The Effect of Shopping Lifestyle on Impulse Buying with Intervening Positive Emotion

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Abstract

The rapid development of information and communication technology has driven a revolution in the way consumers shop. One of the biggest impacts of this digital revolution is the emergence of e-commerce, which allows consumers to make purchases of goods or services without having to leave their homes. E-commerce has become an integral part of everyday life, especially among the younger generation. The purpose of this study was to determine the effect of shopping lifestyle on impulse buying with positive emotion intervening. The analysis method in this study uses primary data collected through the distribution of online questionnaires to e-commerce user respondents who have made impulsive purchases. Respondents were selected using a non- probability sampling technique with a purposive sampling method so that 150 respondents were obtained with 20 questions with an outer model test, consisting of convergent validity and discriminant validity, composite reliability & Cronbach's alpha test and an inner model test consisting of the R2 test, F2 test, Q2 test, and goodness of fit test processed using SmartPLS 4 software. The test stage carried out on a small sample is the validity test and reliability test of 30 respondents using SPSS. The results of this study indicate that the variables shopping lifestyle have an effect on positive emotion, shopping lifestyle has an effect on impulse buying, positive emotion has an effect on impulse buying, and shopping lifestyle has an effect indirectly on impulse buying through positive emotion.

Keywords: *impulse buying, positive emotion, shopping lifestyle*
JEL Codes : M41, M15

INTRODUCTION

The development of information and communication technology has revolutionized the way consumers shop, particularly through e-commerce. E-commerce allows consumers to purchase products or services online without leaving their homes, becoming an essential part of daily life, especially for Generation Z (born 1997–2012), known as "digital natives" (GoodStats, 2023). This generation is highly active in using digital platforms for shopping, opening up significant opportunities for businesses to expand their market. E-commerce simplifies transactions because it only requires an internet connection, eliminates high costs or face-to- face interactions (Padmasari & Widyastuti, 2022). Consumers can view promotions, advertisements, prices, and product details, driving a shift in consumption patterns to become more digital (Langie & Yuwono, 2023).

According to Bank Indonesia's report, the value of e-commerce transactions in Indonesia showed rapid growth from 2018 to 2024. In 2022–2023, growth slowed to 16.97% with estimated transactions reaching IDR 572 trillion, but increased again to 20.45% in 2023–2024 with an estimated transaction value of IDR 689 trillion, confirming the huge potential of the e-commerce market in Indonesia.

The development of e-commerce has driven people to shift towards impulsive shopping patterns, making it harder for individuals to feel satisfied. Online impulse buying is more efficient than offline because consumers can quickly access a variety of products without having to go to a store. Programs such as discounts, flash sales, and other promotions further encourage spontaneous purchases. Impulse buying is the act of buying suddenly without any clear intention or need, which can lead to waste and uncontrolled spending (Prayoga, 2021). This phenomenon is increasing with easy access to information   and

promotional notifications, which trigger consumers to make immediate purchases.

Impulse buying is influenced by positive emotions, namely positive emotions that arise during spontaneous shopping. Positive emotions reflect enthusiasm, motivation, and happiness and arise from responses to stimuli such as products, promotions, or social interactions (Fauziyah & Julaeha, 2022). These emotions increase consumers' tendency to make impulsive purchases because pleasant emotional experiences trigger the motivation to buy spontaneously. Previous research also shows that positive emotions play a significant role in driving impulse buying. These results align with research by Anggraini & Anisa (2020), Dewi & Adi (2023), Renaldi & Nurlinda (2024), and Giovanni & Handriana (2024).

Shopping lifestyle reflects how a person manages time, money, and shopping preferences, according to Japarianto & Monika (2020). Consumers with a high- shopping lifestyle, especially those focused on fashion, tend to be more easily encouraged to make impulse purchases due to the positive emotions that arise during shopping. This is in line with research by Dewantoro, Rachma, & Rizal (2020), Pratiwi (2022), Nurlinda & Fadila (2020), Anggraini & Anisa (2020), and Mariyana, Djawoto, & Suhermin (2023). Positive emotions function as a mediator between shopping lifestyle and impulse buying, so that pleasant experiences while shopping trigger spontaneous purchasing decisions.

The study population focused on generation z in Tangerang Regency, who are active e-commerce users. Generation z's screen-addicted nature and high digital literacy make them highly adaptable to digital platforms, potentially triggering impulse buying. According to Statistics Indonesia (BPS), the number of generation z in Tangerang Regency reached 460,602, making this group relevant for examining the influence of shopping lifestyle on impulse buying.

LITERATURE REVIEW
Theory of Planned Behavior (TPB)
Theory of Planned Behavior (TPB) was developed from the Theory of Reasoned Action (TRA) by Fishbein & Ajzen (1975) to explain that individual behavior is influenced not only by internal factors, but also by available resources, opportunities, and skills (Ajzen, 1985). TPB adds the concept of perceived behavioral control, namely the control individuals feel can influence their intentions and behavior (Ajzen, 1988). This theory assumes that humans act rationally by considering the consequences before making decisions, and behavior is formed from the most dominant beliefs in a particular situation (Ajzen, 1991). TPB has three main components:
a.   Attitude Toward the Behavior: a positive or negative evaluation of an action that influences the decision to perform or not perform the behavior.
b.   Subjective Norm: social pressure from people who are considered important (significant others) that influences an individual's intention to act.
c.   Perceived Behavioral Control: an individual's beliefs about how much control they have over a particular behavior, which influences their intention and ability to perform the action.

The TPB explains that a combination of attitudes, subjective norms, and perceived self-control shape an individual's intentions, which ultimately determine behavior, including impulse buying. In other words, the decision to purchase impulsively is influenced by personal evaluations of the action, perceived social pressure, and beliefs about one's ability to make the purchase.

Nudge theory
According to Thaler & Sunstein (2008), nudge theory is an approach to modifying individual or group behavior by utilizing indirect positive reinforcement. In economic and business contexts, this theory is applied to influence purchasing decisions, as consumers do not always act rationally but are often driven by irrational factors, such as purchasing goods without considering their utility. Nudge theory is part of a choice architecture that changes behavior predictably without prohibiting certain options or significantly changing economic incentives (Hausman & Welch, 2010). This strategy utilizes adaptive environmental design to influence individual or group behavior and is considered effective and cost-effective in

triggering behavior change (Allcott & Kessler, 2015).

In general, nudge theory is a soft intervention strategy that influences decisions and behavior without coercion, through emotional encouragement, environmental management,or restructuring of choices, making it an effective approach in marketing and consumer decision-making.

Shopping Lifestyle

According to Tuzzahra & Tirtayasa (2020), a shopping lifestyle reflects how a person manages time, money, and purchasing activities, as well as their attitudes and perspectives on the world around them. This lifestyle shapes an individual's nature and character in their consumer activities. Meanwhile, according to (Japarianto & Monika, 2020), a shopping lifestyle is a consumption pattern that shows how an individual allocates time and money for shopping, including the distribution of income across various products and services, as well as preferences in selecting certain product categories (Dewantoro, Rachma, & Rizal, 2020).

In other words, a shopping lifestyle reflects how an individual manages time, money, and consumption preferences, shaping both their shopping behavior and their personal identity. The availability of free time and high purchasing power reinforce a person's tendency to pursue this shopping lifestyle.

Shopping Lifestyle Indicators

The following are shopping lifestyle indicators according to Cobb and Hoyer (1986) as follows:
a. Respond to any advertising offers regarding fashion products.
b. Shop for products from well-known brands.
c. Be sure that the well-known brand you buy is the best in terms of quality.

Meanwhile, several indicators of a shopping lifestyle that are almost the same were developed by Fatmawati, Astuti, & Iswanti (2020) as follows:
a. Advertising Offer: Interested in a promotion, discount, or free gift.
b. Latest Models: Interest in having the latest products or trends.
c. Well-Known Brands: Attracted to brands with a strong reputation.
d. Best Quality: Preference for products with the best durability and performance.
e. Diverse Product Purchases: The tendency to purchase a variety of products.
f. Buying the Same Product with Different Brands: Sometimes choosing similar products from different brands due to promotions or new preferences.

Positive Emotion

According to Andriani & Harti (2021), positive emotion describes a state in which a person feels enthusiasm, drive, and joy, including feelings of high energy and full concentration. (Wahyuni, 2024) states that positive emotion is a mood that can influence the intensity of consumer decision-making. (Rismawati & Pertiwi, 2022) states that positive emotions encourage consumers to have a strong desire for a product and higher energy in activities. (Fazrin & Siregar, 2021) explain that positive emotion is a state of happiness reflected in a person's interest in a situation.

Thus, it can be concluded that positive emotion is an emotional state characterized by enthusiasm, joy, and high energy, which increases an individual's engagement and focus in an activity. This positive emotion arises from a comfortable environment and attraction to a particular object, and plays a role in driving purchasing decisions through strong emotional impulses.

Positive Emotion Indicator

Positive Emotion Indicators according to Premananto (2007):
1. A comfortable feeling when shopping
2. Feeling of satisfaction when shopping
3. The feeling of joy when shopping Positive Emotion Indicators according to Andriani & Harti

(2021):
1. Happy Feeling
2. Feeling of Comfort
3. Feeling of Enthusiasm
4. Feeling of Satisfaction

Impulse Buying

According to Dewi (2020), impulse buying is a sudden, unplanned purchasing behavior influenced by the consumer's circumstances and environment. Impulse buying is characterized by quick decision- making and a subjective urge to immediately acquire a product (Purwanto & Nuri, 2021). This behavior occurs when consumers purchase unplanned products when exposed to stimuli such as stores, catalogs, TV shows, or online platforms (Fazrin & Siregar, 2021). (Prayoga, 2021) emphasizes that impulse buying is an unnatural shopping behavior that can lead to waste and uncontrolled spending, while (Pratiwi, Krishernawan, & Istyarini, 2020) define impulse buying as an unplanned purchasing activity. Thus, it can be concluded that impulse buying is spontaneous, unplanned purchasing behavior triggered by environmental stimuli or emotional impulses. This behavior is characterized by quick decisions, an immediate desire to own the product, and the potential for uncontrolled spending.

Impulse Buying Indicator

According to Engel, Blackwell, & Miniard (1995), indicators of impulse buying include spontaneity, which is an unplanned purchase and encourages consumers to buy directly in response to visual stimuli at the point of sale; strength, compulsion, and intensity, which is the motivation to act immediately and put aside other things; excitement and stimulation, which is a sudden urge to buy accompanied by exciting emotions; and indifference to consequences, which is consumers ignore potential negative consequences when making a purchase.

According to Wahyuni & Setyawati (2020), similar indicators are developed, including spontaneous purchases, namely unplanned purchasing decisions that occur suddenly; purchases made in a hurry, when there is an attractive offer that triggers a quick decision; purchases influenced by emotions, namely passion or strong desires that create satisfaction; and purchases made without thinking about the consequences, where decisions are made based on emotions without rational consideration of the consequences. Thus, the impulse buying indicator emphasizes spontaneous, intense, emotional, and less consequence-considering purchasing behavior, which is triggered by external stimuli and internal consumer drives.

Research Model

The research model used in this study can be seen in Figure 1.
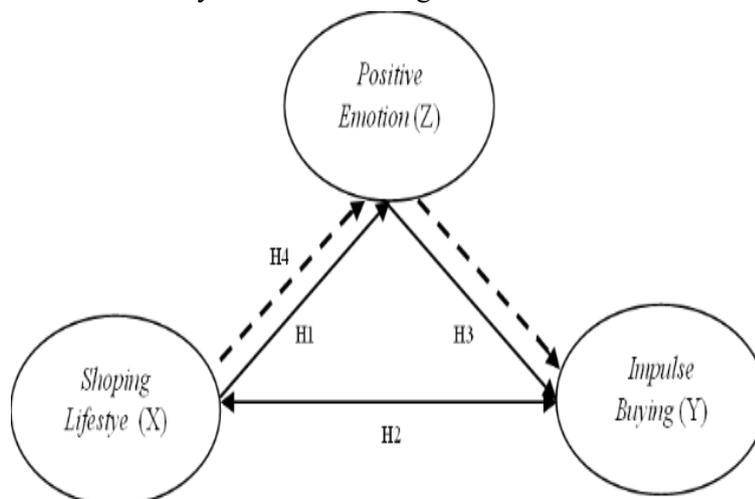
Picture 1. Research Model

Hypothesis
H1: Shopping Lifestyle has an effect on Positive Emotion
H2: Shopping Lifestyle influences Impulse Buying
H3: Positive Emotion has an effect on Impulse Buying
H4: Shopping Lifestyle influences Impulse Buying throughPositive Emotion.

RESEARCH METHODS
Subjects and Objects of Research
In this study, the subjects were Generation z e-commerce users who had made impulse purchases. The research focused on Shopping Lifestyle versus Impulse Buying through Positive Emotion.

Population and Sample
In this study, the population used was e- commerce users in generation z in the Tangerang Regency area.The sample to be taken in this study is 120 minimum sample respondents obtained from the results of the questionnaire via Google Form.

Data Types and Sources
The type of data used in this study is quantitative. The data source used in this study is primary data. This primary data was obtained directly from respondents by distributing questionnaires to Generation Z in Tangerang Regency who have shopped on e- commerce platforms.

RESULTS AND DISCUSSION
Data Analysis Tools
This study uses analysis Structural Equation Modeling variant-based (Partial Least Square/PLS) with the SmartPLS program. This method allows for simultaneous testing of measurement models and structural models Analysis Techniques Partial Least Square (PLS).

This study uses analysis Partial Least Square (PLS), namely the method Structural Equation Modeling avariance-based method that can measure latent variables through indicators (manifest variables). PLS is considered a powerful method because it does not require a specific measurement scale and can be used with relatively small sample sizes (Ghozali & Latan, 2020).

Measurement Model (Outer Model)
Outer model used to test the construct validity and reliability of the instrument, so that the instrument's ability to measure the intended concept and its consistency can be determined. Testing is carried out through convergent validity, discriminant validity, Andcomposite reliability (Cronbach's Alpha).

Test Convergent Validity
Convergent validityused to measure the correlation of indicators with latent variables. Convergent validity is assessed through loading factorAnd Average Variance Extracted (AVE). An indicator is declared valid if it hasloading factor > 0.70, but in exploratory research, a value of 0.50–0.60 is still acceptable. Furthermore, the AVE value for each variable must be > 0.50. The test results are shown in Table 1.

Table 1. Test Results Outer Loading factor

Indikator	Shopping Lifestyle (X1)	Impulse Buying (Y)	Positive Emotion (Z)	Keterangan
Saya sering memutuskan untuk berbelanja online melalui e-commerce karena pengaruh iklan promosi (X1.1)	0.824			Valid
Model produk terbaru lebih menarik bagi saya dibandingkan produk lama (X1.2)	0.804			Valid
Saya merasa lebih percaya diri saat menggunakan produk bermerek terkenal (X1.3)	0.804			Valid
Saya selalu mencari produk melalui e-commerce dengan kualitas terbaik (X1.4)	0.782			Valid
Saya membeli banyak produk melalui e-commerce untuk memenuhi kebutuhan yang berbeda (X1.5)	0.829			Valid
Saya suka membandingkan produk dari e-commerce dengan berbagai merek untuk produk yang sama (X1.6)	0.818			Valid
Saya berbelanja produk melalui e-commerce secara tiba-tiba ketika melihat sesuatu yang menarik untuk dibeli (Y.1)		0.815		Valid
Saya merasa terburu-buru dalam mengambil keputusan pembelian produk melalui e-commerce ketika ada promo terbatas (Y.2)		0.803		Valid
Perasaan saya sangat mempengaruhi keputusan saya untuk membeli suatu barang melalui e-commerce (Y.3)		0.917		Valid
Saya sering membeli barang melalui e-commerce tanpa memikirkan apakah saya benar-benar membutuhkannya (Y.4)		0.912		Valid
Saya merasa senang dan tentram dalam menjalani aktivitas sehari-hari (Z.1)			0.813	Valid
Saya merasa tenang dengan keadaan kondisi yang saya alami saat ini (Z.2)			0.860	Valid
Saya memiliki minat yang kuat terhadap hal-hal yang saya sukai (Z.3)			0.884	Valid
Saya merasa puas dengan keputusan-keputusan yang telah saya buat (Z.4)			0.840	Valid

Sources: data process, 2025

Based on Table 1, all indicators have a value loading factor > 0.70, so its contribution to the construct is considered strong and meets the convergent validity criteria. This result is supported by the value Average Variance Extracted (AVE) in Table 2 also indicates that validity is met. The following test results are shown in Table 2.

Table 2. Test Results *Average Variance Extracted (AVE)*

Variabel	Average Variance Extracted (AVE)	Ket
Shopping Lifestyle (X1)	0.657	Valid
Positive Emotion (Z)	0.745	Valid
Impulse Buying (Y)	0,722	Valid

Sources: data process, 2025

Based on Table 2 above, all variables have an AVE value > 0.5, indicating that the latent construct is able to explain the indicators better than measurement error. Thus, the measurement model meets the convergent validity criteria and is declared valid.

Discriminant Validity Test
Discriminant validity aims to ensure that the indicators of a construct do not have a high correlation with other constructs. The testing is carried out through cross loading and the comparison of the square root of AVE with the correlation between constructs. If the square root of AVE is greater than the correlation between constructs (> 0.5), then the model is said to have discriminant validity good. The following test results are shown in Table 3.

Table 3. Results of the Discrimination Validity Test

Fornell-Lacker

Variabel	Shopping Lifestyle (X1)	Impulse Buying (Y)	Positive Emotion (Z)
Shopping Lifestyle (X1)	0.810		
Impulse Buying (Y)	0.787	0.863	
Positive Emotion (Z)	0.811	0.772	0.850

Cross-Loading

Indikator	Shopping Lifestyle (X1)	Impulse Buying (Y)	Positive Emotion (Z)
Saya sering memutuskan untuk berbelanja online melalui e-commerce karena pengaruh iklan promosi (X1.1)	0.824	0.690	0.666
Model produk terbaru lebih menarik bagi saya dibandingkan produk lama (X1.2)	0.804	0.624	0.608
Saaya merasa lebih percaya diri saat menggunakan produk bermerek terkenal (X1.3)	0.804	0.639	0.643
Saya selalu mencari produk melalui e-commerce dengan kualitas terbaik (X1.4)	0.782	0.625	0.642
Saya membeli banyak produk melalui e-commerce untuk memenuhi kebutuhan yang berbeda (X1.5)	0.829	0.593	0.722
Saya suka membandingkan produk dari e-commerce dengan berbagai merek untuk produk yang sama (X1.6)	0.818	0.652	0.660
Saya berbelanja produk melalui e-commerce secara tiba-tiba ketika melihat sesuatu yang menarik untuk dibeli (Y.1)	0.674	0.815	0.722
Saya merasa terburu-buru dalam mengambil keputusan pembelian produk melalui e-commerce ketika ada promo terbatas (Y.2)	0.612	0.803	0.615
Perasaan saya sangat mempengaruhi keputusan saya untuk membeli suatu barang melalui e-commerce (Y.3)	0.715	0.917	0.666
Saya sering membeli barang melalui e-commerce tanpa memikirkan apakah saya benar-benar membutuhkannya (Y.4)	0.709	0.912	0.658
Saya merasa senang dan tentram dalam menjalani aktivitas sehari-hari (Z.1)	0.745	0.688	0.813
Saya merasa tenang dengan keadaan kondisi yang saya alami saat ini (Z.2)	0.654	0.636	0.860
Saya memiliki minat yang kuat terhadap hal-hal yang saya sukai (Z.3)	0.704	0.635	0.884
Saya merasa puas dengan keputusan-keputusan yang telah saya buat (Z.4)	0.644	0.659	0.840

Based on Table 3, the test Fornell-Larcker shows that the AVE root value of each construct is greater than the correlation with other constructs, while the resultscross loading shows the indicators haveloadinghighest on its own construct. Thus, all constructs in the model meet the criteria for discriminant validity.

Test Reliability (Composite Reliability)
Reliability in PLS is measured using *Cronbach's Alpha*And*Composite Reliability*, with reliable criteria if both are > 0.70. *Composite reliability*is considered better in estimating the internal consistency of the construct. The following test results are shown in Table 4.

Table 4. Test Results *Cronbach's Alpha*

Variabel	Cronbach's Alpha	Composite Reliability	Ket
Shopping Lifestyle (X1)	0.895	0.920	Reliabel
Impulse Buying (Y)	0.885	0.921	Reliabel
Positive Emotion (Z)	0.871	0.912	Reliabel

Sources : data process, 2025

Based on Table 4, it shows that the shopping lifestyle (X1), impulse buying (Y), and positive emotion (Z) variables are reliable and meet the requirements.

Structural Model (Inner Model)
Inner Model evaluated using the R-square method for constructs with dependent or bound variables Ghozali (2021).

R-Square (R^2)
R-square value of 0.75 is "strong", 0.50 "moderate", and 0.25 "weak". The test results are shown in Table 5.

Table 5. R-Square (R^2) Test Results

Variabel	R-square	R-square adjusted	Ket
Impulse Buying (Y)	0.672	0.667	*Moderate*
Positive Emotion (Z)	0.658	0.656	*Moderate*

Sources: data process, 2025

Based on Table 5, the value R-square For Impulse Buying (Y) is 0.672 and Positive Emotion (Z) is 0.658, which is included in the category moderate This means that 67.2% of the variance in impulse buying (Y) is explained by Shopping Lifestyle (X1), while65.8% of the variance in Z is explained by impulse buying (Y) and Shopping Lifestyle (X1). Value Adjusted R-square 0.667 and 0.656 respectively indicate that the model adjustment is not much different from the pure value.

F-Square (F^2)
An independent variable is said to have a "weak" substantive level if F^2 is more than the *critical value* 0.02, "medium" if F^2 is more than the critical *value* 0.15, and "large" if F^2 is more than *critical value* 0.35. The following test results are shown in Table 6.

Table 6. F-Square Test Results (F^2)

Variabel	Shopping Lifestyle (X2)	Impulse Buying (Y)	Positive Emotion (Z)
Shopping Lifestyle (X1)		0.229	1.923
Impulse Buying (Y)			
Positive Emotion (Z)		0.160	

Sources: data process, 2025

Based on Table 6, Shopping Lifestyle (X1) has a moderate effect on Impulse Buying (Y) of 0.229 and a large effect on Positive Emotion
(Z) of 1.923. Meanwhile, the effect of Impulse Buying (Y) on Positive Emotion (Z) of 0.160 is classified as moderate.

Q² Predictive Relevance (Q² Predictive Relevance)
The prediction relevance test (Q^2) was conducted to determine the predictive capability of the relationship model between variables.The test results are shown in Table 7.

Table 7. Predictive Relevance Q^2

Variabel	SSO	SSE	Q² (=1- SSE/SSO)
Shopping Lifestyle (X1)	900	900	0
Impulse Buying (Y)	600	286.953	0.618
Positive Emotion (Z)	600	299.389	0.667

Sources: data process, 2025

Based on Table 7, the Q² value for Impulse Buying (Y) = 0.618 and Positive Emotion (Z) = 0.667, both > 0.35, thus having high predictive relevance. This indicates that the model is able to predict Impulse Buying (Y) and Positive Emotion (Z) well, while Shopping Lifestyle (X1) has a Q² value of 0 because it is an exogenous construct.

Hypothesis Testing
Hypothesis testing is performed by comparing the T-statistic value with the T-table (1.96) at a 5% significance level (p-value < 0.05). If the T-statistic > 1.96, then the exogenous variable has a significant effect on the endogenous variable. The test results are shown in Table 8.

Table 8. Hypothesis Test Results

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Shopping Lifestyle terhadap *Positive Emotion* X1->Z	0.811	0.805	0.052	15.579	0,000
Shopping Lifestyle terhadap *Impulse Buying* X1->Y	0.469	0.475	0.113	4.141	0,000
Positive Emotion terhadap *Impulse Buying* Z->Y	0.392	0.387	0.120	3.259	0.001
Shopping Lifestyle terhadap *Impulse Buying* melalui *Positive Emotion* X1->Z->Y	0.119	0.113	0.057	2.107	0.035

Sources: data process, 2025

Influence of Shopping Lifestyle towards Positive Emotion
Based on the results of the hypothesis test, shopping lifestyle has a positive and significant effect on positive emotions with a T-statistic value of 15.579 > 1.96 and a p- value of 0.000 < 0.05. This means that the higher a person's shopping lifestyle, the more likely they are to experience positive emotions when shopping, especially through e-commerce. Generation Z's shopping lifestyle is formed from the drive to

follow trends, self-image, promotional appeal, exploratory curiosity, and the need for efficiency and convenience, which ultimately triggers feelings of happiness, satisfaction, confidence, and pride. This finding is in line with research by Anggraini & Anisa (2020) and Rismawati & Pertiwi (2022) which emphasizes that shopping lifestyle plays an important role in increasing positive emotions.

Influence Shopping Lifestylea gainst Impulse Buying

Based on the results of the hypothesis test, shopping lifestyle has a positive and significant effect on impulse buying with a T-statistic value of $4.141 > 1.96$ and a p- value of $0.000 < 0.05$. This indicates that the stronger a person's shopping lifestyle, the higher their tendency to make impulsive purchases. Shopping lifestyle not only reflects shopping activities as a fulfillment of functional needs, but also as self- expression and entertainment. The driving factors include: (1) pride in buying branded products to build self-image, (2) exposure to attractive advertisements or promotions, (3) the urge to try new variations, (4) the desire to follow the latest trends, (5) exploration of many product choices, and (6) satisfaction with high-quality products even though they are not planned. These factors are in line with nudge theory, where visual stimuli, trends, and promotions can trigger spontaneous decisions without coercion. This finding supports previous research by Dewantoro, Rachma, & Rizal (2020), Prasetia (2020), Pratiwi (2022), Sari & Hermawati (2020), Haryanti, Mantika, & Bima (2021) and Yulinda, Rahmawati, & Sahputra (2022) which showed the influence of shopping lifestyle on impulse buying.

The Influence of Positive Emotion on Impulse Buying

Based on the results of the hypothesis test, the positive emotion variable has a positive and significant effect on impulse buying, with a T-statistic value of $3.259 > 1.96$ and a p-value of $0.001 < 0.05$. This indicates that when Generation Z experiences positive emotions while shopping, their tendency to make impulsive purchases increases. Positive emotions are formed from pleasant experiences, such as finding desired products, getting discounts, following new trends, or feeling satisfied with previous purchases. This condition triggers various forms of impulse buying (reminder, pure, and suggestion) that occur spontaneously without rational consideration, in line with the concept of nudge theory. This finding supports previous research by Anggraini & Anisa (2020), Dewi & Adi (2023), Renaldi & Nurlinda (2023), and Giovanni & Handriana (2024) which stated that positive emotions influence impulse buying.

The Influence of Shopping Lifestyle on Impulse Buying through Positive Emotion

Based on the results of the hypothesis test, the positive emotion variable was proven to significantly mediate the relationship between shopping lifestyle and impulse buying. This is indicated by the T-statistic value of $2.107 > 1.96$ and p-value of $0.035 < 0.05$, which indicates a positive and significant indirect influence. Generation Z's shopping lifestyle elicits positive emotions such as happiness, satisfaction, and comfort, which then encourage impulsive buying. Positive emotions strengthen the relationship between a consumptive lifestyle and spontaneous shopping behavior, whether in the form of role-related, pure, exploratory, fashion- related, variety-seeking, or confidence- driven impulse buying. These factors align with the concept of nudge theory, where satisfaction and positive emotions encourage the tendency to make unplanned purchases. This finding is in line with research by Mariyana, Djawanto, & Suhermin (2023), Rismawati & Pertiwi (2022), and Dewi & Adi (2023) which show that shopping lifestyle influences impulse buying through positive emotions.

CONCLUSION AND IMPLICATIONS

Conclusion

a. Shopping lifestyle has a direct influence on the positive emotions of e-commerce users in generation Z in Tangerang Regency.

b. Shopping lifestyle has a direct influence on impulse buying of e- commerce users in generation Z in Tangerang Regency.

c. Positive emotion has a direct influence on impulse buying of e- commerce users in generation Z in Tangerang Regency.

d. Shopping lifestyle has an indirect effect on impulse buying through positive emotions of e-commerce users in generation z in Tangerang Regency.

Research Implications

This research implies that shopping lifestyle plays a significant role in driving impulse buying behavior, both directly and through positive emotions in Generation Z e- commerce users. These results enrich the literature on digital consumer behavior by emphasizing that spontaneous shopping decisions are influenced not only by rational aspects but also by emotions arising from hedonic consumption patterns.

Managerial Implications

The findings show that shopping lifestyle significantly influences impulse buying, both directly and through positive emotions. E- commerce companies need to adapt their marketing strategies to the gen z lifestyle through personalized promotions, social media integration, and collaboration with influencers. Furthermore, a pleasant shopping experience can be enhanced by attractive app design, simple navigation, and responsive customer service, all of which can elicit positive emotions that encourage impulse buying.

Suggestion
For Companies

Shopping lifestyle has been shown to have a significant influence on impulse buying, both directly and indirectly. Therefore, companies are advised to design marketing strategies that suit the lifestyle of generation z, for example through visual campaigns, collaborations with influencers, seasonal promotions, or product personalization. Furthermore, because positive emotions play a significant role in driving impulse buying, companies need to create a pleasant shopping experience through an attractive interface, a simple transaction process, entertainment features (quizzes, sweepstakes), and fast and friendly customer service.

For Further Researchers

It is recommended to add other mediating variables such as perceived enjoyment, self- control, social influence, or digital trust. Furthermore, researchers can explore other variables relevant to digital shopping behavior, such as hedonic shopping value, store atmosphere, fashion involvement, and visual merchandising.

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