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The Influence of Fashion Involvement, Shopping Lifestyle, and Live Streaming Shopping on E-Impulse Buying Fashion Products

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Abstract

This study aims to analyze the influence of fashion involvement, shopping lifestyle, and live streaming shopping on e-impulse buying of fashion products in TikTok Shop users in Pekanbaru City. The phenomenon of increasing impulse purchases in the context of social commerce is a major concern, especially as TikTok has evolved from a mere entertainment platform to an interactive marketing medium that encourages spontaneous purchase decisions. A quantitative approach was used for the survey method of 100 respondents selected through purposive sampling technique. Data was collected using questionnaires and analyzed by multiple linear regression through SPSS software. The results of the study show that fashion involvement, shopping lifestyle, and live streaming shopping have a positive and significant effect on e-impulse buying of fashion products at TikTok Shop in the city of Pekanbaru. These findings indicate that the higher the consumer engagement with fashion, the stronger their shopping lifestyle, and the more intense the interactive experience through live streaming, the tendency to make impulse purchases also increases. This research offers practical implications for online businesspeople in designing marketing strategies that harness the power of real-time interaction and visual appeal to drive spontaneous purchase decisions.

Keywords: Fashion Involvement; Shopping Lifestyle; Live Streaming Shopping; E-Impulse Buying



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Introduction

The development of digital technology and the internet have brought major changes to consumer behavior in shopping. A report by the Central Statistics Agency (BPS) shows an increase in the significance of internet users in Indonesia over the past five years [1]. The ease of internet access opens up opportunities for the emergence of the social commerce phenomenon, which is buying and selling activities through social media that combines the functions of communication, entertainment, and transactions. One of the platforms that is experiencing rapid growth in this context is TikTok, which has 1.4 billion active users globally with 99.1 million of them from Indonesia [2]. This phenomenon shows that TikTok is not just an entertainment platform but has also become a commercial channel that influences people's shopping behavior. The people of Pekanbaru, especially productive age groups such as students and young workers, use TikTok as a platform to show themselves digitally to give an impression to the audience, also used to find fashion inspiration, follow trends, and make spontaneous purchases.

This change in behavior gives rise to a new pattern in consumption, where purchasing decisions are not always based on rational needs, but rather on emotional or spontaneous impulses known as impulse buying [3]. Impulse buying reflects the tendency of consumers to buy products out of momentary desires without prior planning [4]. Some of the factors that affect this behavior include shopping lifestyle, fashion involvement, and interactive experiences provided by live streaming shopping [5]. However, the results of previous studies show mixed findings regarding the influence of these factors on e-impulse buying.

Several studies confirm that a shopping lifestyle has a positive effect on impulse purchases [6]; [7]. In contrast, another study found a different result, namely that shopping lifestyle had no significant effect on impulse purchases [8]; [9]. These differences in findings show that there is a research gap that needs to be studied further. Especially in the context of live streaming-based social commerce such as TikTok Shop, which provides a real-time interactive experience between sellers and consumers [10].

The urgency of this research lies in the importance of understanding how the combination of fashion involvement, shopping lifestyle, and live streaming shopping affects e-impulse buying in the digital era. TikTok Shop delivers an interactive visual experience, creating a strong emotional boost and speeding up the buying decision-making process [11]. In addition, consumers' high engagement with fashion and the urge to stay on top of trends make them more vulnerable to impulse purchases [12]. Therefore, the analysis of the relationship between these variables is relevant both from an academic and practical perspective, especially for business actors who use digital marketing strategies based on direct interaction.

This study aims to empirically test the influence of fashion involvement, shopping lifestyle, and live streaming shopping on e-impulse buying of fashion products in TikTok Shop users in Pekanbaru City. By adopting a quantitative approach, the study is expected to provide evidence clarifying previous findings as well as strengthening understanding of the psychological and situational factors that drive impulse purchases in the context of social commerce.

This article contributes to the development of literature on digital consumer behavior through the integration of the concepts of fashion involvement, shopping lifestyle, and live streaming shopping into the framework of online impulse buying behavior. Practically, the results of this study are expected to help online business people, especially on the TikTok Shop platform, in designing more effective marketing strategies through the use of interactive content and consumer emotional approaches.

E-Impulse Buying

E-impulse buying behavior describes the act of buying made spontaneously without prior planning, driven by emotional stimuli and external factors of the shopping environment Digital [13]. According to [14] Impulse buying is a purchase that occurs when consumers see a certain product or brand, then consumers become interested in getting it and are influenced by attractive

stimuli from the store. In the context of online shopping, visual stimuli, limited promotions, and real-time interaction are the main triggers that reinforce consumers' desire to make spontaneous purchases [15]; [16]. This phenomenon is reinforced by [17] which explains that impulse purchases occur without full awareness when consumers are browsing products online.

The types of impulse buying can be categorized into four types, namely planned impulsive buying, reminded impulsive buying, suggestion impulsive buying, and pure impulsive buying [18]. In the digital context, this behavior is further amplified by personalization algorithms and interactive shopping experiences. Online consumers tend to be more impulsive than offline consumers because they are influenced by accessibility, anonymity, and various other supporting features [19]. Thus, e-impulse buying is a consumer's emotional and cognitive response to an online stimulus that combines visual appeal, decision speed, and the impulse to want to own a product instantly.

Fashion Involvement

Fashion involvement reflects the extent to which consumers have attention and interest in fashion products which includes awareness, knowledge, and concern for clothing trends and styles. [20] Explains that involvement in the fashion world motivates individuals to follow new trends and leaves old trends to stay relevant to the times. In addition to functional value, consumers also buy fashion products because of the symbolic and emotional value attached to them, especially in showing social identity [21].

Consumers with high levels of fashion engagement tend to pay attention to their appearance, experiment with personal styles, and feel more confident when wearing trend-appropriate clothing [22]. Indicators of fashion engagement include attention to fashion trends, exploration of personal style, and confidence in appearance [23]. Based on this view, the higher the level of fashion involvement, the greater the tendency of consumers to make impulse purchases of fashion products that can improve their self-image.

Shopping Lifestyle

Shopping Lifestyle refers to the lifestyle of consumers that is reflected through shopping habits, interests, and activities as part of the modern lifestyle. A modern lifestyle is characterized by high mobility, a desire for practicality, and a tendency to follow trends, especially among digital consumers [24]. According to Kotler and Keller [25], lifestyle reflects how "a person as a whole" interacts with his or her environment including using their time and resources in the context of consumption. Accordingly, according to Kotler and Armstrong in [26] asserts that the shopping lifestyle is expressed through individual activities, interests, and opinions towards certain products and brands. In the digital context, this lifestyle is increasingly integrated with technology, entertainment, and instant consumption culture [27].

[28] It stated that the Shopping Lifestyle indicator includes responses to fashion advertisements, interest in the latest models, preference for well-known brands, purchases due to emotional interest, and confidence in brand quality. Consumers with an active shopping lifestyle not only buy products for needs, but also for pleasure and self-expression. Therefore, the shopping lifestyle is an important factor that strengthens e-impulse buying behavior, especially among the younger generation who are very responsive to digital trends and promotions.

Live Streaming Shopping

Live streaming shopping is an innovation in e-commerce that combines elements of interactivity, real-time product visualization, and two-way communication between sellers and buyers [10]. Through this feature, consumers can get product information directly, interact with streamers, and watch product demonstrations before making a purchase [29]. Social interactions and immersive visual experiences create strong emotional boosts, increase trust, and shorten purchase decision-making time.

On [30] Explain that the factors of streamer attraction, trust in sellers, and expertise in conveying product information are important elements that determine the effectiveness of live streaming shopping. Previous research [31] It was also found that this feature had a significant effect on increasing impulse buying because it provided a sensation of urgency and exclusivity through real-time interaction. Thus, live streaming shopping is not only a promotional tool, but also an emotional marketing strategy that is able to turn intent into spontaneous purchase actions in a digital environment.

Research Methods

This study uses a quantitative approach with the aim of testing the influence of fashion involvement, shopping lifestyle, and live streaming shopping on e-impulse buying among TikTok Shop users in Pekanbaru City. The population in this study is all TikTok Shop users in Pekanbaru City who have made impulsive fashion product purchases. Because the population is not known for sure, the determination of the number of samples is carried out using the Lemeshow formula, with an error rate of 10%, resulting in a sample size of 100 respondents. The sampling technique used is purposive sampling, with the following criteria: (1) active TikTok Shop users, and (2) have made unplanned purchases of fashion products (impulsive buying). This technique was chosen so that the respondents were completely in accordance with the characteristics needed in the study [32]. The data collection technique using primary data was collected through an online questionnaire (Google Form) which was distributed to respondents in Pekanbaru through social media such as WhatsApp.

The data were analyzed using the Statistical Package for the Social Sciences (SPSS) with several stages of statistical testing, including: Validity and Reliability Test, Classical Assumption Test, including normality, multicollinearity, and heteroscedasticity tests Multiple Linear Regression Analysis, used to test the simultaneous and partial influence of independent variables on dependent variables.

Result

Validity Test

Based on the results of the validity test carried out, the results of the validity test on the four variables were declared valid. It can be concluded that the variables of fashion involvement, shopping lifestyle, live streaming shopping, and e-impulse buying have a correlation coefficient value of > 0.30 and a P-value of $0.000 < 0.5$, then it can be concluded that all question items used in this study are declared valid.

Reliability Test

The reliability test was carried out by calculating the cronbach's alpha value of each instrument was crosbach's alpha > 0.6 . The results of the reliability test can be seen based on Table 1.

Table 1 Reliability Test

Variable	Cronbach's Alpha	Critical Values	Verdict
Fashion Involvement	0,910	0,6	Reliable
Shopping Lifestyle	0,937	0,6	Reliable
Live Streaming Shopping	0,905	0,6	Reliable
E-Impulse Buying	0,881	0,6	Reliable

Source : Data Processing Results, 2025

Based on the Table 1, it can be seen that Cronbach's alpha > 0.6 , meaning that the measuring tool used in this study is reliable and trustworthy. It can be concluded that the items in all four variables are worthy of research.

Normality Test

The normality test was carried out using the *Kolmogorov-smirnov (K-S) non-parametric statistical analysis method* with the help of the SPSS 25.0 for windows application. The data is considered normal if the significant value of the *Kolmogorov-Smirnov* test is greater than 0.5.

Table 2 Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
	N	100
Normal Parameters, b	Red	,0000000
	Std. Deviation	,79143192
Most Extreme Differences	Absolute	,079
	Positive	,079
	Negative	-,037
Test Statistic		,079
Asymp. Sig. (2-tailed)		,123c

Source : Data Processing Results, 2025

Based on the table of SPSS output results in Table 2, it is known that the significance value of Asymp. Sig (2-tailed) is $0.123 > 0.05$. Therefore, in accordance with the basis of decision-making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distrinsive. Thus, the assumption or normality requirement in the regression model has been met.

Multicollinearity Test

The results of the multicollinearity test can be seen in Table 3.

Table 3 Multicollinearity Test Result

Variable	Collinearity Statistics		
	Tolerance	VIVID	Remarks
Involvement Phase (X1)	0,188	5,313	No Multicollinearity
Shopping Lifestyle (X2)	0,129	7,778	No Multicollinearity
Live Streaming Shopping (X3)	0,124	8,089	No Multicollinearity

Source : Data Processing Results, 2025

Based on the output of the "Coefficients" table in the "Collinearity Statistics" section, it is known that the Tolerance value of all variables > 0.10 , while the VIF value for all variables < 10.00 . Thus it can be concluded that there are no symptoms of multicollinearity in the regression model.

Multiple Linear Regression Test

Table 4 Multiple Linear Regression Test

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIVID
1 (Constant)	1,837	,635		2,895	,005		
Fashion Involvement	,265	,043	,389	6,086	,000	,188	5,313
Shopping Lifestyle	,164	,039	,326	4,214	,000	,129	7,778
Live Streaming Shopping	,216	,060	,282	3,576	,001	,124	8,089

a. Dependent Variable: E-Impulse Buying

Source: Data Processing Results, 2025

Multiple linear regression analysis is an analysis method used to assess the relationship of influence between two or more independent variables on one dependent variable. The result is provided in Table 4.

Partial Test (t-test)

This test was conducted to find out whether the independent variables Fashion Involvement (X1), Shopping Lifestyle (X2), and Live Streaming Shopping (X3) had an individual effect on the bound variable, namely Impulse Buying (Y) is presented in Table 5.

Table 5 Partial Test

Models	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIVID
1 (Constant)	1,837	,635		2,895	,005		
Fashion Involvement	,265	,043	,389	6,086	,000	,188	5,313
Shopping Lifestyle	,164	,039	,326	4,214	,000	,129	7,778
Live Streaming Shopping	,216	,060	,282	3,576	,001	,124	8,089

Source : Data Processing Results, 2025

Based on the table above, each t-value is calculated and the significance of the independent variable. It is known that the t-value of the table (1-sided test at alpha 5%) is known with the equation:

$$T \text{ table} = n - k - 1; \alpha/2$$

$$= 100 - 3 - 1; 0,05/2$$

$$= 96 ; 0,025$$

$$= 1.985 \text{ (see table t with df = 96 at significance level 0.05)}$$

Description =

n = number of samples

k = sum of independent variables

1 = constant

a = confidence level (0.05)

Fashion Involvement. A calculated t-value of 6.086 with a significance of 0.000 was obtained. Thus, it is known that t calculates (4.090) > t tables (1.985) or significance (0.000) < 0.05. This means that *Fashion Involvement* has a significant effect on *E-Impulse Buying*. So, the first hypothesis (H1) is accepted.

Shopping Lifestyle. A calculated t-value of 4.214 with a significance of 0.000 was obtained. Thus, it is known that t count (4.214) > t table (1.985) or significance (0.000) < 0.05. This means that *the Shopping lifestyle* has a significant effect on *E-Impulse Buying*. So, the second hypothesis (H2) is accepted.

Live Streaming Shopping. A calculated t-value of 3.576 with a significance of 0.001 was obtained. Thus, it is known that t count (3.576) > t table (1.985) or significance (0.000) < 0.05. This means that *Live Streaming Shopping* has a significant effect on *E-Impulse Buying*. So, the third hypothesis (H3) is accepted.

Simultaneous Test (F Test)

The f test is to determine whether together independent variables can explain the dependent variables well or whether the independent variables together have a significant influence on the dependent variables. In *the Anova* table, the influence of independent variables *Fashion Involvement, Shopping Lifestyle, and Live Streaming Shopping* can be seen on the dependent variables of E-Impulse Buying. Where after analysis with SPSS 23, the following outputs were obtained in Table 6.

Table 6 F Test

	Models	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	776,740	3	258,913	400,833	,000b
	Residual	62,010	96	,646		
	Total	838,750	99			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Live Streaming Shopping, Fashion Involvement, Shopping Lifestyle

Source: SPSS Data Processing Results, 2025

Based on Table 5, the F value was obtained as 400.833 with a significance of 0.000. While the value of F- tabl at a significance level of 5% is 2,699. Thus, the result of F calculation ($400.833 > F \text{ table } (2.699)$) or significance ($0.000 < 0.05$) is obtained. Thus, it can be known that Fashion Involvement, Shopping Lifestyle, and Live Streaming Shopping together have a significant effect on E-Impulse Buying. So that the fourth hypothesis (H4) is accepted.

Determinant Coefficient Test

Table 7 Determination Coefficient Test

	Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1		.962a	.926	.924	.80370

a. Predictors: (Constant), Live Streaming Shopping, Fashion Involvement, Shopping Lifestyle

b. Dependent Variable: Impulse Buying

Source: Data Processing Results, 2025

Based on Table 7, it is known that the value of the determination coefficient has an Adjusted R Square value of 0.924 or 92.4%, meaning that 92.4% of the E-Impulse Buying variable is influenced by Fashion Involvement, Shopping Lifestyle and Live Streaming Shopping. The remaining 7.6% was influenced by other variables that were not studied.

Discussion

The Influence of Fashion Involvement on E-Impulse Buying Fashion Products on TikTok Shop in Pekanbaru City

Based on the hypothesis (H1) which states that there is a suspected positive and significant influence between fashion involvement on e-impulse buying fashion products at the TikTok Shop in Pekanbaru City. The higher the consumer fashion involvement, the more likely consumers are to make impulse purchases oriented to fashion products at the TikTok Shop in Pekanbaru City. The results of this study support this hypothesis, showing that fashion involvement is indeed one of the main factors that encourage spontaneous consumptive behavior among TikTok Shop users. This means that the first hypothesis in the study is accepted.

The results of this study support the research conducted by [23], [33] stated that fashion involvement has a positive and significant effect on e-impulse buying.

The Influence of Shopping Lifestyle on E-Impulse Buying Fashion Products on TikTok Shop in Pekanbaru City

Based on the hypothesis (H2) which states that there is a suspected positive and significant influence between shopping lifestyle on e-impulse buying fashion products at TikTok Shop in Pekanbaru City. The higher the level of consumer shopping lifestyle for fashion, the stronger the consumer's desire to meet the needs of fashion has become their lifestyle so that they always look attractive and not miss trends. This means that the second hypothesis in the study is accepted.

The results of this study support the research conducted by [23], and [33] stating that the shopping lifestyle has a positive and significant effect on e-impulse buying.

The Effect of Live Streaming Shopping on E-Impulse Buying Fashion Products on TikTok Shop in Pekanbaru City

Based on the hypothesis (H3) which states that there is a suspected positive and significant influence between live streaming shopping on e-impulse buying of fashion products at the TikTok Shop in Pekanbaru City. The more often or more interesting the live streaming content aired by sellers on TikTok Shop, the higher the tendency of users to make impulse purchases. Live streaming can create a more interactive shopping experience, real time and evoke the emotions of consumers, which ultimately encourages them to buy without prior planning so that the third hypothesis is accepted.

The results of this study support the research conducted by [10] stated that live streaming shopping has a positive and significant effect on e-impulse buying.

The Influence of Fashion Involvement, Shopping Lifestyle, and Live Streaming Shopping on E-Impulse Buying Fashion Products on TikTok Shop in Pekanbaru City

Based on the hypothesis (H4) which states that there is a suspected positive and significant influence between fashion involvement, shopping lifestyle and live streaming shopping on e-impulse buying of fashion products at TikTok Shop in Pekanbaru City. The results of the research conducted show that fashion involvement, shopping lifestyle and live streaming shopping are related to consumer purchase decisions because consumer involvement in a fashion product (fashion involvement) tends to know new products, then economic developments cause changes in a person's lifestyle that reflects a person's choices or ways of spending time and money (shopping lifestyle) and live streaming features shopping that creates interaction and urgency that increases the tendency to impulse purchases so that the fourth hypothesis is accepted.

Conclusion

The study concludes that e-impulse buying behavior among TikTok Shop users in Pekanbaru is not random but emerges from the interplay of psychological, social, and digital technology factors. Fashion involvement, shopping lifestyle, and live streaming shopping all have positive and significant effects on impulse buying, both individually and collectively. Engagement with fashion trends encourages spontaneous purchases as a form of self-expression, while a consumptive shopping lifestyle reflects decisions driven by emotional desires for pleasure and social status. Live streaming shopping further acts as a powerful situational stimulus by creating interactive experiences, fostering trust, and instilling urgency in decision-making. Theoretically, these findings reinforce the Stimulus-Organism-Response (S-O-R) framework, where the three variables serve as stimulus that shape consumer psychology and lead to impulsive purchase responses.

Practically, the results highlight the importance of integrating live interaction, trending fashion displays, and strong brand imagery into digital marketing strategies to build emotional closeness with consumers. Marketers are advised to leverage credible streamers with strong communication skills to create authentic shopping experiences, while fashion businesses should remain responsive to evolving trends and preferences of younger consumers. Despite limitations in scope and methodology, the study suggests that future research should expand geographically

and combine quantitative with qualitative approaches for deeper insights. Ultimately, understanding these dynamics enables e-commerce players to design strategies that not only boost sales but also foster long-term consumer loyalty.

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