

## The Influence of Discounts and Fashion Involvement on Impulsive Buying with Positive Emotions as an Intervening Variable (Study of Nevada Brand Customers in Kudus Regency)

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### ABSTRACT

Nevada is a private label fashion brand owned by PT Matahari Department Store Tbk. This study aims to analyze the effect of discounts and fashion involvement on impulse buying, with positive emotions as an intervening variable among Nevada brand customers in Kudus Regency. This study used quantitative methods. The population in this study were Nevada brand customers, specifically jeans, in Kudus Regency. The sampling technique used was purposive sampling, with 126 respondents. Data analysis used the SEM (Structural Equation Model) method with the assistance of the AMOS program. The results showed that discounts have a positive and significant effect on positive emotions. Fashion involvement has a positive and significant effect on positive emotions. Discounts have a positive and significant effect on impulse buying. Fashion involvement has a positive and significant effect on impulse buying. Positive emotions have a positive and significant effect on impulse buying. Positive emotions do not mediate the effect of discounts and fashion involvement on impulse buying.

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## INTRODUCTION

Fashion refers to the way people dress, which evolves over time and varies by region, encompassing clothing, accessories, and lifestyles that reflect the trends and aesthetic preferences of a particular era. Salma & Falah (2023) reveals that fashion is also a medium for self-expression and personal identity. People can reflect their character, lifestyle, and even social status through fashion.

The fashion industry has experienced rapid growth alongside the rise of e-commerce transactions and increasing consumer demand for trendy products. This trend encourages consumers to make spontaneous purchases without prior planning, particularly when it comes to fashion brands like Nevada (Sholihah & Mu'arif, 2023).

Kemenperin (2024) reports that the textile and fashion industry grew by 5.52% in the first quarter of 2024, while the textile sector grew by 2.56%. This growth was driven by rising demand in both domestic and international markets, as well as the growing trend of fashion shopping among the public. This growth is also evident in Kudus Regency, which is the focus of this study. Arif (2025) notes that this trend is also evident in the growing presence of local brands at various fashion events such as Kudus Fashion Week and the Banat Fashion Festival.

This development has intensified competition among brands, including Nevada in the jeans category. Although Nevada is quite popular, its Top Brand index for jeans actually declined from 17.00% in 2024 to 13.80% in 2025. This decline indicates issues with customer buying decisions amid increasingly competitive fashion markets (Award, 2026).

A pre-survey of 35 Nevada customers in Kudus Regency showed that the tendency toward impulse buying remains relatively low. Although Nevada offers discounts of 29–75% at prices lower than those of its competitor Levi's, the number of buyers remains lower. This indicates that discounts have not yet been fully effective in driving impulse purchases among customers. The jeans models received by customers were deemed not to meet expectations, indicating that customers' fashion involvement remains relatively low when selecting products aligned with trends and personal preferences. This low level of involvement may influence customers' motivation to make spontaneous purchases. Doubts regarding product quality and authenticity also trigger negative emotions, resulting in customers' positive emotions toward Nevada not yet reaching their full potential (Data processed, 2025).

Some studies have found that discounts, fashion involvement, and positive emotions have a positive effect on impulsive buying, but other studies have shown no significant results (Gamaya & Suardana, 2024). These differing findings indicate that the relationships among the variables remain inconsistent, particularly in the context of fashion product purchases; therefore, this research is needed by including positive emotions as an intervening variable.

This study employs the Stimulus–Organism–Response (SOR) theory, in which discounts and fashion involvement as stimulus influence positive emotions as the organism which in turn drive impulsive buying as the response (Maharani et al., 2024:21). Based on these phenomena and research gaps, this

study aims to analyze the influence of discounts and fashion involvement on impulsive buying through positive emotions among Nevada brand customers in Kudus Regency

## **LITERATURE REVIEW**

### **Stimulus–Organism–Response (SOR) Theory**

This study is grounded in the Stimulus–Organism–Response (SOR) framework, which explains how external stimuli influence internal states and ultimately shape behavioral responses. According to Maharani et al. (2024), stimuli such as marketing strategies (e.g., discounts and product-related involvement) affect consumers' internal evaluations and emotions (organism), which in turn lead to behavioral outcomes such as impulse buying (response). In the context of this study, discounts and fashion involvement serve as stimuli, positive emotions as the organism, and impulse buying as the response.

### **Discounts and Consumer Behavior**

Discounts are widely recognized as an effective promotional tool that can influence consumer purchasing behavior. Sundari and Hanafi (2023) define discounts as temporary price reductions intended to stimulate purchase decisions. From a behavioral perspective, discounts create a perception of economic gain, which can trigger both cognitive and emotional responses.

Kotler and Keller (2016) argue that consumers tend to perceive discounted products as offering greater value, thereby increasing satisfaction and purchase likelihood. Similarly, research by Maharani and Giantari (2021) and Laura et al. (2024) demonstrates that discounts positively and significantly influence both positive emotions and impulse buying behavior. However, contrasting findings by Sriyanto et al. (2024) suggest that discounts do not always significantly affect emotional responses, indicating inconsistency in prior research.

### **Fashion Involvement**

Fashion involvement refers to the degree of personal relevance and interest a consumer has toward fashion products. According to Solomon (2019), it reflects how closely a product aligns with an individual's values, identity, and lifestyle. High fashion involvement typically leads to greater attention to trends, stronger preferences, and increased emotional attachment to fashion products.

Empirical studies support the importance of fashion involvement in shaping consumer behavior. Alifuzzahra and Rimiyati (2022) and Gamaya and Suardana (2024) found that higher fashion involvement significantly enhances positive emotions and encourages impulse buying. Conversely, studies such as Rosdiana and Ruray (2025) report no significant relationship, suggesting that the effect of fashion involvement may vary depending on context and consumer characteristics.

### **Positive Emotions**

Positive emotions are affective states characterized by feelings such as happiness, excitement, and satisfaction (Laihininen, 2020). In consumer behavior, emotions play a crucial role in decision-making processes, often overriding rational considerations.

According to Solomon (2019), emotional responses can lead consumers to make spontaneous purchases, particularly in hedonic consumption contexts such as fashion. Supporting this view, Dahniyati et al. (2025) found that positive emotions significantly influence impulse buying behavior. However, Oskar et al. (2024) reported no significant relationship, highlighting ongoing debate regarding the mediating role of emotions in consumer decision-making.

### **Impulse Buying**

Impulse buying is defined as an unplanned purchase driven by sudden urges and immediate gratification (Nagadeepa et al., 2021). It is often triggered by external stimuli such as promotions, store atmosphere, or product appeal. Hawkins (2016) emphasizes that situational factors, including discounts, can strongly influence impulse buying behavior. Previous studies, including Maharani and Giantari (2021) and Garnis and Yulinda (2024), confirm that both discounts and fashion involvement significantly affect impulse buying. However, Susanti et al. (2022) and Rizkia and Purnama (2023) found no significant effects, indicating inconsistencies in empirical findings.

### **The Role of Positive Emotions as an Intervening Variable**

The mediating role of positive emotions in the relationship between marketing stimuli and impulse buying has been widely studied. Theoretically, emotional responses are expected to bridge external stimuli and behavioral outcomes. Gamaya and Suardana (2024) and Imron et al. (2024) found that positive emotions mediate the influence of discounts and fashion involvement on impulse buying. However, other studies, such as Laura et al. (2024) and Rismawati (2022), reported that positive emotions do not function as a mediator. These conflicting findings indicate a research gap, particularly in the context of fashion retail, justifying the inclusion of positive emotions as an intervening variable in this study..

## **METHODOLOGY**

The scope of this study includes exogenous variables, namely Discount (X1) and Fashion Involvement (X2); an endogenous variable, namely Impulsive Buying (Y2); and an intervening variable, namely Positive Emotions (Y1). The subject of this study is Nevada brand jeans. The respondents in this study are customers of Nevada-brand jeans in Kudus Regency who have made at least two impulsive purchases accompanied by discounts, followed fashion trends, and felt happy while shopping over the past six months, and who are at least 18 years old. This study was conducted in February and March 2026.

This study employs a quantitative research design, which is grounded in the philosophy of positivism, applied to investigate a specific population or sample; data collection is conducted using research instruments, and data analysis is quantitative or statistical in nature (Sugiyono, 2022:8). Data analysis in this study was conducted using AMOS software version 24. This study aims to test the hypothesis regarding the influence of discounts and fashion involvement on impulsive buying, with positive emotions as an intervening variable (A Study of Nevada Brand Customers in Kudus Regency). The object of this study is Nevada brand jeans, while the subjects of the study are Nevada brand jeans customers in Kudus Regency. The research was conducted in

February and March 2026 with a sample size of 126 respondents obtained through purposive sampling. Variable measurement was conducted using a 1-5 Likert scale (1 = strongly disagree, to 5 = strongly agree).

The operational definition of a discount refers to a temporary incentive provided to encourage the purchase or sale of a product or service (Sundari & Hanafi, 2023:75). Fashion involvement is defined as an individual's perception of the relationship between a fashion product and their personal needs, values, and interests, indicating how relevant the product is to the consumer's interests (Solomon, 2019:164). Positive emotions are pleasant emotional states characterized by feelings of happiness, enthusiasm, and satisfaction when individuals experience certain situations (Laihinen, 2020:5). Impulse buying is defined as a transaction that occurs without prior planning, triggered by a specific stimulus, with the buyer's decision made spontaneously (Nagadeepa et al., 2021:7).

## RESEARCH RESULT

### Convergent Validity

The first validity test was determined based on convergent validity scores. The following Table 1 shows the results of the convergent validity test: In this section, you should describe each step taken to complete your research. You should not include too many descriptive statistical results here; on the other hand, it should be summarized in a more readable table or graph. You should never forget the numbers for each table and chart presented in your paper.

Table 1. Test Table Convergent Validity

No	Indicator	Estimate	Cut-off Value	Description
1	X1_2	0,766	>0,70	Valid
2	X1_3	0,819	>0,70	Valid
3	X1_4	0,727	>0,70	Valid
4	X1_5	0,755	>0,70	Valid
5	X2_2	0,806	>0,70	Valid
6	X2_3	0,853	>0,70	Valid
7	X2_5	0,840	>0,70	Valid
8	Y1_2	0,779	>0,70	Valid
9	Y1_4	0,820	>0,70	Valid
10	Y1_5	0,738	>0,70	Valid
11	Y2_1	0,777	>0,70	Valid
12	Y2_2	0,824	>0,70	Valid
13	Y2_3	0,730	>0,70	Valid
14	Y2_4	0,864	>0,70	Valid

Source: Processed Primary Data (2026)

Based on the results of the convergent validity test, 14 of the 21 indicators used in this study were found to be valid because they had estimated values above 0.70.

### Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is a validity measure that evaluates the average variance extracted among the indicators of a latent variable. The criterion requires that the AVE value exceed 0.5. All indicators can be considered valid, as shown in the AVE test Table 2

Table 2. Test Table Average Variance Extracted

Variable	AVE	Cut Off Value	Description
Discounts (X <sub>1</sub> )	0,589	>0,50	Valid
Fashion Involvement (X <sub>2</sub> )	0,694	>0,50	Valid
Positive Emotion (Y <sub>1</sub> )	0,608	>0,50	Valid
Impulsive Buying (Y <sub>2</sub> )	0,641	>0,50	Valid

Source: Processed Primary Data (2026)

Based on the results of the AVE test, it was found that the AVE values for each variable used in this study exceeded 0.5, indicating that these indicators are relatively capable of explaining the latent variables constructed.

### Discriminant Validity

The results of the discriminant validity test are used to measure the extent to which one construct truly differs from another. A high discriminant validity score provides evidence that a construct is capable of capturing the phenomenon being measured. The following Table 3 presents the results of the discriminant validity test.

Table 3. Test Table Discriminant Validity

	Discounts	Fashion Involvement	Positive Emotion	Impulsive Buying
Discounts	<b>0,767</b>			
Fashion Involvement	0,460	<b>0,833</b>		
Positive Emotion	0,530	0,545	<b>0,783</b>	
Impulsive Buying	0,677	0,608	0,735	<b>0,800</b>

Source: Processed Primary Data (2026)

Based on the results of the discriminant validity test, all indicators were deemed valid, as the cross-loading values for each variable were higher than those for the other latent variables.

### Reliability Test

The reliability test in this study used construct reliability (CR). The recommended criterion for this test is a CR value greater than 0.70, indicating that the construct is reliable. The following Table 4 presents the results of the reliability test:

Table 4. Test Table Reliability

No	Variable	CR	Cut-Off	Description
1	Discounts	0,851	0,70	Valid
2	Fashion Involvement	0,872	0,70	Valid
3	Positive Emotion	0,823	0,70	Valid
4	Impulsive Buying	0,877	0,70	Valid

Source: Processed Primary Data (2026)

Based on the results of the construct reliability test, the CR values for all variables exceeded 0.70. Therefore, all research instruments used in this study can be considered reliable.

### Normality Test

A normality test is used to determine whether the data distribution follows or approximates a normal distribution. The following Table 5 shows the results of the normality test:

Table 5. Test Table Normality

Variable	Min	Max	Skew	c.r.	Kurtosis	c.r.
Y2_20	2,000	5,000	0,109	0,499	-0,585	-1,341
Y2_19	2,000	5,000	0,227	1,041	-0,421	-0,965
Y2_18	2,000	5,000	0,175	0,801	-0,243	-0,556
Y2_17	2,000	5,000	-0,093	-0,427	-0,832	-1,906
Y1_16	2,000	5,000	-0,088	-0,404	-0,508	-1,165
Y1_15	2,000	5,000	0,238	1,092	-0,265	-0,607
Y1_13	2,000	5,000	0,024	0,111	-0,366	-0,838
X2_11	2,000	5,000	-0,267	-1,224	-0,367	-0,842
X2_9	2,000	5,000	0,135	0,620	-0,285	-0,652
X2_8	2,000	5,000	-0,262	-1,202	-0,296	-0,678
X1_5	1,000	5,000	-0,311	-1,425	-0,104	-0,239
X1_4	1,000	5,000	-0,398	-1,823	-0,057	-0,130
X1_3	1,000	5,000	-0,455	-2,085	0,211	-0,484
X1_2	2,000	5,000	-0,132	-0,606	-0,463	-1,060
Multivariate					-2,964	-0,786

Source: Output AMOS (2026)

Based on the results of the normality assessment, the multivariate critical ratio is -0.786, which falls within the range of -2.58 to +2.58. Thus, it can be concluded that the data in this study follow a multivariate normal distribution and therefore satisfy the normality assumption in SEM analysis.

### Confirmatory Analysis of the Full Measurement Model Early Stage

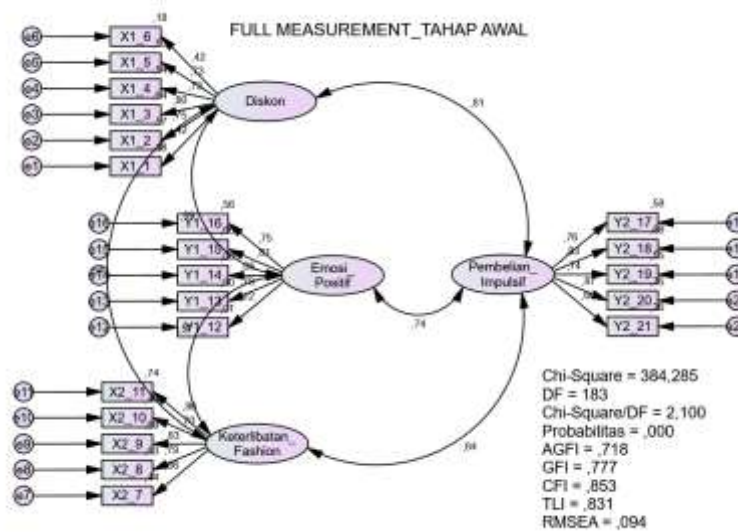


Figure 1. Goodness of Fit Analysis Full Measurement Early Stage  
 Source: Processed primary data (2026)

Table 6. Evaluation of Goodness of Fit Index Criteria for the Full Measurement Model Early Stage

Goodness Of Fit Index	Cut Off Value	Result Model	Description
Chi-square DF = 183	Diharapkan < dari 215,563	384,285	Marginal
CMIN/DF	≤ 2,00	2,100	Marginal
Probabilitas	≥ 0,05	0,000	Marginal
AGFI	> 0,90	0,718	Marginal
GFI	> 0,90	0,777	Marginal
CFI	> 0,95	0,853	Marginal
TLI	> 0,95	0,831	Marginal
RMSEA	< 0,08	0,094	Marginal

Sumber: AMOS Output (2026)

The goodness of fit analysis of the full measurement model in the early stage; the results of the interpretation are presented in the table titled “Evaluation of Goodness of Fit Index Criteria for the Full Measurement Model Early Stage.” The table shows that the Chi-square value is 384.285 with a probability of 0.000, the CMIN/DF value is 2.100, the AGFI value is 0.718, the GFI value is 0.777, the CFI value is 0.853, the TLI value is 0.831, and the RMSEA value is 0.094. These results indicate that the goodness of fit is not yet adequate and does not meet the criteria, so a refinement stage is necessary by removing indicators.

### Confirmatory Analysis of the Full Measurement Model After Revision

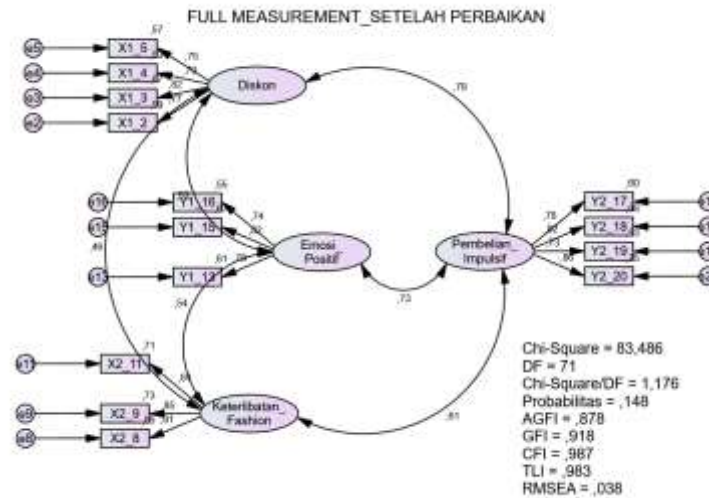


Figure 2. Goodness of Fit Analisis Full Measurement After Revision  
 Source: Processed Primary Data (2026)

After conducting a confirmatory analysis using full measurements, the next step is to perform a goodness-of-fit test. The results of the goodness-of-fit test from the full-measurement analysis following the revisions can be seen in the following goodness of fit test

**Table 7. Evaluation of Goodness of Fit Index Criteria for the Full Measurement Model After Revision**

Goodness Of Fit	Cut Off Value	Result Model	Description
Chi-square DF = 71	Diharapkan < dari 91,670	83,486	<i>Fit</i>
CMIN/DF	≤ 2,00	1,176	<i>Fit</i>
Probabilitas	≥ 0,05	0,148	<i>Fit</i>
AGFI	> 0,90	0,878	<i>Marginal</i>
GFI	> 0,90	0,918	<i>Fit</i>
CFI	> 0,95	0,987	<i>Fit</i>
TLI	> 0,95	0,983	<i>Fit</i>
RMSEA	< 0,08	0,038	<i>Fit</i>

Source: AMOS Output (2026)

Based on the table showing the goodness-of-fit test results for the full measurement model after revisions, the results indicate that most of the goodness-of-fit criteria have been met. The AGFI value falls into the marginal fit category; overall, the research model meets the goodness-of-fit criteria and is therefore suitable for use.

### Full Model Analysis

This full model analysis stage involves testing the model's suitability using various model validity criteria, including 14 indicators. The following is a diagram of the full-model analysis:

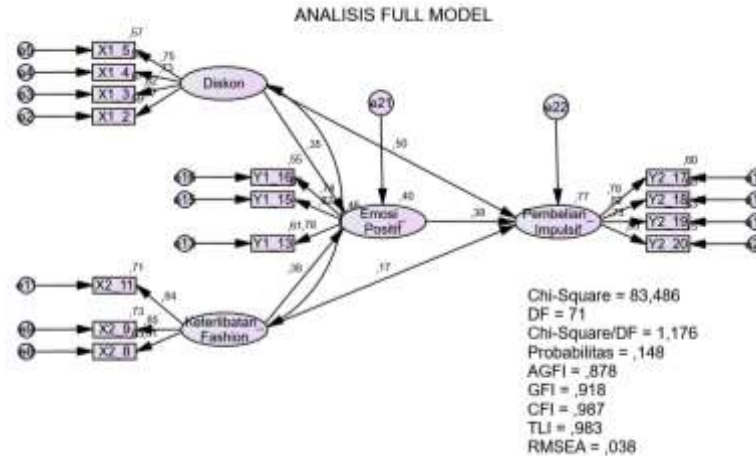


Figure 3. Full Model Analysis  
Source: AMOS Output (2026)

Based on the full-model analysis plot, the model testing results indicate that the validity criteria have been met. The validity test met the criteria, meaning that the fit between the predicted model and the observed values is acceptable.

### Hypothesis Test

Hypothesis testing in this study was conducted by examining the critical ratio and significance probability to determine the relationships and effects among the variables. The AMOS analysis used to test the research hypotheses can be observed through the regression weights presented in the regression weights on table 8.

Table 8. *Regression Weight*

			Estimate	S.E.	C.R.	P	Label
EP	<-	Diskon	0,349	0,108	3,233	0,001	par_11
EP	<-	KF	0,388	0,111	3,494	0,000	par_12
PI	<-	Diskon	0,596	0,119	5,012	0,000	par_13
PI	<-	KF	0,215	0,105	2,059	0,039	par_14
PI	<-	EP	0,456	0,122	3,746	0,000	par_15

Source: AMOS Output (2026)

A hypothesis is supported if the critical ratio is  $\geq 1.64$  and the significance probability is  $\leq 0.05$ . The results of the hypothesis test are as follows:

#### 1. Hypothesis Testing 1

Hypothesis 1 states that discounts have a positive and significant effect on positive emotions among Nevada brand customers in Kudus Regency. Based on the Regression Weights Table, the C.R. value of  $3.233 > 1.64$  and the P-value of

0.001 < 0.05. These results indicate that discounts have a positive and significant effect on positive emotions among Nevada brand customers in Kudus Regency. Therefore, Hypothesis 1 is accepted.

**2. Hypothesis Testing 2**

Hypothesis 2 states that fashion involvement has a positive and significant effect on positive emotions among Nevada brand customers in Kudus Regency. Based on the Regression Weights Table, the C.R. value of 3.494 > 1.64 and the P-value of 0.000 < 0.05. These results indicate that fashion involvement has a positive and significant effect on positive emotions among Nevada brand customers in Kudus Regency. Therefore, Hypothesis 2 is accepted.

**3. Hypothesis Testing 3**

Hypothesis 3 states that discounts have a positive and significant effect on impulse buying among Nevada brand customers in Kudus Regency. Based on the Regression Weights Table, the C.R. value of 5.012 > 1.64 and the P-value of 0.000 < 0.05. These results indicate that discounts have a positive and significant effect on impulse buying among Nevada brand customers in Kudus Regency. Therefore, Hypothesis 3 is accepted.

**4. Hypothesis Testing 4**

Hypothesis 4 states that fashion involvement has a positive and significant effect on impulsive buying among Nevada brand customers in Kudus Regency. Based on the Regression Weights Table, the C.R. value of 2.059 > 1.64 and the P-value of 0.039 < 0.05. These results indicate that fashion involvement has a positive and significant effect on impulsive buying among Nevada brand customers in Kudus Regency. Therefore, Hypothesis 4 is accepted.

**5. Hypothesis Testing 5**

Hypothesis 5 states that positive emotions have a positive and significant effect on impulsive buying among Nevada brand customers in Kudus Regency. Based on the Regression Weights Table, the C.R. value of 3.746 > 1.64 and the P-value of 0.000 < 0.05. These results indicate that positive emotions have a positive and significant effect on impulsive buying among Nevada brand customers in Kudus Regency. Therefore, Hypothesis 5 is accepted.

**Analysis of Direct and Indirect Effect**

Table Analysis of Direct and Indirect Influences shows that Table 9.

Table 9. Analysis of Direct and Indirect Effect

Variabel	Direct Effect	Indirect Effect	Total Effect	Description
Discounts	0,498	0,133	0,631	Does not mediate.
Fashion Involvement	0,174	0,144	0,318	Does not mediate.

Source: AMOS Output (2026)

Table Analysis of Direct and Indirect Influences shows that:

### **1. Direct Effect**

Based on the AMOS output (2026), discounts have a direct effect of 0.498 on impulse buying. This coefficient indicates that discounts can directly increase impulse buying among Nevada brand customers in Kudus Regency. Fashion involvement has a direct effect of 0.174 on impulse buying. This value indicates that fashion involvement also has a direct effect on impulse buying, although its contribution is lower than that of discounts.

### **2. Indirect Influence**

The indirect effect of discounts on impulsive buying via positive emotions as an intervening variable is 0.133. This value is smaller than the direct effect, which is 0.498, indicating that positive emotions do not mediate the relationship between discounts and impulsive buying. The indirect effect of fashion involvement on impulsive buying through positive emotions is 0.144. This value is also smaller than the direct effect, which is 0.174, indicating that positive emotions do not mediate the relationship between fashion involvement and impulsive buying.

### **3. Comparison of Direct and Indirect Effects**

Overall, it can be concluded that:

- a. The direct effect of discounts on impulse buying is 0.498.
- b. The indirect effect of discounts → positive emotions → impulse buying is 0.133.
- c. The total effect of discounts on impulsive buying is 0.631.
- d. The direct effect of fashion involvement → impulsive buying is 0.174.
- e. The indirect effect of fashion involvement → positive emotions → impulsive buying is 0.144.
- f. The total effect of fashion involvement on impulsive buying is 0.318.

These results indicate that positive emotions do not mediate the effects of discounts and fashion involvement on impulsive buying, as the direct effect is greater than the indirect effect.

## **DISCUSSION**

### **The Influence of Discounts on Positive Emotion**

The results of the hypothesis testing conducted indicate that discounts have a positive and significant effect on positive emotions among Nevada brand customers in Kudus Regency. This suggests that the more discounts offered, the greater the sense of joy and enthusiasm felt by Nevada brand customers in Kudus Regency. These findings are consistent with the explanation provided in the course material by Solomon (2019:280) that marketing stimuli such as discounts can evoke an emotional response in consumers; therefore, offering discounts as a form of marketing stimulus can also generate positive emotions. Kotler & Keller (2016:504) explains that when consumers pay a price lower than the normal price, they tend to feel they are getting more value or a financial benefit. This sense of benefit can trigger positive emotional responses, such as satisfaction and enjoyment while shopping.

The results of this study support the statement from Maharani & Giantari (2021) which indicates that discounts have a positive and significant effect on positive emotions. Research conducted by Laura et al., (2024) states that

discounts have a positive and significant effect on positive emotions. The results of this study do not support the findings of a study conducted by Sriyanto et al., (2024) which found that discounts do not have a positive or significant effect on positive emotions.

#### **The Influence of Fashion Involvement on Positive Emotion**

The results of the hypothesis testing conducted indicate that fashion involvement has a positive and significant effect on positive emotions among Nevada brand customers in Kudus Regency. This suggests that the higher the level of fashion involvement among customers, the greater the sense of joy experienced by Nevada brand customers in Kudus Regency while shopping. These findings are consistent with the explanation provided in the material by Solomon (2019:158) which explains that the higher the level of consumer involvement with products such as fashion, the greater their attention and interest in products that align with their personal style. Involvement with fashion not only reflects the level of interest in the product but can also influence consumers' emotional responses when shopping.

The results of this study support the research conducted by Alifatuzzahra & Rimiyati (2022) that involvement with fashion has a positive and significant effect on positive emotions. This study also supports previous research conducted by Gamaya & Suardana (2024) which states that involvement with fashion has a positive and significant effect on positive emotions. The results of this study do not support the findings of a study conducted by Rosdiana & Ruray (2025) which found that involvement with fashion does not have a positive or significant effect on positive emotions.

#### **The Influence of Discounts on Impulsive Buying**

The results of the hypothesis testing conducted indicate that discounts have a positive and significant effect on impulse buying among Nevada brand customers in Kudus Regency. This suggests that offering discounts can encourage Nevada brand customers in Kudus Regency to make impulse purchases. These findings are consistent with the explanation provided in the course material by Hawkins (2016:505) which explains that situational factors, including promotions such as discounts, can trigger impulsive purchases among consumers.

The results of this study are consistent with those of a study conducted by Maharani & Giantari (2021) which revealed that discounts have a positive and significant effect on impulse buying. The results of this study do not support previous research conducted by Susanti, Purwanto, & Kurniati (2022) which shows that discounts do not influence impulse purchases.

#### **The Influence of Fashion Involvement on Impulsive Buying**

The results of the hypothesis testing conducted indicate that fashion involvement has a positive and significant effect on impulsive buying among Nevada brand customers in Kudus Regency. This suggests that the higher the customers' involvement with fashion products, the greater the tendency for Nevada brand customers in Kudus Regency to make impulsive purchases. These findings are consistent with the explanation provided in the course material by Setiadi (2019:45) which explains that consumers who are actively engaged in

marketing activities such as keeping up with fashion trends, collecting discount coupons, shopping for clothes, comparing prices, or negotiating with sellers are more likely to make impulse purchases.

The findings of this study support previous research conducted by Garnis & Yulinda (2024) The results of this study indicate that fashion involvement has a positive and significant effect on the variable of impulsive buying. These findings do not support the results of a previous study conducted by Rizkia & Purnama (2023) in her research findings, which show that involvement with fashion does not influence impulse buying.

### **The Influence of Positive Emotion on Impulsive Buying**

The results of the hypothesis testing conducted indicate that positive emotions have a positive and significant effect on impulsive buying among Nevada brand customers in Kudus Regency. This suggests that the higher the level of positive emotions felt by customers, the greater the tendency for Nevada brand customers in Kudus Regency to make impulsive purchases. These findings are consistent with the explanation provided in the course material by Solomon (2019:165) which explains that emotional states can prompt consumers to make spontaneous buying decisions because they prioritize immediate emotional satisfaction over rational considerations. This suggests that positive emotions have the potential to increase the likelihood of impulse buying.

The results of this study support the research conducted by Dahniyati et al., (2025) which revealed that positive emotions have a positive and significant effect on impulse buying. The results of this study do not support previous research conducted by Oskar et al., (2024) which found that there is no association between positive emotions and impulsive buying.

### **The Effect of Discounts on Impulsive Buying Through Positive Emotions as an Intervening Variable**

The results of this study indicate that positive emotions do not act as an intervening variable between discounts and impulsive buying. This is evident from the fact that the indirect effect is smaller than the direct effect. Impulsive buying decisions are more directly influenced by the presence of discounts than by the positive emotions felt by customers.

The results of this study do not align with the explanation of the material provided by Firmansyah (2019:216) which states that when products are offered at a discounted price, consumers feel happy and immediately make spontaneous purchases because they feel they are getting a good deal. In this study, positive emotions did not mediate the effect of discounts on impulsive purchases. This suggests that the purchases made were not influenced by emotional impulses, but rather resulted from rational considerations regarding the price advantage.

The results of this study support previous research conducted by Laura et al., (2024) that positive emotions cannot serve as an intervening variable between discounts and impulsive purchases. The results of this study do not support the findings of the study conducted by Sandra et al., (2024) that positive emotions can serve as an intervening variable between discounts and impulsive purchases.

### **The Effect of Fashion Involvement on Impulsive Buying Through Positive Emotions as an Intervening Variable**

The results of this study indicate that positive emotions do not act as an intervening variable between fashion involvement and impulsive buying of Nevada-brand jeans. This is evident from the fact that the indirect effect is smaller than the direct effect of fashion involvement on impulsive buying. Fashion involvement primarily influences impulsive buying directly, without first mediating through positive emotions.

The findings of this study are inconsistent with the explanation provided by Sutisna & Susan, (2022:28) which states that involvement with a product reflects an interest that can drive consumer behavior. In this study, positive emotions did not mediate the effect of fashion involvement on impulsive buying; thus, consumer involvement with a product does not always drive impulsive buying through emotional factors.

The results of this study support previous research conducted by Rismawati (2022) that positive emotions cannot serve as an intervening variable between fashion involvement and impulsive buying. The results of this study do not support the findings of the study conducted by Imron et al., (2024) that positive emotions can serve as an intervening variable between fashion involvement and impulsive buying.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the study, the following conclusions are obtained: Discounts have a positive and significant effect on the positive emotions of Nevada brand customers in Kudus Regency. The more discounts offered, the higher the rate of impulse purchases made by customers.

Fashion involvement has a positive and significant effect on positive emotions among Nevada brand customers in Kudus Regency. The higher the level of customer involvement with fashion, the higher the positive emotions experienced by customers.

Discounts have a positive and significant effect on impulse purchases among Nevada brand customers in Kudus Regency. The discounts offered by Nevada are effective in increasing impulse purchases among customers.

Fashion involvement has a positive and significant effect on impulse buying among Nevada brand customers in Kudus Regency. The higher a person's level of fashion involvement, the higher the level of impulse buying among customers.

Positive emotions have a significant positive effect on impulse purchases among Nevada brand customers in Kudus Regency. The more positive the emotions customers feel toward the Nevada brand particularly its jeans the higher the rate of impulse purchases.

Based on the conclusions and results of this study, the following recommendations are proposed: For the Nevada Brand: Based the discount variable, it was found that the indicator for the type of product receiving a discount had the lowest number of responses. A recommendation for Nevada would be to expand the range of products eligible for discounts so that consumers are not limited to specific products and the discount program becomes more appealing

Bases the fashion involvement variables, the indicator regarding prior knowledge of the latest fashion trends received the lowest response rate. Therefore, Nevada is advised to be more proactive in sharing information about the latest fashion trends through social media platforms such as Instagram and TikTok for example, by featuring outfit mix-and-match content, trending styles, and collaborations with influencers to boost consumer involvement.

Based the positive emotion variables, the indicator for “happiness” received the fewest responses. A recommendation for Nevada to further optimize the consumer shopping experience would be to utilize live shopping features that enable direct interaction with consumers, thereby creating a more enjoyable shopping experience.

Based the impulsive buying variable, it was found that the indicator showing that customers continue to purchase even when previous purchases did not meet expectations had the lowest number of responses. A recommendation for Nevada would be to place greater emphasis on maintaining product quality to ensure it meets consumer expectations. For Future Researchers, based on the  $R^2$  value (squared multiple correlation) it is recommended that future research include variables related to positive emotions such as customer experience and hedonic shopping motivation as well as social influences, such as influencers. (Tugade et al., 2016:11). For the impulsive buying variable, the variables recommended for inclusion are fashion trends and lifestyle (Solomon, 2019:87).

## ADVANCED RESEARCH

This study still has limitations, so further research on The Influence of Discounts and Fashion Involvement on Impulsive Buying with Positive Emotions as an Intervening Variable is needed to refine this study and enhance the insights of readers and the authors.

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