



HOW BRAND PERSONALITY, SHOPPING LIFESTYLE, AND HEDONIC MOTIVES INFLUENCE IMPULSE BUYING THROUGH POSITIVE EMOTIONS

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Abstract

This research explores the extent to which brand character, consumer-oriented lifestyle patterns, and pleasure-seeking purchasing tendencies contribute to spontaneous buying behavior, while considering favorable emotional states as an intervening mechanism among shoppers at Outlet Biru Yogyakarta. Within today's retail landscape, where experiential value increasingly outweighs functional considerations, unplanned purchase decisions frequently emerge from affective responses and lifestyle-driven consumption orientations. This research adopted an explanatory quantitative approach involving 150 participants chosen through purposive sampling techniques. Data collection relied on a five-point Likert questionnaire, and analysis was conducted in SmartPLS using evaluation of measurement models, assessment of structural models, and mediation testing. Findings reveal that brand personality together with hedonic shopping significantly enhances impulse buying, whereas shopping lifestyle fails to produce a statistically significant effect outcome observed. Moreover, positive emotion does not serve as a mediating variable linking brand personality, shopping lifestyle, hedonic shopping, and impulse buying relationships. This study's novelty is established by showing that positive emotion does not consistently operate as a mediating mechanism within hedonic retail context framework. Research contributes to consumer behaviour literature by indicating that hedonic and brand-related determinants can directly trigger impulse buying behavior, offering practical insights for retail managers to strengthen experiential shopping strategies.

Keywords: Brand Personality, Shopping Lifestyle, Hedonic Shopping, Positive Emotion, Impulse Buying



INTRODUCTION

In the era of digitalization, *impulse buying* has become increasingly common, particularly among young consumers who actively use social media and online shopping platforms. Around 84% of consumers have made unplanned purchases, highlighting the influence of emotional and experiential factors on purchasing decisions (Agrawal & Pandey, 2024). In local retail settings such as Outlet Biru Yogyakarta, these factors play an important role in encouraging spontaneous purchasing behavior (Dwivedi & Chaturvedi, 2020).

This study contributes to the development of effective retail marketing strategies by supporting local business competitiveness in line with Indonesia's National Research Master Plan (RIRN) on Information and Communication Technology (ICT), which emphasizes technology-driven consumer engagement. The study also supports SDG 8 (*Decent Work and Economic Growth*) by promoting sustainable retail growth and aligns with Prabowo's *Asta Cita* through strengthening youth participation and local economic development.

Previous studies have shown that brand personality strengthens consumers' emotional attachment to brands (Aaker, 1997), while *hedonic shopping lifestyle* encourages purchasing for pleasure and self-reward (Agrawal & Pandey, 2024). Other studies also report that consumers with stronger shopping lifestyles are more responsive to visual merchandising and promotional stimuli (Maharani & Darma, 2018). However, prior research has generally examined these variables separately, with limited attention to how brand personality, shopping lifestyle, and *hedonic shopping* jointly influence *impulse buying* through positive emotions as a mediating mechanism. The findings regarding the mediating role of positive emotions also remain limited and inconsistent across retail contexts (Cuong, 2024; Suryati et al., 2025).

Therefore, this study addresses this gap by integrating brand personality, shopping lifestyle, and *hedonic shopping* into a single model with positive emotions as a mediator in explaining *impulse buying* behavior at Outlet Biru Yogyakarta. The findings are expected to enrich consumer behavior literature while providing practical insights for designing more effective experience-based retail marketing strategies.

LITERATURE REVIEW

Stimulus-Organism-Response (S-O-R) Theory

The *Stimulus–Organism–Response* (S-O-R) theory proposed by Mehrabian and Russell (1974) explains that consumer behavior results from the interaction



between external environmental stimuli, internal psychological processes, and behavioral responses. In this study, brand personality, shopping lifestyle, and *hedonic shopping* are conceptualized as complementary stimuli that jointly shape consumers' emotional experiences during shopping. Brand personality creates symbolic and emotional connections with consumers, shopping lifestyle reflects consumers' orientation toward shopping activities, and *hedonic shopping* emphasizes enjoyment and experiential value. These combined stimuli influence consumers' positive emotions (*organism*), which subsequently increase the likelihood of *impulse buying* (*response*). Thus, the S-O-R framework provides a comprehensive explanation of how multiple marketing-related stimuli operate simultaneously to influence spontaneous purchasing behavior (Vieira, 2013; Le et al., 2024; Agrawal & Pandey, 2024).

Consumer Behavior Variables within the S-O-R Framework

Within the S-O-R framework, consumer responses are not driven by a single factor but by the interaction of multiple stimuli that reinforce one another. A distinctive brand personality strengthens consumers' emotional attachment to the brand (Aaker, 1997; Huang et al., 2024), while a shopping-oriented lifestyle increases consumers' exposure and responsiveness to shopping opportunities and promotional activities (Saputra et al., 2023; Tjiptodjojo & Setyawan, 2025). At the same time, *hedonic shopping* enhances enjoyment and excitement during the shopping process (Coelho et al., 2023; Agrawal & Pandey, 2024). Together, these stimuli generate positive emotions that reduce rational evaluation and encourage spontaneous purchasing decisions. Therefore, positive emotion functions as the psychological mechanism linking marketing stimuli to *impulse buying*, making it a key mediating variable in explaining consumer behavior (Revord et al., 2021; Fennis & Stroebe, 2010; Le et al., 2024).

Hypothesis Development

The Influence of Brand Personality on Impulse Buying

Within the *Stimulus–Organism–Response* (S-O-R) framework, brand personality functions as an external stimulus that shapes consumers' perceptions and emotional attachment to a brand. A distinctive, attractive, and consistent brand personality reduces cognitive evaluation by creating familiarity and psychological closeness, making consumers more likely to rely on affective rather than rational judgments during shopping. As a result, consumers become more susceptible to spontaneous purchasing decisions. Previous studies support this mechanism by showing that brand personality strengthens emotional attachment and increases consumers' tendency toward *impulse buying* (Aaker, 1997; Abdul &



Chowdhury, 2021; Saputra et al., 2023). Therefore, the following hypothesis is proposed:

H1: Brand personality positively influences *impulse buying*.

The Effect of Shopping Lifestyle on Impulse Buying

A shopping lifestyle reflects consumers' tendency to view shopping as part of their daily activities and personal identity rather than merely a functional necessity. Consumers with a stronger shopping lifestyle are more frequently exposed to promotional cues, product displays, and retail experiences, increasing the likelihood of spontaneous purchase decisions. Continuous exposure to shopping-related stimuli also lowers purchase deliberation and strengthens impulsive behavior. This relationship has been supported by previous studies (Cuong, 2024; Tjiptodjojo & Setyawan, 2025). Therefore, the following hypothesis is proposed:

H2: Shopping lifestyle positively influences *impulse buying*.

The Effect of Hedonic Shopping on Impulse Buying

Hedonic shopping emphasizes pleasure, excitement, and enjoyment during the shopping process. When consumers seek experiential value rather than functional benefits, purchasing decisions become more emotion-driven and less dependent on rational evaluation. Consequently, enjoyable shopping experiences increase the likelihood of immediate purchasing behavior. Previous studies consistently report that *hedonic shopping* encourages *impulse buying* through consumers' desire for emotional gratification (Febriandika, 2023; Agrawal & Pandey, 2024; Tjiptodjojo & Setyawan, 2025). Therefore, the following hypothesis is proposed:

H3: *Hedonic shopping* positively influences *impulse buying*.

The Mediating Role of Positive Emotion between Brand Personality and Impulse Buying

Brand personality does not only influence purchasing decisions directly but also creates positive emotional responses that strengthen consumers' purchasing intentions. Consumers who perceive a brand as attractive, trustworthy, or exciting are more likely to experience enjoyment and emotional attachment, reducing self-control during shopping and encouraging spontaneous purchases. This mechanism is supported by studies demonstrating that positive emotion mediates the relationship between brand-related experiences and *impulse buying* (Yusnandar et al., 2024; Yuniarti, 2026). Therefore, the following hypothesis is proposed:



H4: Positive emotion mediates the relationship between brand personality and *impulse buying*.

The Mediating Role of Positive Emotion between Shopping Lifestyle and Impulse Buying

Consumers with a strong shopping lifestyle generally perceive shopping as an enjoyable activity that generates feelings of satisfaction and excitement. These positive emotions increase consumers' responsiveness to shopping stimuli and reduce cognitive restraint, making impulsive purchases more likely. Accordingly, positive emotion explains how shopping lifestyle translates into *impulse buying*. Previous studies provide empirical support for this mediating mechanism (Febriandika, 2023; Yusrandar et al., 2024). Therefore, the following hypothesis is proposed:

H5: Positive emotion mediates the relationship between shopping lifestyle and *impulse buying*.

The Mediating Role of Positive Emotion between Hedonic Shopping and Impulse Buying

The primary outcome of *hedonic shopping* is the generation of pleasurable emotional experiences. Feelings of enjoyment, excitement, and satisfaction arising during shopping reduce rational evaluation and encourage immediate purchasing decisions. Thus, positive emotion represents the psychological mechanism through which *hedonic shopping* leads to *impulse buying*. This mediating role has been supported by previous research (Ramadania et al., 2022; Lestari & Sinambela, 2023). Therefore, the following hypothesis is proposed:

H6: Positive emotion mediates the relationship between *hedonic shopping* and *impulse buying*.

METHOD

This study employed a quantitative explanatory design to examine the effects of brand personality, shopping lifestyle, and *hedonic shopping* on *impulse buying*, with positive emotion as a mediating variable. The study involved 120 consumers of Outlet Biru Yogyakarta selected through *purposive sampling*, which is considered adequate for *SEM-PLS* analysis. Data were collected from April to May 2025 using a structured questionnaire with a five-point Likert scale. The instrument measured five constructs adapted from previous validated studies and was tested for validity and reliability through a pilot study involving 30 respondents. Data were analyzed using SmartPLS by evaluating the measurement model, structural model, hypothesis testing, and mediation effects.



Since all data were obtained from a single questionnaire, this study acknowledges the potential risk of *common method bias*, which was minimized by ensuring respondent anonymity and using established measurement scales.

RESULTS AND DISCUSSION

Data Description

The data description provides an overview of the respondents' characteristics in this study. A total of 150 Outlet Biru Yogyakarta consumers participated, with profiles covering gender, age, education level, occupation, income, shopping frequency, and shopping motivation :

Table 1.
Respondent Characteristics

Variable	Category	Frequency (N)	Percentage (%)
Gender	Male	74	49
	Female	76	51
Age	18–21 years	50	33.3
	22–25 years	51	34
	26–30 years	49	32.7
Education Level	Senior High School	38	25.4
	Diploma (D3)	40	26.6
	Bachelor (S1)	45	30
	Master (S2)	27	18
Occupation	Student	29	19.4
	Employee	103	68.6
	Entrepreneur	18	12
Monthly Income	< IDR 2,000,000	39	26
	IDR 2,000,000–5,000,000	69	46
	> IDR 5,000,000	42	28
Shopping Frequency	Often	86	57.4
	Sometimes	51	34
	Rarely	13	8.6



Main Reason for Shopping	Low price	55	36.7
	Product trend	27	18
	Promotion/discount	37	24.6
	Product quality	19	12.7
	Recommendation	12	8

Source: Processed data, 2026.

Based on Table 1, the respondents are relatively balanced by gender and are dominated by consumers aged 22–25 years, most of whom are employees with middle-income levels. They also report shopping frequently at Outlet Biru Yogyakarta, with low prices and promotional offers identified as the primary reasons for purchasing. These characteristics indicate that the respondents represent active retail consumers who are regularly exposed to marketing stimuli and therefore provide an appropriate context for examining *impulse buying* behavior.

Data Analysis

Outer Model Analysis

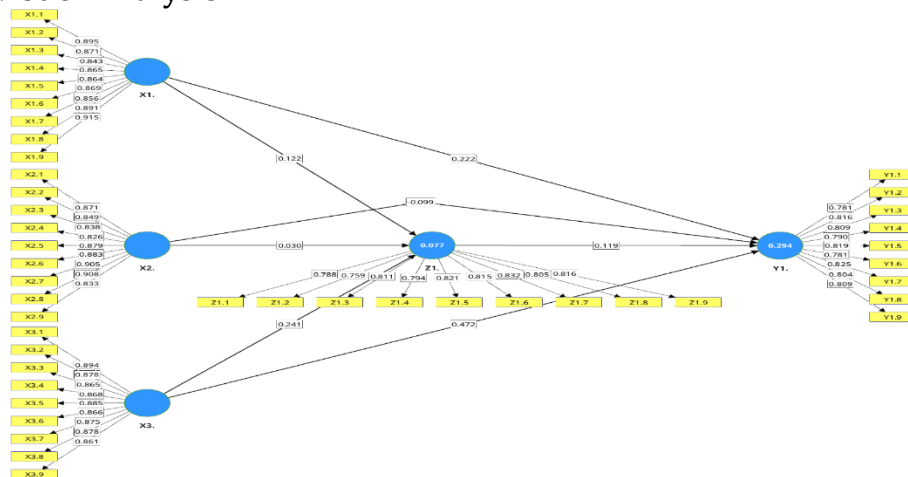


Figure 1.

Outer Model

Source: SmartPLS output, 2026.



Convergent Validity

The following presents the outer loading values of this study:

Table 2.

Validity and Reliability Test Results

Variable	Outer Loading	AVE	CA	CR
Brand Personality (X1)	0.843 – 0.915	0.765	0.962	0.967
Shopping Lifestyle (X2)	0.826 – 0.908	0.750	0.961	0.964
Hedonic Shopping (X3)	0.865 – 0.894	0.765	0.962	0.967
Impulse Buying (Y)	0.781 – 0.825	0.646	0.932	0.943
Positive Emotion (Z)	0.759 – 0.832	0.648	0.932	0.943

Source: Processed data, 2026.

As shown in Table 2, all measurement indicators satisfy the recommended criteria for validity and reliability. These results indicate that the constructs consistently measure the intended concepts, providing a reliable basis for testing the structural relationships among the research variables.

Multicollinearity Test

Table 3 presents the findings from the VIF-based test conducted to detect the presence of multicollinearity among the variables.

Table 3.

Multicollinearity Test Results

	Y1.	Z1.
X1.	1.017	1.001
X2.	1.094	1.093
X3.	1.157	1.094
Y1.		
Z1.	1.083	

Source: Processed data, 2026.

The VIF values shown in Table 3 indicate no evidence of multicollinearity among the independent variables. This suggests that each construct contributes distinct information to the model, allowing the estimated relationships to be interpreted without substantial bias caused by overlapping predictors.

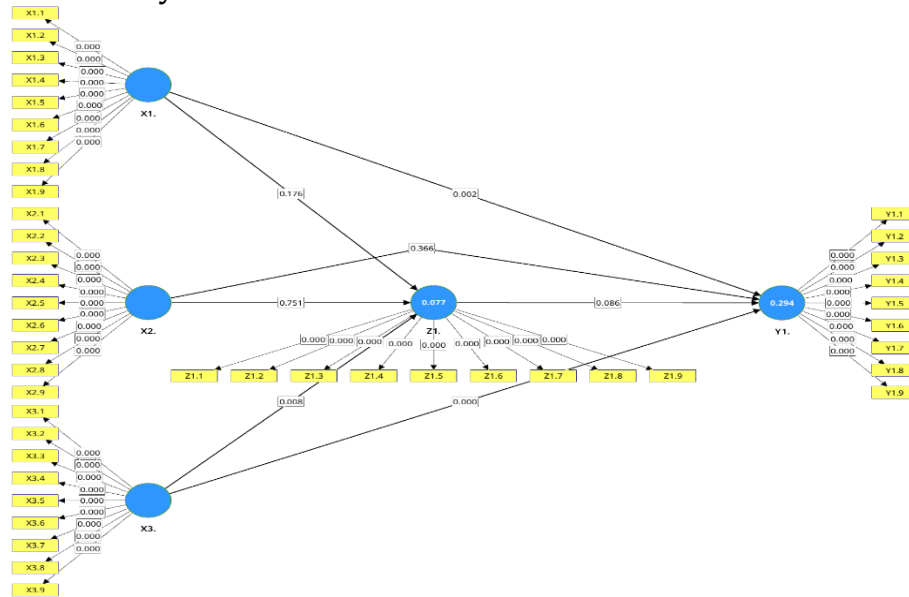
**Inner Model Analysis**

Figure 2.
Inner Model

Source: SmartPLS output, 2026.

R-Square and Predictive Relevance (Q-Square)

Prior to the presentation of the findings, the table below reports the values of R-Square (R^2), Adjusted R-Square, and Q-Square (Q^2), which are used to assess the model's explanatory power and its predictive relevance within the structural framework of this study.

Table 4.
R-Square Results

	R-square	R-square adjusted
Y1.	0.294	0.274
Z1.	0.077	0.058

Source: Processed primary data, 2026.

Table 4 shows that the model explains 29.4% of the variance in *impulse buying*, indicating relatively low explanatory power. This finding suggests that consumer *impulse buying* is also influenced by other factors not included in this study, such as promotional activities, store atmosphere, social influence, or situational conditions. Meanwhile, the model explains only 7.7% of the variance in positive emotion, indicating that the proposed predictors have a very limited ability to explain consumers' emotional responses. This weak explanatory power



also helps explain why positive emotion did not emerge as a significant mediating variable. Nevertheless, the positive Q^2 value indicates that the model still possesses acceptable predictive relevance.

Hypothesis Testing

Path Coefficient Test

The table below displays the results of the path coefficient (direct effect) and indirect effect (mediation) tests conducted using the bootstrapping method in SmartPLS to examine the relationships among the research variables.

Table 5.

Path Coefficient Test Results

Relationship	Hypothesis	Original Sample	T Statistics	P Values
$X1 \rightarrow Y1$	H1	0.222	3.132	0.002
$X2 \rightarrow Y1$	H2	-0.099	0.904	0.366
$X3 \rightarrow Y1$	H3	0.472	7.259	0.000
$X1 \rightarrow Z \rightarrow Y1$	H4	0.014	0.973	0.331
$X2 \rightarrow Z \rightarrow Y1$	H5	0.004	0.261	0.794
$X3 \rightarrow Z \rightarrow Y1$	H6	0.029	1.451	0.147

Source: Processed primary data, 2026.

The results indicate that brand personality and *hedonic shopping* significantly increase *impulse buying*, suggesting that consumers are more likely to make spontaneous purchases when they perceive brands as attractive and experience enjoyment during shopping. In contrast, shopping lifestyle does not significantly influence *impulse buying*, implying that consumers' general shopping habits alone are insufficient to trigger impulsive purchases in the Outlet Biru context. Furthermore, positive emotion does not mediate the relationships between the independent variables and *impulse buying*. This finding suggests that consumers' spontaneous purchasing decisions are driven more directly by brand-related and hedonic experiences than by emotional responses, which is also consistent with the model's weak explanatory power for positive emotion.

Effect of Brand Personality on Impulse Buying

The findings support H_1 , indicating that brand personality positively influences *impulse buying*. A distinctive and consistent brand personality helps consumers quickly recognize and trust the brand, reducing cognitive evaluation



during shopping. For young consumers, particularly Gen Z, attractive brand characteristics often serve as symbolic cues that encourage spontaneous purchasing without extensive deliberation. Within the *Stimulus–Organism–Response* (S-O-R) framework, brand personality acts as an external stimulus that directly shapes purchase behavior. This finding is consistent with previous studies showing that a strong brand identity increases consumers' tendency to make unplanned purchases. Practically, Outlet Biru should strengthen its brand identity while maintaining attractive visual merchandising and promotional activities to encourage spontaneous purchases.

Effect of Shopping Lifestyle on Impulse Buying

H₂ is not supported, indicating that shopping lifestyle does not significantly influence *impulse buying* in the Outlet Biru context. This finding suggests that although many consumers, especially Gen Z, enjoy shopping as part of their lifestyle, their purchasing decisions remain highly dependent on situational factors encountered during the shopping experience. Consumers may visit Outlet Biru for browsing, comparing products, or following trends without necessarily making impulsive purchases. Instead, immediate triggers such as limited-time promotions, attractive product displays, store atmosphere, or perceived price advantages appear to play a more important role than consumers' general shopping habits. Therefore, shopping lifestyle reflects long-term consumption patterns rather than the immediate psychological state required for *impulse buying*.

Effect of Hedonic Shopping on Impulse Buying

The results support H₃, confirming that *hedonic shopping* significantly increases *impulse buying*. Consumers who shop primarily for enjoyment, entertainment, or relaxation tend to focus less on functional evaluation and more on the shopping experience itself. Unlike positive emotion, which represents a temporary emotional response, *hedonic shopping* reflects a relatively stable motivation to seek pleasure during shopping. Consequently, consumers with stronger *hedonic shopping* motives are naturally more likely to make spontaneous purchases because enjoyment is already embedded in their shopping orientation. This finding reinforces the importance of creating enjoyable retail experiences to stimulate unplanned purchasing behavior.

The Mediating Role of Positive Emotion between Brand Personality and Impulse Buying

H₄ is not supported, indicating that positive emotion does not mediate the relationship between brand personality and *impulse buying*. One possible



explanation is that consumers perceive Outlet Biru's brand personality primarily as a source of familiarity and trust rather than as a trigger of immediate emotional excitement. While brand personality contributes to consumers' overall brand evaluation, impulsive purchasing in this retail setting appears to depend more on direct situational stimuli experienced during shopping, such as promotions, product availability, and store displays. This interpretation is also consistent with the relatively weak explanatory power of positive emotion observed in the structural model.

The Mediating Role of Positive Emotion between Shopping Lifestyle and Impulse Buying

The rejection of H_5 indicates that positive emotion does not explain how shopping lifestyle leads to *impulse buying*. This finding suggests that shopping lifestyle represents consumers' habitual orientation toward shopping rather than an emotional condition experienced at the point of purchase. In Outlet Biru, consumers may regularly enjoy shopping activities but still make purchasing decisions based on product attractiveness, discounts, or current trends instead of temporary emotional states. For Gen Z consumers, shopping behavior is often influenced by social trends, product uniqueness, and perceived value, making situational retail stimuli more influential than lifestyle preferences alone.

The Mediating Role of Positive Emotion between Hedonic Shopping and Impulse Buying

H_6 is also rejected, indicating that positive emotion does not mediate the relationship between *hedonic shopping* and *impulse buying*. This result suggests that the influence of *hedonic shopping* on spontaneous purchasing is largely direct because the desire for enjoyment is already an inherent characteristic of *hedonic shopping*. In other words, consumers who shop for pleasure do not require an additional emotional mechanism before making impulsive purchases. Their purchasing decisions are driven directly by enjoyable shopping experiences, attractive products, and stimulating retail environments. This finding highlights that, in the context of Outlet Biru, enhancing experiential shopping elements may be more effective than attempting to strengthen positive emotional responses separately.

CONCLUSION

Among consumers at Outlet Biru Yogyakarta, this research examines how impulse buying behavior is formed through interaction of brand personality, shopping lifestyle, and hedonic shopping, while positive emotion acts as



mediating construct variable factor. Empirical results demonstrate that brand personality together with hedonic shopping significantly and positively drive impulse purchasing tendencies, whereas shopping lifestyle fails to exhibit a statistically significant effect. Furthermore, positive emotion does not function as an intervening mechanism in linking any of the examined antecedent variables to impulse buying behavior. Overall, impulse buying is mainly driven by brand perception and hedonic shopping experience rather than emotional mediation. The study is limited to a single retail setting and excludes other situational factors. Future research is suggested to expand the sample and include additional variables such as store atmosphere, promotion, product display, and time pressure. Practically, Outlet Biru should strengthen brand personality and enhance enjoyable shopping experiences to stimulate impulse buying.

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