more easily tempted because their identity is closely related to their appearance (Febriani & Purwanto, 2019). Additionally, live broadcasts, limited-time deals, and FOMO (fear of missing out) tactics used by platforms like TikTok Shop further hone this behavior by psychologically inducing pressure to buy right away. Although it is well known that the joy of purchasing new clothing is fleeting, inner desires and visual impulses reinforce one another in a digital ecosystem full of stimuli, creating a shopping cycle that is hard to break.

Self-expression and fashion choices are becoming more and more entwined with the world of social media and apps in the digital age. Younger people, particularly those between the ages of 18 and 35, now purchase experiences, identities, and a feeling of community in addition to clothing. According to a study by Jauhari and Kurnia (2023), the primary determinants of online purchasing decisions are elements like the quantity of promotions offered, transaction security, and app usability. An appealing interface and platform credibility become crucial when temporary promotions are implemented because the impulse to act impulsively takes precedence over logical considerations. Kristiyono (2010) asserts that impulsive behavior is strongly triggered by perceptions of product quality, fashion awareness, site image, and involvement in affiliate programs like Shopee Affiliate. Unconsciously, a personalized recommendation system and a pleasant interface design create a shopping journey where items are added to the cart and delivery needs to be finished in a single night.

Furthermore, the struggle between wisdom and desire is significantly heightened by content-based marketing strategies like live streaming. Emotional moments are hard to avoid because of the limited discounts, direct communication with sellers, and welcoming environment of online stores. At this point, reason wanes and the impulse to buy takes over, particularly when buyers have an emotional connection to the manufacturer or the product being sold. Mavilinda (2008) states that hedonistic shopping is a form of self-gratification. Logic is once again disregarded when someone enjoys the process of selecting clothing that fits their tastes, and their desire to own the item becomes irresistible, particularly if it feels like an extension of who they are. The primary determinants in this fast-paced digital world are psychology, identity, and a sense of ownership rather than technology alone. Online shopping is therefore more than just a business activity; it is an emotional experience and a form of self-expression that has become a necessary component of contemporary life.

## Method

To comprehend how consumer attributes affect impulsive fashion product buying behavior during this digital age, this research adopts a quantitative descriptive method. This is because this method relies on statistically processed numeric information to measure the association between variables. The assumption is that this approach's results will offer a true reflection on consumer behavior within this sector. This investigation is essentially empirical because it involved gathering information from respondents selected according to relevant sampling factors to this research topic. The objective is to identify factors that influence impulsive buying, particularly within this horticultural industry that has remained a "fashion" one influenced by lifestyle and Internet trends.

The population for this study comprises consumers aged 18 to 35 years old who are eager to shop online for fashion items. The three platforms they will employ to gather information on consumption regarding necessary items are Shopee, TikTok Shop, and Instagram Store. This group has been selected due to their extremely active behavior on social media. They are followers of fashion trends and make up most social media users in Indonesia. It is believed that this particular group of people is representative enough regarding impulsive buying behavior within a digital environment. Participants willing to take part in this research study were selected on the basis of this sampling method: Purposeful sampling. They make frequent use of social media, are experienced customers when it comes to fashion item shopping online, and are followers of trends. The total number of respondents is 250. As this is believed to be enough within this quantitative study, this particular sample size has been selected. It will provide reliable statistical information.

For conducting primary research, an online survey method was used, and Google Forms were employed to distribute it. Because of the organized structure of the questionnaire, it became easier for respondents to comprehend and answer. The research questionnaire contained two parts. More specific information about consumers, such as age, gender, level of income, shopping reasons, and social interaction frequency, was obtained in the first part. The second part deals with statements to analyze impulse buying behavior and unofficial studies performed by other researchers. A rating scale with points 1 to 5, which range from "not at all" to "very," formed the basis for each statement. The points it provided helped us to measure respondents' attitudes and perception about specific variables systematically. Secondary research information is obtained by studying scientific journals, writings, and research reports, along with previous studies about impulsive buying.

The two months allocated to collect data saw administration of questionnaires, verification of their completeness, and evaluation of their eligibility. Most questionnaires submitted by participants met those required by this study. To ensure each measurement item captured its intended variable uniformly and properly, this information underwent validation and verification processes prior to any form of analysis. The use of Cronbach's alpha value helped verify item reliability, while verifying item validity involved correlation coefficient calculation to each item to the overall score. To gain more insight into this study, only items identified to have high values on both item validity and item reliability were considered. The information obtained underwent analysis via IBM-SPSS version 26. The systematic approach to this information involved calculation and measurement of weighted averages to detect a significant tendency test on each index to determine its level of reliability, while making use of Pearson correlation coefficient to detect any outcomes among variables, resulting in making use of consumer characters available to gauge impulsive buying behavior. The effect of independent variables on the dependent variable involved verification on regression coefficient value, significance level, and calculation of R<sup>2</sup> (coefficient of determination) value. The other method involved Descriptive Analysis to gauge demographic conditions faced by respondents according to their income level, gender, and ages. Descriptive Analysis also gives information on those consumers more likely to make impulse buying behaviors on their closest markets. The first termed factors to evoke impulsive behaviors identified via conducting social media studies involved social media, promotional value, and impulse behaviors driven by emotionally influenced customers exposed to fashion commodities.

The methodological choice is informed by its strength to offer a more practical insight into how consumer traits relate to impulse online buying. The study results will offer insight into how lifestyle, technology, and pictorial communication affect contemporary consumption behaviors. This is particularly important concerning fashion product behavior that is very attractive. The objective of this study is to discover how consumer behavior emerges out of motive-driven foundations, social and psychological demands, and those demands recultivated within the digital environment. This strategy is particularly interested in how there has been a shift towards impulsive buying behavior among young social media consumers.

## Result and Discussion

### Results

#### 1.1 Respondent Demographic Profile

The sample for this study consisted of a demographic profile of respondents, 250 customers aged 18 - 35 years old who frequently purchased fashion items on websites such as Shopee, TikTok Shop, or Instagram Store. The demographic profile was based on the fact that people within that age demographic are more likely to be active on newer social media platforms. They generally spend more of their time involved in all activities than an older populace. They are also more reactive to promotions or trends and are more likely to find the products they buy when advertisements to click on are presented to them through digital media. Therefore, this age group would be the best demographic profile to investigate impulsive buying when it commonly occurs. The customer group mentioned tend to purchase fashion items primarily through digital platforms like Shopee, TikTok, or Instagram. The purchase decisions of these customers are often made with subtle influence from seeing products presented in an attention-grabbing ad through social media platforms, on a daily basis. Generally, customers in this age demographic are mostly prone to impulsive purchases in the realm of fashion after seeing recommendations or images from users Instagram users they follow. Customers in this demographic are some of the most impulsive online shoppers or social media users while using those platforms for leisure shopping or shopping in general because of the ease of use, making them much more likely to purchase than people outside of this customer group. This study attempts to explain the process of impulsive buying behavior, which is very common when people make online transactions and fashion is involved, by choosing respondents from this age group.

Table 1. Respondent Demographic Profile

| No | Characteristic     | Category                | Number (n) | Percentage (%) |
|----|--------------------|-------------------------|------------|----------------|
| 1  | Age (years)        | 18–23                   | 142        | 56.8           |
|    |                    | 24–29                   | 73         | 29.2           |
|    |                    | 30–35                   | 35         | 14.0           |
| 2  | Gender             | Male                    | 92         | 36.8           |
|    |                    | Female                  | 158        | 63.2           |
| 3  | Highest Education  | High School/Vocational  | 37         | 14.8           |
|    |                    | Diploma/Bachelor's      | 161        | 64.4           |
|    |                    | Postgraduate            | 52         | 20.8           |
| 4  | Monthly Income     | < Rp3,000,000           | 109        | 43.6           |
|    |                    | Rp3,000,000–Rp5,000,000 | 84         | 33.6           |
|    |                    | > Rp5,000,000           | 57         | 22.8           |
| 5  | Social Media Usage | < 2 hours/day           | 29         | 11.6           |
|    |                    | 2–4 hours/day           | 97         | 38.8           |
|    |                    | > 4 hours/day           | 124        | 49.6           |

Source: Primary data, 2025.

The table above shows that the majority (>56%) of respondents were between 18 and 23 years old, and 63% were female. Most respondents had a bachelor's degree (64.4%) and earned less than IDR 3,000,000 per month. Most respondents (49.6%) used social media for more than four hours per day, indicating their high exposure to digital marketing, potentially leading to impulse purchases.

## 1.2 Descriptive Analysis of the Research Variables

The initial responses to the various variables in this study were obtained with descriptive analysis. The averages calculated serve to convey the extent to which the specific variables are correlated with the impulsive purchase behavior of consumers. The weight attached to each indicator contemplated in this study is unique based on the current of each indicator to current impulsive purchasing behavior. In this way, we are able to better understand how each indicator relates to impulsive purchases. The results of the weighted average calculation of each indicator's influence on the development of consumer impulsive buying behavior is presented in Table 2. It is clear, for example, that the technology component had the highest values. This means that impulse buying is somewhat straightforward based on the digital age and ease of doing business. Also somewhat influential are the social and psychological components: a person's level of excitement, or how much they trust someone such as a friend or influencer, can have substantial effects to purchases.

Table 2. Weighted Mean Values of the Research Variables

| No | Consumer Characteristic Factor | Weighted Mean | Category   |
|----|--------------------------------|---------------|------------|
| 1  | Technological Factor           | 4.05          | High       |
| 2  | Social Factor                  | 3.68          | Quite High |
| 3  | Psychological Factor           | 3.84          | High       |
| 4  | Financial Factor               | 3.75          | Quite High |
|    | Consumer Engagement            | 3.82          | High       |
|    | Impulsive Buying Behavior      | 3.41          | Quite High |

Source: Primary data, 2025.

The results obtained from the analysis show that the technological aspect is most important, with a higher value at 4.05, while psychological aspects rank second with a value of 3.84. This shows that consumers rate technology features such as usability, applications, and processes to be very important factors that simultaneously affect consumers' impulsive buying behavior. Social and economic aspects rank considerable, meaning that customers could be influenced by personal relations or exclusive deals to make impulsive buying. The majority of consumers are very much engaged with the digital platforms of different organizations, which is indicated by the value for consumer engagement (3.82). This can be exemplified by consumers spreading promotional messages, writing reviews, and following digital accounts on WeChat. A medium to high probability exists regarding consuming without any prior plan according to the value of impulsive buying behavior (3.41).

## 1.3 Correlation Test Results

To determine how consumer traits, particularly those concerning fashion shopping habits, correlate with the level of digital engagement, a correlation test was carried out. The purpose of this correlation test was to make an informed judgment on whether a consumer's age, gender, income level, and social media engagement play any role concerning their level of engagement with social media and/or online shopping platforms. The result obtained concerning this correlation test strongly indicated a positive relation between consumer traits and digital engagement level, which is highlighted in Table 3 above. This means that consumers tend to make impulse purchases when they are active on social media portals or online shopping platforms. This correlation also indicates that engaging with online shopping product lines, such as following a handle on social platforms, writing reviews on a particular product, and/or even mailing a link to a special offer, fuels these impulse triggers to make consumers buy.

Table 3. Relationship Between Consumer Characteristics and Customer Engagement

| No | Factor                                     | r Value | Significance (p) | Remarks     |
|----|--------------------------------------------|---------|------------------|-------------|
| 1  | Technological Factor ↔ Customer Engagement | 0.517   | 0.000            | Significant |
| 2  | Social Factor ↔ Customer Engagement        | 0.553   | 0.000            | Significant |
| 3  | Psychological Factor ↔ Customer Engagement | 0.599   | 0.000            | Significant |
| 4  | Financial Factor ↔ Customer Engagement     | 0.549   | 0.000            | Significant |

Source: SPSS Data Processing Results, 2025.

The analysis's findings indicate a strong positive correlation ( $r = 0.518$ ;  $p < 0.01$ ). This means that a digital consumer is more likely to make impulsive purchases the more activities they participate in. Therefore, proactive social media engagement, such as reading product reviews, promotional messages, or live shopping broadcasts, can influence consumers' purchasing decisions emotionally.

## 1.4 Multiple Linear Regression Analysis Results

The examination of consumer characteristics that affect impulse buying behavior was conducted through a multiple linear regression analysis. The objective of this analysis was to examine the effects of consumer characteristics (age, gender, income, social media usage, and consumer involvement) on the likelihood of an impulse purchase. This setup, analyzed each independent variable separately and then in conjunction with other independent variables. The regression analysis output for social, psychological, and financial characteristics, presented in Table 4, showed a high amount of socially and psychologically driven impulse movies. The customer involvement independently was also highly significant, and the high regression coefficient indicates that the involvement in media content presented by social media elements and e-commerce sites leads to impulse buys. Thus, these findings indicate how important social and psychological factors contribute to the overall consumer behavior.

Table 4. Results of Multiple Linear Regression Analysis

| Independent Variable | Regression Coefficient ( $\beta$ ) | t Value | Sig.  | Remarks         |
|----------------------|------------------------------------|---------|-------|-----------------|
| Technological Factor | 0.081                              | 1.363   | 0.173 | Not Significant |
| Social Factor        | 0.176                              | 4.047   | 0.000 | Significant     |
| Psychological Factor | 0.179                              | 3.462   | 0.001 | Significant     |
| Financial Factor     | 0.201                              | 3.643   | 0.000 | Significant     |
| Customer Engagement  | 0.764                              | 8.828   | 0.000 | Significant     |

Source: SPSS Data Processing Results, 2025.

Based on the findings from the regression analysis, there are social, psychological, and financial factors impacting customer engagement. However, the technological factor had no impact at all. The customer engagement factor showed the greatest impact on impulsive purchasing behavior with an estimated  $\beta$  coefficient of 0.764. The  $R^2$  value of 0.57 indicates that consumer characteristic explanatory variables account for 57% of the variation in impulsive buying behavior, while external factors explain the other portion.

## Discussion

Cutting-edge research in consumer behavior has explored the effects of digital and social media on impulsive buying behavior in fashion consumers. The results of this study showed that the degree to which a person is influenced by interpersonal relations, technology, and consumers directly impacts a person's goal orientation. For example, social media is a heavy influencer of impulsive buying, twist in reference to marketing and recommendation systems.

Hedonic motivation is an essential concept in identifying impulsive purchasing behavior. Impulsive purchasing occurs more often among individuals who are shopping for pleasure or emotional satisfaction. Mavilinda (2020) expressed that the enjoyment of consumption, especially on social media, can lead to an irrational urge to purchase a product. Similarly, Mustika et al. (2022) examined that those with high hedonic motivation display more impulsive purchasing behavior in fashion items online. The allure of photographs and time-sensitive sales frequently serves as the main reason for seeking impulsive self-gratification of the needs on social media platforms such as Instagram or TikTok. In our modern internet age, this type of marketing strategy is highly profitable for apparel companies. Through a complimentary and relaxing experience, marketers persuade consumers to buy something that could be fun to own rather than an item that is necessary to buy. For example, we see this occurring frequently with brand endorsement marketing techniques, which can serve to provide a pleasurable shopping experience while enticing consumers to make a quicker purchase decisions because of discounts or incentivized purchases.

Engaging with popular fashion makes users act impulsively. Customers are more likely to overlook such news, irrespective of particular reasoning, if they are engaged with daily fashion developments (e.g., those who follow fashion trends or post images of fashion shows onto social media platforms). Ummah and Rahayu (2020) state that engaging with fashion increases the possibility that a purchase is made with little thought before a transaction. This is especially true for customers who view fashion as an extension of themselves. Simanjuntak et al. (2023) state that customers who engage in conversations on social media, follow the accounts of fashion influencers, or participate in online fashion forums are very unlikely to consider purchasing an item they do not need, but their chances of making a purchase upon seeing it is very likely. This kind of acceptance demonstrates a desire to wear the latest fashions, often inadvertently leading to purchases to meet social standards of appearance.

The impulsive buying behavior of customers is greatly affected by social media. Online engagement, rewards, and attractive product images are some factors that play a large role in influencing impulsive buying behavior on social media. Ads on social media platforms like Instagram and TikTok can trigger fashion purchases easily. This behavior is sometimes triggered by social influencers on social media platforms. Most customers often change their minds about what to wear influenced by their favorite social influencers. As stated by Simanjuntak et al. (2023) marketers can easily influence customers' buying behavior when they endorse a product, particularly those with massive followers. Their opinions on matters they deem to know much about are valued to a great extent. The customers trust social influencers regardless of whether they need such items or not due to visual stimulation triggered by thought leaders.

Impulsive purchases are affected by social and economic variables, besides emotional and involvement variables. Turning to personal consumer income, Rozaini et al. (2019) asserted that consumers are more predisposed to making impulsive and doubtful purchases whenever they have less knowledge about economics. Individuals lacking enough self-control are more liable to being lured by commercials, discounts, and other items that seem useful but are actually inefficient during these periods wherein they fail to perceive the overall implications of their acquisitions. For example, peer pressure is involved in making impulsive purchases. Fans who are static (Pratiwi, 2017) argued that a certain social gathering's collective adoration for specific items and fashion statements can affect an individual's purchasing decisions on these items for those consumers who belong to peer circles or are linked to friends on the basis of information already available to the media. This information can significantly hasten acquisitions during the social media era, especially those items that are labeled as "popular" or "trending."

Based on this research, understanding social media influence, fashion involvement, and hedonic drive can be employed to design more successful marketing approaches. Customers are persuaded to accomplish impulsive shopping, such as by promotional approaches focusing on customer satisfaction emotionally via social media influences or discounts. Companies should leverage social media to design promotional advertisements that result in strong emotional experiences and trigger impulsive shopping within the information age we are currently in. They do not have to wait for customers to design these approaches on their own. They can garner the name "the best student fashion event in history" by this. This research indicates that it is paramount for any company to make shopping experiences fun and interesting for customers. To better serve customers emotionally and continuously come up with more innovative approaches, we require innovative technological ideas, such as digital mirrors on our wardrobes. Customer reviews, live shows, and shareable information are some examples of these approaches that can increase impact, causing customers to appreciate us more. This final result therefore advocates for impulsive shopping. Marketing individuals can employ approaches focusing on strong alliances emotionally with customers, rather than via discounts and low costs, to design approaches employing understanding of social, psychological, and emotional aspects influencing consumers' impulse shopping behaviors. This is apparent and is definitely responsible for increasing the success level of any company influencing consumers' impulse shopping behaviors.

## Simpulan

Research demonstrates that multiple factors, including psychological, social, technological, and economic factors, influence impulse purchasing behavior within fashion consumption. Impulse purchasing is characterized by consumer decisions driven by hedonic influences. This could include psychological satisfaction, hedonism, and stimulating pleasure. Visual promotion techniques have been asserted to exert an influence on impulse purchasing behavior, even more so when the visual advertisement looks too good to pass up. The impact of social media influencers is also a significant factor in impulse purchasing behaviors. Engagement in the fashion industry is paramount, especially given the fact so many followers of fashion trends and influencers within the realms of social media also have their own social media accounts featuring their own potentially larger enterprises. Consumers interested in fashion influencers likely to follow trends are likely to be exposed by information and advocacy presented by website and e-commerce companies as well. Moreover, the influence of social connectedness from friends and peers perpetuates impulse purchases. Consumers wish to replicate what they see on social media, particularly when a product or a lifestyle is demonstrated and subsequently 'liked' by masses. Although technological attributes of the transaction process may save some time and effort, they hold less appeal to consumers when compared to social and psychological factors of impulses. That said, ease of purchase, convenience, alongside a pleasurable experience provided is reinforcing impulse consumption behavior. Therefore, businesses ought to incorporate visual promotions and influencer marketing to leverage the benefits of a strong emotional offer, all while recognizing that companies and product brands may go to their promoting to increase impulse behavior further. Given that social media is a significant influencer in consumer decision-making, this provides a comparative advantage to deliver a true enjoyable shopping experience.

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