

Research/ Review

Analysis of Digital Marketing Strategy in Increasing Impulse Purchase of Online Fashion Products through Optimizing Customer Reviews and Price Discounts with Lifestyle as an Intervening Variable

Chalid Imran Musa ¹, Azlan Azhari ^{2*}, and Kristina Parinsi ³

¹ Makassar State University, Indonesia: chalid.imran.musa@unm.ac.id

² Makassar State University, Indonesia: azlan.azhari@unm.ac.id

³ Makassar Bongaya College of Economics, Indonesia: welimas.kristina@stiem-bongaya.ac.id

* Corresponding Author: Azlan Azhari

Abstract. This research is motivated by the increasing phenomenon of impulsive buying in online fashion products influenced by customer reviews and price discounts in the digital era. The study aims to analyze the effect of customer reviews and price discounts on impulsive buying behavior with lifestyle as an intervening variable. A quantitative approach was applied using a survey method involving 140 respondents who were e-commerce users in Makassar City. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique. The results reveal that customer reviews and price discounts have a positive and significant effect on lifestyle and impulsive buying. Furthermore, lifestyle is proven to mediate the relationship between customer reviews and price discounts toward impulsive buying behavior. The findings indicate that higher quality reviews and more attractive discounts offer strengthen consumers' tendencies to make impulsive purchases. This research contributes to the development of digital marketing strategies by emphasizing the importance of review credibility and price discount programs as key factors influencing consumers' lifestyle patterns and impulsive buying behavior, particularly among younger generations who are active online shoppers in the e-commerce era.

Keywords: Customer Reviews; Impulse Buying; Lifestyle; Online Fashion; Price Discount

Received: September 20, 2025

Revised: September 30, 2025

Accepted: October 28, 2025

Online Available: October 28, 2025

Curr. Ver.: October 28, 2025



Copyright: © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>)

1. Introduction

Advances in information technology and digitalization have transformed the way consumers shop, particularly in the e-commerce industry. As a rapidly growing sector, e-commerce in Indonesia has experienced a significant surge.

In recent years, data released by the Indonesian Ministry of Trade in 2024 showed that Indonesian e-commerce users reached 58.63 million in 2023 and are expected to grow to 99.1 million by 2029. (Kemendag, 2024) This increase in user numbers is accompanied by new phenomena in consumer behavior, one of which is the tendency to make impulse purchases. Impulse buying in the online fashion sector is an interesting topic to research, given the increasing exposure of consumers to various online product offers and reviews.

In this digital era, two key factors influencing impulse buying behavior are customer reviews and price discounts. Online customer reviews provide information that significantly influences consumer perception of a product. In the fashion context, where consumer trust in product quality is crucial, reviews are a crucial factor in the purchasing decision-making process. Several studies have shown that positive reviews can increase consumer trust and motivate them to purchase products without prior planning. (Hilal & Astuti, 2022) Authentic and in-depth reviews are often a key consideration for consumers when choosing a product, especially on e-commerce platforms like Shopee, Tokopedia, and Bukalapak. Reviews that

include other users' positive experiences can increase the likelihood of impulse purchases of fashion products online.(Chen & Ku, 2021).

In addition to customer reviews, price discounts also play a significant role in influencing impulse buying decisions. Many consumers feel compelled to purchase a product when they see an attractive price reduction. Discounts create a sense of urgency that encourages consumers to make a purchase immediately to avoid missing out on the opportunity to get a lower price. Sudden price drops can trigger consumer emotions, which in turn accelerates the decision to buy without further thought.(Sombe et al., 2023).

Discounts can increase the sense of urgency when shopping and contribute to impulse buying decisions. Discounts significantly influence impulse buying, especially in fashion products, where trends and designs frequently change.(Bunyamin et al., 2021).

However, in addition to these two external factors, lifestyle also plays a significant role in mediating the relationship between customer reviews, price discounts, and impulse buying behavior. Lifestyle reflects an individual's lifestyle, values, and preferences, which can influence how they respond to external factors such as customer reviews and price discounts. Consumers with a more consumer-oriented lifestyle, such as those found among Generation Z, are more likely to purchase products impulsively, especially when they encounter positive reviews and attractive discounts. A consumer-oriented lifestyle can strengthen the influence of customer reviews and price discounts on impulse buying decisions.(Saputra & Sudarwanto, 2023b)This is increasingly relevant to the characteristics of digital native consumers, who are highly connected to the virtual world and tend to respond to offers received through online platforms.

In the fashion world, rapidly changing trends and easy access to various e-commerce platforms make impulse buying an inevitable phenomenon. For example, Generation Z, who grew up with technological advancements, has become a highly active consumer group in online fashion shopping. They are more frequently exposed to product reviews on social media and e-commerce sites, which in turn influences their decisions to impulsively purchase fashion products. Online shopping is heavily influenced by Generation Z's consumer behavior, where they often purchase items based on spontaneous desires, influenced by the visual appearance of the product and the price discounts offered.(Rahmadhani & Fikriyah, 2025).

Furthermore, the development of e-commerce platforms that increasingly prioritize user experience is also accelerating the impulse buying process. With features like product recommendations, discount notifications, and easily accessible customer reviews, consumers are increasingly making unplanned purchasing decisions easier. Marketing strategies based on interactive digital experiences are highly effective in influencing impulse buying decisions, especially among younger consumers who are accustomed to the virtual world.(Wibowo & Ayuningtyas, 2024).

However, although various external factors such as reviews and price discounts have been widely studied, few studies have examined the role of lifestyle as an intervening variable in impulsive purchases of online fashion products. This study aims to fill this gap by analyzing how consumer lifestyle can mediate the influence of customer reviews and price discounts on impulse buying behavior. Using a quantitative approach and Structural Equation Modeling (SEM) methods, this study will delve deeper into the relationship between these three variables and more accurately identify the factors that influence impulsive buying decisions.

Impulse buying on e-commerce platforms has become an increasingly common phenomenon in the online industry. Consumers attracted by offers presented to them tend to make purchases without prior planning. This phenomenon is often triggered by psychological factors such as the desire for something new or a lower price. Positive customer reviews and attractive discounts further reinforce impulse buying motivation, which in turn increases sales on e-commerce platforms.

Several studies have highlighted how customer reviews can influence consumers' impulse buying decisions. Positive reviews increase consumers' confidence in making a purchase because they feel they are gaining valid information from other users' experiences.(Hilal & Astuti, 2022)On the other hand, price discounts provide an additional incentive that encourages consumers to purchase items more quickly, hoping to take advantage of the offer before it expires. Limited-time price discounts often create a sense of urgency that triggers impulsive buying decisions.(Lestari & Sinambela, 2023).

Based on this phenomenon, this research seeks to delve deeper into how the combination of customer reviews, price discounts, and consumer lifestyle influences impulse

buying behavior. Using a quantitative approach using SEM, this research is expected to provide deeper insights into the factors influencing impulse buying decisions in the context of online fashion products.

The findings of this study can provide theoretical contributions in understanding consumer behavior, as well as provide strategic recommendations for companies to design more effective marketing.

2. Preliminaries or Related Work or Literature Review

Customer Reviews

Customer reviews, or online customer reviews, are comments, ratings, or testimonials left by previous consumers about a product or service, available online and visible to potential buyers. These reviews serve as an external source of information that helps consumers evaluate product quality and reduce the perceived risk of online transactions.(Febiani, 2023). The main concepts that emerge in this variable include: (1) review volume (how many reviews are available), (2) review valence (positive or negative), (3) review credibility (how trustworthy the reviewer or content is), and (4) the rating or score given. Empirical studies show that the more positive-trustworthy reviews, the higher the level of consumer trust and the more likely they are to make a purchase.(Syarifah & Karyaningsih, 2021). Thus, customer reviews are an important variable as a mediator or antecedent in the study of online purchasing decisions because they provide a social and cognitive mechanism that influences consumer perceptions and decisions.(Rahman et al., 2022).

Price Discount

A price discount is a promotional strategy in which the price of a product or service is reduced from its normal price for a certain period or in limited quantities, with the aim of attracting consumer attention, increasing sales volume, or triggering quick purchases.(Prasetyo et al., 2020)The key concepts that emerge in price discounts include: (1) the size of the discount (e.g., 20% vs. 40%), (2) the type of discount (nominal, percentage, bundle), (3) the perceived savings, (4) the perceived quality, which sometimes decreases if the discount is too large (due to low quality signals). As an interesting study, e-commerce platforms also implement dynamic discounts to stimulate consumer responses.(Adisti et al., 2024). Thus, price discounts are a powerful marketing stimulus in consumer behavior—including online shopping—that can influence purchase intentions and purchase decisions through psychological mechanisms such as urgency, perceived value, and savings.

Lifestyle

Lifestyle refers to a consumer's lifestyle pattern which includes activities, interests, and opinions (activities, interests, opinions) which reflect how individuals spend their time, what they consider important, and how they view themselves and their surroundings.(Sari et al., 2024). The main concepts in lifestyle include: (1) daily activities that describe consumption patterns, (2) consumer interests or preferences (e.g., hobbies, favorite brands), and (3) opinions or views of oneself and the environment that influence preferences. For example, research on thrift shop products shows that lifestyle, consumer beliefs, and value perceptions jointly influence purchasing intentions.(Lubana & Latief, 2024). Thus, lifestyle is an important variable in consumer behavior research because it reflects psychographic aspects that influence how consumers choose, prioritize, and decide on purchases, including in the context of online shopping.(Aditya, 2023).

Impulse Buying

Impulse buying refers to unplanned purchasing behavior, arising from an emotional urge or sudden desire to purchase a product, often without prior careful consideration. For example, according to research, "Impulse buying refers to unplanned purchasing behavior driven by emotional and desire-driven urges."(Hajriyanti & Zahra, 2024). The main concepts in impulse buying include: (1) external stimuli such as sudden promotions or attractive product displays, (2) internal states such as emotional urges or sudden desires, and (3) unplanned purchase responses. Thus, impulse buying is an important variable in the study of modern consumer behavior, especially in the context of e-commerce, because it describes how marketing stimuli or digital environments can encourage spontaneous purchase decisions.(PRAWIRA & SIHOMBING, 2021).

3. Proposed Method

This study uses a quantitative approach with a survey method to test the influence of customer reviews, price discounts, and lifestyle on impulsive purchasing behavior of online fashion products. (Sugiyono, 2019) The research was conducted in Makassar City in May–July 2025. The sampling technique used was accidental sampling, namely respondents who happened to be found and met the criteria would be used as samples. (Sugiyono, 2013) Based on the Hair formula with a total of 28 indicators representing four variables, the minimum number of samples can be calculated as $(28 \times 5 = 140)$, so the sample required is 140 respondents. (Hair et al., 2014).

Data were collected through observation, documentation, and the distribution of online questionnaires using Google Forms. Primary data were collected through the distribution of questionnaires to consumers who had made impulsive purchases of fashion products through e-commerce platforms in Makassar City. The questionnaire was structured on a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) to measure indicators of customer reviews, price discounts, lifestyle, and impulsive purchases. Before use, the instrument was tested for validity by looking at the outer loading and its reliability using the Cronbach's Alpha coefficient, with the minimum acceptable reliability value being 0.70. (Hair et al., 2014).

Data analysis was conducted using Structural Equation Modeling (SEM) techniques using PLS software to test the relationships between variables. Furthermore, descriptive analysis was used to describe the respondents' profiles and their online shopping behavior.

4. Results and Discussion

Based on the data collection conducted, a tabulation of the characteristics of the 140 research respondents is presented, including gender, age, highest level of education, and type of employment. This table is expected to provide a clearer understanding of the respondent profiles and serve as a basis for further analysis regarding consumer trust.

Table 1. Characteristics of Research Respondents.

| Characteristics | Category | Frequency | Percentage (%) |
|-----------------------|-------------------------|-----------|----------------|
| Gender | Man | 54 | 38.6% |
| | Woman | 86 | 61.4% |
| Age | <20 years | 15 | 10.7% |
| | 21 years - 25 years | 55 | 39.3% |
| | 26 years - 30 years | 40 | 28.6% |
| | 31 years - 35 years | 12 | 8.6% |
| | 36 years - 40 years | 10 | 7.1% |
| | >40 years | 8 | 5.7% |
| Last education | High | 38 | 27.1% |
| | School/Equivalent | | |
| | Diploma | 15 | 10.7% |
| | S1 | 74 | 52.9% |
| | Masters/Doctoral Degree | 13 | 9.3% |
| Work | Students | 65 | 46.4% |
| | Self-employed | 22 | 15.7% |
| | Private sector worker | 32 | 22.9% |
| | Civil Servants/ASN | 11 | 7.9% |
| | Housewife | 10 | 7.1% |

Source: Primary Data, 2025.

The results of the study showed that of the 140 respondents, the majority were female, representing 86 people, or 61.4% of the total. Meanwhile, 54 respondents were male, or 38.6%. This indicates that women are more involved in impulsive online fashion purchasing behavior than men. This phenomenon aligns with the tendency for women to have a higher interest in fashion and more frequently make spontaneous purchases as a form of self-expression and lifestyle.

In terms of age, the majority of respondents were in the 21–25 age range, amounting to 55 people (39.3%), followed by the 26–30 age group (40 people or 28.6%). Furthermore, the <20 age group was 15 people (10.7%), the 31–35 age group was 12 people (8.6%), the 36–40 age group was 10 people (7.1%), and the >40 age group was 8 people (5.7%). This data shows that the majority of respondents are young, productive, and digitally active. This age group tends to have high online shopping intensity and is easily influenced by promotions and customer reviews on e-commerce platforms.

Based on their most recent education, the majority of respondents were bachelor's degree graduates (74 people, or 52.9%), followed by respondents with a high school or equivalent education (38 people, or 27.1%). Then, respondents with a diploma education numbered 15 people (10.7%), while those with a master's or doctoral degree were 13 people (9.3%). This composition indicates that the majority of respondents came from the highly educated group, who have a good level of digital literacy and the ability to rationally assess product quality and online marketing strategies, but remain open to impulsiveness in fashion purchases.

In terms of occupation, the largest number of respondents came from the student/college student category, with 65 people or 46.4%, followed by private sector workers with 32 people or 22.9%, and self-employed with 22 people or 15.7%. Next, there were civil servants/ASN with 11 people or 7.9%, and housewives with 10 people or 7.1%. This data illustrates that impulsive buying behavior for online fashion products is dominated by young and productive people who have high access to the internet and social media. Students and private sector workers generally have sufficient purchasing power and are interested in the latest fashion trends, so they are more easily encouraged to make spontaneous purchases when they see positive reviews or attractive discount offers.

Measurement Model Analysis Results

a) Outer Model Test

Based on Table 2 of the Outer Model Test presented below, the Average Variance Extracted (AVE) value for all variables is >0.5 and is declared valid. Furthermore, the loading factor value is >0.5. Therefore, it can be concluded that all items in the questionnaire meet validity requirements.

Table 2. Outer Model Test.

| Variables/indicators | Outer Loading | AVE | Composite reliability | Cronbach's Alpha |
|------------------------------|---------------|-------|-----------------------|------------------|
| Customer Reviews (X1) | | 0.720 | 0.947 | 0.935 |
| REV1 | 0.881 | | | |
| REV2 | 0.878 | | | |
| REV3 | 0.878 | | | |
| REV4 | 0.868 | | | |
| REV5 | 0.782 | | | |
| REV6 | 0.816 | | | |
| REV7 | 0.833 | | | |
| Price Discount (X2) | | 0.723 | 0.948 | 0.936 |
| DSC1 | 0.890 | | | |
| DSC2 | 0.884 | | | |
| DSC3 | 0.815 | | | |
| DSC4 | 0.880 | | | |
| DSC5 | 0.815 | | | |
| DSC6 | 0.834 | | | |
| DSC7 | 0.831 | | | |
| Lifestyle (Y) | | 0.696 | 0.941 | 0.927 |
| LIF1 | 0.879 | | | |
| LIF2 | 0.853 | | | |
| LIF3 | 0.850 | | | |
| LIF4 | 0.830 | | | |
| LIF5 | 0.849 | | | |
| LIF6 | 0.815 | | | |
| LIF7 | 0.758 | | | |
| Impulse Buying (Z) | | 0.619 | 0.947 | 0.935 |

| | |
|-------------|-------|
| IMP1 | 0.860 |
| IMP2 | 0.895 |
| IMP3 | 0.840 |
| IMP4 | 0.822 |
| IMP5 | 0.862 |
| IMP6 | 0.863 |
| IMP7 | 0.790 |

Source: Processed data (2025).

Based on Table 2 above, the outer loadings show that all indicators in the customer reviews, price discounts, lifestyle, and impulse buying variables have values greater than 0.6. This indicates that each instrument used to measure these variables is considered valid. Outer loading is a measure used to see how well an indicator or instrument is able to reflect the measured variable. An outer loading value between 0.5 and 0.7 is considered valid and acceptable. Thus, the outer loading value in this study indicates that the indicator has a strong correlation with the variable, so the resulting construct is acceptable. (Hair et al., 2014).

In addition to the outer loading value, convergent validity evaluation is also carried out by looking at the Average Variance Extracted (AVE) value. The AVE value is used to measure how much a variable can explain the variance possessed by its indicators. A construct is considered to have good convergent validity if its AVE value is greater than 0.50. This means that more than 50% of the indicator's variance can be explained by the measured construct, so the instrument has good validity in reflecting the latent variable. The results in the table (Average Variance Extracted) AVE above show a value > 0.50, meaning the variable is valid and meets the requirements.

Based on the test results, the Composite Reliability value for each variable was above 0.70, indicating that respondents were consistently able to answer the questions well, and all constructs had a high level of reliability. Furthermore, the Cronbach's Alpha value for all variables was also above 0.60, thus concluding that the instrument used in this study had good reliability for each variable.

Table 3. Cross Loading Results.

| | Customer Reviews | Price Discount | Lifestyle | Impulse Buying |
|-------------|-------------------------|-----------------------|------------------|-----------------------|
| REV1 | 0.881 | -0.110 | 0.414 | 0.398 |
| REV2 | 0.878 | -0.021 | 0.411 | 0.330 |
| REV3 | 0.878 | -0.054 | 0.391 | 0.404 |
| REV4 | 0.868 | 0.004 | 0.418 | 0.379 |
| REV5 | 0.782 | -0.090 | 0.349 | 0.232 |
| REV6 | 0.816 | -0.045 | 0.388 | 0.284 |
| REV7 | 0.833 | -0.054 | 0.360 | 0.335 |
| DSC1 | -0.048 | 0.890 | 0.350 | 0.299 |
| DSC2 | -0.026 | 0.884 | 0.335 | 0.380 |
| DSC3 | 0.002 | 0.815 | 0.311 | 0.312 |
| DSC4 | -0.155 | 0.880 | 0.292 | 0.297 |
| DSC5 | -0.008 | 0.815 | 0.307 | 0.279 |
| DSC6 | -0.070 | 0.834 | 0.346 | 0.223 |
| DSC7 | -0.068 | 0.831 | 0.264 | 0.291 |
| LIF1 | 0.418 | 0.302 | 0.879 | 0.568 |
| LIF2 | 0.408 | 0.308 | 0.853 | 0.456 |
| LIF3 | 0.363 | 0.313 | 0.850 | 0.519 |
| LIF4 | 0.382 | 0.309 | 0.830 | 0.491 |
| LIF5 | 0.461 | 0.312 | 0.849 | 0.505 |
| LIF6 | 0.366 | 0.291 | 0.815 | 0.497 |
| LIF7 | 0.274 | 0.342 | 0.758 | 0.439 |
| IMP1 | 0.383 | 0.287 | 0.507 | 0.860 |
| IMP2 | 0.304 | 0.350 | 0.474 | 0.895 |
| IMP3 | 0.384 | 0.250 | 0.460 | 0.840 |
| IMP4 | 0.347 | 0.287 | 0.493 | 0.822 |
| IMP5 | 0.407 | 0.360 | 0.589 | 0.862 |

| | | | | |
|-------------|-------|-------|-------|--------------|
| IMP6 | 0.290 | 0.291 | 0.549 | 0.863 |
| IMP7 | 0.257 | 0.250 | 0.449 | 0.790 |

Source: Processed data (2025).

In table 3 above, the cross loading factor value is useful for determining whether the construct has adequate discriminant, namely by comparing the loading value on the intended construct which must be greater than the loading value with other constructs.

Discriminant validity is the magnitude of the loading value between aspects or components that is greater than the value of other aspects or components. For the cross-loading value of each variable must be (>0.70) to ensure discriminant validity. Another method can be used to test discriminant validity by considering the square root of the AVE and the relationship between latent constructs using the rule of thumb: square root of AVE $>$ correlation between latent constructs. (Ghozali & Latan, 2020) An indicator can be considered valid if the comparison of the variable's loading value is higher than that of the other variables. Based on the table, it can be concluded that all indicators have higher cross-loading values on their own variables (>0.50) compared to the other variables. This indicates that there are no discriminant validity issues, and each indicator successfully reflects its variable. Thus, the measurement model meets the required discriminant validity criteria.

b) Structural Model Test (Inner Model)

The R-Square indicates the extent to which the variation in the dependent variable can be explained by the independent variables in the model. There are three criteria for the R-Square: 0.25 (weak), 0.50 (moderate), and 0.75 (strong). (Ghozali & Latan, 2020). The following are the R-Square results in this study:

Table 4. R-Square.

| Variables | R Square | R Square Adjusted |
|----------------|--------------|-------------------|
| Lifestyle | 0.372 | 0.363 |
| Impulse Buying | 0.413 | 0.400 |

Source: Processed data (2025).

Tests on the structural model were conducted to examine the relationship between latent constructs, including the R-Square test. Based on the data in table 4 above, it can be seen that the R-Square value for the Lifestyle variable (Y) is 0.372. This means that the Lifestyle variable can be explained by the Customer Review variable (X1), Price Discount (X2) by 37.2%, while the remaining 62.8% is explained by other variables outside this research model. The R-Square value for the Impulsive Buying variable (Y) is 0.413. This means that the Impulsive Buying variable can be explained by the Customer Review variable (X1), Price Discount (X2) and Lifestyle (Y) by 41.3%, while the remaining 58.7% is explained by other variables outside this research model.

Research Hypothesis Testing

To determine the relationship between latent variables in this research model, we can look at the results of the path coefficient estimates and their significance levels or P Values. To test the hypothesis in the proposed research, we can look at the magnitude of the P Value. If the P Value <0.05 , then H_0 is rejected and H_a is accepted or has a significant effect which is correlated with the t-statistic value, where the t-statistic value $>$ t-table. The t-statistic value is the result of the path coefficient estimates to test the strength of the influence between variables and explain the firmness of the relationship between the directions of the variables. The explanation can be seen in figure 1 and table 5 following:

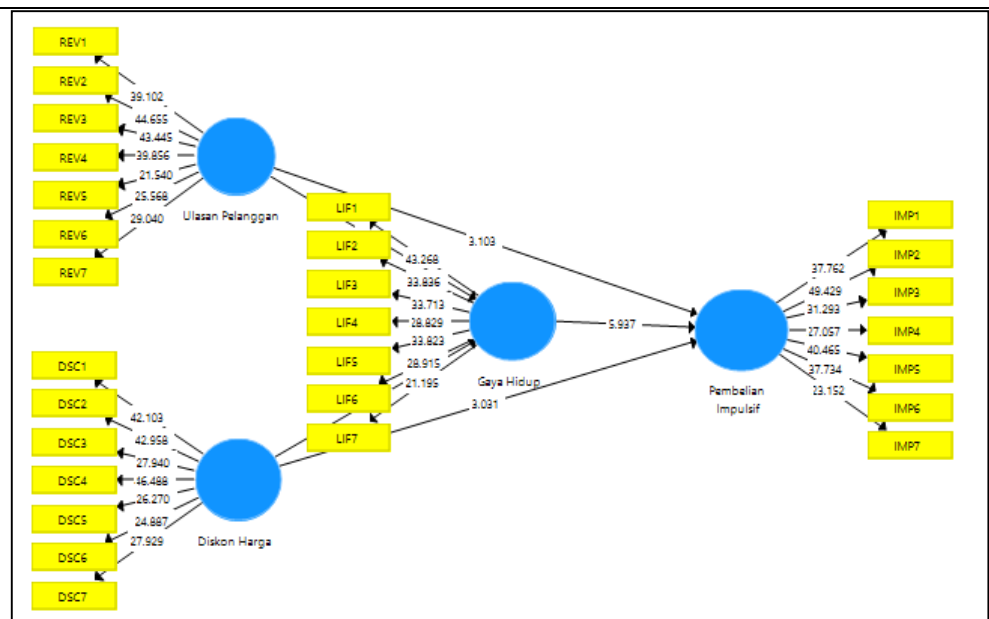


Figure 1. Outer Models.

Source: Data processed by SEM-PLS 4, 2025.

The bootstrapping results in this study were evaluated based on practical rules of thumb, namely by paying attention to the path coefficient value and the significance level with a p-value <0.05 (5%). The results of the research model are presented in the following table:

Table 5. Bootstrapping Results.

| Direct Effect Hypothesis Testing | Path Coefficients | T Statistics | P Values |
|--|-------------------|--------------|--------------|
| Customer Reviews -> Lifestyle | 0.485 | 8,643 | 0,000 |
| Customer Reviews -> Impulse Buy | 0.225 | 3,103 | 0.002 |
| Discount Price -> Lifestyle | 0.401 | 6,264 | 0,000 |
| Price Discount -> Impulse Purchase | 0.212 | 3,031 | 0.003 |
| Lifestyle -> Impulse Buying | 0.415 | 5,937 | 0,000 |

Source: Processed data (2025).

Table 6. Indirect Effect Results.

| Indirect Effect Hypothesis Testing | Path Coefficients | T Statistics | P Values |
|--|-------------------|--------------|--------------|
| Customer Reviews -> Lifestyle -> Impulse Buying | 0.201 | 4,146 | 0,000 |
| Discount Price -> Lifestyle -> Impulse Buying | 0.166 | 4,758 | 0,000 |

Source: Processed data (2025).

Discussion

The Influence of Customer Reviews on Lifestyle

Based on the results of the SEM-PLS test through bootstrapping, a path coefficient value of 0.485, a t-statistic of 8.643, and a significance value of 0.000 were obtained, which is smaller than the significance level of $\alpha = 0.05$. These results indicate that Customer Reviews have a positive and significant effect on consumer Lifestyle. With a coefficient value of 0.485, it means that every increase in the quality of customer reviews will increase consumers' tendency to integrate online fashion products into their lifestyle by 0.485 units.

These findings indicate that customer reviews play a strategic role in shaping how consumers perceive and align fashion products with their personal identities, daily activities,

and social trends. Lifestyle decisions are no longer solely influenced by formal company promotions, but also by the real-life experiences shared by other consumers through e-commerce platforms.

The Customer Review variables in this study are constructed using seven main indicators: review information, review credibility, review authenticity, review confidence, review quantity, review rating, and doubt reduction. Each of these indicators plays a crucial role in shaping consumers' perceptions of the review's relevance to their lifestyle.

The review information indicator received an average score of 3.58, indicating that respondents considered customer reviews to provide a sufficiently detailed picture of product quality. Information related to materials, size, color, and comfort serves as a guide for consumers to ensure the product fits their lifestyle. Comprehensive information allows consumers to more easily connect the product to their specific needs. For example, consumers who actively exercise will be interested in reviews that describe the comfort of sports shoes, while consumers who follow fashion trends will pay attention to reviews related to the latest models and designs. This demonstrates that the information provided in reviews can guide consumers in tailoring purchases to their lifestyles.

The review credibility indicator recorded an average score of 3.60. This indicates that consumers place trust in reviews perceived to come from real users. Credibility makes consumers feel that others' experiences can be used as a relevant reference. Review credibility is typically demonstrated by how closely users' experiences align with the product's reality, such as by uploading genuine photos or honest comments about the product's strengths and weaknesses. Trust in credible reviews strengthens consumers' confidence in choosing fashion products that suit their lifestyle.

The review authenticity indicator received an average score of 3.69, the highest among all customer review indicators. Respondents highly prioritized reviews that were perceived as genuine, not manipulated by sellers. Authentic reviews provide consumers with a sense of security that the products they choose are actually used by others in real life. For example, authentic reviews featuring photos of consumers using the product in everyday activities are more credible than generic reviews. This is particularly important in the context of lifestyle, as consumers want to ensure the products they purchase are relevant to their lifestyle habits.

The review confidence indicator recorded an average score of 3.68. Customer reviews have been shown to increase consumer confidence in a product's suitability to their identity and lifestyle. When consumers read reviews that emphasize a product's comfort, durability, or compatibility with certain fashion trends, their confidence in purchasing increases. This confidence then encourages consumers to feel that their purchasing decisions are not only practical but also align with the identity they want to project through their lifestyle.

This indicator achieved an average score of 3.59, indicating that the more reviews available, the greater the perceived social validation consumers experience. A high number of reviews indicates a product's popularity and trust. For consumers, the number of reviews acts as a form of social support that strengthens their decision-making. For example, a product with thousands of reviews is perceived as more trustworthy and more worthy of being part of their lifestyle than a product with fewer reviews. This phenomenon makes it easier for consumers to align their lifestyle preferences with products that have received social validation from a large audience.

The review rating indicator recorded an average score of 3.56, relatively lower than other indicators, but still significant. Ratings serve as a quick proxy for product quality. Many consumers use star ratings as an initial filter when selecting a product. A high rating suggests good quality, although consumers still need descriptive reviews to ensure it fits their lifestyle. These ratings are often the first indicator that influences consumers before they read further review details.

The doubt reduction indicator scored an average of 3.70, the highest score, along with review authenticity. This indicates that customer reviews significantly help consumers reduce uncertainty before making a purchase. In the context of online fashion, consumers often doubt whether a product fits the right size, is comfortable to wear, or is trendy. Reviews from other consumers can reduce these doubts, allowing consumers to feel more confident that the product they are purchasing will suit their lifestyle. With reduced doubt, consumers more easily incorporate the product into their lifestyle identity.

Generation Z, as a digital native consumer group, relies heavily on customer reviews when making online shopping decisions. They are more critical of products, yet are also heavily influenced by the experiences of others shared through reviews. For Gen Z, customer reviews serve not only as a source of information but also as social validation for determining whether a product aligns with their lifestyle. They are accustomed to integrating fashion trends with their personal identities, making credible, authentic, and relevant reviews a crucial reference in shaping lifestyle choices. This makes customer reviews increasingly dominant in influencing the lifestyles of the younger generation.

The results of this study are consistent with the Stimulus-Organism-Response (SOR) framework.(Mehrabian & Russell, 1974), where customer reviews act as an external stimulus that influences consumers' perceptions and attitudes (organism), thus shaping their lifestyle (response). Furthermore, these findings also support the Planned Behavior theory, which explains that consumer behavior is determined by attitudes, subjective norms, and behavioral control. Customer reviews increase positive attitudes toward a product, reinforce social norms through the number of reviews, and reduce doubt, which increases behavioral control.

Several previous studies also support this finding. Positive reviews increase consumer confidence in making purchases, particularly for online fashion products.(Hilal & Astuti, 2022). Other research found that positive experiences shared by other consumers through reviews increased the likelihood of adopting a product into their lifestyle.(Chen & Ku, 2021). In addition, the consumer lifestyle of generation Z strengthens the influence of customer reviews on impulsive purchases.(Saputra & Sudarwanto, 2023b).

The Influence of Customer Reviews on Impulse Buying Behavior

Based on the results of the SEM-PLS test through bootstrapping, a path coefficient value of 0.225, a t-statistic of 3.103, and a significance value of 0.000 were obtained, which is smaller than the significance level of $\alpha = 0.05$. These results indicate that Customer Reviews have a positive and significant effect on Impulsive Buying Behavior of online fashion consumers. With a coefficient value of 0.225, it means that every increase in the quality of customer reviews will increase the consumer's tendency to make impulsive purchases by 0.225 units.

These findings indicate that customer reviews play a strategic role in encouraging consumers to make impulsive shopping decisions. Impulse buying behavior is no longer solely influenced by promotions or advertising, but also by the real-life experiences of others shared through reviews on e-commerce platforms. These reviews instill confidence, reduce doubt,

and create social validation, encouraging consumers to make purchases even when they had no prior plans.

The Customer Review variables in this study are constructed using seven main indicators: review information, review credibility, review authenticity, review confidence, review quantity, review rating, and doubt reduction. Each indicator plays a significant role in influencing online fashion consumers' impulse buying behavior.

The review information indicator received an average score of 3.58, indicating that consumers found the details in customer reviews to be very helpful in understanding the product. Information covering material, size, color, comfort, and product quality provides a realistic picture that cannot always be obtained from seller descriptions. For consumers, especially in online fashion shopping, clear information often immediately triggers a spontaneous impulse to buy. For example, someone who was initially just browsing can be encouraged to buy after reading a review explaining that the clothing is comfortable to wear for everyday activities. Therefore, the more detailed the information in the review, the greater the potential to encourage impulse buying.

The review credibility indicator recorded an average score of 3.60. Credibility helps consumers believe that the reviews they read are from real users. Reviews with photos, videos, and personal experiences are perceived as more convincing than short reviews without evidence. In the context of impulse buying, review credibility accelerates consumer decision-making without much deliberation. If consumers perceive the reviews they read as honest and trustworthy, they are more easily moved to purchase a product immediately, even when the decision was unplanned.

The review authenticity indicator received an average score of 3.69, the highest among all customer review indicators. Authenticity is considered the most important factor by consumers. Genuine reviews—for example, written with detailed experiences and accompanied by real photos—provide a strong basis for consumers to make an immediate purchase. This authenticity plays a significant role in triggering impulsive behavior. Consumers feel confident that the product they see is indeed what they see. When genuine reviews show that a fashion product looks good on others, consumers are often compelled to make an impulse purchase to experience a similar experience.

The review confidence indicator recorded an average score of 3.68. Customer reviews foster consumer confidence that a product meets their expectations. This confidence arises when consumers encounter reviews that describe a product as being on-trend, comfortable to use, or of better-than-expected quality. This confidence accelerates the decision-making process. Consumers who were initially skeptical are more easily tempted to make an impulse purchase after encountering reviews that confirm the product truly fits their needs and style.

This indicator received an average score of 3.59. A high number of reviews signals to consumers that a product is popular and worth considering. A high number of reviews creates strong social validation. In the context of impulse buying, the number of reviews serves as a "quick justification." Consumers no longer need to analyze extensively because the large number of reviews is enough to convince them. As a result, the urge to buy arises more quickly, even without planning.

The review rating indicator recorded an average score of 3.56, relatively lower than other indicators, but still significant. Star ratings provide a snapshot of a product's quality. For many consumers, a high rating is often enough to prompt a purchase without reading detailed

reviews. Ratings act as an initial trigger that influences their perceptions, making impulse purchases easier. For example, a product with a rating of 4.9/5 makes consumers more confident to purchase immediately, even just by looking at that score.

The doubt reduction indicator received an average score of 3.70, the highest possible score. Customer reviews have been shown to be effective in reducing consumer uncertainty. Doubt is often a major barrier to online shopping, especially for fashion products. When reviews assure consumers that the size fits, the material is comfortable, or the color matches the photo, doubt is significantly reduced. This situation actually strengthens impulsive urges: with doubt removed, consumers feel more confident in purchasing the product without further thought.

The results of this study can also be linked to the characteristics of consumer generations, particularly Gen Z and Millennials. Gen Z is known as a digital native generation that is highly active on social media and e-commerce. They are accustomed to seeking validation from other people's experiences before purchasing. For Gen Z, customer reviews are a primary source in determining whether a product is relevant to their lifestyle. Due to their trend-following and quick-to-make-decisions nature, a compelling review can immediately trigger an impulse purchase. Millennials also have a similar pattern, although they tend to be more critical than Gen Z. They use customer reviews to ensure that the product they purchase has both functional and emotional value. However, when they find a very convincing review or a large discount supported by positive reviews, they can also be driven to make an impulse purchase. Both generations consider customer reviews an important part of the digital shopping experience. However, the difference lies in how quickly decisions are made: Gen Z is quicker and more spontaneous, while Millennials tend to weigh things up a little longer, although they can still be influenced by impulse.

The results of this study are consistent with the Stimulus-Organism-Response (SOR) framework, where customer reviews act as an external stimulus that influences the psychological state of consumers (organism), and then results in impulsive buying behavior (response). (Mehrabian & Russell, 1974). Furthermore, these findings are also relevant to the theory of Planned Behavior, which explains that consumer behavior is determined by attitudes, subjective norms, and behavioral control. Customer reviews can shape positive attitudes, create social norms through the number of reviews, and reduce doubt, which increases consumer behavioral control.

Several previous studies also support this finding. Positive reviews increase consumer confidence in making purchases, thus triggering impulsive behavior. (Hilal & Astuti, 2022) (Darmawan, 2023). Furthermore, other consumers' positive experiences shared through reviews can accelerate spontaneous shopping decisions. (Chen & Ku, 2021) (Rika et al., 2021). Other research also confirms that Generation Z's consumerist lifestyle strengthens the influence of customer reviews on impulsive purchases. (Saputra & Sudarwanto, 2023a), while other studies also confirm that credible reviews can increase spontaneous purchase intentions, especially among young consumers. (Wibowo & Ayuningtyas, 2024).

The Influence of Price Discounts on Lifestyle

Based on the results of the SEM-PLS test through bootstrapping, a path coefficient value of 0.401, a t-statistic of 6.264, and a significance value of 0.000 were obtained, which is smaller than the significance level of $\alpha = 0.05$. These results indicate that Price Discounts have a positive and significant effect on the Lifestyle of online fashion consumers. With a coefficient

value of 0.401, it means that every increase in the quality of the price discount strategy will increase the tendency of consumers to integrate fashion products into their lifestyle by 0.401 units.

These findings confirm that price discounts are not merely a short-term marketing tool, but also a crucial factor in shaping consumption patterns that are embedded in consumers' lifestyles. As consumers adapt their shopping behavior to discount moments, they gradually develop a consumer lifestyle oriented toward cost efficiency and the psychological satisfaction of obtaining products at lower prices.

The Price Discount variable in this study is constructed using six main indicators: affordability, the influence of discount information, the discount size, the urge to buy immediately, the purchase benefit, and unplanned purchases. A thorough analysis of each indicator reveals how price discounts play a role in shaping consumer lifestyles.

The affordability indicator scored high, indicating that consumers perceive price discounts as making fashion products more accessible to a wide range of people. When product prices become more affordable, consumers not only purchase based on immediate needs but also adapt to their daily consumption patterns. In a lifestyle context, affordability creates habits where consumers feel comfortable purchasing more products because they perceive it as less burdensome. They can update their wardrobe more frequently, adapt to trends, and make shopping a routine activity integral to their lifestyle.

The discount information influence indicator received a high average score. Respondents assessed that discount information, whether through app notifications, digital advertising, or social media, plays a significant role in influencing their shopping patterns. Fast and clear discount information makes consumers more responsive and reactive. In modern lifestyles, consumers are accustomed to relying on digital notifications to determine the best time to shop. This makes discounts not just a momentary stimulus, but part of a consumption pattern integrated into daily activities.

The discount size indicator recorded a dominant score. Consumers pay close attention to the amount of the discount offered. The larger the discount, the greater their tendency to purchase, even if the product isn't urgently needed. The habit of hunting for big discounts reinforces a consumerist lifestyle, where consumers feel satisfied not only by meeting their needs but also by obtaining a product at a significantly lower price than the normal price. This makes discounts part of both a frugal and consumerist lifestyle strategy.

The urge to buy immediately indicator also scored significantly. Consumers feel a sense of urgency when discounts are offered for a limited time or on limited quantities. This urge accelerates the decision-making process, making shopping an increasingly frequent, spontaneous activity. In the long term, this habit forms a lifestyle based on "moments," where consumers habitually buy when discounts arise, rather than based on planned needs.

The purchase benefit indicator scored highly. Respondents perceived significant economic benefits when purchasing products at discounted prices. This benefit relates not only to monetary savings but also to the emotional satisfaction of successfully capitalizing on opportunities. For many consumers, the benefits of discounted shopping have become part of a smart lifestyle. They take pride in saving money while updating their fashion collections. This encourages consumers to more actively seek out promotions and make bargain hunting a lifestyle habit.

The unplanned purchase indicator also recorded a relatively high score. Price discounts have been shown to often encourage consumers to purchase products they previously didn't need. This habit, while seemingly impulsive, has slowly become part of a consumer lifestyle. Consumers are accustomed to adding items to their cart simply because of the low price, so their consumption patterns are increasingly influenced by promotions rather than actual needs.

In a generational context, discounts have different appeals for Gen Z and Millennials. Gen Z tends to be more responsive to discounts delivered instantly through apps and social media. They are digital natives accustomed to real-time notifications, which makes impulsive purchases even stronger. Discounts are also closely linked to Gen Z's lifestyle, which is synonymous with fast-paced trends, flexibility, and a desire to appear up-to-date. Furthermore, Millennials, while more critical than Gen Z, also consider discounts an important factor in their shopping lifestyle. For this generation, discounts are often interpreted as a smart strategy for managing finances, but they still tend to make impulsive purchases when they find a significant discount. Both generations consider discounts an inherent factor in their digital shopping lifestyle. The difference lies in how they respond: Gen Z is quicker to react, while Millennials tend to weigh things up first, though they are still easily swayed when discounts are perceived as advantageous.

The results of this study are consistent with the Stimulus-Organism-Response (SOR) framework in which price discounts act as an external stimulus that influences the psychological condition of consumers (organisms), which then produces a response in the form of a consumptive lifestyle.(Mehrabian & Russell, 1974). Furthermore, these findings support the theory of Planned Behavior, which explains that consumer behavior is influenced by attitudes, subjective norms, and behavioral control. Price discounts increase positive attitudes toward purchasing, reinforce consumer norms through the social trend of bargain hunting, and increase perceived control because consumers feel able to purchase products that were previously overpriced.

A number of previous studies have strengthened these results, namely finding that price discounts are a dominant factor in shaping the consumer lifestyle of urban communities.(Ramadhani et al., 2023). Time-limited discounts create a sense of urgency that encourages consumers to make shopping a regular activity.(Liu & Hu, 2019). Other research confirms that Gen Z is more likely to consider price discounts as a lifestyle factor.(Saputra & Sudarwanto, 2023b)Meanwhile, other studies also emphasize that price discounts not only increase sales momentarily, but also form long-term consumption habits.(Wibowo & Ayuningtyas, 2024).

The Effect of Price Discounts on Impulsive Buying Behavior

Based on the results of the SEM-PLS test through bootstrapping, a path coefficient value of 0.212, a t-statistic of 3.031, and a significance value of 0.003 were obtained, which is smaller than the significance level of $\alpha = 0.05$. These results indicate that Price Discounts have a positive and significant effect on Impulsive Buying Behavior of online fashion consumers. With a coefficient value of 0.212, it means that every increase in the quality of the price discount strategy will increase the consumer's tendency to make impulsive purchases by 0.212 units.

These findings indicate that price discounts are not merely a fleeting promotional factor, but also a key driver of impulse buying behavior. Consumers don't just buy products out of

urgent need, but are also motivated by the opportunity to obtain a lower price, ultimately triggering unplanned purchasing behavior.

The affordability indicator scored high, indicating that price discounts make online fashion products more accessible to a wide range of consumers. Lower prices after discounts create the perception that products are affordable for consumers with varying purchasing power. This affordability encourages consumers to purchase more than usual. Even when the actual need isn't urgent, affordability creates a spontaneous urge to buy immediately. For example, consumers who typically delay purchasing new clothes may be encouraged to buy because they perceive the price to be lower than usual.

The discount information influence indicator also achieved a high average score. Consumers believe that discount information received through app notifications, social media ads, or promotional banners on shopping platforms significantly influences their purchasing decisions. Clear and direct information arouses curiosity and strengthens impulsive impulses. When discount information arrives suddenly, consumers are compelled to open the app, view the product, and ultimately make an unplanned purchase. This demonstrates the power of discount information as an initial trigger for consumer impulsive behavior.

The size of the discount is also a dominant indicator. Consumers pay close attention to the amount of the discount offered. The larger the discount, the stronger the urge to purchase the product, even if it wasn't on their shopping list. The habit of hunting for big discounts fosters a mindset that the opportunity shouldn't be missed. Consumers feel they're missing out if they don't take advantage of significant discounts, leading to impulsive behavior as a quick response to the opportunity to save money.

The urge to buy indicator scored significantly. Consumers feel a sense of urgency to make a purchase immediately when a discount is offered for a limited time or when product quantities are limited. This urge accelerates the decision-making process, with consumers immediately pressing the "buy" button without extensive comparison. The fear of missing out or running out of stock makes it easier for consumers to fall into impulse buying.

The purchase benefit indicator scored high. Consumers felt satisfied not only with the successful purchase but also with the advantage of a lower price than the normal price. This sense of satisfaction engendered a sense of pride, as if they had intelligently capitalized on an opportunity. This sense of benefit reinforced the tendency to make impulsive purchases, as consumers focused more on the post-transaction satisfaction than on rational considerations about the product's needs.

The unplanned purchase indicator also scored highly. Price discounts often lead consumers to purchase products not previously on their shopping list. Products are purchased simply because of the attractive discount. This practice demonstrates that price discounts can shift consumer consumption patterns, shifting from planned to more impulsive. When a product appears cheaper, consumers are more likely to add it to their shopping cart, even if they initially didn't need it urgently.

Discounts have a powerful appeal for Generation Z, who are digital natives and highly accustomed to online consumption patterns. Gen Z considers discounts a part of their shopping lifestyle. They are accustomed to instant notifications from shopping apps, flash sales, and price cuts offered through social media. For Gen Z, discounts are not just an opportunity to save money, but also part of a consumption trend synonymous with modern lifestyles. The urge to impulsively buy fashion products is growing because they tend to want

to look trendy while still looking for affordable prices. This is what makes discounts a crucial factor in triggering impulsive shopping behavior among today's younger generation.

The results of this study are consistent with the Stimulus-Organism-Response (SOR) framework, where price discounts act as an external stimulus that influences the psychological condition of consumers (organisms), resulting in a response in the form of impulsive purchasing behavior.(Mehrabian & Russell, 1974).

Furthermore, these findings support the theory of Planned Behavior, which explains that consumer behavior is influenced by attitudes, subjective norms, and behavioral control. Price discounts increase positive attitudes toward purchasing, create consumer norms through the social trend of bargain hunting, and strengthen behavioral control because consumers feel more able to purchase products that were previously unaffordable.

A number of previous studies also strengthen this finding, namely finding that price discounts are one of the dominant factors in encouraging impulsive shopping behavior.(Sombe et al., 2023), especially among young consumers. Discount-based promotions can create a sense of urgency that encourages consumers to purchase immediately.(Liu & Hu, 2019). Other research also confirms that Gen Z with their digital lifestyle is more prone to impulse buying when exposed to discount promotions.(Saputra & Sudarwanto, 2023b).

The Influence of Lifestyle on Impulsive Buying Behavior

Based on the results of the SEM-PLS test through bootstrapping, a path coefficient value of 0.415, a t-statistic of 5.937, and a significance value of 0.000 were obtained, which is smaller than the significance level of $\alpha = 0.05$. These results indicate that Lifestyle has a positive and significant effect on Impulsive Buying Behavior of online fashion consumers. With a coefficient value of 0.415, it means that every increase in consumer lifestyle will increase their tendency to make impulsive purchases by 0.415 units.

These findings indicate that lifestyle plays a crucial role in driving consumer consumption behavior, particularly in the context of online fashion shopping. Lifestyle not only reflects daily activity patterns but also reflects consumers' values, interests, and preferences, ultimately driving them to make impulsive purchases. Purchasing decisions are no longer based solely on functional needs but also on the desire to express one's identity, follow trends, and fit in with the social environment.

The Lifestyle variables in this study are constructed using seven main indicators: lifestyle suitability, daily activities, personality expression, social status, fashion trends, hobbies and activities, and modern lifestyle. Each indicator contributes differently to influencing consumer impulse buying behavior.

The lifestyle fit indicator achieved the highest average score among all lifestyle dimensions. This indicates that consumers perceive their online fashion shopping decisions to be heavily influenced by the product's compatibility with their lifestyle. When a product aligns with their desired identity or self-image, consumers are encouraged to purchase it spontaneously. Lifestyle fit encompasses the compatibility of a fashion product with the way consumers dress, the social environment they interact with, and the trends they follow. Consumers who perceive a product as fitting their personality and needs are more likely to make an unplanned purchase. Therefore, this indicator is a key driver of impulse buying.

The daily activity indicator achieved a relatively high average score, indicating that consumers' activity patterns significantly influence their shopping behavior. Activities such as

work, college, attending social events, or vacations often require consumers to have fashion products that suit their needs. When consumers find a fashion product suitable for their daily activities, the urge to buy often arises spontaneously. For example, an employee who sees discounted workwear on an online platform may immediately make an impulsive purchase without considering their budget, simply because the product fits their daily routine.

The personality expression indicator had a medium average score, but still showed a significant influence. Consumers tend to use fashion products to express their identity and personality. Fashion is considered a non-verbal communication medium that shows who they truly are. This tendency can encourage impulse purchases when consumers see products that align with the self-image they want to project. For example, individuals with an extroverted personality may immediately purchase clothing in bold colors because it aligns with their character, even if the purchase was unplanned.

The social status indicator recorded a relatively low average score compared to other indicators, but still had a significant impact. Fashion products are often used as status symbols to demonstrate social class, achievement, or a particular lifestyle. Consumers seeking to demonstrate their social status tend to be driven to impulsively purchase certain fashion products. For example, purchasing a branded bag or limited-edition shoes is not solely out of necessity, but because the product is perceived to enhance the consumer's social standing in the eyes of those around them.

The fashion trend indicator scored high, indicating that consumers are heavily influenced by the latest fashion developments. The drive to always follow trends often leads consumers to purchase fashion products without considering their needs. The rapid pace of changing fashion trends makes consumers fear being left behind, leading them to make impulsive purchasing decisions. For example, the rise of vintage clothing or streetwear trends can lead consumers to rush to online purchases simply to stay relevant.

The hobby and activity indicators also scored quite high. Consumers with specific hobbies, such as photography, sports, or traveling, often purchase fashion products that align with those activities. For example, someone with a hobby of mountain climbing might impulsively purchase an outdoor jacket or hiking boots when they see a significant discount on an e-commerce platform. This spontaneous purchase is made because the product is perceived as relevant to the hobby and provides emotional satisfaction.

The modern lifestyle indicator scored high, indicating that consumers tend to adapt their shopping behavior to technological developments and digitalization. Online shopping through e-commerce apps has become part of the modern lifestyle, which is fast-paced, practical, and instant. A modern lifestyle that emphasizes easy access and flexibility of time encourages consumers to make more impulse purchases. Discount notifications, algorithm-based product recommendations, and personalized advertising further reinforce this trend.

The results of this study are consistent with the Stimulus-Organism-Response (SOR) framework.(Mehrabian & Russell, 1974)Lifestyle acts as an internal stimulus that shapes the way consumers interpret their social world (organism) and encourages responses in the form of impulsive buying behavior.(Mehrabian & Russell, 1974). Furthermore, these findings support the theory of Planned Behavior, which explains that behavior is influenced by attitudes, subjective norms, and behavioral control. Lifestyle reflects the attitudes and norms

prevailing in a consumer's environment, ultimately reinforcing the tendency for impulsive shopping behavior.

Several previous studies also support this finding. A consumer lifestyle directly influences the tendency to impulsively purchase online fashion products.(Hilal & Astuti, 2022) (Cantikasari & Basiya, 2022). Consumers who adapt products to their identity and lifestyle are more prone to making spontaneous purchases.(Chen & Ku, 2021) (Wardah & Harti, 2021)Meanwhile, other research also confirms that Generation Z, with its digital and consumerist lifestyle, is more easily driven to make impulsive purchases, especially for fashion products.(Saputra & Sudarwanto, 2023b).

In this study, an indirect effect test was conducted to determine the indirect influence of the independent latent variable on the dependent latent variable with one mediating effect. The results of the indirect effect are presented in Table 6 below:

The Influence of Customer Reviews Through Lifestyle on Impulse Buying Behavior

Based on the results of the SEM-PLS test through bootstrapping, a path coefficient value of 0.201, a t-statistic of 4.146, and a significance value of 0.000 were obtained, which is smaller than the significance level of $\alpha = 0.05$. These results indicate that Customer Reviews indirectly have a positive and significant effect on Impulsive Buying Behavior of online fashion products through Lifestyle as an intervening variable. With a coefficient value of 0.201, it means that increasing the quality of customer reviews encourages consumers to integrate online fashion products into their lifestyle, which ultimately increases the tendency to make impulsive purchases by 0.201 units.

These findings indicate that customer reviews play a strategic role not only in momentary decisions but also in shaping consumers' lifestyle patterns. When consumers use reviews as a guide to align fashion products with their identities, activities, and social trends, their lifestyles gradually take shape. This lifestyle then acts as an intermediary that reinforces impulse buying tendencies.

The review information indicator received an average score of 3.58, indicating that the details provided in reviews provide a realistic picture of the product. Consumers found it helpful in understanding materials, size, color, and comfort.

In relation to lifestyle, comprehensive information makes it easier for consumers to connect a product to their daily activities or the trends they follow. For example, reviews about the durability of clothing materials for work or exercise provide confidence that the product is suitable for an active lifestyle. This process leads consumers to internalize the product into their lifestyle, which then leads to impulse purchases when other products with similarly informative reviews are available.

The review credibility indicator scored 3.60. Consumers are more likely to trust reviews that appear realistic, such as those accompanied by real photos, personal experiences, or natural language. Credibility shapes the perception that reviews are a true representation of previous consumer experiences.

This increases the tendency for consumers to use reviews as a lifestyle reference. Fashion products demonstrated through reviews are credible, making consumers feel confident in adopting them in their daily lives. Once a lifestyle is established, impulsive behavior emerges as consumers seek to continually update their fashion collections with products whose reviews are credible.

The review authenticity indicator scored 3.69, the highest among all indicators. Consumers highly value reviews that are perceived as genuine, not manipulated or fabricated by sellers. Authentic reviews foster confidence that the product truly aligns with their lifestyle expectations. For example, real photos of consumers wearing clothing during daily activities demonstrate a match between product claims and reality. From this point, consumers' lifestyle preferences are reinforced by their preference for products proven authentic through reviews, and they are encouraged to make impulse purchases of similar products, feeling safer from the risk of purchasing the wrong product.

The review confidence indicator scored 3.68. Consumers who read reviews felt more confident that the product fit their identity and activities. This confidence arose because reviews provided additional validation, reducing self-doubt. This process reinforced consumers' lifestyles. The confidence fostered by reviews encouraged them to embrace the product as a symbol of their personal style. This established lifestyle then triggered impulse purchases, as consumers believed the reviewed product would remain aligned with their identity, prompting them to purchase even without planning.

The review count indicator scored 3.59. A high number of reviews is perceived as a sign of a product's popularity and trustworthiness. This social validation reinforces consumers' perception that the product is worthy of being part of their lifestyle. Consumers who see products with thousands of reviews are more likely to adopt them into their daily habits. A high number of reviews reinforces a consumerist lifestyle, ultimately increasing impulse buying. When consumers see similar products with a high number of reviews, they are compelled to purchase immediately to avoid missing out on trends.

The review rating indicator recorded a score of 3.56, the lowest but still significant. Ratings serve as a quick indicator of product quality. While detailed reviews remain important, high ratings provide consumers with an initial boost to assess whether a product fits their lifestyle. These ratings act as a simple filter that helps consumers connect a product with their consumption style. Once a lifestyle is established, high star ratings reinforce consumers' impulsiveness to purchase similar products.

The doubt reduction indicator scored 3.70, the highest alongside review authenticity. Reviews help consumers feel more confident before purchasing. This reduced doubt encourages consumers to quickly connect the product to their lifestyle. In the context of online fashion, certainty about size, material, and comfort eliminates rational barriers, making the lifestyle built from reviews more likely to trigger impulsive buying behavior.

The role of customer reviews as a lifestyle driver leading to impulse purchases is increasingly relevant in the context of Gen Z and Millennials. Gen Z are digital natives who are highly familiar with online platforms. They are accustomed to checking reviews before purchasing, even making them a primary factor in assessing a product's suitability to their lifestyle. Their impulsiveness is even greater because Gen Z tends to quickly follow trends and make spontaneous decisions when they see positive reviews.

Millennials, while more cautious, also rely heavily on reviews. They use reviews to ensure products not only meet their needs but also support their aspirational lifestyles. While often more critical, Millennials can still be driven to make impulse purchases if the reviews are convincing and align with their desired social identity. Thus, both Gen Z and Millennials are influenced by customer reviews. The difference is that Gen Z is quicker to respond

impulsively, while Millennials are more thoughtful, although they can still ultimately be driven to make unplanned purchases.

The results of this study are consistent with the Stimulus-Organism-Response (SOR) framework.(Mehrabian & Russell, 1974). Customer reviews act as an external stimulus that shapes the perception of consumers (organisms) and reinforces their lifestyle, which then encourages a response in the form of impulsive buying behavior.(Mehrabian & Russell, 1974). Furthermore, these findings support the theory of Planned Behavior. Customer reviews increase positive attitudes toward a product (attitude), reinforce social norms through the number of reviews (subjective norm), and reduce doubt, which increases behavioral control (perceived behavioral control). This combination of factors makes lifestyle a mediator that strengthens the influence of customer reviews on impulse buying.

Several previous studies support this finding. Positive reviews increase consumer confidence in purchasing, which ultimately reinforces a consumerist lifestyle.(Hilal & Astuti, 2022). Furthermore, other consumers' experiences shared through reviews can encourage product adoption in everyday lifestyles.(Chen & Ku, 2021). Furthermore, other research also confirms that Gen Z's consumerist lifestyle strengthens the influence of customer reviews on impulsive buying behavior.(Saputra & Sudarwanto, 2023b).

The Influence of Price Discounts Through Lifestyle on Impulsive Buying Behavior

Based on the results of the SEM-PLS test through bootstrapping, a path coefficient value of 0.166, a t-statistic of 4.758, and a significance value of 0.000 were obtained, which is smaller than the significance level of $\alpha = 0.05$. These results indicate that Price Discounts indirectly have a positive and significant effect on Impulsive Buying Behavior of online fashion products through Lifestyle as an intervening variable. With a coefficient value of 0.166, it can be interpreted that every increase in the effectiveness of the price discount strategy will strengthen consumers' consumptive lifestyle, which ultimately increases their tendency to make impulsive purchases of online fashion products by 0.166 units.

These findings demonstrate that price discounts not only directly influence consumer decisions but also shape broader consumption patterns. Discounts offered by e-commerce companies or fashion brands encourage consumers to incorporate online shopping into their daily lifestyle. This consumerist lifestyle then becomes a crucial intermediary, reinforcing the urge to make impulsive purchases.

The Price Discount variable in this study is constructed from seven main indicators: price affordability, the influence of discount information, the amount of the discount, the urge to buy immediately, the benefit of the purchase, unplanned purchases, and perceived added value. Each indicator contributes significantly to shaping lifestyles, ultimately reinforcing consumer impulse buying behavior.

The affordability indicator shows that consumers perceive discounts as making online fashion products more affordable and within their financial means. Lower prices resulting from discounts make consumers feel freer to purchase products they might not have previously planned. This affordability creates a lifestyle where consumers habitually purchase products because they perceive them as affordable and affordable. In the fashion context, this encourages consumers to expand their clothing or accessory collections to enhance their appearance. This habit fosters a tendency to make more frequent, impulsive purchases, especially when discounted products are offered again.

Discount information received through app notifications, promotional banners, social media, or online advertising has a strong influence on consumer consumption patterns. Respondents acknowledged that discount information is often the primary reason they open shopping apps, browse product catalogs, and ultimately make purchases. When discount information is delivered quickly and engagingly, consumers are encouraged to adjust their shopping activities. This information has become part of a modern digital lifestyle that relies on real-time notifications. The more frequently consumers receive discount information, the stronger their consumer lifestyle becomes, thus increasing the likelihood of making impulse purchases. The size of the discount is the most striking indicator influencing consumer behavior. Respondents showed higher interest when the discount offered was large, for example, 30%, 50%, or even up to 70%.

Significant discounts make consumers feel like they're getting a golden opportunity. This habit of hunting for big discounts fosters a lifestyle that's focused on cost-efficiency, yet also consumptive, encouraging them to buy more than they need. This discount-hunting lifestyle reinforces the urge to buy impulsively: the bigger the discount, the quicker consumers make spontaneous decisions without much consideration.

The urge to buy immediately arises because discount promotions are usually limited by time (flash sales, midnight sales) or stock levels. Respondents feel a high sense of urgency when they see a discount offer that is only valid for a short time. This urgency creates a new consumption pattern, where consumers are accustomed to making decisions as quickly as possible to avoid missing out on opportunities. This habit becomes part of a fast-paced, instantaneous, and momentum-based lifestyle. In the long term, this lifestyle triggers impulse buying because consumers are accustomed to reacting quickly to every discount offer.

The purchase benefit indicator shows that respondents felt satisfied and proud when they successfully obtained a product at a lower price than usual. This sense of satisfaction stems not only from fulfilling a need but also from the sensation of successfully "seizing an opportunity." This emotional satisfaction shapes a shopping lifestyle oriented toward seeking profit. Consumers are accustomed to waiting or seeking out specific moments to shop to achieve this satisfaction. Consequently, when a discount opportunity arises, they are driven to buy impulsively to rediscover the same satisfaction.

Unplanned purchase indicators show that many consumers purchase fashion products because they're attracted by discounts, not because they truly need them. Respondents admitted to frequently adding products to their shopping carts simply because they're tempted by discounts. This phenomenon fosters a consumerist lifestyle where shopping decisions are often driven by promotions rather than actual needs. This lifestyle automatically reinforces impulsive buying behavior, as consumers become accustomed to purchasing products solely because of discounts, without considering long-term benefits.

The perception of added value arises when consumers perceive that a price discount makes a product offer greater value for money. Respondents believe that products purchased at a discounted price provide greater satisfaction than products purchased at the full price. This perception creates a lifestyle that places discounts as a symbol of efficiency and pride. Consumers are accustomed to seeking added value from every online shopping transaction. The lifestyle fostered by this perception encourages consumers to make more impulse purchases when discounts are perceived as offering significant benefits.

The role of price discounts as a driver of a consumerist lifestyle that leads to impulsive purchases is particularly relevant for Gen Z and Millennials. Gen Z is a digital native generation highly accustomed to social media and e-commerce. They are more reactive to discounts due to the instant notifications they receive on shopping apps. Discounts are not only an opportunity to save money, but also part of the modern lifestyle and social trends they follow. Gen Z is more easily driven to make impulsive purchases because they want to stay up-to-date with the latest fashions. Millennials have slightly different characteristics. Although more critical in their decision-making, Millennials also consider discounts an important part of a frugal and smart lifestyle. However, they are still easily tempted to make impulsive purchases when they see significant discounts that are relevant to their aspirational lifestyle, for example, to support their professional appearance or social activities. Both generations are equally affected by price discounts, with differences in how they respond. Gen Z is quicker to make impulsive decisions, while Millennials tend to weigh things up first but are still prone to spontaneous purchases.

The results of this study are consistent with the Stimulus-Organism-Response (SOR) framework.(Mehrabian & Russell, 1974), where price discounts act as an external stimulus that shapes the consumer's (organism's) consumer lifestyle and ultimately produces a response in the form of impulsive purchasing behavior.(Mehrabian & Russell, 1974). Furthermore, these findings support the theory of Planned Behavior, which explains that consumer behavior is influenced by attitudes, subjective norms, and behavioral control. Price discounts reinforce positive attitudes toward purchasing, reinforce consumer norms through bargain hunting, and increase behavioral control because consumers feel more able to purchase previously expensive products.

A number of previous studies have strengthened this finding, showing that price discounts have a significant influence on impulse purchases, especially in the context of online fashion.(Sombe et al., 2023) (Hidayat et al., 2024).(Liu & Hu, 2019)found that discount-based promotions encourage consumers to react quickly so they buy more impulsively(Liu & Hu, 2019)Other research also confirms that Gen Z's consumerist lifestyle strengthens the influence of price discounts on impulsive behavior.(Saputra & Sudarwanto, 2023b).

5. Conclusions

Based on the results of the analysis of the study entitled "Analysis of the Influence of Customer Reviews and Price Discounts on Impulsive Buying Behavior of Online Fashion Products through Lifestyle as an Intervening Variable", it can be concluded that the variables of customer reviews and price discounts have a positive and significant effect on the lifestyle and impulsive buying behavior of online fashion product consumers.

This shows that the better the customer reviews and the more attractive the price discounts offered, the stronger the consumer's drive to make online shopping a part of their lifestyle and the greater the tendency to make impulsive purchases. Furthermore, the results of the study also show that lifestyle has a positive and significant effect on impulsive buying behavior. This means that the consumer lifestyle inherent in consumers, especially the younger generation who are active in the digital world, encourages them to make spontaneous purchases without prior planning, especially for fashion products whose trends change quickly.

In addition to their direct influence, this study also found that customer reviews and price discounts have an indirect and significant influence on impulse buying behavior through lifestyle as an intervening variable. Thus, lifestyle plays a significant role in mediating the relationship between external factors (reviews and discounts) and consumers' impulsive buying behavior. Overall, the results of this study confirm that a credible customer review-based

marketing strategy and attractive discount offers can increase impulse buying behavior, especially when combined with a deep understanding of the target consumer's lifestyle.

Based on these findings, it is recommended that online fashion businesses continue to optimize customer review features by presenting authentic, informative, and engaging testimonials to build trust and encourage impulse purchases. Furthermore, discount strategies need to be managed creatively and effectively to create a sense of urgency without compromising product quality. It is also crucial for businesses to understand the lifestyles of young consumers, who tend to be consumptive and digitally savvy, by designing marketing campaigns that align with their trends and values. With proper management, the combination of positive reviews, attractive discounts, and an understanding of consumer lifestyles will be able to increase impulse buying behavior and strengthen fashion brands' competitiveness on e-commerce platforms.

References

- Adisti, N., Isyanto, P., & Surmani, N. (2024). Analisis pengaruh program flash sale dan discount terhadap impulsive buying pada generasi milenial pengguna Shopee. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*. <https://doi.org/10.47467/alkharaj.v6i10.3022>
- Aditya, R. (2023). Lifestyle analysis, pocket money and financial literacy on consumptive behavior. *International Journal of Business Economics (IJBE)*, 4(2), 141–152. <https://doi.org/10.30596/ijbe.v4i2.13764>
- Bunyamin, B., Hm, M., & Hadidu, A. (2021). Analysis of lifestyle, price discount and product quality on impulsive buying in Issue clothing store. *Jurnal Ilmiah Pembangunan*, 2(1), 213–220. <https://doi.org/10.47492/jip.v2i1.623>
- Cantikasari, Y., & Basiya, R. (2022). Pengaruh motivasi hedonis, materialisme, dan shopping lifestyle terhadap pembelian impulsif. *E-Mabis: Jurnal Ekonomi Manajemen dan Bisnis*, 23(2), 33–43. <https://doi.org/10.29103/e-mabis.v23i2.857>
- Chen, C.-D., & Ku, E. (2021). Diversified online review websites as accelerators for online impulsive buying: The moderating effect of price dispersion. *Journal of Internet Commerce*, 20(2), 113–135. <https://doi.org/10.1080/15332861.2020.1868227>
- Darmawan, D. (2023). Studi empiris perilaku konsumen Aliexpress: Peran online consumer review, online customer rating, dan persepsi harga terhadap keputusan pembelian impulsif. *Jurnal Baruna Horizon*, 6(1), 1–13. <https://doi.org/10.52310/jbhorizon.v6i1.91>
- Febiani, T. (2023). Pengaruh ulasan pelanggan daring dan berbagi pengetahuan konsumen pada keputusan pembelian di TikTok Shop. *Brainy: Jurnal Riset Mahasiswa*, 4(2), 72–81. <https://doi.org/10.23969/brainy.v4i2.72>
- Ghozali, I., & Latan, H. (2020). *Partial least squares: Konsep, teknik dan aplikasi SmartPLS 3.0* (3rd ed.). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis* (7th ed.). Pearson.
- Hajriyanti, R., & Zahra, R. (2024). Pengaruh faktor yang mempengaruhi pembelian impulsif online produk fashion melalui siaran langsung: Perbandingan antara Instagram dan TikTok. *Jurnal Manajemen Terapan*, 1(2), 1–15. <https://doi.org/10.63447/jmt.v1i2.1055>
- Hidayat, F., Riofita, H., & Penelitian, A. (2024). Pengaruh diskon dan promosi terhadap perilaku pembelian impulsif di era digital pada platform e-commerce. *Jurnal Kolaboratif Sains*, 7(11), 4196–4201. <https://doi.org/10.56338/jks.v7i11.6400>
- Hilal, A. K., & Astuti, S. P. (2022). The role of online customer reviews in increasing impulsive purchase of fashion products online with customer trust as a mediator. *Journal of Management and Islamic Finance*, 2(2). <https://doi.org/10.22515/jmif.v2i2.5279>
- Kementerian Perdagangan Republik Indonesia. (2024). *Perdagangan digital (E-commerce) Indonesia periode 2023* (pp. 1–8).
- Lestari, M., & Sinambela, F. (2023). Analysis of factors that influence impulsive buying with positive emotion as a mediator. *Assets: Jurnal Ekonomi, Manajemen dan Akuntansi*, 13(2). <https://doi.org/10.24252/assets.v13i2.41579>
- Liu, Y., & Hu, L. H. (2019). Website attributes in online impulse buying: An empirical investigation on consumer perceptions. *Decision Support Systems*, 125, 113–122.
- Lubnah, A. I., & Latief, J. (2024). Exploring the impact of lifestyle choices on consumptive behavior. *Jurnal Ecogen*, 7(3), 439–450. <https://doi.org/10.24036/jmpe.v7i3.16276>

- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.
- Prasetyo, E. B., Sopiah, & Zen, F. (2020). The effect of discount price on purchasing intentions through consumer's perceived risk in the flash sale program at Shopee. *Advances in Economics, Business and Management Research*, 124, 633–643. <https://doi.org/10.2991/aebmr.k.200305.129>
- Prawira, N. A., & Sihombing, S. O. (2021). Antecedents of online impulse buying behavior: An empirical study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(2), 533–543. <https://doi.org/10.13106/jafeb.2021.vol8.no2.0533>
- Rahmadhani, O. D., & Fikriyah, S. M. (2025). Pengaruh belanja online dan perilaku konsumtif terhadap pengeluaran keuangan bulanan Gen Z. *Jurnal Ekonomi Digital*, 2(1), 2306–2314.
- Rahman, A. M., Amelia, W. R., Nasution, F. A., & Zulham, Z. (2022). The influence of online customer review and online customer rating on purchase decisions at Tokopedia (Case study of Tokopedia users in Medan District, Johor). *Dharmawangsa: International Journal of the Social Sciences, Education and Humanities*, 3(1), 23–33. <https://doi.org/10.46576/ijs-seh.v3i1.2975>
- Ramadhani, D. A., Pradiani, T., & Fathorrahman, F. (2023). Pengaruh promo harga pengiriman terhadap keputusan berbelanja di Shopee dengan lifestyle sebagai variabel intervening. *Al Qalam: Jurnal Ilmiah Keagamaan dan Kemasyarakatan*, 17(5), 3311–3320. <https://doi.org/10.35931/aq.v17i5.2642>
- Rika, A. W., Basalamah, M. B., & Rahmawati, R. (2021). Pengaruh lingkungan teman sebaya, viral marketing, dan customer online review terhadap keputusan pembelian impulsif secara online di Shopee (Studi kasus mahasiswa Fakultas Ekonomi dan Bisnis angkatan 2018 Universitas Islam Malang). *E-JRM: Jurnal Ilmiah Riset Manajemen*, 10(13), 120–133.*
- Saputra, V. R. J., & Sudarwanto, T. (2023). Pengaruh gaya hidup, kepercayaan dan kemudahan terhadap keputusan pembelian menggunakan ShopeePayLater masyarakat Kota Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 11(2), 168–178.*
- Sari, D. K., Maulidiah, N. L., & Nugroho, T. T. (2024). The effect of lifestyle, consumer trust, and perceived value on purchase intention of thrift shop in Sidoarjo. *Airlangga Journal of Innovation Management*, 5(2), 306–320. <https://doi.org/10.20473/ajim.v5i2.57719>
- Sombe, R., Pongtuluran, A., & Pagiu, C. (2023). Pengaruh online customer review dan diskon harga terhadap online impulsive buying pengguna Shopee. *Sammajiva: Jurnal Penelitian Bisnis dan Manajemen*, 1(4). <https://doi.org/10.47861/sammajiva.v1i4.567>
- Sugiyono. (2013). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2019). *Metode penelitian bisnis*. Alfabeta.
- Syarifah, E., & Karyaningsih, K. (2021). Pengaruh online customer review dan kepercayaan terhadap minat beli pada marketplace Lazada. *Economics and Digital Business Review*, 2(2), 222–231. <https://doi.org/10.37531/ecotal.v2i2.87>
- Wardah, N. A., & Harti. (2021). Pengaruh gaya hidup berbelanja dan promosi penjualan terhadap pembelian impulsif Avoskin di Shopee. *MANDAR: Management Development and Applied Research Journal*, 4(1), 121–132.*
- Wibowo, W., & Ayuningtyas, F. (2024). Generasi Z sebagai konsumen masa depan: Karakteristik, preferensi, dan tantangan baru. *Buana Komunikasi: Jurnal Penelitian dan Studi Ilmu Komunikasi*, 5(5), 90–99. <https://doi.org/10.32897/buanakomunikasi.2024.5.2.3937>