



# Muslim fashion dynamics: The mediating role of positive emotion in elucidating impulsive buying behavior

Andhy Tri Adriyanto\*, Ayu Nurafni Octavia, Ahmad Sahri Romadon

Faculty of Economics, Universitas Semarang, Semarang, Indonesia

## Article History

Received : 2023-11-02

Revised : 2024-01-22

Accepted : 2024-02-10

Published : 2024-02-12

## Keywords:

Fashion involvement; positive emotion; impulsive buying; Muslim fashion.

## \*Corresponding author:

andhy@usm.ac.id

## DOI:

10.20885/AMBR.vol4.iss1.art4

## Abstract

Growing Muslim fashion trends drive diverse demands. Business must cater to varied preferences, offering a range of styles to suit consumer wishes in the expanding Muslim fashion industry. This study conducted in Semarang City, Central Java, Indonesia involved 150 respondents and employed SmartPLS to test the interplay of fashion involvement, positive emotion, and impulsive buying. Contrary to expectations, a direct link between fashion involvement and impulsive buying was not significant. However, positive emotions emerged as a crucial mediator, indicating that emotional experiences play a pivotal role in shaping impulsive buying behaviors, especially within Muslim fashion. This research contributes novel insights by uncovering the nuanced relationship between fashion involvement and impulsive buying, highlighting the significant mediating role of positive emotions. It enriches the broader understanding of consumer behavior in the context of the Muslim fashion industry, offering valuable psychological perspectives for consumer management. The absence of a significant direct effect prompts exploration into moderating variables, such as cultural and religious factors within the Muslim community. Concerns about self-reported data and response bias suggest avenues for further refinement in future studies. The study enriches existing theories by emphasizing the intricate interplay between fashion involvement, positive emotions, and impulsive buying.

## Introduction

In the era of increasing globalization, people's lives are undergoing significant changes driven by complex needs and desires, emphasizing speed and practicality. Shopping, a common activity in modern life, reflects the evolving trends in Muslim clothing such as headscarves, robes, and koko clothes. The rapid development of various styles, colors, and models caters to diverse preferences. Fashion has become integral to lifestyle, serving as a reflection of individual personalities. Notably, consumers, driven by high fashion involvement, are increasingly making impulsive purchases, highlighting the profound influence of trends and brands on contemporary shopping behaviors. Impulsive buying, a decision made hastily without prolonged consideration, is influenced by factors like a comfortable shopping environment, trendy products, and appealing store design, leaving a positive impression (Rani & Catherine, 2023). Viewed by some as a stress-relieving activity, impulsive buying involves quick and spontaneous buying decisions (Smith & Kabamba, 2022; Trivedi et al., 2023). It is characterized by unplanned buying, acquiring items not immediately needed, and a limited decision-making timeframe. Involvement in fashion significantly contributes to impulsive buying, driven by the proliferation of shopping centers and elevated lifestyles, shaping consumer behaviors in the realm of quick, unplanned buying (Ramadania et al., 2022).

Emotion as a consumer behavior outcome, driven by environmental stimuli, becomes a crucial factor in impulsive buying, creating a strong, uncontrollable influence on behavior (Husnain et al., 2019; Moskowitz et al., 2021). Consumers, influenced by positive emotions, tend to spend more at familiar stores due to product preferences and a comfortable shopping environment. The

encouragement derived from positive emotions leads to increased buying, characterized by a desire for products and increased energy levels. This elevated encouragement contributes to unplanned buying, emphasizing the significant impact of positive emotions on consumer behavior and buying decisions. Meanwhile, fashion involvement, as defined by Zhang et al. (2020), encapsulates a lifestyle expressing identity through spending time and money and differentiating traits via shopping patterns. Lifestyle, a tool for market segmentation (Sundström et al., 2019), reveals shopping as a necessity in many consumers' daily lives. Existing research, including studies by Martaleni et al. (2022) and Ramadania et al. (2022), suggests that fashion involvement significantly influences impulsive buying.

Indonesia, the second-largest Muslim-populated country according to the World Population Review (2024), is currently experiencing a demographic dividend with a predominantly Muslim population in their productive age, presenting a unique opportunity in Semarang, supported by both the creative industry and government initiatives (Pemkot Semarang, 2023; Portal Berita Pemprov Jateng, 2023; Statista Research Department, 2023). The Muslim fashion industry faces the challenge of establishing an emotional connection with the youth, who make up the productive age group. This requires a delicate balance of exclusivity, elegance, quality, information, and active engagement on social media platforms (Roberts, 2023). In this context, various business opportunities emerge as each consumer holds different perspectives that significantly influence their behavior. Currently, there are numerous avenues for shopping for Muslim fashion within the community, including Pand's, Rabbani, Alfath, and Johar Market, all of which are popular Muslim fashion destinations in the city of Semarang. The progression of technology has further facilitated shopping accessibility, enabling individuals to shop conveniently at any time through online stores or popular marketplaces such as Shopee, Tokopedia, and Lazada. This technological advancement has the potential to significantly impact individual buying behaviors.

In Indonesia, with the largest Muslim population, the interplay of globalization, Muslim fashion trends, and impulsive buying remains unexplored, particularly in terms of the mediating role of positive emotion. This research addresses the gap, unraveling psychological mechanisms within the unique cultural and religious context, offering valuable insights for businesses as traditional and online shopping dynamics shape Muslim fashion consumption.

## Literature Review and Hypotheses Development

### Impulsive Buying

Impulse buying is a consumer behavior characterized by its sudden and immediate nature, lack of premeditation, and emotional drivers. Impulse buying is marked by its sudden, immediate nature, devoid of premeditation, and driven by emotions, as emphasized by Smith and Kabamba (2022) and Lo et al. (2022). Huo et al. (2023) underscore the spontaneous aspect, particularly in online shopping, evident in studies like Rani and Catherine (2023) and Trivedi et al. (2023), where e-commerce convenience fuels impulsive tendencies. Beyond transactions, consumer behavior in impulsive buying involves understanding psychological and emotional factors driving spontaneous actions. Martaleni et al. (2022) explore the role of emotions, highlighting their mediation effect, closely tied to promotional activities like flash sales. Goel et al. (2023) contribute by examining sensory perceptions' impact on impulsive buying urges, revealing how stimuli evoke immediate responses. In sustainable fashion, Busalim et al. (2022) provide insights into environmentally conscious impulsive buying through a systematic literature review, outlining contributing factors and proposing a research agenda. These studies collectively underscore impulsive buying's significance, evident in diverse contexts like online environments and sustainable fashion choices, contributing to a comprehensive understanding and laying the foundation for further exploration into its drivers and implications.

Impulsive buying behavior involves exploring various theoretical perspectives that shed light on the cognitive and affective processes, as well as the situational factors influencing this phenomenon. The affective-cognitive model elucidates the intricate interplay between emotions and cognitive processes in impulsive buying, as evident in the study by Ahmadova and Nabiyeva

(2023) in Azerbaijan. This empirical research likely delves into emotional triggers and cognitive processes influencing impulsive buying decisions, contributing valuable evidence to the affective-cognitive model. Smith and Kabamba (2022) exploration of consumers' emotions in online impulse buying of fashion apparel aligns with the hedonic perspective, emphasizing pleasure-seeking in consumer behavior. This study likely investigates the hedonic aspects of impulsive buying, revealing how emotional experiences contribute to the pleasure associated with such purchases. Cui et al. (2022) investigation into factors influencing consumer impulse buying behavior in live-streaming shopping likely grounds itself in the Stimulus-Organism-Response (SOR) model, offering insights into how stimuli in live-streaming shopping environments trigger emotional and cognitive responses, ultimately shaping impulsive buying behavior. Impulsive buying behavior involves exploring various theoretical perspectives that shed light on the cognitive and affective processes, as well as the situational factors influencing this phenomenon. The affective-cognitive model elucidates the intricate interplay between emotions and cognitive processes in impulsive buying, as evident in the study by Ahmadova and Nabiyeva (2023) in Azerbaijan. This empirical research likely delves into emotional triggers and cognitive processes influencing impulsive buying decisions, contributing valuable evidence to the affective-cognitive model. In the realm of impulsive online fashion shopping, Arruda Filho and Oliveira (2023) focus on the emotional dimension, aligning with the hedonic perspective. Their study delves into hedonic aspects, unveiling how emotional experiences contribute to the pleasure associated with such decisions. This study likely investigates the hedonic aspects of impulsive buying, revealing how emotional experiences contribute to the pleasure associated with such purchases.

A study by Martaleni et al. (2022) on flash sales and online impulse buying introduces the mediation effect of emotions, providing insights into how emotional states mediate impulsive buying behavior in online contexts. Moreover, Trivedi et al. (2023) contribute by exploring the effect of demographic factors on online impulse buying behavior, likely integrating demographic theories into impulsive buying research. A study by Tanveer et al. (2022) on determinants of impulsive buying for offline beauty products offers a unique perspective, drawing on consumer intention and behavior theories specific to the beauty industry. These theoretical frameworks collectively provide a comprehensive understanding of the complex factors contributing to impulsive buying behavior. Impulsive buying is a complex consumer behavior influenced by a myriad of psychological, situational, and individual factors. Several determinants that contribute to impulsive buying, include emotional states, promotional strategies, and personality traits, drawing insights from recent research. Impulsive buying is significantly influenced by the emotional state of consumers, with positive emotional experiences triggering spontaneous purchases (Arruda Filho & Oliveira, 2023; Martaleni et al., 2022). Promotional strategies, like flash sales and live-streaming shopping, serve as crucial situational factors impacting impulsive buying behavior, inducing spontaneous decisions (Huo et al., 2023; Lamis et al., 2022). Individual differences, particularly personality traits, contribute to understanding impulsive buying, as seen in Tanveer et al. (2022) empirical analysis of consumers' purchase intentions for beauty products. Trivedi et al. (2023) examine the effect of demographic factors and apparel product categories on online impulse buying, providing insights into how individual characteristics and product nature contribute to impulsive buying tendencies. Recent studies highlight the importance of emotions, situational elements, personality traits, and demographics in comprehending the complex phenomenon of impulsive buying.

Several studies have been carried out that contribute insights into impulsive buying in varied setting. Understanding impulsive buying necessitates an exploration of its manifestations in diverse contexts, spanning online shopping, retail environments, and within specific demographic groups (Hsu, 2020). Recent consumer behavior research has prominently focused on impulsive buying in online shopping, with Rani and Catherine, (2023) study providing insights into factors influencing spontaneous purchases in the digital marketplace. In Arruda Filho and Oliveira (2023)'s study, they investigate the impact of emotions on impulsive online fashion buying, revealing how emotional triggers influence spontaneous purchases within retail environments. In a unique cultural context, Ahmadova and Nabiyeva (2024) analyze impulsive buyer behavior in Azerbaijan, highlighting the

impact of cultural and religious factors specific to the Muslim community (Hass, 2020; Siwi, 2023) on impulsive tendencies. Diverse product contexts are also examined, with Busalim et al. (2022) exploring impulsive buying in sustainable fashion and Tanveer et al. (2022) investigating determinants of impulsive buying for offline beauty products. These studies contribute to understanding impulsive buying within specific product categories. Cui et al. (2022)'s research delves into factors affecting consumer impulse buying behavior in live-streaming shopping, offering insights into the interactive dynamics of live-streaming platforms. Examining impulsive buying across various contexts, including online shopping, retail environments, specific demographic groups, and diverse product categories, provides a comprehensive understanding of this multifaceted consumer behavior.

### **Positive Emotion**

Positive emotion refers to a broad spectrum of subjective experiences characterized by feelings of happiness, joy, and contentment (Mukendi et al., 2020; Moskowitz et al., 2021). In the context of consumer behavior, these emotions play a pivotal role in shaping individuals' attitudes, preferences, and decision-making processes. Research across different domains highlights various dimensions contributing to the complexity of positive emotions in consumer settings. These dimensions include emotional responses to sustainable fashion (Mukendi et al., 2020), low environment saliency in fashion consumers (Choi & Lee, 2023), and influences of green packaging and eco-labeling on green purchase intention (Fadhilla, 2022). Additionally, studies explore movement-based interaction with smart textiles for emotion regulation (Jiang et al., 2021) and consumer emotional experiences related to online clothing textile attributes (Mo & Luh, 2023).

Diverse theoretical perspectives are employed to understand positive emotions in the consumer context. Positive psychology interventions, as reviewed by Cameron et al. (2015), provide insights into harnessing and measuring positive emotions for overall well-being. Theoretical frameworks also explore the role of positive emotions in capitalization attempts and enthusiastic responsiveness (Kaczmarek et al., 2022). Fashion involvement serves as a critical factor influencing the relationship between positive emotion and consumer behavior. Researchers utilize various methodologies, such as willingness-to-pay approaches (Lau et al., 2013), physiological polygraphs (Mo & Luh, 2023), and natural dynamic facial expression stimulus sets (Pasqualette et al., 2023), to quantify and understand the value of emotions in the realm of fashion. The interplay between positive emotion and consumer behavior is a central theme in the reviewed literature. Positive emotions are found to boost enthusiastic responsiveness, enhance the value consumers place on emotions, and influence decision-making in the context of sustainable fashion (Dabas & Wang, 2022), online clothing attributes (Mo & Luh, 2023), and smart textiles (Jiang et al., 2021). Additionally, studies explore the effects of positive emotions in consumer reviews, shedding light on both enhancing and backfiring outcomes (Ahmad & Laroche, 2015).

### **Fashion Involvement**

Fashion involvement refers to a consumer's level of interest, engagement, and attachment to fashion related activities, products, and trends (Razzaq et al., 2018a; Zhang et al., 2020). It is a measure of how involved and invested in the fashion industry and its offerings. Fashion involvement is a pivotal element in deciphering consumer behavior within the dynamic fashion industry, reflecting the degree of personal relevance and interest individual's harbor towards fashion-related activities, products, and trends (Razzaq et al., 2018a). Cultural dimensions play a crucial role in shaping fashion involvement, as highlighted by Ashraf et al. (2022), who investigate the influence of cultural factors, specifically examining the connection between female Muslim identity and the consumption of modest clothing in the UK. Additionally, sustainability dimensions, as explored by Dabas and Wang et al. (2022), bring attention to consumers' behavior in the sustainable fashion domain, emphasizing the importance of understanding how ecological considerations influence fashion involvement. The digital realm further contributes to fashion involvement, with Hernández-García and Iglesias-Pradas (2021) conceptualizing participation in

fashion social media brand communities, illustrating the impact of digital platforms on shaping individuals' involvement with fashion.

Moreover, theoretical perspectives, as introduced by Razzaq et al. (2018a), delve into the influence of Islamic religiosity as a theoretical framework moderating the relationship between fashion involvement and pro-environmental attitudes, providing a deeper understanding of the intricate connections between cultural and environmental factors. Exploring the outcomes of fashion involvement on consumer behavior, the studies by Razzaq et al. (2018b); Sundström et al. (2019); and Tanveer et al. (2022) reveal its impact on sustainable clothing consumption, omnichannel customer experiences, and impulse fashion buying behavior online, respectively. Various measures assess fashion involvement, with the widely used Fashion Clothing Involvement (FCI) Scale (O'Cass, 2000) measuring product, purchase decision, advertising, and consumption involvement. The Fashion Interest Scale (Weber & Weber, 2022) gauges fashion interest. Zhang et al. (2020) measures celebrity-involvement in new product development. The multidimensional nature of fashion involvement, evident in studies like Razzaq et al. (2018b) and Hernández-García and Iglesias-Pradas (2021), suggests diverse consumer engagements influenced by various dimensions, such as product involvement, purchase decisions, and awareness of fashion. Understanding these dimensions enhances precision in marketing efforts, enabling tailored approaches to specific consumer groups with unique preferences and behaviors.

O'Cass (2000) conducted studies that substantiated the concept of fashion involvement, delving into its multifaceted nature. The Fashion Interest Scale, introduced by Weber and Weber (2022), and the celebrity-involvement scale developed by Zhang et al. (2020) further enriched our understanding of these dimensions. Ashraf et al. (2022) established a connection between female Muslim identity and the consumption of modest clothing, along with its impact on brand loyalty. In the realm of emotional aspects in fashion, Huang et al. (2023) explored the concept of emotional durability, while Busalim et al. (2022) critically reviewed sustainable fashion behavior. Social network dimensions in retail contexts were the focal point of Sasaki et al. (2021) work, while Hernández-García and Iglesias-Pradas (2021) conceptualized involvement in fashion social media brand communities. Collectively, these studies contribute to unraveling the intricate influences of fashion involvement on consumer outcomes, spanning traditional product engagement, cultural influences, digital dynamics, and sustainability considerations.

In summary, attaining a thorough comprehension of fashion involvement, which includes cultural, sustainability, and digital facets, proves indispensable for formulating effective strategies within the continually evolving fashion industry. The synthesis of insights across various dimensions provides a comprehensive perspective on the intricate nature of fashion involvement and its subsequent impact on consumer behavior.

### **Fashion Involvement and Positive Emotion**

Fashion involvement exerts a significant influence on individuals' emotional experiences. As individuals immerse themselves more deeply in the realm of fashion, they tend to encounter heightened positive emotions. Noteworthy studies conducted by Busalim et al. (2022) and Huang et al. (2023) underscore that elevated levels of fashion involvement correlate with increased positive emotional responses. This correlation implies that individuals actively engaged in and knowledgeable about fashion are more likely to derive positive emotional experiences from their participation. Hence our proposed hypothesis as follow:

H<sub>1</sub>: Fashion involvement positively influences positive emotion.

### **Fashion Involvement and Impulse Buying**

Fashion involvement plays a pivotal role in shaping impulsive buying behavior. Sundström et al. (2019) study on online fashion consumption. This research reveals a compelling connection between heightened fashion involvement and an increased propensity for impulsive buying, particularly in the online context. Individuals deeply immersed in the fashion domain exhibit a stronger emotional attachment to trends, styles, and brands, intensifying their emotional responses to fashion-related stimuli, as emphasized by Mukendi et al. (2020) in their systematic literature

review. This emotional connection creates a sense of urgency and desire for immediate gratification, driving individuals to engage in spontaneous and unplanned purchases. The intricate relationship between fashion involvement and impulsive buying involves both cognitive and emotional dimensions, where the emotional attachment to the dynamic world of fashion plays a pivotal role in understanding the susceptibility of individuals to impulsive buying tendencies (Aragoncillo & Orus, 2018; Mukendi et al., 2020). Hence our proposed hypothesis as follow:

H<sub>2</sub>: Fashion involvement positively influences impulsive buying.

### Positive Emotion and Impulsive Buying

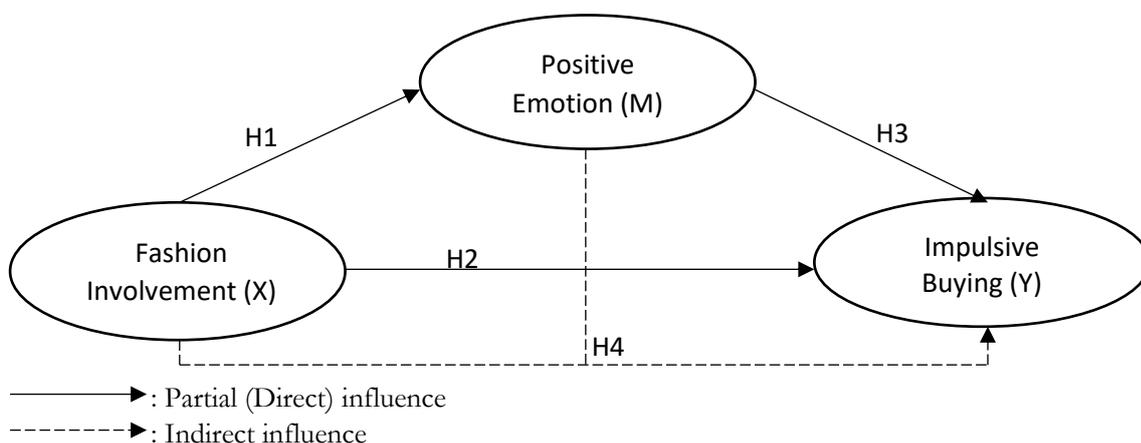
Positive emotions wield significant influence over impulsive buying behaviors. The significance of positive emotions in shaping consumer attitudes and preferences cannot be overstated, as highlighted by Juárez-Varón et al. (2023) and Song et al. (2022). Lamis et al. (2022) and Rocklage and Fazio (2020) emphasizes the positive correlation between positive emotions and impulsive buying. Positive emotion encompasses feelings that generate positivity prior to mood alterations, influencing reactions to products, services, and sales promotions (Zhao et al., 2022). When individuals experience positive emotions, such as joy or excitement, their inclination towards impulsive buying tends to rise. Positive emotions act as catalysts, triggering impulsive responses in the consumer, leading to spontaneous and unplanned purchases. Hence our proposed hypothesis as follow:

H<sub>3</sub>: Positive emotions positively influence impulsive buying.

### The Mediating Role of Positive Emotion

Positive emotion mediates the influence of fashion involvement on impulsive buying can be understood as a sequential process involving emotional experiences, desire for immediate gratification, and impulsive decision-making. Individuals with high fashion involvement, as highlighted by Aragoncillo and Orus (2018), tend to derive positive emotions from their connection with the fashion world. These positive emotions, as discussed by Lau et al. (2013) and Moskowitz et al. (2021), create a sense of joy, excitement, and satisfaction. In turn, these positive emotions contribute to an increased desire for immediate rewards and indulgence in impulsive buying behaviors, as suggested by Lamis et al. (2022). The emotional experiences associated with fashion involvement, such as the joy of discovering new trends or the satisfaction of expressing one's identity through fashion choices, act as catalysts for impulsive buying tendencies. Positive emotions, acting as mediators, intensify the connection between fashion involvement and gratification derived impulsive buying by amplifying the emotional from spontaneous act to buy (Rocklage & Fazio, 2020). This mechanism highlights the intricate interplay between emotional states, involved in fashion, and impulsive buying behaviors, providing insights into the underlying processes shaping consumer decisions in the fashion domain (Aragoncillo & Orus, 2018; Cameron et al., 2015; Zafar et al., 2021). Consequently, proposed hypothesis as follow:

H<sub>4</sub>: Positive emotion mediating the positive influence of fashion involvement on impulsive buying.



**Figure 1.** Theoretical Thinking Framework

## Research Methods

This research, conducted in Semarang City, Central Java, Indonesia adopts an explanatory approach with a quantitative methodology to uncover causal relationships within the Muslim community. Semarang City was selected as the research setting due to its distinct socio-cultural backdrop, substantial Muslim population, and a thriving creative industry in the Muslim fashion sector, making it particularly pertinent for investigation (Kusumawati et al., 2019; Pemkot Semarang, 2023; Portal Berita Pemprov Jateng, 2023; Statista Research Department, 2023). To address uncertainties in the population size, 150 respondents were chosen using the Rao Purba formula (Fadhilla, 2022), allowing for an 8% margin of error. Non-random purposive sampling was employed, focusing on respondents aged 18 or older, practicing Muslims, and those with a history of more than two purchases of Muslim clothing. Below are the operational definitions of variables, indicators, and questionnaire items, rated on a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree).

**Table 1.** Operational Definition of Variables and Indicators

Variables Definition	Indicators	Questionnaire Items	Source
Impulsive buying is a sudden and immediate purchase without paying any attention to it beforehand (dependent variable).	1. Spontaneity 2. Compulsion and intensity 3. Indifference to consequences 4. Sudden impulse	1. I tend to buy things suddenly, without considering it beforehand (Y1). 2. I often myself buying multiple items impulsively in one shopping session (Y2). 3. I often overlook the potential negative outcomes of my buying impulsively (Y3). 4. My impulsive buying decisions are usually driven by sudden impulses (Y4).	(Habib & Qayyum, 2018; Lo et al., 2022)
Positive emotion is mental thoughts full of happiness, love, and enjoyment that can influence purchasing actions (mediator).	1. Feel happy 2. Feel excited 3. Feel enthusiastic 4. I can think positively	1. I feel happy when shopping for Muslim clothing (M1). 2. I get excited during Muslim clothing shopping (M2). 3. I feel enthusiastic about buying Muslim clothing (M3). 4. Shopping Muslim clothing serves as a positive outlet for me (M4).	(Moskowitz et al., 2021)
Fashion involvement is an interest in fashion products that reflect a person's personality. Involvement in the world of fashion is closely related to groups of teenagers who always follow the latest fashion styles (independent variable).	1. Fashion interpersonal connection 2. Fashion knowledge and ability 3. Fashion interest 4. Fashion innovativeness	1. I feel a strong connection to others through fashion (X1). 2. I have good knowledge and ability in the Muslim fashion (X2). 3. I am highly interested in the following the latest fashion styles for Muslim clothing (X3). 4. I consider myself innovative in my fashion choices (X4).	(Ek Styvén et al., 2017)

## Results and Discussion

### Descriptive Analysis of the Respondents

The samples taken in his research were Muslim communities in the city of Semarang, using a purposive sampling method. This study involved a sample size of 150 respondents. Most of the respondents were women, namely 95 respondents, or 63.33%. This shows that women have more needs and desires related to fashion. Next, the majority of respondents were mostly in the 25–30 year age range, amounting to 25.33%, meaning that those who have fashion needs and desires are in the

group of early workers and are very productive. Furthermore, the majority of respondents are entrepreneurs—46 people, or 30.67%—indicating that they are business people who are able to act and think according to their abilities, one of which is maintaining their appearance in order to make a good impression in society. Below is Table 2 regarding descriptive analysis result of the respondents.

**Table 2.** Descriptive of Respondents Profile

Category of Respondent Data		Frequency (n = 150)	Percentage (%)
<i>Sex</i>	Male	55	36.67
	Female	95	63.33
<i>Age (years old)</i>	18 - 24	30	20.00
	25 - 30	38	25.33
	31 - 40	37	24.67
	41 - 50	25	16.67
	> 50	20	13.33
<i>Occupation</i>	Civil servants/government employees	33	22.00
	Self-employed (Entrepreneurs)	46	30.67
	Private sector employees	41	27.33
	University/College students	30	20.00

Source: data processed, 2023

### Validity Test

The validity test focused on evaluating the questionnaire's effectiveness in measuring its intended aspects, utilizing Partial Least Squares (SEM-PLS) analysis. Discriminant validity was assessed using the Fornell-Larcker criterion, Heterotrait-Monotrait (HTMT) ratio, and cross-loading. Indicators with loadings surpassing 0.70 were deemed valid, with 0.50 to 0.60 considered acceptable during scale development (Hair et al., 2019).

**Table 3.** Fornell-Larcker and HTMT Ratio of Discriminant Validity Result

	Fashion Involvement (FI)	Impulsive Buying (IB)	Positive Emotion (PE)
Fashion Involvement	<b>0.802</b>	0.368	0.384
Impulsive Buying	0.415	<b>0.858</b>	0.776
Positive Emotion	0.444	0.889	<b>0.813</b>

Note: Up of bold diagonal values is HTMT < 1; Bold diagonal (AVE Root > all values) to bottom values is Fornell-Larcker criterion value.

**Table 4.** Result for Cross-Loading

	Fashion Involvement (X)	Impulsive Buying (Y)	Positive Emotion (M)
X1. Fashion interpersonal connection	0.805		
X2. Fashion knowledge and ability	0.840		
X3. Fashion interest	0.740		
X4. Fashion innovativeness	0.818		
M1. Feel happy			0.899
M2. Feel excited			0.835
M3. Feel enthusiastic			0.860
M4. Positive thinking			0.633
Y1. Spontaneity		0.859	
Y2. Compilation and intensity		0.924	
Y3. Indifference to consequences		0.842	
Y4. Sudden impulse		0.804	

Source: data processed, 2023

Table 3 and 4 confirm that each construct in the model meets the criteria for discriminant validity and factor analysis. Another validity assessment is convergent validity assessed by average variance extracted (AVE) that must be exceeded  $\geq 0.5$  (Hair et al., 2019). The AVE values in this study are expressly presented as follows:

**Table 5.** Convergent Validity Result

Variable	Average Variance Extracted (AVE)	AVE Square Root
Fashion Involvement (FE)	0.643	0.801
Impulsive Buying (IB)	0.737	0.858
Positive Emotion (PE)	0.662	0.813

Source: data processed, 2023

Convergent validity in PLS-SEM assesses the relationship between measures intended to capture the same construct. The AVE quantifies the variance attributed to the latent construct versus measurement error. A rule of thumb suggest an AVE of 0.5 or higher for good convergent validity. In the study, Table 5 displays  $\sqrt{\text{AVE}}$  exceeding 0.5 for all constructs, indicating over 70% of indicator variance is attributable to the constructs. This affirms the validity of the research's indicators, aligning with the rule of thumb for convergent validity assessment.

### Reliability Test

Table 6 presents the composite reliability values for each construct, all exceeding 0.7, indicating strong reliability according to Chin's criteria (Chin et al., 2003). Composite reliability in PLS-SEM assesses internal consistency of indicators in a latent construct. Table 6 shows values exceeding 0.7 for fashion involvement, impulsive buying, and positive emotion, indicating strong reliability by Chin's criteria. Higher values signify better reliability and internal consistency, crucial for accurate representation of the latent construct.

**Table 6.** Composite Reliability

Variable	Value of Composite Reliability
Fashion Involvement (FE)	0.878
Impulsive Buying (IB)	0.918
Positive Emotion (PE)	0.885

Source: data processed, 2023

In this case, all composite reliability values exceeding 0.7 affirm the importance of the measurement model's reliability. Reliable indicators are crucial, ensuring accurate construct representation and instilling confidence in researchers for future applications, interpretations, and strengthened overall model validity.

### Inner Model Test

Table 7 presents adjusted R-square values, indicating the explanatory power of the structural model. Fashion involvement explains 14.2% of positive emotion, leaving 85.8% influenced by other factors. For impulsive buying, fashion involvement and positive emotion jointly account for 60.3%, while 39.7% is attributed to unconsidered variables. These findings highlight the distinctive contributions of constructs in elucidating positive emotion and impulsive buying, emphasizing the need for a comprehensive understanding of other factors influencing these endogenous variables.

**Table 7.** Adjusted R-Square

	R Square	Adjusted R Square
Impulsive Buying (IB)	0.608	0.603
Positive Emotion (PE)	0.147	0.142

Source: data processed, 2023

### Hypotheses Testing: Direct and Indirect Effects

Table 8 present the hypothesis test results. Fashion involvement has a non-significant direct effect on impulsive buying ( $b = 0.082$ ;  $p = 0.160$ ). However, it significantly influences Positive Emotion ( $b = 0.384$ ;  $p = 0.000$ ), and positive emotion significantly affect impulse buying behavior ( $b = 0.745$ ;  $p = 0.000$ ).

**Table 8.** Direct Effect Relationships

	Original Sample (O)	Mean Sample (M)	Standard Deviation (STDEV)	T-Statistic ( O/STD EV )	P- Value
Fashion Involvement → Impulsive Buying	0.082	0.089	0.058	1.409	0.160
Fashion Involvement → Positive Emotion	0.384	0.403	0.091	4.198	0.000
Positive Emotion → Impulsive Buying	0.745	0.736	0.056	13.409	0.000

Source: data processed, 2023

Table 9 reveals the indirect effects, indicating that fashion involvement indirectly influences impulse buying through positive emotion, and this indirect effect is statistically significant ( $b = 0.286$ ;  $p = 0.000$ ). The findings suggest that positive emotion mediates the positive relationship between Ffashion involvement and impulse buying.

**Table 9.** Indirect Effect Relationship

	Original Sample (O)	Mean Sample (M)	Standard Deviation (STDEV)	T-Statistic ( O/STD EV )	P- Value
Fashion Involvement → Positive Emotion → Impulsive Buying	0.286	0.295	0.067	4.296	0.000

Source: data processed, 2023

This study investigates the intricate relationship between fashion involvement, positive emotion, and impulsive buying behaviors within the context of the Muslim communities in Semarang, Central Java, Indonesia. The results reveal a significant mediation effect of positive emotion in the connection between fashion involvement and impulsive buying. This finding underscores the importance of emotional experiences in shaping consumer behavior, particularly in the realm of fashion industry.

### Fashion Involvement on Positive Emotion

The results supported the first hypothesis (H1), indicating a significant positive influence between fashion involvement and positive emotion. Fashion involvement has a significant positive influence on positive emotions among individuals in the Muslim community in Semarang. This aligns with previous research by Dabas and Wang et al. (2022) and Huang et al. (2023), emphasizing the link between higher levels of fashion involvement and increased positive emotional responses. The respondents consist of Muslim women aged 25-30 reported a strong connection to others through fashion, possessed good knowledge and ability in the fashion domain, expressed high interest in following the latest fashion styles for Muslim clothing, and considered themselves innovative in fashion choices experienced heightened positive emotions during their engagement with fashion. Contemporary Muslim fashion, aligned with Sharia values, offers marketers insights for targeted strategies by utilizing technology that supports trends responsive to design and material quality in line with Sharia values. Prioritizing ethical materials, it enhances consumer satisfaction, loyalty, and cultural sensitivity through a harmonious blend of modern design and adherence to Islamic principles.

This positive emotional response can be attributed to the joy of discovering new trends, the excitement of shopping for Muslim clothing, and the satisfaction derived from expressing one's identity through fashion choices. These positive emotional experiences contribute to the overall

well-being and positive affect of individuals, enhancing the emotional gratification associated with fashion involvement. Muslim customers with high fashion involvement experience more positive emotions during shopping due to several factors. Fashion choices serve as tools for self-expression and cultural connection, empowering them and reflecting their values. The shopping process itself become enjoyable, leading to excitement and happiness. Finding the perfect outfit adds a sense of accomplishment and satisfaction, further boosting positive emotions.

### **Fashion Involvement on Impulsive Buying**

Contrary, this study did not affirm a significant direct influence between fashion involvement and impulsive buying (H2 rejected). This result might be surprising given the existing literature, such as Ek Styvén et al. (2017) study on online fashion consumption, which highlighted a strong connection between heightened fashion involvement and an increased propensity for impulsive buying. However, it is essential to consider the mediating role of positive emotions in this relationship, as discussed in the subsequent hypothesis. It is plausible that the emotional attachment to fashion and the positive experiences derived from fashion involvement indirectly contribute to impulsive buying tendencies through the mediation of positive emotions (Zafar et al., 2021). The emotional connection to trends, styles, and brands may lead individuals to experience a heightened desire for immediate gratification, driving them to engage in spontaneous and unplanned behavior to buy. Future research could explore the nuanced nature of this relationship, considering both direct and mediated effects.

Muslim fashion customers can experience positive emotions as an influence from fashion involvement (Cameron et al., 2015; Kusumawati et al., 2019; Munjal et al., 2023). However, involvement in the world of fashion has not been able to provide a meaningful influence on decision to buy impulsively (Trivedi et al., 2023). Cultural and religious values such as modesty and responsible spending act as deterrent to impulsive behavior, even when involvement in fashion are high (Razzaq et al., 2018b; Shafee, 2020). Individual differences in self-control and decision-making styles also play role, as some individuals are more prone to impulsive buying regardless of their fashion interests (Goel et al., 2023; Husnain et al., 2019). Additionally, limitations in self-reported impulsive buying data may not provide a complete picture of actual behavior.

### **Positive Emotion on Impulsive Buying**

The results confirm (H3) the positive influence between positive emotion and impulsive buying, supporting the hypothesis based on previous research by Rocklage and Fazio (2020) and Zafar et al. (2021). Respondents who reported feeling happy, excited, enthusiastic, and thinking positively during Muslim clothing shopping were more likely to involve in impulsive buying behaviors. These positive emotions act as catalysts, triggering impulsive responses and leading to spontaneous and unplanned buying. Positive emotions like happiness and excitement have a well-documented influence on decision-making, making Muslim customers more likely to indulge in impulsive buying (Miao et al., 2020; Rocklage & Fazio, 2020). This highlights the effectiveness of marketing strategies that evoke such emotions, encouraging unplanned decision to buy. However, ethical considerations are crucial, ensuring these strategies align with Muslim values and avoid promoting excessive or irresponsible buying.

### **The Mediating Role of Positive Emotion**

Consistent with the proposed hypothesis (H4), the study found that positive emotions play a crucial mediating role in the influence of fashion involvement on impulsive buying. As individuals actively involve with the fashion world, they derive positive emotions from their experiences, such as joy, excitement, and satisfaction (Lau et al., 2013; Pressman et al., 2019). These positive emotions, in turn, contribute significantly to the increased desire for immediate rewards and the indulgence in impulsive buying behaviors. This suggests that fashion involvement primarily influences impulsive buying through its impact on positive emotions (Miao et al., 2020). When Muslim fashion consumers are highly involved in fashion, they experience more positive emotions during shopping

(Shafee, 2020), which in turn increases their propensity for buying impulsively (Choi & Lee, 2023). This finding underscores the crucial role of a nuanced understanding of the underlying psychological mechanisms driving impulsive buying, particularly in specific cultural context like Muslim fashion.

This mediating effects aligns with existing literature emphasizing the emotional aspect of consumer behavior. Pressman et al. (2019) discuss how positive emotions are mental states filled with happiness, love, and enjoyment that can profoundly impact purchasing actions. In the context of Muslim clothing shopping, positive emotions act as catalysts, intensifying the emotional gratification associated with spontaneous purchases (Pressman et al., 2019). This mediating role of positive emotion highlights the nuanced and sequential process involved in the relationship between fashion involvement and impulsive buying. There are several steps that can be considered by the Muslim fashion industry to manage their Muslim fashion industry such as acknowledge the emotional connection, enhance fashion involvement, curate positive shopping experiences, embrace cultural identity, educate on Muslim fashion choices, and implement emotional intelligence to manage Muslim fashion market.

The first step in managing positive emotions within the Muslim fashion industry is acknowledging the emotional connection that consumers have with their fashion choices. Positive emotions, such as happiness, love, and enjoyment, play a crucial role in shaping the overall shopping experience for Muslim fashion consumers (Ashraf et al., 2022). To leverage positive emotions as mediators, the industry should focus on enhancing fashion involvement among Muslim consumers (O’Cass, 2000). This can be achieved by creating interactive and involving platforms that allow consumers to actively involved in the fashion world (Munjal et al., 2023). Events, online forums, and social media campaigns can be utilized to foster a stronger connection between individuals and the Muslim fashion community. Moreover, to recognizing the role of positive emotions in driving impulsive buying, Muslim fashion industry should prioritize curating positive shopping experiences (Ramadania et al., 2022). Personalized recommendations, exclusive previews, and interactive features that enhance the emotional satisfaction of the consumer can be implemented (Cui et al., 2022). This involves not only offering aesthetically pleasing and culturally relevant fashion choices but also ensuring that the overall shopping journey is enjoyable.

Additionally, understanding that positive emotions are closely tied to cultural identity, the industry should actively embrace and celebrate the diverse cultural aspects of Muslim fashion (Kusumawati et al., 2019). By doing so, they can create a sense of joy and satisfaction for consumers, reinforcing positive emotions associated with their fashion choices. To manage impulsive buying tendencies, the Muslim fashion industry should also take on the role of an educator or academic institution that have implemented Islamic academic culture (Miao et al., 2020). Providing information and manage it into relevant knowledge related the cultural significance, quality, and sustainability of fashion choices can help consumers make more informed decisions, tampering impulsive tendencies while maintaining positive emotions associated with their decision to buy. Furthermore, tailoring marketing strategies with emotional intelligence can further enhance the management of positive emotions. Utilizing storytelling, testimonials, and influencer collaborations that resonate with the emotional aspects of Muslim fashion involvement can strengthen the positive emotional connection between consumers can the Muslim fashion brand (Shafee, 2020; Song et al., 2022).

## **Implication and Conclusion**

This research significantly contributes to existing theories by unveiling nuanced dynamic between fashion involvement and impulsive buying, revealing that positive emotions act as a crucial mediating factor. This finding is supported by studies emphasizing the multifaceted nature of fashion involvement (Munjal et al., 2023), the impact of positive emotions on consumer behavior (Kaczmarek et al., 2022), and the role of emotions in online impulse buying of fashion apparel (Ahmad & Laroche, 2015; Habib & Qayyum, 2018). The study’s emphasis on emotional experiences in impulsive buying aligns with insights from real-time emotional analyses during live streaming (Lo et al., 2022). Moreover, the research underscores a psychological approach to

consumer management, resonating with foundational works on consumer involvement in fashion (O’Cass, 2000) and modeling interaction effects in understanding consumer behavior (Juárez-Varón et al., 2023). Overall, the findings contribute a nuanced understanding of the interplay between fashion involvement, positive emotions, and impulsive buying, enriching the broader discourse on consumer behavior in the Muslim fashion industry.

In the societal context, our research bears significance for both the Muslim community and the wider fashion industry. Recognizing the emotional bonds individuals share with their fashion choices, the Muslim fashion sector in Semarang can positively impact consumers’ well-being and emotional states (Miao et al., 2020; Shafee, 2020). Emphasizing increased fashion engagement through interactive platforms, positive shopping experiences, and socio-cultural and religious celebrations not only fosters a more cohesive Muslim fashion community but also aligns with Islamic values (Kusumawati et al., 2019; Razzaq et al., 2018b). Furthermore, the industry can act as an educational platform by providing information on the cultural significance, quality, and sustainability of fashion choices, thereby promoting informed and responsible consumer behavior (Dabas & Wang et al., 2022; Zhao et al., 2022). This approach respects the cultural and religious values of the Muslim community and contributes to a positive socio-cultural environment in Semarang (Ahmad & Laroche, 2015; Habib & Qayyum, 2018).

Additionally, the implementation of emotional intelligence in marketing strategies ensures that the industry involved with consumers in a respectful and culturally sensitive manner, fostering a positive emotional connection that goes beyond commercial transactions, ultimately enriching the societal fabric of the Muslim community in Semarang. The integration of emotional intelligence align with the findings of Choi and Lee (2023), who suggest that positive emotions can move the minds of fashion consumers, particularly when using appeals related to well-being and healing. Furthermore transformative role of productive generation in the fashion industry, suggesting that understanding and incorporating the preferences of this demographic can lead to innovative and successful strategies. This insight can be valuable for the Muslim fashion industry in Semarang to adapt and cater to the evolving preferences of younger consumers.

In the context of the Muslim fashion industry in Indonesia, marketers and Muslim fashion industry can capitalize on the identified connections between fashion involvement, positive emotions, and impulsive buying to cultivate more involving and satisfying shopping experience for consumers. Tailoring advertising and promotional efforts to evoke positive emotions, such as happiness, excitement, and enthusiasm, during the Muslim shopping process can enhance the overall shopping experience. Utilizing culturally relevant and emotionally resonant marketing campaigns, both online and offline, can foster a sense of connection and community among Muslim consumers, aligning with their values and preferences. Moreover, emphasizing the unique and innovative aspects of Muslim fashion can cater to the desire for fashion innovativeness among consumers. Marketers should leverage digital platforms and social media, such as Shopee, Tokopedia, and Lazada, to create an accessible and interactive shopping environment that aligns with the lifestyle and preferences of the predominantly young Muslim demographic in Indonesia.

Policymakers and Muslim fashion industry, on the other hand, can use these insights to encourage responsible and ethical consumer behavior within the Muslim fashion industry. Given the significance of positive emotions in influencing impulsive buying, policymakers can support initiatives that promote sustainable and ethically produced Muslim clothing. This involves creating awareness about the environmental and ethical aspects of fashion consumption and encouraging business to adopt sustainable practices. Additionally, fostering collaborations between the government, creative industry, and educational institutions can contribute to the development of fashion ecosystem that aligns with cultural and religious values while addressing the challenges of emotionally connecting with the youth. This approaches recognizes the unique opportunities presented by Indonesia’s demographic dividend and the growth of the Muslim fashion sector in Semarang.

### **Limitations and Future Research**

While our study provide valuable insights, it is essential to acknowledge certain limitations. First,

the absence of a significant direct effect between fashion involvement and impulsive buying raises questions about potential moderating variables, particularly cultural and religious factors within the Muslim community. It is imperative for future research to delve into the contextual nuances and individual differences that may influence the strength of this relationship. Exploring the impact of cultural and religious values on impulsive buying tendencies will contribute to a more comprehensive understanding of consumer behavior in the specific context of Muslim fashion, guiding marketers in crafting culturally sensitive strategies.

Another limitation related inappropriate responses and self-reported data, introducing the possibility of response bias. Respondents might have provided socially desirable or inaccurate responses, compromising the reliability of our findings. Future research in Muslim fashion should incorporate lifestyle variables like religiosity and adherence to Islamic principles. Exploring moderating factors such as cultural differences and socio-economic status is crucial. To address response bias and self-reported data issues, researchers can employ diverse data sources, ensure participant anonymity, use randomized question orders, and provide clear instructions, employ robust questionnaire designs involve expert focus group discussions and offer assistance during questionnaire completion (Latif, 2018). In the pursuit of advancing our comprehension of impulsive buying behaviors within the Muslim fashion industry, future research should strategically address several key agendas.

Firstly, a focused exploration into the role of cultural and religious factors as potential moderators in the relationship between fashion involvement and impulsive buying within the Muslim community is imperative. Understanding how varying levels of adherence to cultural norms and religious values influence consumer behavior will provide nuanced insights, guiding marketers in crafting strategies that are not only culturally sensitive but also aligned with the principles that resonate within this diverse community. Secondly, delving deeper internal factors into individual differences, such as personality traits and decision-making styles, offers a promising avenue for research. Uncovering how these differences interact with fashion involvement and impulsive buying tendencies will enable the development of a more personalized approach in marketing efforts, enhancing engagement strategies that cater to the diverse responses of individuals within the Muslim community. Thirdly, investigate external factors and socioeconomic influences. External factors, including socioeconomic conditions and environmental cues that may impact impulsive buying behaviors. Explore how economic factors, cultural shifts, and contextual triggers influence the decision-making process. This research will provide a holistic view of the external forces shaping consumer behavior in the Muslim fashion industry.

Fourth, conducting cross-cultural comparisons across different Muslim communities and regions stands as a pivotal agenda, for example: Semarang – Yogyakarta Muslim fashion community (Kusumawati et al., 2019); top largest Muslim population countries (World Population Review, 2024). This involves examining variations in impulsive buying behaviors and understanding how cultural diversity and regional influences contribute to divergent consumer responses. This comparative approach will provide valuable insights for marketers seeking to create campaigns that are region-specific and culturally resonant. Fifth, implementing multi-method research, combining self-reported data with observational studies, physiological measurements, and behavioral analyses, enhances the validity of findings in the Muslim fashion context. Furthermore, longitudinal studies are crucial for tracking changes in impulsive buying tendencies over time, exploring life events, societal shifts, and cultural norms' impact on consumer behavior for dynamic insights. Lastly, a critical focus on the role of technology in shaping impulsive buying behaviors, especially in the online realm, is crucial. Investigating how e-commerce platforms, social media, and technological innovations influence the decision-making process of Muslim consumers addresses the evolving landscape of fashion consumption in the digital age.

Addressing these future research agendas promises to enrich the understanding of impulsive buying behaviors within the Muslim fashion industry, offering valuable and practical insights for marketers, policymakers, and businesses navigating the intricacies of this dynamic and culturally sensitive market.

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