

MARKETING | RESEARCH ARTICLE

Analysis of Psychological Factors and Free Shipping on Online Impulse Buying in Modest Fashion

Muhamad Yusuf¹, Yolanda Masnita², Husna Leila Yusran³

^{1,2,3} Department of Marketing Management, Faculty of Economics and Business, Universitas Trisakti, Jakarta, Indonesia.
Email: 022002201046@std.trisakti.ac.id¹, yolandamasnita@trisakti.ac.id², husna.leila@trisakti.ac.id³

ARTICLE HISTORY

Received: December 13, 2025

Revised: January 08, 2026

Accepted: February 21, 2026

DOI

<https://doi.org/10.52970/grmapb.v6i2.1960>

ABSTRACT

This research draws attention to impulsive buying behavior in a vibrant and booming modest fashion industry, one of the most significant contributor segments to e-commerce in Indonesia. Part of the difficulty is that consumers are increasingly making additional online impulsive purchases driven by psychological triggers and marketing efforts that prompt rapid, unplanned buying decisions. To investigate, the paper explores hedonic motivation, positive emotions, perceived trust, and online shopping attitude, along with free shipping, applying the Self-Determination Theory (SDT)- based model to the factors that incite impulsive purchase. Positive emotions and perceived trust are two of the most significant indicators (positive frailties) in standardized results for online impulse buying, with no direct effect from free shipping. Based on these findings, the study suggests that future research is needed to consider social cues and interface design factors to better understand impulse buying among MF consumers online and to develop marketing strategies that enhance the emotional experience.

Keywords: Modest Fashion, Impulse Buying, Hedonic Motivation, Positive Emotions, Perceived Trust, Online Shopping Attitude, Free Shipping, Self-Determination Theory.

JEL Code: M31, D91, D12, L81.

I. Introduction

In many online shopping transactions, consumers may even purchase items they did not intend to buy because unexpected stimuli trigger on-the-spot decisions. This kind of fast decision-making, which is usually automatic and made without conscious reflection, is labeled by some scholars as online impulse purchasing (Li et al., 2022). Regarding e-commerce, online purchase decisions are highly influenced by impulsive buying behavior, suggesting that impulsiveness is a core trait in the digital consumption context (Azizah et al., 2022). The burden of buying is also driven by social-psychological factors, for example, customers' emotions, mood-lifting, and a 'silent tingle' when consumers shop for e-tail modest fashion in Indonesia. 'Buy' now, think later. Thus, the act of buying is no longer a deliberate response that occurs in digital stores.

Perceived trust and online impulse buying: Several previous studies have shown that perceived trust significantly influences online impulse buying (Fadila et al., 2022). However, other scholars report different results (the perceived trust not having a direct impact on online impulse buying) (Sulaiman et al., 2025). These



results contradict each other; therefore, this study aims to reconfirm the trust-relevance, particularly in the modest-fashion online context. A couple of researchers identify others to check whether intrinsic motivation, such as hedonic and positive media bounce, mediates the effect of online shopping attitude and perceived trust on a plummet back into impulsive buying behavior (Sholihah et al., 2025). However, this study adds a new element by including free shipping as an independent factor. This notion is based on Yudha et al. (2025), who concluded that free shipping could prompt consumers to engage in impulse buying. Free shipping means less pain. People always feel free shipping is a bonus; they think the purchase becomes 'lighter' and worth it, so they buy even without a plan.

The objective of this study is to make two-fold contributions. Regarding managerial implications, the finding may indicate modest-fashion retailers and e-commerce sites which marketing tactics could be better used, presumably by creating a more amusing shopping environment and increasing customer trust, since these two factors seem most potent for motivating impulse purchases. From an academic perspective, this study contributes to the literature on consumer behavior by applying SDT to hedonic motivation that triggers positive emotion, thereby increasing trust, consumption intention, and impulsive purchase in modest-fashion e-commerce. Conclusion: This study presents empirical evidence from SEM results that clarify the psychological mechanism underlying Indonesian consumers' unplanned online purchases, a mix of inner motivation, emotional state, trust, and digital promotion dynamics.

II. Literature Review and Hypothesis Development

Theoretical background and hypotheses. This section describes the theoretical rationales and empirical evidence that underlie the development of the hypotheses. Self-Determination Theory (SDT) suggests that human behavior depends on how well these three fundamental psychological needs are satisfied: autonomy, competence, and relatedness. When these parts are satisfied, people will be more intrinsically motivated toward their behaviors and will be reinforced with superior levels of performance, creativity, and other well-being. However, when those needs are frustrated, motivation declines, and people move due to extrinsic reasons instead (Horvath & McColl, 2013). The present analysis extends the online impulse buying literature by incorporating motivational, attitudinal, affective, and promotive variables to understand modest fashion-related online impulse purchases. Intrinsic motivation is when shoppers shop because they love it, not just because advertisements push them (Buil & Mata, 2024). Attitude toward online shopping. Discuss how the consumer possesses a positive view of the purchase decision and the system of e-commerce. (Hertaswari & Dewi, 2021). Perceived trust refers to the extent to which a consumer believes that this system's environment is safe and reliable (Shareef et al., 2013); and the trust of site security that protects their info, even if it is an easily accessible site (Damayanti & Damayanti, 2024). The dependent variable, online impulsive purchasing, refers to a nonsystematic, quick, emotion-triggered tendency to make purchases during online shopping (Li et al., 2022).

2.1. Modest Fashion

There is an interesting and discernible interest in the modest fashion market, a sector with distinctive consumers influenced by religious beliefs, modern identity, and knowledge of how cultures can go digital (Thalib et al., 2023). For some women, wearing hijab also means something spiritual and religious, and at the same time, it becomes a simple, modest fashion item (Irvan et al., 2024). The hijab is not only representative of moral or religious identity but also of one's cultural heritage for Muslim women (Mutmainnah, 2025). However, hijab is sometimes stereotyped as a sign of backwardness for Muslim women, and there are negative assumptions about career or independence. Modern discussions show pictures that are much more complex than the old stereotype. Even if some people think hijab is restrictive, new studies show that many hijab users wear it because of personal satisfaction, like strong faith feelings or connection with others who share the same values. It shows how personal freedom mixes with cultural hegemony. Social media also plays a heavy

role in shifting people's perceptions. The hijab transforms from a pure religious sign into a social-cultural marker visible online. "Hijab influencer framing hijab as modern lifestyle, fashionable item, and self-expression form" (Fitri & Nursyabani, 2024). The message around hijab also received encouragement from the fashion industry. "Collab between fashion brands and influencers creates modern hijab style, aesthetic, but still on the essence of religious (Manzoor et al., 2024). This transition proves that hijab is not at variance with modernity but instead fits in with global fashion trends, which can accommodate religious identity and the politics of lifestyle choice. As more and more Muslim women become present in digital spaces, the hijab no longer symbolizes shame but rather identity, freedom, and cultural confidence.

2.2. Online Impulse Buying

Impulse purchases. Online impulse purchasing is defined as fast decision-making in the virtual marketplace, made without advance deliberation or driven by emotions. Existing research shows that online trust issues and store environment predict impulsive buying behaviour due to the enjoyment mechanism, highlighting the role of affective processes in digital consumption behaviour (Cahyani & Artantii, 2023). This illustrates how mental state and website usability influence impulsive behaviour. Promotion strategies like free shipping and flash sales also make impulse buying stronger (Aqsa et al., 2022) Find these two increase online impulse buying directly, or through positive emotion as a mediator. The overall shopping experience also plays a significant role (Defni & Sari, 2024) report that the online shopping experience improves attitudinal loyalty, which later increases impulse buying, although self-control determines how far loyalty drives impulsiveness. Another study shows customer involvement also pushes impulse tendency (Wahyuni et al., 2025). This argument is supported by empirical evidence showing that promotion, online customer reviews, and rating perceptions significantly influence consumers' decisions to use e-commerce platforms, reinforcing the role of promotional cues in shaping online buying behavior (Adhara & Supriyono, 2025).

2.3. Hedonic Motivation

Hedonic motivation: consumer's inner-driven desire for pleasure, fun, and emotional satisfaction in the shopping process. In the context of online, this motivation has led consumers to physically explore products while enjoying web interaction (Hellyani et al., 2024)The study suggests that the hedonic dimension, in the form of exploring new items and emotional delight, relates to impulse purchasing behavior in the fashion online market. Hedonic motivation is an internal antecedent of online shopping behavior, and positive emotion is a result of affective experience in an online shopping environment (Hirschman & Holbrook, 1982) Argue that individuals motivated by hedonism seek emotional pleasure, not just product performance. While early work lays the foundation for hedonic consumption, recent scholarship demonstrates that these motivations manifest differently in DC and SC settings. Recent studies also found that hedonic push induces a sense of satisfaction through online shopping (Anand et al., 2019). Visual exploration and interaction of a product's content can generate strong positive emotions (Nabela & Prihandono, 2025). Owing to Self-Determination Theory and hedonic consumption theory, relative to negative emotion, this suggests that the higher the level of hedonic motivation among consumers during online shopping, the stronger their positive emotions will be. A positive attitude toward online shopping can grow from a hedonic push that makes the whole shopping experience enjoyable (Al-Khateeb et al., 2023) Saying 'pleasure from shopping' helps shape this positive attitude. Utami et al. (2025) Add that fun experience to increase involvement and interest on the digital platform. Based on these findings, hedonic motivation strongly influences the formation of online shopping attitudes.

H1: Hedonic motivation has a positive and significant effect on positive emotions

H2: Hedonic motivation has a positive and significant effect on online shopping attitude

2.4. Positive Emotion

Positive emotion in online shopping typically refers to the happy, satisfied, or excited feeling that arises when users interact with an e-commerce platform. This emotional state can show up when the site looks nice, the shopping experience feels smooth, or a promotion makes the buyer feel hyped. When people feel good, they usually start to trust the platform more easily. These emotional effect later push their next behavior and influence how the business grows (Aldiera & Yusran, 2022). Emotions that run positive during online purchasing also shape how consumers judge the activity itself. Lee & Chen (2021) show that comfort and value perception increase when the buyer is in a good affective mood. They also say that positive emotion makes people more open to new digital experiences, like online shopping. (Putri & Pinandito, 2023) add that happy feeling, which makes users accept the online shopping environment more easily because they believe enjoyable moments look trustworthy. So, stronger positive emotion typically builds a stronger online shopping attitude. According to S. Zhang et al. (2023) When buyers are in a cheerful mood, they usually perceive the digital environment as less risky, making trust easier. Susanto (2022) Also, say that happiness and satisfaction in the shopping context increase perceived trust. Another study reports that positive emotion reinforces a sense of safety and platform credibility (Abikari, 2024). Cuong (2024) Later, it is argued that positive emotional experiences increase consumer trust in their online shopping system. As a result, many empirical studies show that positive emotion is an essential factor in increasing perceived trust.

H3: Positive emotions have a positive and significant effect on online shopping attitude

H4: Positive emotions have a positive and significant effect on perceived trust

2.5. Online Shopping Attitude

Online shopping attitude refers to how consumers evaluate online buying activities, such as convenience, ease, and the reliability of the e-commerce platform. This attitude is important because it can push toward impulsive decisions. Research by (Nalchigar & Weber, 2016) In a large-scale study, browsing habits and evaluations of e-commerce sites shape users' shopping patterns and purchase choices. A positive attitude also gets stronger when trust in an online store exists. Cahyani & Artantii (2023) Find that online customer trust and store environment influence online impulse buying, suggesting that attitude combines cognitive (trust) and behavioral (shopping orientation) components. A positive attitude toward online shopping usually increases the risk of impulsive buying. Escobar-Farfán et al. (2025) report that users who welcome e-commerce platforms are more likely to make impulsive purchases. (Huo et al., 2023) Also, note that a comfortable online shopping feeling directly impacts impulsive actions. Ainurrafiq & Ainurrafik (2024) state that shopping satisfaction boosts buying intention. Ngo et al (2024) Find that higher trust makes consumers more sensitive to short-term offers and personal recommendations. These findings highlight the theoretical and managerial importance of online shopping attitude as a key determinant of impulsive buying behavior.

H5: Online shopping attitude has a positive and significant effect on online impulse buying

2.6. Perceived Trust

Perceived trust refers to consumers' subjective beliefs that the e-commerce platform and seller are honest, secure, and will keep their privacy. Trust is crucial online because buyers cannot touch the item and must rely solely on digital information. This trust is built on originality, honesty, and the platform's consistent delivery of its service. Website quality and presentation of product information also shape this trust level. Clear description, customer feedback, and payment security help increase trust. However, manipulative interface design or dark-pattern behavior that breaks user expectations (Voigt et al., 2021) can erode trust because users feel annoyed or deceived. Regarding impulsive online buying, perceived trust is a primary driver that

encourages buyers to buy without a plan. When users feel safe, they reduce risk-taking and focus more on enjoyment, so impulsive action becomes easier. Research from Cahyani & Artantii (2023) shows that high trust pushes impulsive buying of fashion products because security lets consumers react quickly after seeing visual stimuli or attractive promos. So, higher perceived trust increases the likelihood of impulsive behavior in online shopping.

H6: Perceived trust has a positive and significant effect on online impulse buying

2.7. Conceptual Framework

From the broad reading and the way all variables kind of bump into each other, this study presents a conceptual sketch that shows how hedonic motivation, positive emotion, online shopping attitude, perceived trust, and free shipping mix and push people toward online impulse buying in the modest fashion area. The idea goes like this: when someone feels a hedonic push, it usually sparks a positive mood, and this mood weirdly makes trust in the e-commerce system stronger, which can then drag the buyer into sudden buying. Meanwhile, attitudes toward online shopping and external factors such as free shipping were also examined as potential influences on spontaneous choice. All of this basically tells the psychological moving and digital promo that shape consumer behavior in the e-commerce era, and Figure 1 shows the visual map this research uses as the main frame.

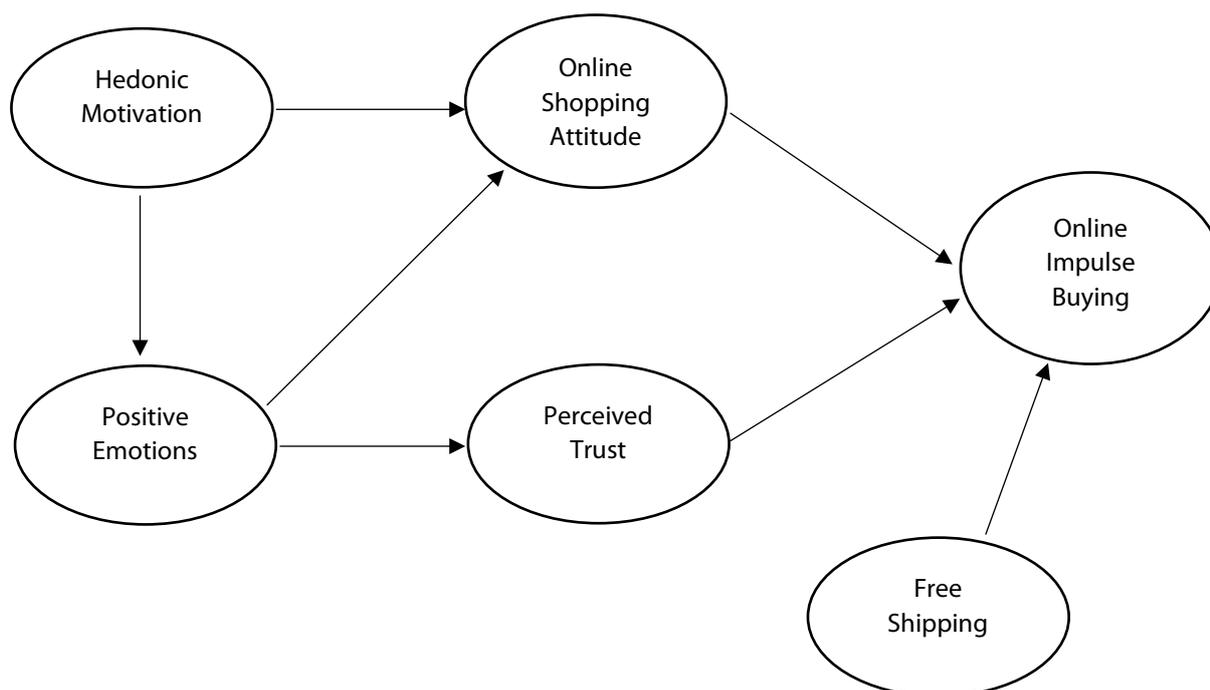


Figure 1. Conceptual Framework
Illustrating the relationships among research variables in the modest fashion context.

2.8. Free Shipping

Free shipping is a strong promotional push in online consumer behavior, especially in driving impulsive purchases. Aprilia et al. (2023) find that both free shipping and discounts positively influence impulsive buying among Gen-Z Shopee users. This free shipping also creates an emotional effect and

generates positive feelings that trigger impulsive action. Permatasari et al. (2023) Also, report that free shipping makes Shopee users feel good and leads to impulse purchases. Managerial implication: Free shipping may not always have the same effect across market segments, so it must be implemented wisely. Rizkiyah et al. (2025) show that free shipping, combined with discounts, cashback, and special offers, increases impulsive buying among student e-commerce users. These findings suggest that e-commerce platforms should strategically design free shipping policies to stimulate impulsive buying while maintaining long-term consumer trust. Free shipping offer reduces the extra-cost barrier that typically makes buyers hesitate before purchase (Istikomah & Hartono, 2022). When perceived total price risk decreases, consumers perceive the deal as more advantageous and buy without much planning (Z. Zhang et al., 2022). This strategy also builds psychological satisfaction and a sense of urgency, as it feels like a rare opportunity, which can push impulsive behavior in online shopping (Ramadhan & Nugraha, 2025). Recent studies indicate that free shipping raises perceived transaction value and amplifies the emotional push to buy immediately (Abdullah Sanda & Basalamah, 2021).

H7: Free shipping has a positive and significant effect on online impulse buying

III. Research Method

A quantitative explanatory research design is used in this study to test for cause-and-effect relationships among hedonic motivation, positive emotions, perceived trust, online shopping attitude, free shipping, and online impulse buying behavior in the context of modest fashion e-commerce. Although it is a model-based research (Sholihah et al., 2025; Yudha et al., 2025), this paper provides an integrated framework of emotional (positive/negative), cognitive, and promotional factors, drawing simultaneously on the modest fashion e-commerce context, which is considered online impulse buying with psychological push and promo facility, free shipping. A quantitative approach is chosen since it can explain the phenomena more objectively using numerical data and statistical tests. The study used a survey design, and the questionnaire was administered online to individuals who met the study's criteria.

3.1. Types and Sources of Data

To determine the type of data and sources used in this study that support the research model. The study used primary field data collected from respondents via a questionnaire. The instrument uses a construct indicator based on a previous empirical study. Sholihah et al. (2025), who investigated online impulse purchase behaviour in a modest fashion context. The respondents were those who had bought modest fashion products online (purchases made through the internet on platforms such as Shopee, Tokopedia, Lazada, and other e-commerce websites). Ethical issues were taken into account in the study, guaranteeing voluntary participation from the respondents, informed consent, and their complete anonymity during data collection. Furthermore, this research also relied on secondary data collected from relevant books, articles, academic journals, and past publications to provide evidence for the theoretical framework and the conceptual model.

3.2. Population and Sample Criteria

This study targets Muslim women in Indonesia who have conducted online shopping and focuses on purchase impulse among them, specifically in the context of this research: Muslimah fashion products. Interview participants were purposively selected according to the research criteria. The inclusion criteria included female gender and age of at least 17 years, making an online purchase of modest fashion at least

once in the past six months using an e-commerce platform. This method of data collection ensured that all participants had experience with online modest fashion shopping.

The adopted sample size was based on the recommendations by Hair et al. (2019), which suggest sampling 5–10 participants per indicator in SEM-type research. As such, given the 24 items used, a sample size of 120 to 240 respondents was sought. For better reliability, the study focused on and collected data from 145 respondents. The survey we used essentially grouped participants into several segments to align with the research aim. The first part is the consent form and screening question. This section consists of two requirements for a person to respond: she is a female and within the age range for Millennials or Generation Z.

Table 1. Respondent Demographics

Measurement	N	%
Age (years-old)		
≤ 17	7	4.7
17 – 22	100	67.1
23 – 28	32	21.5
> 28	10	6.7
Employment Status		
Student	104	69.8
Employed	42	28.2
Housewife	2	1.3
Unemployed	1	0.7
Income		
< Rp. 1.000.000	37	24.8
Rp. 1.000.000 – Rp. 3.000.000	50	33.6
Rp. 3.000.001 – Rp. 5.000.000	26	17.4
> Rp. 5.000.000	36	24.2

All women are respondents in this research, as Muslim women play a significant role as the primary consumers of modest fashion products. Recent research shows that it is the Muslim women who contribute mainly to the development of this industry by searching for clothing that mixes modesty and fashion (Kamaruddin et al., 2025). In terms of age, the respondents are mostly Generation Z and millennials. Most of them are aged 17–22 years (100 responses), while others are aged 23–28 years (32 responses) and above 28 years old (10 responses). A small number (7) were under 7, likely due to a data entry error. In terms of employment status, most respondents are students (104 people). This is followed by those currently working (42), housewives (2), and one respondent who is not working. In terms of income, a majority (50 respondents) earn IDR 1–3 million per month. Furthermore, 37 respondents belong to the group that earns below IDR 1 million, 26 within IDR 3-5 million, and those who earn above IDR 5 million per month make up 38%.

3.3. Data Analysis Method

This study used Structural Equation Modeling (SEM) with AMOS to investigate complex causal relationships among multiple latent variables simultaneously. We selected this tool because it can estimate the causal effect with harder-to-see causes, even with small samples, and when the model assumption (normal distribution) is not as strict (Hair et al., 2019). SEM AMOS matches the research on consumer behavior, which is too much on psychological constructs such as hedonic motivation, positive emotions, online shopping attitude, perceived trust, and free shipping. The first phase of analysis consisted of testing the outer model by examining convergent validity through factor loadings and AVEs, and reliability using Cronbach's Alpha and

Composite Reliability. Factor loadings (> 0.50) and AVEs (> 0.50) were used to assess convergent validity, and reliability was assessed using Cronbach’s Alpha and Composite Reliability (CR) (> 0.70).

After the measurement model has already passed the validity and reliability checks, the analysis moves to the structural model (inner model) using covariance-based SEM in AMOS. The structural model focuses on testing direct effects among the latent variables, as specified by the hypothesis. Hypothesis test uses the Critical Ratio (C.R.) and p-value for each path. At the 5% significance level ($\alpha = 0.05$), a hypothesis is accepted when C.R. > 1.96 and p-value < 0.05, indicating the variable relation is statistically significant. If C.R. < 1.96 and p-value > 0.05, then the hypothesis is rejected. This approach helps show the direction and strength of the direct impact from the independent variable to the dependent variable in online impulse buying behavior among modest fashion consumers, so the study can see clearly which factors actually push people into impulsive online purchases.

IV. Results and Discussion

This study builds one conceptual map, primarily based on recent academic writings and empirical findings on how modest fashion consumers behave in online shopping, and the model is tested with PLS-SEM because the causal relations are somewhat complex. The model is trying to picture how today’s consumer behavior moves inside digital life, where sudden buying decisions do not appear alone but come from a mix of internal psychological factors, like hedonic motivation, positive emotions, online shopping attitude, and perceived trust, as well as external triggers like free shipping promotions. Inside the structure, positive emotions and perceived trust serve as a middle bridge, carrying the effects of hedonic motivation and other variables toward online impulse buying, thereby providing a clearer understanding of how emotional feelings, trust, and promotional incentives drive unplanned buying in modest fashion e-commerce.

4.1. Result of Study

4.1.1. Validity and Reliability Test

Table 2. Measurement Results (Factor Loading, AVE, Cronbach's Alpha(α), and Composite Reliability)

Variable	Indicator	Factor Loading	AVE	Cronbach’s Alpha (α)	Composite Reliability (CR)
Hedonic Motivation (Wulanda et al., 2025)	1. I shop online because it provides enjoyment for me.	0.781	0.562	0.737	0.836
	2. I feel happy when browsing modest fashion products online.	0.651			
	3. Online shopping is an entertaining activity for me.	0.774			
	4. I shop online to experience pleasure, not merely to purchase products.	0.784			
Positive emotion (Wulanda et al., 2025)	1. I feel happy when viewing attractive, modest fashion products online.	0.802	0.636	0.807	0.874
	2. I feel enthusiastic when I find products that match my preferences in online stores.	0.732			
	3. I feel satisfied every time I shop online.	0.838			
	4. Online shopping makes me feel excited and joyful.	0.813			

Variable	Indicator	Factor Loading	AVE	Cronbach's Alpha (α)	Composite Reliability (CR)
Online shopping attitude (Mahemba & Dewi, 2022)	1. I consider online shopping to be a beneficial activity.	0.875	0.703	0.853	0.904
	2. I have a favorable view of online shopping.	0.857			
	3. Online shopping is an enjoyable way to fulfill my needs.	0.822			
	4. I enjoy online shopping more than shopping directly in physical stores.	0.797			
Perceived Trust (Baskara & Sukaatmadja, 2016)	1. I believe that online shopping platforms protect my personal data.	0.813	0.729	0.874	0.915
	2. I trust that the products displayed in online stores match the descriptions provided.	0.870			
	3. I am confident that transactions on online shopping platforms are secure and reliable.	0.849			
	4. I believe that online sellers provide honest and trustworthy services.	0.881			
Free Shipping (Yudha et al., 2025)	1. I feel more motivated to purchase modest fashion products online when free shipping is offered.	0.857	0.742	0.822	0.856
	2. I feel that free shipping makes the total purchase cost seem lower and more advantageous.	0.890			
	3. I prefer e-commerce platforms that offer free shipping services.	0.836			
Online Impulse Buying (Sholihah et al., 2025)	1. I often make spontaneous purchases when shopping online.	0.865	0.742	0.905	0.934
	2. I have purchased products without prior planning because I was attracted to their online appearance.	0.881			
	3. I find it difficult to resist buying when I see attractive online promotions.	0.863			
	4. I often make quick purchasing decisions without extensive consideration when shopping online.	0.922			

Table 2 shows the outer model results, indicating that all indicators pass convergent validity because factor loadings are above 0.50 for each item, so the indicator quality is good at explaining the latent construct. The Average Variance Extracted (AVE) is also above 0.50 for all constructs, which means each construct can explain more than half of the indicator variance. For reliability, Cronbach's Alpha and Composite Reliability are both above 0.70 for each variable, including hedonic motivation, positive emotions, online shopping attitude, perceived trust, free shipping, and online impulse buying. Overall, the results show the instrument is valid and reliable, and ready for deeper analysis.

4.1.2. Model Testing and Hypothesis Testing

Goodness-of-fit analysis indicates that this SEM model falls into the acceptable and workable category. RMSEA = 0.078 is below 0.10, so the model fits pretty well. Other indices, such as IFI (0.906) and CFI (0.904), are also above 0.90, indicating a good fit with the baseline model. Meanwhile, NFI (0.819), TLI (0.891), and RFI (0.793) are slightly below ideal scores but still acceptable, given that AMOS SEM is very sensitive to smaller sample sizes. CMIN/DF = 1.885 falls within the recommended range of 1–5, indicating the model fit is good in general. AIC and ECVI values near saturated models also show no overfitting. In total, this combination of numbers confirms that the model has sufficient goodness-of-fit and can be used for the structural conclusion stage.

Table 3. Hypothesis Testing Analysis Results

Hypothesis	Relationship	Coeffitient	C.R.	P – Value	Conclusion
H1	Hedonic Motivation → Positive Emotions	0.718	6.734	0.000	Supported
H2	Hedonic Motivation → Online Shopping Attitude	-5.279	-0.603	0.273	Unsupported
H3	Positive Emotions → Online Shopping Attitude	8.711	0.732	0.232	Unsupported
H4	Positive Emotions → Perceived Trust	1.276	7.528	0.000	Supported
H5	Online Shopping Attitude → Online Impulse Buying	0.069	1.099	0.350	Unsupported
H6	Perceived Trust → Online Impulse Buying	0.757	3.488	0.000	Supported
H7	Free Shipping → Online Impulse Buying	0.140	0.386	0.136	Unsupported

4.2. Discussion

4.2.1. The Effect of Hedonic Motivation on Positive Emotions

Hedonic motivation shows a positive and significant effect on positive emotions ($\beta = 0.781$, C.R. > 1.96, $p < 0.05$). This result means that when consumers feel more fun, excitement, and emotional experience while looking at modest fashion products, the positive emotion they feel also becomes stronger. In online shopping, activities like browsing recommendations, visual exploration, and finding new outfits provide excitement, satisfaction, and a joyful feeling that directly trigger positive emotions. Theoretically, this result aligns with the Hedonic Consumption concept. Hirschman & Holbrook (1982) which said that an enjoyable consumption experience will produce a positive affective response. Modest fashion is a visual, trend-based, and identity-related product category, so consumers can experience aesthetic pleasure when searching for items. The strong relation in this study indicates that modest fashion consumers do not just buy for functional needs but also to feel emotional satisfaction, improve mood, and express identity through their outfit choices. In the Indonesian modest-fashion scene, the most significant part of buyers are Gen Z and millennial females, and this group reacts very quickly to anything visual on the screen. Things like outfit suggestions, color choices, and a pretty aesthetic layout can make them feel “happy” and “so excited” very easily. Because of that, the strong effect of hedonic motivation on positive emotions in this study shows that e-commerce platforms that deliver an enjoyable shopping experience are more likely to create a positive mood that later becomes the basis for impulsive buying behavior.

4.2.2. The Effect of Hedonic Motivation on Online Shopping Attitude

Hedonic motivation did not turn out to have a significant effect on online shopping attitude ($\beta = -5.279$, C.R. < 1.96 , $p > 0.05$). This means that even if consumers feel fun, entertained, or enjoy online browsing, that emotional feeling does not automatically create a stable, positive attitude toward online shopping in general. In a modest context, people are more likely to chase momentary joy when seeing a cute product, but they do not use that joy as a long-term evaluation of online shopping. Hedonic motivation is very momentary, while attitude is cognitive and more stable, so the two do not walk together. This non-significant relation can also be understood because modest-fashion shoppers are usually more influenced by short-lived emotional sparks (like excitement or aesthetic pleasure) than by cognitive thinking about the benefits or comfort of online shopping. Many respondents are Gen Z or students who have long used e-commerce, so their attitudes are already formed and not easily changed by a momentary hedonic push. So, hedonic motivation hit strong on emotion, but it was not strong enough to move the long-standing shopping attitude.

4.2.3. The Effect of Positive Emotions on Perceived Trust

Positive emotions have a significant positive effect on online shopping attitude ($\beta = 1.276$, C.R. > 1.96 , $p < 0.05$). However, even if attitudes toward online shopping improve, it does not have enough force to make consumers buy impulsively. People may see online shopping as convenient, but that does not mean they will suddenly buy modest fashion items without thinking. Impulsive buying is emotional and sudden; attitude is cognitive and stable, so both are not moving in the same direction.

4.2.4. The Effect of Online Shopping Attitude on Online Impulse Buying

Online Shopping Attitude also does not show a significant effect on Online Impulse Buying ($\beta = 0.069$, C.R. < 1.96 , $p > 0.05$). This indicates that impulsive choices are driven more by affective factors such as excitement, attractive visuals, or trust, rather than rational beliefs about the convenience of online shopping. Modest-fashion shoppers act spontaneously because they like the item's look, price, or color, not because they feel positive toward the platform. This helps explain why attitude is not a direct antecedent of impulsive buying in this study's results.

4.2.5. The Effect of Perceived Trust on Online Impulse Buying

Perceived Trust has a positive and significant impact on Online Impulse Buying ($\beta = 0.757$, C.R. > 1.96 , $p < 0.05$). This implies that when consumers trust the seller or the platform, they are more likely to engage in impulsive buying. The finding also shows that free shipping itself does not force customers to buy suddenly. In the Indonesian e-commerce environment, free shipping has already become the norm and is not treated as a special bait that can firmly push impulsive buying.

4.2.6. The Effect of Free Shipping on Online Impulse Buying

Free Shipping also does not show a significant effect on Online Impulse Buying ($\beta = 0.140$, C.R. < 1.96 , $p > 0.05$). This indicates that impulsive buying in the modest-fashion category is less driven by financial incentives (such as free shipping) and more by emotional drivers, such as visual attraction or trust. Shoppers give in to impulse because they like the design or feel safe with the seller, not because the delivery cost is reduced. This helps explain why free shipping is not the primary motivator of impulsive buying in this research.

V. Conclusion

As indicated by the SEM, hedonic motivation has a substantial impact on positive emotion ($\beta = 0.718$), which in turn affects perceived trust ($\beta = 1.276$) and online impulse buying ($\beta = 0.757$). The outcomes of the structural model: hedonic motivation significantly influences positive emotions, which, in turn, increase perceived trust and online impulse buying behavior. These results are in line with the hypothesis-testing outcome discussed. "The younger buyers we're talking Gen Z and millennial, to be honest, get triggered so much just by the fancy product view, smooth shopping moment, or nice visual cue that makes them feel excited quickly. As a result, the finding of tangible context suggests that emotional factors play a significant role in spontaneous modest fashion purchases. Psychological trust, on the other hand, appears as an important engine that directs the positive emotion into real, impulsive online action. When buyers have high trust in the system, they feel secure enough to press the buy button without extensive rational thinking. The presence of a platform mechanism that builds trust in the seller and the system strengthens the idea that online impulsive acts are not only born from affective sparks but also rely heavily on confidence in the digital environment. This mix between "feel good" effect and "feel safe" signal becomes the core psychological route in the model of this research.

Contrary to the emotion and trust factors, the variables online shopping attitude and free shipping promo are not significantly related to impulsive buying. The latter is the mean of the two variables that were not selected as shaping impulsive purchasing, suggesting that shoppers who prefer modest fashion primarily respond to emotional experience rather than satisfaction or price-based stimulation. Free shipping is now very popular across Indonesian e-commerce, so it can't work as a "push on the moment" again. These findings provided an alternative to a media belief that money incentives always work for impulsive buying, and showed that the affective dimension matters more in fashion contexts with many aesthetic personal likings. In sum, this study addresses the central question of how hedonic motivation, positive emotion, and trust level jointly influence impulsive online buying behavior among modest-fashion consumers.

This study addresses the principal question of how hedonic motivation, positive feelings, and trust levels merge to affect impulsive online purchasing among modest-fashion consumers. In practice, modest fashion entrepreneurs should offer emotional engagement and trust-building tools (e.g., visual quality, product storytelling, interactive features, content) rather than solely price-based promotional communication that evokes feelings of mutual trust. The findings support an SDT-based integrative model of impulsive online buying behavior. Future research could extend the context to other fashion product categories, compare the impulsive tendency across age groups, and consider how a dynamic digital environment affects this dual process of emotion-belief-impulsive purchase. This study also has limitations: we used purposive sampling, and the sample was heavily student-populated.

References

- Abdullah Sanda, I., & Basalamah, S. (2021). The Role of Customer Ratings and Free Shipping Promos on Buying Interest In Tokopedia Application Services. *Golden Ratio of Marketing and Applied Psychology of Business*, 1(1), 34–52. <https://doi.org/10.52970/grmapb.v1i1.315>
- Abikari, M. (2024). Emotions, perceived risk, and intentions to adopt emerging e-banking technology amongst educated young consumers. *International Journal of Bank Marketing*, 42(5), 1036–1058. <https://doi.org/10.1108/IJBM-01-2023-0004>
- Adhara, L., & Supriyono, S. (2025). The Effect of Promotion, Online Customer Reviews, and Rating Perceptions on the Decision to Use the Tokopedia Application : Evidence from Surabaya, Indonesia. 6, 193–201.
- Al-Khateeb, B. A. A., Jaoua, F. M., & Mohamed, E. S. A. (2023). The Impact of Attitude Towards Online Shopping on Strengthening the Relationship Between Online Shopping Experience and E-Customer Engagement. *International Journal of Customer Relationship Marketing and Management*, 14(1), 1–25. <https://doi.org/10.4018/IJCRMM.327869>

- Aldiera, T., & Yusran, H. L. (2022). Emotions Towards Satisfaction and Complaint Behavior using Perceived Quality : A Hedonic Approach. *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi (Jmbi Unsrat)*, 9(2), 866–881.
- Anand, T., Ramachandran, J., Sambasivan, M., & Batra, G. S. (2019). Impact of Hedonic Motivation on Consumer Satisfaction Towards Online Shopping: Evidence from Malaysia. *E-Service Journal*, 11(1), 56. <https://doi.org/10.2979/eservicej.11.1.03>
- Aprilia, W. K., Wulandari, N. D., & Diantoro, A. K. (2023). The Effect of Discounts and Free Shipping on Impulsive Purchases Moderated by Seller Service. *Jurnal Manajemen Universitas Bung Hatta*, 18(1), 52–64. <https://doi.org/10.37301/jmubh.v18i1.22059>
- Aqsa, D. F., Titik, R., Wenny, P., Ramadania, & Heriyadi. (2022). The Influence of Live Streaming, Flash Sales, and Free Shipping Programs on Generation Z's Impulsive Buying with Positive Emotion as the Role of Meditation. *Scholar.Archive.Org*, 3(1), 327–342. <https://scholar.archive.org/work/sy63srah7bdsfaghtihpmxpy/access/wayback/https://www.ilomata.org/index.php/ijjm/article/download/302/222>
- Azizah, F. D., Nur, A. N., Halim, A., & Kusuma, P. (2022). Impulsive Buying Behavior : Implementation of IT on Technology Acceptance Model on E-Commerce Purchase Decisions. 2, 58–72.
- Baskara, I. M. A., & Sukaatmadja, I. P. G. (2016). Pengaruh Online Trust Dan Perceived Enjoyment Terhadap Online Shopping Satisfaction Dan Repurchase Intention Lazada Indonesia. *E-Jurnal Manajemen Unud*, 5(11), 243782. www.dream.co.id
- Buil, T., & Mata, P. (2024). Intrinsic motivation and its influence on the eco shopping basket. *Journal of Consumer Behaviour*, 23(6), 2812–2825. <https://doi.org/10.1002/cb.2373>
- Cahyani, S. R., & Artantii, Y. (2023). Pengaruh customer trust online dan lingkungan online store terhadap impulse buying produk fashion melalui perceived enjoyment pada konsumen TikTok shop. *Jurnal Ilmu Manajemen*, 11(2), 252–265.
- Cuong, D. T. (2024). Positive emotions influence consumer shopping behavior on e-commerce platforms. *Management and Marketing*, 19(1), 15–31. <https://doi.org/10.2478/mmcks-2024-0002>
- Damayanti, A. A., & Damayanti, D. (2024). Pengaruh Diskon, Gratis Ongkos Kirim, Cash on Delivery dan Online Customer Review Terhadap Keputusan Pembelian Online Shopee. *Journal of Trends Economics and Accounting Research*, 4(3), 660–669. <https://doi.org/10.47065/jtear.v4i3.1132>
- Defni, S. S., & Sari, A. Y. (2024). The effect of the online customer shopping experience on online impulsive buying on Shopee: attitudinal loyalty as a mediator and self-control as a moderator. *Marketing Management Studies*, 4(4), 382–392. <https://doi.org/10.24036/jkmp.v1i1>
- Escobar-Farfán, M., Veas-González, I., García-Salirrosas, E., Veas-Salinas, K., Veas-Santibáñez, V., & Zavala-González, J. (2025). From Browsing to Buying: Determinants of Impulse Buying Behavior in Mobile Commerce. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(4), 266. <https://doi.org/10.3390/jtaer20040266>
- Fadila, N., Susilowati, F., & Sumarmi, S. (2022). What Drives Impulse Buying on Shopee ? Exploring the Influence of Live Streaming, Online Trust, and e-WOM. *Jurnal Ilmu Manajemen*, 14(2), 201–212. <https://doi.org/10.32502/jim.v14i2.432>
- Fitri, S. A., & Nursyabani, S. A. L. (2024). Identitas Sosial Influencer Berhijab di Media Sosial. *Tabligh: Jurnal Komunikasi Dan Penyiaran Islam*, 9(2), 223–240. <https://doi.org/10.15575/tabligh.v9i2.42449>
- Hair, J. F., Ringle, C. M., Gudergan, S. P., Fischer, A., Nitzl, C., & Menictas, C. (2019). Partial least squares structural equation modeling-based discrete choice modeling: an illustration in modeling retailer choice. *Business Research*, 12(1), 115–142. <https://doi.org/10.1007/s40685-018-0072-4>
- Hellyani, C. A., Adriana, E., & Andrena, K. M. (2024). The Influence of Hedonic Motives, Browsing, and E-Payment on Impulsive Buying of Fashion Products in E-Commerce. *Formosa Journal of Multidisciplinary Research*, 3(7), 2699–2712. <https://doi.org/10.55927/fjmr.v3i7.10361>

- Hertaswari, O. L., & Dewi, I. J. (2021). Differences In Consumers' Attitude Towards Online Shops Based On Product Types And Consumer Characteristics And Their Influence On Repurchase Interests. *Jurnal Manajemen Indonesia*, 21(1), 78–87. <https://doi.org/10.25124/jmi.v21i1.2430>
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46(3), 92–101. <https://onlinelibrary.wiley.com/doi/10.1002/9781118785317.weom090127>
- Horvath, P., & McColl, V. (2013). Behavioral and Experiential Self-Regulations in Psychological Well-Being under Proximal and Distal Goal Conditions. *Psychology*, 04(12), 975–984. <https://doi.org/10.4236/psych.2013.412141>
- Huo, C., Wang, X., Sadiq, M. W., & Pang, M. (2023). Exploring Factors Affecting Consumers' Impulse Buying Behavior in Live-Streaming Shopping: An Interactive Research Based Upon the SOR Model. *SAGE Open*, 13(2), 1–15. <https://doi.org/10.1177/21582440231172678>
- Irvan, S. S. N., Sulfa, F. I., Ayu, L. C., Gumulya, S. P., & Parhan, M. (2024). Busana Islami: Keseimbangan Antara Modestisme Dan Kreativitas Fashion. *Atta'dib Jurnal Pendidikan Agama Islam*, 5(1), 35–49. <https://doi.org/10.30863/attadib.v5i1.6120>
- Istikomah, N., & Hartono, B. (2022). Analisis Persepsi Promosi Gratis Ongkos Kirim (Ongkir) Shopee Terhadap Keputusan Pembelian. *Jurnal Bisnis Kompetitif*, 1(2), 49–57. <https://doi.org/10.35446/bisniskompetif.v1i2.1011>
- Kamaruddin, W. A. S. W., Jan, M. T., & Suib, F. H. (2025). Factors Influencing the Purchase Intention of Modest Fashion Products: A Study on Muslim Women Consumers in Malaysia. *Sustainability (Switzerland)*, 11(1), 1–14.
- Lee, C. H., & Chen, C. W. (2021). Impulse-buying behaviors in live-streaming commerce based on the stimulus-organism-response framework. *Information (Switzerland)*, 12(6), 1–17. <https://doi.org/10.3390/info12060241>
- Li, M., Wang, Q., & Cao, Y. (2022). Understanding Consumer Online Impulse Buying in Live Streaming E-Commerce: A Stimulus-Organism-Response Framework. *International Journal of Environmental Research and Public Health*, 19(7). <https://doi.org/10.3390/ijerph19074378>
- Mahemba, U. S. A. K., & Dewi, Ik. J. (2022). Utilitarian and Hedonic Shopping Motives and Attitude towards Online Shopping of Generation Z in Indonesia. *Scholar.Archive.Org*, 3(1), 327–342. <https://scholar.archive.org/work/sy63srah7bdsfaghtihpmxpqy/access/wayback/https://www.ilomata.org/index.php/ijjm/article/download/302/222>
- Manzoor, S. R., Al-Mahmud, A., Asmawi, A., & Manzoor, S. R. (2024). Advancing Muslim Modest Fashion Clothing: Impact on Consumer Behavior and Challenges for Young Female Muslim Influencers. *Journal of Comparative Asian Development*, 20(1), 1–26. <https://doi.org/10.4018/JCAD.346369>
- Mutmainnah, I. (2025). Simbol Budaya sebagai Representasi Resiliensi Identitas: Telaah Jilbab, Perhiasan, dan Sastra dalam Konteks Perempuan Muslim Inggris. *Syntax Literate ; Jurnal Ilmiah Indonesia*, 10(7), 8792–8801. <https://doi.org/10.36418/syntax-literate.v10i7.60282>
- Nabela, A., & Prihandono, D. (2025). The Influence of Visual Appeal, Discount Price, and Perceived Interactivity on Impulse Buying With Perceived Enjoyment As a Mediating Variable. *The 2nd International Students Conference on Economics and Business Excellence (ISCEBE) 2025*, 2(1), 246–252. https://conference.ut.ac.id/index.php/proceeding_iscebe/article/view/5528%0Ahttps://conference.ut.ac.id/index.php/proceeding_iscebe/article/download/5528/2399
- Nalchigar, S., & Weber, I. (2016). A large-scale study of online shopping behavior. *ACM International Conference Proceeding Series*, 290–295. <https://doi.org/10.1145/2938503.2938534>
- Ngo, T. T. A., Nguyen, H. L. T., Nguyen, H. P., Mai, H. T. A., Mai, T. H. T., & Hoang, P. L. (2024). A comprehensive study on factors influencing online impulse buying behavior: Evidence from Shopee video platform. *Heliyon*, 10(15), e35743. <https://doi.org/10.1016/j.heliyon.2024.e35743>

- Permatasari, I., Mukhsin, M., & Atiah, I. N. (2023). Pengaruh Flash Sale dan Free Shipping terhadap Impulsive Buying Behavior dalam Perspektif Ekonomi Islam. *OIKONOMIKA: Jurnal Kajian Ekonomi Dan Keuangan Syariah*, 4(1), 25–37. <https://doi.org/10.53491/oikonomika.v4i1.544>
- Putri, A. S., & Pinandito, A. (2023). Pengaruh Utilitarian Value dan Emotional Value terhadap Impulsive Buying melalui Kepercayaan Konsumen pada E-Commerce di Indonesia. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 7(4), 1921–1928. <http://j-ptiik.ub.ac.id>
- Ramadhan, F. R., & Nugraha, B. S. P. (2025). Pengaruh Flash Sale dan Gratis Ongkir terhadap Impulse Buying dengan Dimediasi oleh Hedonic Shopping pada Toko Online Shopee pada Gen Z di Yogyakarta The Effect of Flash Sale and Free Shipping on Impulse Buying Mediated by Hedonic Shopping at Shopee Onlin. *Community Engagement & Emergence Journal*, 6, 2231–2242.
- Rizkiyah, D., Sukimin, & Rohman, D. T. (2025). Pengaruh diskon, cashback, gratis ongkos kirim dan flash sale pada shopee terhadap perilaku impulsif buying mahasiswa universitas Balikpapan. *JURNAL Edueco Universitas Balikpapan*, 1, 40–47.
- Shareef, M. A., Archer, N., Fong, W., Rahman, M. O., & Mann, I. J. (2013). Online Buying Behavior and Perceived Trustworthiness. *British Journal of Applied Science & Technology*, 3(4), 662–683. <https://doi.org/10.9734/bjast/2014/2394>
- Sholihah, D. R., Fathoni, M. A., Wulansari, A. S., Ananda, M. M., & Amalina, S. N. (2025). Understanding how intrinsic motivation influences female modest fashion online impulse buying: the mediating role of trust and attitude. *Journal of Islamic Marketing*, 977. <https://doi.org/10.1108/JIMA-08-2024-0332>
- Sulaiman, M., Suropto, P. M. A., & Wardianto, K. B. (2025). The Influence of Online Promotion, Trust, and Website Quality on Online Impulsive Purchases as well as Emotional Responses to Online Impulsive. *Journal of Ecoment Global*, 10(2), 143–151. <https://doi.org/10.36982/jeg.v10i2.5832>
- Susanto, D. A. (2022). The Effect of Customer Experience and Service Quality on Customer Satisfaction and Customer Loyalty. *Journal of Management and Business Insight*, 2(1), 70–73. <https://doi.org/10.5220/0011243000003376>
- Thalib, S. V., Arifiana, D., Rahayu, I. A. T., & Wiyono, A. (2023). Penciptaan Desain Busana Muslim Modest Wear dengan Inspirasi Noor Inayat Khan. 12(2), 8–15. <https://ejournal.unesa.ac.id/index.php/jurnal-tata-busana/index>
- Utami, H. N., Elfa, M. O. J., Wiyono, S. N., Sari, D. N., & Perdana, T. (2025). Sustaining Consumer Excitement: The Role of Online Customer Experience and Engagement in Shaping Behavioural Intentions in Food Social Commerce. *Sustainability (Switzerland)*, 17(17), 1–31. <https://doi.org/10.3390/su17178061>
- Voigt, C., Schlögl, S., & Groth, A. (2021). Dark Patterns in Online Shopping: of Sneaky Tricks, Perceived Annoyance and Respective Brand Trust. *Dark Patterns in Online Shopping*, 12783 LNCS, 143–155. https://doi.org/10.1007/978-3-030-77750-0_10
- Wahyuni, A. C., Masnita, Y., & Kurniawati, K. (2025). Social Learning Theory in Customer Engagement To Increase Impulsive Buying Behavior. *Journal of Management : Small and Medium Enterprises (SMEs)*, 18(1), 613–627. <https://doi.org/10.35508/jom.v18i1.17971>
- Wulanda, A., Rini, E. S., & Sembiring, B. K. F. (2025). The Influence of Hedonic Shopping Motivation and Electronic Word of Mouth (eWOM) on Impulse Buying in Shopee E-Commerce Users in Medan Tuntungan with Positive Emotion as an Intervening Variable. *Indonesian Journal of Advanced Research (IJAR)*, 4(7), 1491–1506. <https://doi.org/10.55927/ijar.v4i7.14922>
- Yudha, A. T. R. C., Atiya, N., Faidah, A. R., Febriyanti, N., & Masrufah, N. (2025). Masalah value optimization in exploring Muslim consumption behavior: a study of impulse buying on e-wallet users in East Java, Indonesia. *Journal of Islamic Marketing*, September. <https://doi.org/10.1108/JIMA-03-2024-0118>
- Zhang, S., Yu, X., Shi, X., & Zhang, Y. (2023). The Influencing Mechanism of Incidental Emotions on Risk Perception: Evidence from Event-Related Potential. *Brain Sciences*, 13(3). <https://doi.org/10.3390/brainsci13030486>
- Zhang, Z., Zhang, N., & Wang, J. (2022). The Influencing Factors on Impulse Buying Behavior of Consumers under the Mode of Hunger Marketing in Live Commerce. *Sustainability Article*.

