

The Effect of Shopping Lifestyle, Fashion Engagement, and Hedonic Shopping on E-Commerce with Impulsive Purchasing as a Mediating Variable

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ABSTRACT

In recent years, online shopping activities in the fashion sector have shown a significant increase. This shift has been further accelerated by the COVID-19 pandemic, which encouraged consumers to move from conventional shopping to e-commerce platforms that are considered more practical, safe, and accessible. The transformation of consumption patterns has strengthened the transition toward digital shopping, particularly for fashion products. This study aims to examine the influence of shopping lifestyle, fashion involvement, and hedonic orientation on impulsive buying behavior. Furthermore, it investigates the mediating role of impulsive buying in enhancing the intention to use e-commerce. A quantitative survey method was employed, with data analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM). The sample consisted of 130 respondents residing in Tangerang Regency who actively purchase fashion items through Shopee. The findings reveal that shopping lifestyle, fashion involvement, and hedonic orientation have a positive and significant effect on impulsive buying behavior. Moreover, impulsive buying is proven to mediate the relationship between these three variables and the intention to use e-commerce. These results highlight the importance of emotional factors and digital lifestyles as the main drivers of young consumers' purchasing behavior and provide strategic insights for e-commerce platforms and the fashion industry in designing more effective and emotionally driven marketing strategies.

Keywords: Shopping lifestyle, fashion involvement, hedonism, impulsive buying, e-commerce.

INTRODUCTION

Today, mobile phones and the internet have become an essential part of daily life. The development of digital technology has transformed shopping habits from traditional markets to online shopping (N. P. K. Dewi & Ramli, 2023; Oktavia et al., 2024; R. A. Pratama et al., 2023). The COVID-19 pandemic accelerated this shift and positioned e-commerce as the main transaction channel (Yahya et al., 2023 ; Myovella et al., 2020). Restrictions on outdoor activities encouraged people to meet their needs through online shopping (Mariam & Ramli, 2022; Rumaidlany et al., 2022; Yuan et al., 2021), which is considered more practical, time-saving, and offers more product variety compared to conventional shopping (Ridwan et al., 2024). This phenomenon is further

reinforced by emotional factors and digital lifestyles, especially among young people who are accustomed to fast and instant shopping (Rohman *et al.*, 2025). Data from BPS show that by the end of 2023 there were 3.82 million e-commerce businesses in Indonesia, with 41.51% of business owners having adopted digital platforms. This indicates the growing prevalence of digital shopping lifestyles while also giving rise to new behaviors, one of which is impulsive buying.

Shopping lifestyle influences consumption patterns in e-commerce as it reflects consumers' attitudes, habits, and preferences (Az-Zahra & Waluyo, 2023; M. P. Pratama *et al.*, 2023; Saputra *et al.*, 2024). Consumers with an active shopping lifestyle tend to engage more frequently in online transactions as they are accustomed to utilizing digital technology (Chandra *et al.*, 2019; Mariam *et al.*, 2021; Megawaty *et al.*, 2024). They are driven to follow trends and popular products, making them increasingly dependent on e-commerce, particularly in fashion (Annisa *et al.*, 2022). The fast fashion phenomenon strengthens this pattern, as products are produced quickly, offered at affordable prices, and are easily accessible (Diatmono *et al.*, 2020; Imran & Ramli, 2019; Priscillia *et al.*, 2024).

Fashion involvement also influences consumerist behavior. Consumers who pay attention to fashion trends and use them as a form of self-expression generally have a strong emotional attachment to products (Zhao *et al.*, 2022). This condition drives impulsive buying, especially when products are attractively displayed in e-commerce (Chen *et al.*, 2019). Such impulses are often triggered by hedonic motivations, such as fantasy, pleasure, and emotional satisfaction (Nurlinda *et al.*, 2020).

Hedonic motivation strengthens the role of fashion involvement in impulsive buying (Kalim *et al.*, 2024; Megawaty *et al.*, 2024; Saputra *et al.*, 2024). Young consumers often shop not only for necessity but also for emotional satisfaction and self-expression (Hayati *et al.*, 2024). Hedonism drives purchases without rational consideration, as a form of personal enjoyment (Ghazmahadi *et al.*, 2020; Mariam *et al.*, 2022; Purwanto *et al.*, 2025) (Purwanto *et al.*, 2025). In addition, the phenomenon of FOMO (fear of missing out) also triggers consumers to follow trends to remain socially relevant (Fadhilah *et al.*, 2024).

This study aims to examine the influence of shopping lifestyle, fashion involvement, and hedonic motivation on impulsive buying in e-commerce. Furthermore, this research highlights the importance of understanding the interconnection between these three factors in shaping the consumptive behavior of young consumers, thereby providing insights for the digital and fashion industries to design more effective marketing strategies.

LITERATURE REVIEW

Shopping Lifestyle

Shopping lifestyle reflects how individuals manage their finances, time, and social status (Levy, 2009). It also serves as a means of self-expression through product (Salsabila *et al.*, 2024). In addition, shopping lifestyle represents social identity through spending behavior (Nur *et al.*, 2025). Its indicators include responses to products, the tendency to purchase new trends, and repeated buying habits. Overall, shopping lifestyle influences consumer habits in the digital era (Kalim *et al.*, 2024; Rahatuningtyas *et al.*, 2023; Yunus *et al.*, 2023).

Fashion Involvement

Fashion involvement arises when consumers pay attention to products that are personally relevant (Aprianur *et al.*, 2020). This interest is shaped by preferences, needs, and the desire to form a personal style (Putri *et al.*, 2024). Involvement is also related to the values that consumers believe in (Widagda *et al.*, 2020). Indicators include attention to fashion trends, the perceived importance of fashion, and the belief that clothing reflects one's personality (Kim, 2005).

Hedonistic Shopping

Hedonic shopping focuses on the pursuit of pleasure as a primary life goal (Dewi *et al.*, 2021). Individuals with this lifestyle often purchase luxury items for personal satisfaction (Ambardi *et al.*, 2023). Such behavior emphasizes short-term enjoyment without considering its consequences (Aprilia & Mahfudzi, 2020; Kalim *et al.*, 2024; Rumaidlany *et al.*, 2022). The hedonic concept is also associated with consumerist and impulsive behavior (Bachtiar *et al.*, 2023; Bahtiar & Prasetya, 2021; Thamanda *et al.*, 2024). In fact, hedonism is viewed as a moral principle that equates happiness with pleasure (Husnaini *et al.*, 2025).

Impulsive Buying

Impulsive buying is a spontaneous act of purchasing without prior planning (Putri *et al.*, 2024). It is triggered by situational urges without careful consideration (Amanah *et al.*, 2022). Spontaneous impulses may stem from both internal and external factors (Arief *et al.*, 2023). Product visuals and promotional strategies also strengthen impulsive behavior (Gong *et al.*, 2023). This decision-making process is emotional and distinct from planned purchases (Alafi, 2024; Arifah *et al.*, 2024; Imran & Ramli, 2019; Mariam *et al.*, 2020). Consumers often overlook the negative consequences of impulsive buying (Mariam *et al.*, 2023; Mulyadi *et al.*, 2020; Rodrigues *et al.*, 2021).

E-commerce

E-commerce refers to transactions of goods and services conducted via the internet (Wibisono, 2024). It provides opportunities for small businesses to compete in larger markets (Ghazmahadi *et al.*, 2020; Mariam *et al.*, 2022; Oktavia *et al.*, 2024). In addition, e-commerce offers easy access, time efficiency, and flexible transactions (Mariam, 2022).

RELATIONSHIP BETWEEN VARIABLES

The Relationship Between Shopping Lifestyle and E-commerce

Damopolii *et al* (2025) argue that shopping lifestyle has a positive influence on online purchasing decisions. Students with a consumptive lifestyle are more active in shopping due to easy access, product variety, and fast fashion trends at affordable prices (Bachtiar *et al.*, 2023; Sukarno *et al.*, 2020; Sutriani *et al.*, 2024). Afriani *et al* (2025) add that a digital lifestyle further encourages frequent e-commerce usage. Meanwhile, Alafi (2024) found that hedonic motivation also increases impulsive buying.

H₁ : Shopping lifestyle has a positive effect on purchasing behavior in e-commerce.

The Relationship Between Fashion Involvement and E-commerce

Alafi (2024) shows that fashion involvement positively influences impulsive buying, as consumers tend to focus more on online products and desire to keep up with trends. (Tjemara *et al.*, 2025). also emphasize that fashion involvement, especially in Muslim clothing, triggers impulsive purchase decisions in e-commerce.

H₂ : Fashion involvement has a positive effect on impulsive buying behavior in e-commerce.

The Relationship Between Hedonic Shopping and E-Commerce

Jatmiko *et al* (2024) highlight that a hedonic lifestyle drives spontaneous purchases, particularly in the fast fashion industry. Alafi (2024) confirms that hedonic motivation positively affects impulsive behavior. Cahyani *et al* (2023). add that young consumers with hedonic tendencies are more likely to engage in impulsive buying through e-commerce.

H₃ : Hedonic shopping has a positive effect on impulsive buying behavior in e-commerce.

The Relationship Between Shopping Lifestyle and Interest in Using E-commerce Mediated by Impulsive Buying

Bagus *et al* (2023) state that e-commerce capitalizes on impulsive behavior through flash sales, product recommendations, and user-friendly navigation. Tjemara *et al* (2025) add that limited-time promotions and discounts stimulate spontaneous purchases of fashion products. Balqiah *et al* (2022) further highlight that transparent information, celebrity endorsements, and interface design also reinforce impulsive buying.

H₄: Impulsive buying mediates the effect of shopping lifestyle on interest in using e-commerce.

The Relationship Between Fashion Involvement and Interest in Using E-commerce Mediated by Impulsive Buying

Setyawan *et al.* (2025) found that fashion involvement significantly influences impulsive buying through positive emotions. Utama *et al* (2022). add that fashion trends, promotions, and discounts enhance spontaneous purchases. Hellyani *et al* (2024) confirm that emotional and cognitive involvement in fashion encourages impulsive buying among young consumers in e-commerce.

H₅ : Impulsive buying mediates the effect of fashion involvement on interest in using e-commerce.

The Relationship Between Hedonic Shopping and Interest in Using E-commerce Mediated by Impulsive Buying

Nur *et al* (2024) argue that hedonic motivation significantly influences impulsive buying. Wahyuandari *et al* (2024) add that a consumptive lifestyle strengthens spontaneous shopping urges. Ananda *et al* (2021) highlight that fast fashion, supported by aggressive marketing strategies, pushes consumers to buy immediately to avoid missing out on trends.

H₆ : Impulsive buying mediates the effect of hedonic shopping on interest in using e-commerce.

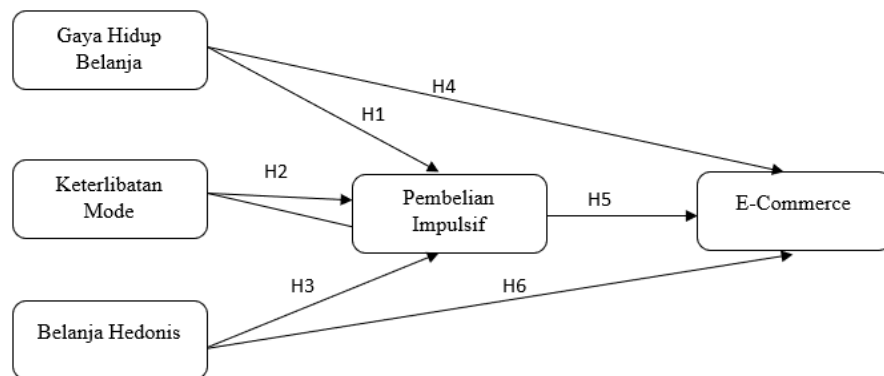


Figure 1. Research Model

RESEARCH METHOD

Research Design

This study employed a quantitative survey method to assess the influence of shopping lifestyle, fashion involvement, and hedonic shopping on e-commerce usage, with impulsive buying as the mediating variable. The quantitative approach was chosen as it allows statistical analysis of relationships among variables objectively. A causal-comparative design was adopted to examine cause-effect relationships. This design choice is supported by prior studies, such as Ratu *et al* (2021), which found that hedonic motivation, fashion involvement, and shopping lifestyle influence

impulsive buying, and Basiya *et al* (2022), which demonstrated similar effects on impulsive buying in Shopee.

Measurement Instrument

The research instrument was a questionnaire using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The instrument development referred to Alafi (2024), Anggraini *et al* (2022), and Abdurachman *et al* (2023). Shopping lifestyle was measured using AIO indicators (activities, interests, opinions), fashion involvement through attention to fashion trends, hedonic shopping through enjoyment and emotional drives, impulsive buying through the tendency to make spontaneous purchases, and e-commerce usage through ease, convenience, and frequency of use. Instrument validity and reliability were tested using SEM-PLS with SmartPLS.

Population and Sample

The study population consisted of consumers in Tangerang Regency who had purchased fashion products on Shopee within the last six months. A purposive sampling technique was employed with criteria: residing in Tangerang, aged 17–40 years, and having purchased fashion items on Shopee in the past six months. The sample size followed Hair *et al* (2021), which recommends 5–10 times the number of indicators. With 24 indicators, at least 130 respondents were required. The instrument comprised: shopping lifestyle (5 items; Bursan *et al*, 2022) fashion involvement (5 items; Diah *et al.*, 2021), hedonic shopping (5 items; Bursan *et al*, 2022), impulsive buying (5 items; Bursan *et al*, 2022), and interest in using e-commerce (4 items; Wasiyanti *et al.*, 2019).

Data Analysis Method

Data were analyzed using PLS-SEM with SmartPLS 3.0. This method is suitable for complex models, does not require normality assumptions, and can test causal relationships among constructs (Hair *et al.*, 2021). The analysis began with the measurement model (outer model), including convergent validity (loading ≥ 0.70 ; AVE ≥ 0.50), discriminant validity (Fornell–Larcker), and reliability (CR and Cronbach's $\alpha \geq 0.70$). The structural model (inner model) was then tested to evaluate relationships among constructs, including mediation effects, using bootstrapping with 5,000 samples at a significance level of $t \geq 1.96$ ($\alpha = 0.05$). R^2 values measured predictive strength, while Q^2 assessed predictive relevance. This approach has also been applied by Anggraini *et al* (2022) and Abdurachman *et al* (2023).

RESULTS AND DISCUSSION

Respondent Profile

The study involved 130 respondents from Tangerang Regency who actively shop for fashion through e-commerce, with Shopee as the main platform. Most respondents were female (73.80%), aged 17–24 years (56.90%), and had a high school/vocational school education (46.20%). Their occupations were predominantly students (36.90%) and private employees (24.60%). The majority of monthly spending on fashion was in the range of IDR 100,000–IDR 500,000 (47.70%). These findings indicate a high level of interest in online fashion shopping.

Outer Model Testing

Confirmatory Factor Analysis (CFA) was conducted to ensure the suitability of the indicators with the measured constructs. The analysis results showed that all indicators had factor loading values above 0.70, with the lowest value of 0.749 on the IMPUL1 indicator, so that all indicators could be declared valid. In addition, each construct also had a Cronbach's Alpha value above 0.70, indicating a good level of internal consistency. Thus, the research instrument was proven to be valid, reliable, and capable of accurately describing the variables under study.

Convergent Validity Test

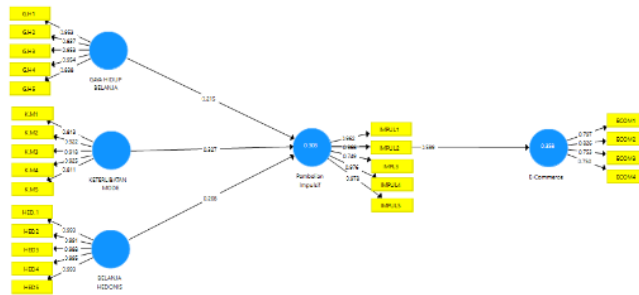


Figure 2. Outer Model Testing

Based on the results of validity and reliability tests, all indicators of the variables Shopping Lifestyle, Fashion Involvement, Hedonic Shopping, Impulsive Buying, and E-Commerce were declared valid (outer loading > 0.70; AVE > 0.50) and reliable (Cronbach's Alpha and CR > 0.70). This means that all indicators are able to measure the constructs consistently and accurately. Figure 2 illustrates the positive relationships between the independent variables and impulsive buying, as well as the influence of impulsive buying on e-commerce in accordance with the research model.

Table 1. Validity and Reliability

Construct	Items	Factor Loading	Alpha	CR	AVE
Gaya Hidup Belanja (G.H)	G.H.1	0.953	0.947	0.959	0.826
	G.H.2	0.837			
	G.H.3	0.953			
	G.H.4	0.954			
	G.H.5	0.838			
Keterlibatan Mode (K.M)	K.M1	0.813	0.926	0.944	0.773
	K.M2	0.922			
	K.M3	0.918			
	K.M4	0.925			
	K.M5	0.811			
Belanja Hedonis (Hed)	HED1	0.993	0.996	0.997	0.984
	HED2	0.991			
	HED3	0.988			
	HED4	0.995			
	HED5	0.993			
Pembelian Impulsif (Impul)	IMPUL1	0.749	0.959	0.970	0.866
	IMPUL2	0.962			
	IMPUL3	0.966			
	IMPUL4	0.976			
	IMPUL5	0.978			
E-Commerce	E-COM1	0.797	0.799	0.997	0.984
	E-COM2	0.826			
	E-COM3	0.753			
	E-COM4	0.750			

Source: SmartPLS 3 Data

Discriminant Validity Test

In this study, discriminant validity was assessed using the HTMT (Heterotrait-Monotrait Ratio) approach. All correlation results among the constructs showed values below the threshold of 0.85, indicating no violation of discriminant validity. The highest correlation occurred between Impulsive Buying and E-Commerce (0.651), followed by Fashion Involvement and E-Commerce (0.605), as well as Impulsive Buying and Fashion Involvement (0.475). Although some values indicated relatively strong relationships, all remained within the acceptable tolerance limits. This

suggests that each construct retains its distinct meaning and does not overlap with others. Therefore, the research model has adequately met the criteria for discriminant validity.

Table 2. Discriminant Validity Test

	Hed	E-Co	G.H.B	K.M	P.I
	m				
Hed	0.992				
E-Com	0.219	0.782			
G.H.B	0,043	0,436	0.909		
K.M	0.126	0.511	0.401	0.879	
P.I	0.318	0.599	0.358	0.447	0.931

Source: SmartPLS 3 Data

Fornell – Larcker criterion

The results of the inner model testing indicate that shopping lifestyle has a positive and significant effect on impulsive buying, with a t-statistic value of 3.166 (>1.96). In addition, fashion involvement also has a positive and significant effect on impulsive buying, with a t-statistic value of 4.517 (>1.96). Furthermore, hedonic shopping shows a positive and significant effect on impulsive buying, with a t-statistic value of 3.122 (>1.96). Finally, impulsive buying has a positive and significant effect on e-commerce, with a t-statistic value of 10.913 (>1.96). Therefore, all research hypotheses are accepted.

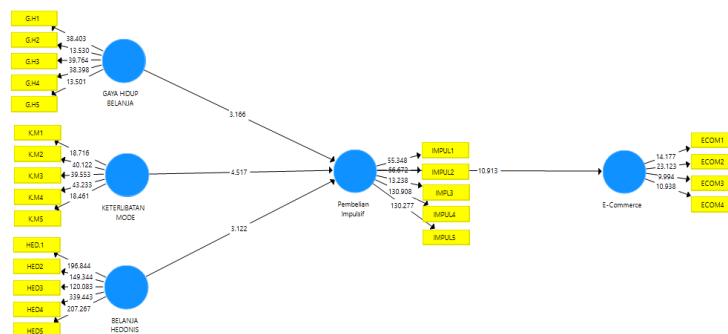


Figure 3. Path Diagram of T-Statistics

The Path Diagram of T-Statistics for hypothesis testing in this study can be seen in the following table

Table 3. Hypothesis Testing Results

	Pernyataan Hipotesis	Original Sampel (O)	T-Statistic	Keterangan
H1	Gaya Hidup Belanja -> Pembelian Impulsif	0.215	3.144	Diterima
H2	Keterlibatan Mode -> Pembelian Impulsif	0.327	4.592	Diterima
H3	Belanja Hedonis -> Pembelian Impulsif	0.268	3.008	Diterima

<i>Indirect Effect</i>				
H4	Gaya Hidup Belanja -> Pembelian Impulsif -> E-commerce	0.129	2.782	Diterima
H5	Keterlibatan Mode -> Pembelian Impulsif -> E-commerce	0.196	3.968	Diterima
H6	Belanja hedonis -> Pembelian Impulsif -> E-commerce	0.160	2.845	Diterima

In hypothesis testing, a result is considered significant when the T-statistic > 1.96 , while a T-statistic < 1.96 is considered not significant. It can be concluded that all hypotheses are accepted.

Table 4. Evaluation Results of PLS Output – Direct Effect (T-table 1.96)

	Original Sampel (O)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P values
G.H.B > Impul	0.215	0.068	3.166	0.002
K.M > Impul	0.327	0.072	4.517	0.000
Hed > Impul	0.268	0.086	3.122	0.002
P.I > E.com	0.599	0.055	10.913	0.000

Based on the PLS output results for direct effects, it is shown that each hypothesis has an effect with T-statistic values above 1.96, indicating significance.

DISCUSSION

This study involved 130 respondents residing in Tangerang Regency who are active buyers of fashion products through e-commerce, with Shopee identified as the most frequently used platform. The gender composition of respondents shows that 73.80% were female and 26.20% male. Based on age, the majority were between 17–24 years old (56.90%), followed by 25–32 years old (27.70%) and 33–40 years old (15.40%). In terms of education, most respondents were high school graduates (46.2%), followed by undergraduate (34.60%), diploma (8.50%), and other education levels (10.8%). Regarding occupation, respondents consisted of students (36.90%), private employees (24.60%), entrepreneurs (10.80%), and others (27.70%). In terms of monthly spending on fashion products, 47.70% spent Rp100,000–Rp500,000, 26.20% spent Rp500,000–Rp1,000,000, 14.60% spent Rp1,000,000–Rp1,500,000, and the remaining 11.50% spent more than Rp1,500,001. These findings reflect the high enthusiasm of respondents for online fashion shopping, with Shopee as the preferred platform.

The study shows that shopping lifestyle has a positive effect on impulsive buying. This implies that the more consumptive a person's lifestyle, the higher the tendency to make spontaneous purchases, particularly in fast fashion products through e-commerce. Thus, e-commerce businesses may leverage this finding by offering attractive promotions, limited-time discounts, and appealing visuals to stimulate instant purchase decisions. These results align with Damopolii *et al* (2025) who state that a consumptive lifestyle drives online purchase decisions, as well as Afriani *et al* (2025),

who affirm that digital lifestyles increase online shopping frequency. Moreover, Alafi (2024) also found that hedonic shopping motivation strengthens the tendency toward spontaneous purchases.

The findings also indicate that fashion involvement positively affects impulsive buying. Consumers who are highly interested in fashion tend to respond quickly to trends and offers in e-commerce. Therefore, companies can increase impulsive purchases by periodically showcasing the latest collections, leveraging viral trends, and offering exclusive deals to fashion enthusiasts (Alafi (2024); Tjemara *et al* (2025)).

Furthermore, the study demonstrates that hedonic shopping has a positive impact on impulsive buying. This suggests that consumers who seek pleasure from shopping activities are more likely to make unplanned purchases. Accordingly, marketing strategies emphasizing emotional enjoyment—such as engaging shopping experiences, aesthetic product visuals, and time-limited new product launches—can increase impulsive buying (Jatmiko *et al* (2024); Alafi (2024); Cahyani *et al* (2023)). Hence, marketing strategies highlighting emotional and pleasurable aspects of consumption may enhance spontaneous purchases. Attractive visuals, limited discounts, and new product launches serve as the main triggers of instant buying interest. Therefore, e-commerce companies must recognize that hedonic orientation plays an essential role in shaping consumer purchasing behavior.

The study further confirms that Shopping Lifestyle has a positive influence on Impulsive Buying in e-commerce. This means that consumers who perceive shopping as part of their lifestyle are more easily influenced by promotions and appealing product displays. E-commerce platforms can capitalize on this by integrating seamless transactions, loyalty programs, and seasonal promotions to trigger spontaneous purchases (Bagus *et al* (2023); Tjemara *et al* (2025); Balqiah *et al* (2022); (Sinurat *et al.*, 2024; Sutriani *et al.*, 2024; Takaya *et al.*, 2019).

The findings also reaffirm that Fashion Involvement significantly influences Impulsive Buying. Consumers deeply engaged in fashion are more sensitive to trends and new offers in e-commerce. Therefore, strategies such as launching limited collections, collaborating with fashion influencers, and creating trend-focused content can enhance spontaneous purchase intentions. This finding is consistent with Setyawan *et al* (2025); Utama *et al* (2022); Hellyani *et al* (2024). who state that fashion involvement is one of the main drivers of impulsive buying in e-commerce, particularly in the fashion category and among younger generations who are trend-sensitive.

Finally, the results of this study confirm that Hedonic Shopping has a significant effect on Impulsive Buying. This indicates that the emotional drive to obtain instant gratification can trigger unplanned purchases. E-commerce platforms can maximize this effect through flash sales, attractive product bundling, and creating a shopping atmosphere that evokes a sense of “fear of missing out” (FOMO) (Nur *et al* (2024); Wahyuandari *et al* (2024); Ananda *et al* (2021)).

CONCLUSION

The findings of this study confirm positive and significant relationships between Shopping Lifestyle, Fashion Involvement, and Hedonic Shopping with Impulsive Buying in e-commerce. These results emphasize that consumptive lifestyles, high interest in fashion, and the pursuit of pleasure are key drivers of impulsive behavior, particularly in fast fashion products offering affordable prices and up-to-date trends. Consumers who perceive shopping as a lifestyle are more easily influenced by discounts and promotions, while highly fashion-involved consumers tend to respond quickly to trends. In addition, hedonic shopping orientation fosters instant gratification, especially among younger generations who actively shop online.

These three variables complement each other in reinforcing impulsive buying behavior through easy access, emotional marketing strategies, and rapid fashion trend updates. For the fast fashion industry, these findings provide important implications for designing promotional strategies based on urgency, exclusivity, and visual appeal—for instance, through influencers, limited collections, time-limited discounts, and trend-focused product displays.

However, this study has several limitations. First, the respondents were limited to Tangerang Regency residents aged 17–40 years, thus the findings cannot represent all e-commerce users in Indonesia. Second, only three variables were examined, without considering other factors such as digital promotion, brand loyalty, digital literacy, self-control, and risk perception. Third, the quantitative method using questionnaires does not capture in-depth consumer motivations.

For future research, it is recommended to expand the scope to include respondents from more diverse demographic backgrounds, add other variables as mediators or moderators, and apply mixed methods (such as interviews, FGDs, or case studies). This would provide more comprehensive and relevant insights into understanding impulsive buying behavior in e-commerce.

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