

IMPULSE BUYING BEHAVIOUR OF WOMANKIND: TRIGGERED BY THEIR MOOD AND LIFESTYLE

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Abstract

As it expands, modern retailing must always be able to adapt to the lifestyle trends in society and understand the aspects that influence consumers' shopping behavior by implementing a unique store concept. Shopping has become a habit for some people, including women, who are becoming more numerous and financially empowered. This research was conducted to test and analyze the effect of shopping lifestyle and in-store displays on impulse buying among female consumers who use and buy branded fashion products at the UNIQLO store in Makassar City. The research sample consisted of 100 respondents using a non-probability sampling technique with a purposive method. The data collection method used was a questionnaire with a Likert scale. The data analysis method used was multiple linear regression analysis, which was processed using SPSS version 25. The results showed that shopping lifestyle had a significant effect on impulse buying and in-store displays had a significant effect on impulse buying.

Keywords: *Impulse buying behavior, In-store display, Shopping lifestyle*

1. INTRODUCTION

Shopping is an activity that cannot be separated from everyday life to meet needs. Currently, buying and selling goods can be carried out easily and practically, and you no longer need to come to the store. It can also be done online by relying on an internet connection via mobile apps. Online shopping activities have become a habit for some people, including women, because of the convenience they provide. Besides that, people also think that online shopping is a means to find the items they need without having to spend more time going directly to the store (Harahap & Amanah, 2018).

Various programs that have been implemented by e-commerce platforms have been able to attract the attention of consumers (Kulkarni & Barge, 2020; Mohan & Sharma, 2013). Marketing strategies such as promotions, discounts, cashback, and the role of sales can influence a person's mood and behavior when making purchases. However, there is a risk when someone is shopping online; that is, we cannot feel and try the goods directly. What's more, when someone buys fashion products, complaints are often found regarding sizes that don't fit properly, materials that don't fit, discrepancies between expectations and expectations in the photos posted on the platform, as well as shipping times, which usually take quite a long time.

Consumers usually have their own choices when shopping, whether offline or online (Kulkarni & Barge, 2020). Several studies have been completed to explore the elements that contribute to

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impulsive offline purchasing, including consumer shopping preferences, ease of access to stores, product displays, promotions, and price reductions (Kulkarni & Barge, 2020; Wong et al., 2017). Consumer buying behavior can be influenced by several factors, specifically cultural, social, demographic, and psychological (Kotler & Keller, 2009). In addition, consumer demographic characteristics such as gender, age, occupation, and income have significant effects on consumer reactions to offline shopping (Nguyen et al., 2021; Law et al., 2016; Awan & Abbas, 2015).

The impulsive behavior of young people can shape their market segment (Brici et al., 2013; Mangleburg et al., 2004), especially among women, who continue to grow in number and whose financial strength has been established. Young consumers, especially women, have generally shown a higher willingness to take risks (Awan & Abbas, 2015; Mohan & Sharma, 2013), judging by their behavior in adapting to new product categories or brands entering their segments. Several studies have shown that economic conditions and cultural factors influence consumers' impulse buying behavior (Kotler & Keller, 2009; Vohs & Faber, 2007).

This impulsive behavior is created by consumer lifestyles, whether supporting activities, channeling interests into expressions, or following booming trends. Today's fashion trends are very carefully connected to one's lifestyle. This lifestyle is one of the triggers linked to the growth of fashion in society. People generally tend to follow fashion that is trending in society so that they look attractive and fashionable and enjoy being the center of attention (Bhuvanewari & Krishnan, 2015; Park et al., 2006). Therefore, nowadays, fashion is a lifestyle that is in great demand.

In its expansion, modern retail has always had to adapt to lifestyles and market situations and understand the aspects that influence consumers when they shop. Several global fashion brands are starting to present offline stores that bring unique concepts and improvisation to make it easier for consumers to fulfill their lifestyles. Stores that have a good atmosphere and planning with a unique idea can stimulate consumers' moods and emotions to make purchases that were not intended (Thompson, 2011; Park et al., 2006).

One of Japan's global fashion brands, UNIQLO, comes with the concept of livable cities, namely the idea of environmentally friendly products to make the environment more comfortable. This concept is the consequence of the development of previous knowledge, which carries comfortable and functional clothing and reinforcing by technology to support community activities. In addition, UNIQLO also has unique shops in each store, such as UT Corner or T-shirts created through UNIQLO's collaboration with artists or movie characters. The display is bright and attractive, and then there is a distinct area designed to showcase the latest collections. In addition, UNIQLO provides a space for small and medium-sized enterprises (SMEs) from each selected city to display their products in their stores.

In light of these facts, further investigation of women's impulse purchases from the perspective of mood and lifestyle is significant to discovering the wide-open market opportunities in reaching this segment (Mohan & Sharma, 2013; Brici et al., 2013). Based on the problems and discussion described above, the authors will investigate the effect of shopping lifestyle and in-store displays on consumer impulse buying, especially among womankind at the UNIQLO store in Makassar City.

Impulse Buying

Purchasing is a function of two characteristics: intention and environmental influences or individual differences. Consumers often think irrationally when deciding what clothes to buy, resulting in unplanned purchases. These purchases are known as impulse purchases because they are associated with purchase motives that are sudden, without planning, made on the spot, and categorized by tall desire and feelings of pleasure and excitement (Verplanken & Herabadi, 2001).

Mowen & Minor (2002) argue that impulse buying is an act of purchase that was not previously recognized consciously by way of consideration or the formation of a purchase intention before entering a store. Meanwhile, Levi & Weitz (2012) state that impulse buying is a process or

series of spontaneous buying decisions in a place without seeing a particular product. On the other hand, Hawkins & Mothersbaugh (2010) define impulse buying as a purchase motive that differs between plans made by consumers and purchase priorities when entering a store.

These spontaneous purchases generally tend to result in a purchase where the consumer believes that he is making a fair one (Solomon & Rabolt, 2004). Factors that impact impulse buying are the amount and need for a product or brand, lifestyle, services provided, striking store displays, short product life cycles, and pleasure in collecting (Buedinchi, 2003).

Impulse buying is a condition that expressively owned by consumers towards products or services, which then carry out purchase motives unconsciously without existence based on consideration. Yistian et al. (2012) suggest there are four indicators for measuring impulse buying, specifically: a) spontaneous purchases; b) purchases without thinking about the consequences; c) rush to buy; and d) purchases influenced by emotional conditions.

Shopping Lifestyle

For people who have high incomes, shopping activities have become part of their intrinsic lifestyle. They will sacrifice something to get a product they like and to meet their expectations. A person's lifestyle includes how they spend their time and money, what they buy, their attitudes, and how they live them exist (Levy & Weitz, 2012). Shopping activities are not only seen as economic goings-on but also psychological and social activities, and based on the consumer's perspective, shopping orientation includes economics, comfort, experience, vacation, and fulfilling one's own life (Hasan, 2015).

Japariyanto & Sugiharto (2011) argue that a shopping lifestyle is a form of expression about lifestyle in shopping that reflects differences in social status. A shopping lifestyle describes a person's choices in spending costs. A person's lifestyle after spending cash produces new traits and characteristics. Lifestyle describes the interaction of a person's activities as an entire with their environment (Puspitasari & Maftukhah, 2019). Extensive tendencies in routines, such as differences in buying activities between women and men and changes in purchasing roles from men to women, can change habits, tastes, behaviors, and motives.

Shopping lifestyle is a form of expression of one's lifestyle when shopping that reflects one's social status and the way one allocates time and money for various products, services, technology, fashion, entertainment, and education. Shopping lifestyle is also determined by several factors (Cobb & Hoyer in Japariyanto & Sugiharto, 2011), including: 1) responding to each announcement about a product against brand; 2) buying the latest fashions of clothing; 3) shopping for the most well-known brands; 4) believing that famous brands are the best purchased in terms of quality; 5) often buying multiple brands; and 6) making sure there are other brands (product categories) that are the same as those purchased.

In-store Display

An in-store display is a store display that is made with a unique concept and can attract consumers. According to Stanton (2011: 189), the in-store display is a determination to boost consumer attention and interest through direct visual appeal. The in-store display is a planning activity influences consumers (Qureshi & Vakkassi, 2019, 2020; Husnain et al., 2019).

Product arrangement must be well thought-out, from the preparation created on type, color, brand, and strategic place to trigger consumer desires to make purchases. The in-store display is a form of indirect communication that is supported in the store by using various arrangements of displays that can present consumer shopping motives (Akram et al., 2016; Park et al., 2006). Through neat preparation, product placement according to its type, and a clear description of the product, it will create a feeling of comfort and convenience when consumers shop.

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The display is the desire to buy something that isn't determined by the wish that arises in a person but determined by the attractiveness of sight or feeling (Alma, 2014). The display aims to attract the attention of consumers. Cummins & Mullin (2004) argue that found displays have various forms, including additional display shelves, rows of arranged shelves, storefront displays, door sticker displays, directions for the location of goods, leaflets, and the installation of special display racks.

The in-store display show and promote products to consumers, accompanied by relevant information so that they are easy to reach and find and generate interest in buying. Three indicators make up the in-store display (Stanton, 2011), between others: 1) product supply, 2) product grouping, and 3) product arrangement.

Shopping Lifestyle to Impulse Buying

Shopping lifestyle shows a person's selection method in allocating their income, either for distribution to several products and services, or positive another possibility in similar categories. Shopping is one of the most popular forms of lifestyle, and to fulfill this lifestyle, people are willing to sacrifice something to achieve it (Puspitasari & Maftukhah, 2019).

The large variety of product variations today makes consumers spend more time choosing materials or products that are not only needed but also wanted, causing unexpected purchases without regard to the benefits of these goods. Marketers can attract consumers who feel fashionable because consumers who think so will have the motive to buy products that are trending. And someone who is very stylish indirectly thinks of himself as someone with a modern lifestyle who will always follow the existing trends.

If consumers enjoy their shopping activities, it will positive effect on the duration of time spent shopping (Awan & Abbas, 2015; Mohan & Sharma, 2013). Creating a mood, emotional attraction, and spontaneous arousal is likened to luring consumers to buy a product. Emotionally attracted consumers are every so often irrational in their buying decisions.

A comfortable shopping environment where many fashion choices will trigger one's mood and motives, causing impulse purchases without any prior purchase planning (Kulkarni & Barge, 2020; Wong et al., 2017). And everyone has different personality characteristics that influence their buying behavior. On the other hand, time availability allows consumers to have plenty of time to shop, and by having high incomes, consumers will also have high purchasing power (Nguyen et al., 2021; Law et al., 2016). With the existence of a shopping lifestyle, business people are encouraged to present a variety of fashion products that suit the tastes and needs of consumers to increase opportunities designed for impulse buying.

Research directed by Isnaini & Noerchaidah (2021) shows that shopping lifestyles have a positive and significant influence on impulse buying. Then, Puspitasari & Maftukhah (2019) confirmation that there is a significantly influence between shopping lifestyle and impulse buying.

H₁: The shopping lifestyle have a significant effect on impulse buying.

In-store Display to Impulse Buying

Impulse buying is the spontaneous behavior of buyers to buy a particular product, and this behavior is usually caused by a stimulus. The stimulus can be aforementioned, an effective promotional message, or an attractive store layout (Qureshi & Vakkassi, 2019). For buyers who buy impulsively, the purchase is a reaction to a sudden urge, generally without checking alternatives and other available information.

The in-store display is a passive promotion that can attract passing customers or display to promote and show consumers so that they find it easier to find interesting items and make purchases.

Impulsive buying behavior can be encouraged through product layout displays, lighting, employee behavior when providing services, existing technology, store locations, and complete

products (Akram et al., 2016). Displaying products in the store is most likely to attract consumers' interest by simply looking at and even touching the goods. A good layout in a store influences the appearance and image of the store (Levy & Weitz, 2012). This unplanned impulse buying requires the right strategy by providing a marker and product display that is easy to see and accessible to potential consumers.

One of the causes of impulse buying is the existence of a stimulus from shopping places and displays, which is one of the stimuli through creating an atmosphere, discounted prices, and convenience (Husnain et al., 2019). In-store displays can increase impulse purchases (Qureshi & Vakkassi, 2019; Sarma, 2014). The most important aspect of the success of a retailer is thoughtful the habits, moods, and emotions of customers. With display, it is hoped that it can help sales, especially purchases that are not deliberate by consumers. An attractive display can attract the attention of consumers and help them easily select and examine items that ultimately lead to purchases.

Research conducted by Qureshi & Vakkassi (2019) shows that in-store displays have a positive and significant effect on impulsive buying. Furthermore, investigation showed by Yistian et al. (2012) showed that a better store atmosphere would increase impulse buying.

H₂: In-store displays have a significant effect on impulse buying.

2. RESEARCH METHOD

The research used in this study is explanatory, namely an investigation that intends to explain the position of the variables to be studied along with the relationship between variables and hypotheses that have been formulated. (Wirartha, 2005). In this study, shopping lifestyle and in-store displays are the independent variables, while impulse buying is the dependent variable.

This research held in all UNIQLO stores in the city of Makassar. The population in this study are all consumers who have made purchases at UNIQLO stores in Makassar. According to Cooper (2019), the basic formula for determining sample size from a population where the number hasn't been cleared with certainty is determined directly at 100. This number meets the representative requirements of the sample.

The sampling procedure in this study uses non-probability, in which the sampling isn't specified the same opportunity for each component of the population to carefully selected as a sample. The type of sampling to be used is the purposive method. This purposive sample usually based on certain considerations (Wirartha, 2005). The criteria established in the research are: 1) women; 2) the products purchased are fashion products; and 3) consumers who have visited and shopped at the UNIQLO store in Makassar City.

In this study, we collected data using a Likert scale to measure the opinions and perceptions of a respondent regarding the questions or statements submitted. Meanwhile, the instrument in this study was a questionnaire. The questionnaire asked consumers to evaluate their shopping lifestyle, in-store display, and impulsive buying on a five-point Likert-type scale (1 = strongly disagree to 5 = strongly agree).

3. RESULTS AND DISCUSSION

3.1 Characteristic of Respondents

The characteristics of respondents in the study were womankind consumers who had shopped at UNIQLO stores, which included age, marital status, educational level status, occupation, income, and shopping activity in the last six months. These measurements can be made using data obtained through questionnaires that have been returned after being distributed to respondents. In this study, the number of questionnaires distributed was 100.

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No.	Characteristic	Criteria	Frequency	Percentage (%)
1	Age	18-25 years	28	28%
		26-33 years	49	49%
		34-41 years	12	12%
		42-50 years	9	9%
		More than 50 years	2	2%
2	Marital status	Single	64	64%
		Married	36	36%
3	Last education	Senior High School	9	9%
		Diploma	12	12%
		Bachelor	52	52%
		Master	15	15%
		Doctorate	8	8%
		Others	4	4%
4	Occupation	Student/College	21	21%
		Entrepreneur	17	17%
		Civil Servant	13	13%
		Privat Employee	38	38%
		Housewife	1	1%
		Unemployed	1	1%
		Others....	9	9%
5	Income	Less than 5 million	54	54%
		5 – 10 million	27	27%
		More than 10 million	19	19%
6	Shopping activity in the last 6 months	Less than 3 times	19	20%
		3 – 5 times	61	61%
		More than 5 times	20	19%

Source: Primary data process (2023)

The millennial and Gen Z generations predominated the respondents, as evidenced by the fact that the age categories 26–33 (49%) and 18–25 (28%), respectively, comprised the majority of those who completed the questionnaire. This study consistent with the claim (Husnain et al., 2019; Law et al., 2016) that young people continue to make up popular of the shopping population. Majority respondents are unmarried (64%) and hold a bachelor's degree (52%). Additionally, the majority of respondents work as private employees (38%) then those earn less than 5 million rupiah annually (54%). In addition, (61%) of the respondents reported shopping 3-5 times in the previous six months.

3.2 Validity and Reliability Test

This test is used to measure the validity and reliability of a question item. It is necessary to test the validity and reliability of the instrument before the data from the survey questionnaires can be used for further analysis. The criterion for the validity test is the comparison of the value of the corrected item-total correlation with the value of the r-table (97) with a level of (α) 0.05, which is

equal to 0.166. Decision criteria, if the Corrected Item-Total Correlation value is greater than the r-table value, the indicator is said to be valid, and vice versa (Ghozali, 2017).

Another test instrument used is the reliability test, which is related to the problem of the accuracy of data. For reliability testing it can be seen through the value of the alpha coefficient compared to the value of 0.60. Constructs or variables are said to be reliable if they have an alpha value above 0.60, and vice versa (Ghozali, 2017). Based on the results of calculations with the SPSS program, validity and reliability tests can be presented in the following table:

Table 2. Validity and Reliability Test Result

No.	Variables / Indicators	Corrected Item – Total Correlation		Cronbach's α	Description
		Min	Max		
1	Shopping Lifestyle (X1)	0,478	0,822	0,928	Valid Reliabel
2	In-store Display (X2)	0,705	0,837	0,954	Valid Reliabel
3	Impulsive Buying (Y)	0,600	0,779	0,918	Valid Reliabel

Source: Primary data process by SPSS 25 version (2023)

Table 2 shows that all observations are valid; showed by the value of the corrected item-total correlation $>$ r-table (0.166). This proof confirmations that all the observations are worthy of being used as indicators of the construct. Then, the alpha coefficient (Cronbach alpha) has a value above 0.60 so that it can be clarified that the construct in the form of shopping lifestyle, in-store development, and impulse buying variables is reliable so it has accuracy to be used as a research construct.

3.3 Validity and Reliability Test

To prove the hypothesis related to the influence of shopping lifestyle variables (X1) and in-store development (X2) partially or simultaneously on impulse buying (Y), multiple linear regression analysis. The computer program SPSS for Windows version 25 assists in performing statistical calculations for multiple linear regression analysis. The results of data processing using the complete SPSS program are in the following table:

Table 3. Multiple Linear Regression Test Result

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
	(Constant)	2,324	2,266		1,025	,308
1	Shopping Lifestyle	,475	,055	,635	8,640	,000
	In-store Display	,253	,069	,270	3,671	,000

a. Dependent Variable: Impulse Buying

Source: Primary data process by SPSS 25 version (2023)

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Table 3 above shows that the test results gained for the t-value for the shopping lifestyle variable showed a value of $t = 8,640$ with a significance value of $0.000 < 0.05$. With a significance value below 0.05, it indicates that shopping lifestyles have a significant influence on impulse buying. This shows that hypothesis 1 is accepted. The direction of the positive regression coefficient means that shopping lifestyles have a significant and positive effect on impulse buying. The higher the shopping lifestyle, the greater the impulse buying for female consumers who shop at UNIQLO stores; conversely, the lower the shopping lifestyle, the lower the level of impulse buying.

The test results gained for the t-value for the in-store display variable showed a value of $t = 3,671$ with a significance value of $0.000 < 0.05$. With a significance value below 0.05, it indicates that in-store displays have a significant influence on impulse buying. This shows that hypothesis 2 is accepted. The direction of the positive regression coefficient means that in-store displays have a significant and positive effect on impulse buying. The higher the in-store display, the greater the impulse buying for female consumers who shop at UNIQLO stores; conversely, the lower the in-store display, the lower the level of impulse buying.

3.4 Discussion

Effect of shopping style to impulse buying

The results of this study indicate that shopping lifestyles have a significant effect on impulse buying. These results provide information that the effect of shopping lifestyle variables on impulse buying is acceptable because it meets the significance requirements; thus, it can be supposed that these findings are suitable.

The shopping lifestyle in this study reflected the tendency of consumers to shop for fashion products from more than one brand. When buying goods, consumers usually choose and view various existing brands and usually compare products from several products. This study shows that shopping lifestyles seek to adjust social status with positive or well-known brands. As stated by Japariato & Sugiarto (2011), shopping lifestyle is a form of expression related to lifestyle in shopping that reflects differences in social status. Through lifestyle shopping, consumers can make unplanned purchases based on the suitability of the fashion they want to fulfill their lifestyle. Following the concept of Levy & Weitz (2012) explain that the shopping lifestyle refers to how a person lives, how they spend their time and money, the purchasing activities they carry out, and their attitudes and opinions about the world in which they live.

A person's lifestyle in spending money is a new trait and characteristic of the individual. Shopping has become a lifestyle in modern society; this procedure is a new pattern for fulfilling needs. One person's shopping style and others certainly have differences. The results of this research support the findings of Isnaini & Noerchaidah (2021), showing that shopping lifestyles have a positive and significant influence on impulse buying. This research also supports the results of Puspitasari & Maftukhah (2019), which show that there is a positive and significant influence between shopping lifestyle and impulse buying.

Effect of in-store display to impulse buying

The results of this study indicate that in-store displays have a significant effect on impulse buying. These results provide information that the conclusion of the in-store display variable on impulse buying is acceptable because it fulfills the significance requirements; thus, it can be supposed that these findings are suitable.

The in-store displays at UNIQLO look attractive and trigger the mood of consumers when shopping. The in-store display is a passive promotion used by passing consumers to promote and attract consumer attention. In this study, it appears that consumers are happy with the lighting in the store, with a mix of colors on the walls and roof that are not conspicuous; the items placed in the store are arranged; and the signs and instructions in the store have provided clear information. The

explanation above is following the opinion of Qureshi & Vakkassi (2019) that marketers try to influence purchasing decisions by using displays.

In line with the opinion of Park et al. (2006), in-store display is a variety of items strategically to trigger consumer desires to make purchases. Alma (2014) suggests that in stores, every product category has increased dramatically; this implies that display is a desire to buy that is motivated by the wish that arises in a person but motivated by the attractiveness of sight or feeling.

The display in the store has a unique and exciting concept; it can trigger the interest of consumers to stop by the store by just looking around and even making purchases suddenly because the respondents in this study often enter the store when visiting a shopping center. The results of this research support the findings of Qureshi & Vakkassi (2019), showing that in-store displays have a positive and significant influence on impulse buying. This research also supports the results of Yistiani et al. (2012), which confirmed a positive and significant effect between the in-store atmosphere and impulse buying.

4. CONCLUSION

By exploring the connection between these motivating elements and the demographic traits of consumers, this research theoretically contributes to the growing body of knowledge on consumer purchasing behavior. The study's findings support the hypothesis that there is a connection between the study subjects' propensity for impulsive purchases and the various aspects of their shopping habits and in-store displays. The results support the notion that consumers are influenced to make larger purchases by variation environmental factors, including displays, advertising signage, etc. In addition, this approach can be used to predict young people's intention to buy products and/or use additional services by going online using mobile apps.

In contrast, the study's conclusions are anticipated to have practical consequences that will help the nation's digital marketing industry develop while also showing that offline retailers of fashion products can still compete with online retailers in the future by adapting to modern consumer purchasing trends.

UNIQLO focuses on quality clothing; unlike most fashion brands in general, which have a shorter life cycle, UNIQLO is here to not only provide quality clothing but also utilize technology so that it has a unique advantage over its competitors. In addition, UNIQLO strategically collaborates with celebrities who align with the company's values and character.

The in-store environment is one of the direct and indirect consumer communication strategies used to boost sales. It creates a cozy and friendly shopping experience with its broad aisles, bright lights, nicely organized shelves, and beautifully presented exhibits. The store's digital screens can be used to demonstrate the uses for the fabric and apparel. When compared to other fast fashion rivals, whose stores are overstocked, poorly organized, and do not place a high priority on customer care, UNIQLO's in-store shopping experience facilitates persuasive persuasion in the development of buy motives.

5. LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

First, because convenience sampling was used, the results might not apply to different populations. Therefore, to replicate this study, future research might use a more representative sample strategy. Second, this study concentrated on fashion products. In order to investigate how consumer behave in various product categories, we advise future study to use different product categories.

There are substantial limitations even though the current investigation revealed some keys discoveries. The study used cross-sectional data, like the majority of marketing research, hence it's possible that it omitted the respondents' thoughtful opinions as a result. The impact of shopping

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lifestyle and in-store display features, as well as further information about how womankind consumers' impulsive behavior varies, may be tracked if time series data of responses could be collected spread over an extended period.

Additionally, given the varying propensity for online shopping, research studies may be carried out to assess how connected shopping habits and in-store display elements affect an online shopper. The same pattern of shopping lifestyle dimensions and in-store display, coupled with womankind purchase behavior, may or may not emerge in different research methods. Lastly, more large samples and likely comparisons in various geographic regions may be supported and examined to determine their overall impact on impulsive purchasing.

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