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The Effect of Product Design and Price Discount on Impulse Buying through Positive Emotion as a Mediating Variable in the Fast Fashion Industry: Uniqlo in Jakarta

Raisya Rahma Aulia[1]; Sari Listyorini [2]
[1] Department of Business Administration, Faculty Of Social and Political Sciences, Universitas Diponegoro, Indonesia
[2] Department of Business Administration, Faculty Of Social and Political Sciences, Universitas Diponegoro, Indonesia
Email: [1] raisyarahma42@gmail.com ;[2] sariadbis96@gmail.com

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Product Design, Price Discount, Impulse Buying, Positive Emotion.

ABSTRACT

This study analyzes the effect of product design and price discount on impulse buying through positive emotion as a mediating variable among Uniqlo consumers in Jakarta. A quantitative approach was used with data from 130 respondents and analyzed using Structural Equation Modeling (SEM). The results show that product design has a positive and significant effect on impulse buying and positive emotion. Price discount has no significant direct effect on impulse buying but has a positive effect on positive emotion. Positive emotion also has a positive and significant effect on impulse buying. The mediation analysis indicates that positive emotion partially mediates the relationship between product design and impulse buying, and fully mediates the relationship between price discount and impulse buying. Overall, the findings highlight that emotional factors and product design play a more dominant role than price discounts in driving impulse buying behavior.

INTRODUCTION

The fashion industry is one of the fastest-growing sectors in Indonesia, driven by changing trends, lifestyles, and increasingly dynamic consumer preferences. According to Statistics Indonesia (BPS), the manufacturing industry, including textiles, apparel, and footwear, contributed 19.28% to Indonesia's economic growth in the first quarter of 2024. This growth has been accompanied by shifts in consumer behavior, where purchasing decisions are no longer based solely on functional needs but also on the desire to express identity and lifestyle. Such

conditions have encouraged the emergence of the *fast fashion* concept, which offers trend-driven products at affordable prices through rapid production and distribution processes.

According to Wei and Zhou (2013), *fast fashion* is a business concept that quickly transfers fashion trends from the runway to retail stores in order to meet constantly changing market demands. As a result, consumers often purchase fashion products not only for practical purposes but also due to emotional impulses and lifestyle considerations. One consumer behavior frequently observed in the *fast fashion* industry is *impulse buying*, which refers to spontaneous purchases made without prior planning. Gunadhi and Japarianto (2015) explain that *impulse buying* occurs as a result of external stimuli encountered during shopping activities.

In the fashion retail context, product design and price discounts are considered important factors that can stimulate impulse buying behavior. Attractive product designs create visual appeal and emotional attraction, while price discounts provide perceptions of economic benefits that encourage spontaneous purchases. However, previous studies on the effect of price discounts on impulse buying have produced inconsistent findings. Fadilah and Untari (2024) found that price discounts positively influence impulse buying, whereas Arif and Ali (2024) reported contrasting results.

One of the rapidly growing fast fashion retailers in Indonesia is Uniqlo. Through its *low cost, high quality* concept and *Specialty Store Retailer of Private Label Apparel* (SPA) business model, Uniqlo offers high-quality products at relatively affordable prices and has successfully expanded its presence across major cities in Indonesia. Despite its strong appeal through product design and discount strategies, increasing competition within the fashion industry requires the company to gain a deeper understanding of the factors influencing consumers' impulse buying behavior. In addition to marketing stimuli, positive emotion plays an important role in influencing impulse buying behavior. According to Goleman (2002), positive emotion refers to positive emotional states that affect individuals' decisions and actions. Consumers who feel happy, comfortable, and satisfied during the shopping experience are more likely to make spontaneous purchases. Therefore, this study aims to analyze the effect of product design and price discounts on impulse buying through positive emotion as a mediating variable among Uniqlo consumers in Jakarta.

LITERATURE REVIEW

Consumer Behavior

According to Schiffman and Kanuk (2008), consumer behavior is the process individuals go through when searching for, purchasing, using, evaluating, and consuming products, services, or ideas that are expected to satisfy their needs. Meanwhile, Kotler and Keller (2009) define consumer behavior as the final decisions made by consumers when purchasing products or services for personal consumption. In the context of the fast fashion industry, this process often occurs rapidly and does not always involve extensive rational consideration. Consumers may encounter an attractive product, perceive substantial benefits from appealing price discounts, and ultimately make unplanned purchases.

Product Design

According to Ulrich and Eppinger (2012), product design is a systematic activity that involves the development of concepts, specifications, and implementation plans to create products that can be manufactured and meet market needs. Meanwhile, Kotler and Keller (2016) define product design as an important component of marketing management that focuses on developing products that are attractive to consumers. In the context of the fast fashion industry, product design must not only be aesthetically appealing but also capable of being produced quickly and at a low cost.

Price Discount

In the fast fashion industry, price discounts are one of the primary marketing tools used to increase sales and stimulate impulse buying behavior. According to Kotler and Keller (2016), a price discount refers to a reduction in the selling price offered to consumers for a certain period as an incentive to accelerate purchasing decisions. Furthermore, Gendall et al. (2006) define price discounts as a promotional strategy that can directly stimulate the purchase of promoted products, thereby leading to increased sales.

Impulse Buying

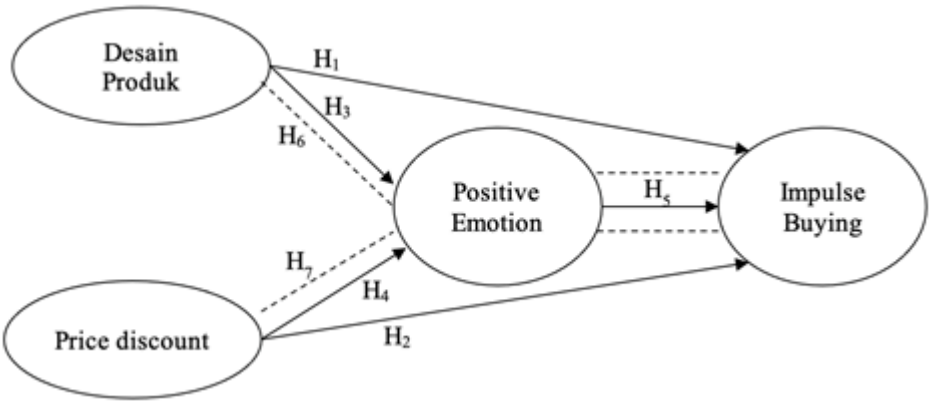
Impulse buying is defined by Peck and Childers (2006) as a purchase triggered by sensory stimulation, such as visual or tactile experiences with a product, which encourages consumers to buy without prior planning. According to Solomon (2002), impulse buying is a spontaneous purchase that occurs due to a strong urge to buy immediately. This behavior is influenced by a combination of emotional and cognitive factors that motivate individuals to satisfy their desire to purchase without delay. Furthermore, Mowen and Minor (2002) define impulse buying as a purchasing action that is not consciously recognized beforehand as the result of deliberate consideration or a purchase intention formed before entering a store.

Positive Emotion

According to Goleman (2002), positive emotion refers to distinctive feelings and thoughts, a biological and psychological state, as well as a set of tendencies to act. Positive emotions play an important role in broadening individuals' cognitive and behavioral repertoires, enhancing their well-being, and helping them build social, psychological, and physical resources (Fredrickson, 2001). Consumers who experience positive emotions are more likely to exhibit stronger purchasing tendencies because they possess greater enthusiasm for obtaining products and higher levels of energy, which can encourage purchasing decisions.

Framework And Hypothesis

Figure 1 Framework



The Influence of Product Design on Impulse Buying

Product design has a significant influence on impulse buying behavior. An attractive product design can instantly capture consumers' attention and generate positive feelings, encouraging them to make purchase decisions without prior planning. Therefore, product design plays an important role in influencing consumers' emotions and stimulating impulse buying behavior (Verplanken & Herabadi, 2001).

H1: Product Design has a positive and significant effect on Impulse Buying.

The Influence of Price Discount on Impulse Buying

A study conducted by Fadilah and Untari (2024) found that the discount variable has a significant effect on impulse buying. Discounts play an important role in influencing purchasing decisions. The availability of numerous discounts encourages consumers to regularly browse and search for desired products, enabling them to find fashion items at lower prices and ultimately stimulating impulse buying behavior.

H2: Price Discount has a positive and significant effect on Impulse Buying.

The Influence of Product Design on Positive Emotion

Nicolás et al. (2013) explain that products can evoke various positive emotions, which are influenced by their design and features. Understanding the positive emotions generated by product design can provide valuable insights into how design affects consumer behavior.

H3: Product Design has a positive and significant effect on Positive Emotion.

The Influence of Price Discount on Positive Emotion

A study conducted by Larasati and Yasa (2021) found that price discounts have a significant effect on positive emotions. When discounts are able to enhance consumers' positive moods, they tend to feel pleased and are more likely to make immediate purchases. The findings indicate that the higher the level of price discount offered, the more positive the emotions experienced by consumers during the shopping process.

H4: Price Discount has a positive and significant effect on Positive Emotion.

The Influence of Positive Emotion on Impulse Buying

A study conducted by Aliwinoto et al. (2024) found that optimistic emotions positively influence impulse buying behavior based on the results of hypothesis testing. Consumers who experience positive emotions tend to spend more time in department stores and are more likely to purchase multiple products simultaneously.

H5: Positive Emotion has a positive and significant effect on Impulse Buying.

The Influence of Product Design on Impulse Buying Through Positive Emotion

According to Verplanken and Herabadi (2001), impulse buyers often purchase products because of the pleasure and enjoyment they experience, rather than solely based on functional considerations. Attractive and aesthetically appealing product designs can evoke positive emotions, such as excitement and satisfaction, which in turn increase consumers' tendency to make impulsive purchases.

H6: Product Design has a positive and significant effect on Impulse Buying through Positive Emotion.

The Influence of Price Discount on Impulse Buying Through Positive Emotion

The study conducted by Sari et al. (2022) found that positive emotion mediates the effect of price discounts on impulse buying. The findings demonstrate that discount strategies can be effective when the discounts offered align with the products desired by consumers. In addition, discounts can increase the quantity of products purchased and make purchases more affordable, thereby encouraging impulse buying behavior.

H7: Product Design has a positive and significant effect on Impulse Buying through Positive Emotion.

METHODS

The population in this study consisted of Uniqlo consumers in Jakarta who had made impulsive purchases of Uniqlo products, while the exact population size was unknown. Therefore, the sample size was determined using Hair's formula. This study involved 130 respondents to obtain more representative results. The sampling technique used was accidental sampling and non-probability sampling with a purposive sampling approach. The data source used in this study is primary and secondary data.

The data analysis technique used in this study was Partial Least Squares (PLS). According to Abdillah and Hartono (2015), Partial Least Squares is a variance-based Structural Equation Modeling (SEM) technique designed to address complex structural relationships involving multiple variables, particularly when the sample size is relatively small, the dataset contains missing values, or multicollinearity is present.

Tabel 1 Variable Indicator

Variable	Indicator
Product Design (Ariella, 2018)	- Design variations - Latest models - Trend-following designs
Price Discount (Kotler & Keller, 2016)	- Discount amount - Discount period - Types of products receiving discounts
Positive Emotion (Hawkins et al., 2004)	- Feeling comfortable while shopping - Feeling satisfied while shopping - Feeling happy while shopping - Desire to return again
Impulse Buying (Wahyuni & Setyawati, 2020)	- Spontaneous purchasing - Purchasing without considering consequences - Hasty purchasing - Purchasing influenced by emotional state

RESULTS

In this section, the results of the data analysis obtained from 130 respondents who are Uniqlo consumers in the city of Jakarta are presented. The charateristics of the respondents are shown in the following table.

Table 2 Charateristics of Respondents

No	Charateristics of Respondents	Frequency	Frequency	Percentage
1	Gender	Male	77	59,23%
		Female	53	40,77%
2	Age	18-20	8	6,15%
		21-23	28	21,54%
		24-26	57	43,85%
		27-29	27	20,77%
		30-32	7	5,39%
		33-35	1	0,8%
		36-38	2	1,5%
3	Occupation	Entrepreneur	11	8,46%

		Private Sector Employee	88	67,7%
		Student/Homemaker	23	17,69%
		Civil Servant	8	6,15%
4	Monthly Income	< Rp 2.500.000	17	13,08%
		Rp 2.500.000 – Rp 3.500.000	22	16,923%
		Rp 3.600.000 – Rp 5.000.000	24	18,461%
		> Rp 5.000.000	67	51,54%
5	Time of Purchase	≤1 month	46	35,38%
		1–3 months	18	13,85%
		4–6 moths	31	23,85%
		> 6 months	35	26,92%

Validity Test

Within the context of quantitative research, validity is conceptualized as the extent to which a measurement tool accurately reflects the underlying concept it intends to assess (Heale & Twycross, 2015). Predictive validity, a specific form of validity, refers to the ability of a measure to accurately predict what it is designed to predict (Taherdoost, 2016). Convergent validity, another facet of validity, measures the degree to which a construct converges or aligns with related constructs. Average Variance Extracted (AVE) serves as a statistical indicator of convergent validity. To compute AVE, the squared loadings of all items pertaining to a construct are summed and averaged (Hair et al., 2019). An AVE value of 0.50 or higher is considered the minimum acceptable threshold, implying that the construct explains at least 50% of the variance among its constituent items.

Table 3 Avarage Variance Extracted (AVE)

Variables	Avarage Variance Extracted (AVE)
Product Design	0,787
Price Discount	0,672
Impulse Buying	0,721
Positive Emotion	0,767

Based on the data presented in Table 3, it can be seen that the AVE values for all variables have met the minimum threshold required to be considered valid.

Reliability Test

The reliability test aims to assess the accuracy, precision, and consistency of an instrument in measuring a construct. Reliability can be evaluated using two indicators, namely Composite Reliability and Cronbach's Alpha. A construct is considered reliable if both the Cronbach's Alpha and Composite Reliability values exceed 0.70 (Ghozali, 2011). The results obtained from the data analysis using Partial Least Squares (PLS) are presented in Table 4.

Table 4 Cronbach's Alpha and Composite Reliability

Variables	Cronbach's Alpha	Composite Reliability
Product Design	0,932	0,949
Price Discount	0,880	0,911
Impulse Buying	0,944	0,954
Positive Emotion	0,956	0,963

Based on Table 4 the composite reliability results indicate satisfactory values, as all variables have scores greater than 0.70. These results demonstrate that the instruments used in this study possess a high level of stability and consistency. Therefore, it can be concluded that the reliability requirements of the measurement instruments have been fulfilled.

Evaluation of Structural Model (Inner Model)

The respondents' characteristics shown in the table provide an overview of the research object. The subsequent analysis focuses on the structural model to asses the relationship among the variables. The results of R-Square and Q-Square are presented below

Table 5 R-Square and Q-Square

Test Results	Impulse Buying	Positive Emotion
R-Square	0,725	0,606
Q- Square	0,505	0,475

Table 5 shows an R-Square value of 0.725 for Impulse Buying, indicating that Product Design, Price Discount, and Positive Emotion account for 72.5% of its variance, while the remaining 27.5% is explained by factors outside this study. Furthermore, the R-Square for Positive Emotion is 0.606, suggesting that Product Design and Price Discount explain 60.6% of its variability. Based on the criteria by Ghozali & Latan (2015) where R-Square values of 0.75, 0.50, and 0.25 represent strong, moderate, and weak effects, respectively both Impulse Buying (72.5%) and Positive Emotion (60.6%) models exhibit a moderate level of predictive power.

The Q-Square test results presented in Table 1.5 indicate that the Impulse Buying (Y) construct has a value of 0.505. This result suggests that the research model has strong predictive relevance in explaining and predicting consumers' impulse buying behavior. Meanwhile, the Q-Square test results show that the Positive Emotion (Z) construct has a value of 0.475. This finding indicates that the research model also possesses strong predictive relevance in predicting the positive emotions experienced by consumers.

Path Coefficient

Hypothesis testing is carried out to determine whether a hypothesis is accepted or not. SMART PLS software version 3.2.9 can be used to test this hypothesis. The hypothesis is accepted if the t-statistic value is more than 1.96 with a significance level less than 0.005. The results are presented in the following table.

Table 6 Direct Effect

Hypothesis	Path Coefficient	T-Statistics	P-Value	Conclusion
H1	0,394	3,202	0,001	Accepted
H2	0,078	1,757	0,080	Rejected
H3	0,701	12,780	0,000	Accepted
H4	0,173	2,595	0,010	Accepted
H5	0,475	4,988	0,000	Accepted

The table above presents the results of the hypothesis testing. The results show that H1 indicates a positive and significant effect, with a path coefficient of 0.394, T-statistics of 3.202, and a p-value of 0.001, therefore H1 is accepted. H2 shows a positive but insignificant effect, with a path coefficient of 0.078, T-statistics of 1.757, and a p-value of 0.080, hence H2 is rejected.

Furthermore, H3 demonstrates a strong positive and significant effect with a path coefficient of 0.701, T-statistics of 12.780, and a p-value of 0.000, thus H3 is accepted. H4 also shows a positive and significant relationship, with a path coefficient of 0.173, T-statistics of 2.595,

and a p-value of 0.010, leading to the acceptance of H4. In addition, H5 is accepted as it shows a positive and significant effect with a path coefficient of 0.475, T-statistics of 4.988, and a p-value of 0.000.

Table 7 Indirect Effect

Hypothesis	Path Coefficient	T-Statistics	P-Value	Conclusion
H6	0,333	4,467	0,000	Accepted (partial mediation)
H7	0,082	2,212	0,027	Accepted (full mediation)

The results show that H6 indicates a partial mediation effect, with a path coefficient of 0.333, T-statistics of 4.467, and a p-value of 0.000, therefore H6 is accepted as partial mediation is confirmed. Meanwhile, H7 shows a full mediation effect with a path coefficient of 0.082, T-statistics of 2.212, and a p-value of 0.027, hence H7 is also accepted, indicating full mediation in this relationship.

DISCUSSION

The results of this study indicate that product design has a positive and significant effect on both impulse buying and positive emotion among Uniqlo consumers in Jakarta. These findings suggest that attractive product designs are capable of stimulating consumers' positive emotional responses, such as feelings of happiness, comfort, and satisfaction, which in turn encourage spontaneous purchasing behavior. Furthermore, positive emotion was found to have a positive and significant effect on impulse buying, indicating that consumers who experience positive emotions during the shopping process are more likely to make unplanned purchase

The study also reveals that price discount has a positive and significant effect on positive emotion but does not have a significant direct effect on impulse buying. This finding suggests that Uniqlo consumers do not necessarily consider discounts as the primary reason for making spontaneous purchases. Instead, discounts contribute to the creation of positive emotional experiences, which subsequently increase the likelihood of impulse buying. In addition, positive emotion was found to significantly mediate the relationships between product design and impulse buying, as well as between price discount and impulse buying. Therefore, positive emotion serves as an important psychological mechanism through which product design and price discounts influence consumers' impulse buying behavior.

CONCLUSION

This study aims to analyze the effects of product design and price discount on impulse buying, with positive emotion serving as a mediating variable among Uniqlo consumers. The findings reveal that product design has a positive and significant effect on both impulse buying and positive emotion. These results indicate that design variety, the availability of new models, and alignment with current trends are able to attract consumers' attention, create feelings of comfort, satisfaction, and enjoyment, and ultimately encourage spontaneous purchasing behavior. On the other hand, price discount does not have a significant direct effect on impulse buying but has a positive and significant effect on positive emotion. This suggests that discounts play a greater role in creating an enjoyable shopping experience rather than directly triggering impulse purchases. Furthermore, positive emotion was found to have a positive and significant effect on impulse buying, indicating that feelings of comfort, satisfaction, and enjoyment during shopping increase consumers' tendency to make unplanned purchases. The results also demonstrate that positive emotion mediates the effects of product design and price discount on

impulse buying. Therefore, within the context of the fast fashion industry, product design serves as a factor that directly and indirectly stimulates impulse buying, whereas the influence of price discounts on impulse buying is more effectively realized through the development of positive consumer emotions. These findings highlight the importance of strategies that focus not only on functional and economic aspects but also on creating positive emotional experiences to enhance impulse buying behavior among Uniqlo consumers.

LIMITATION

This study has several limitations. First, the research was conducted only on Uniqlo consumers in Jakarta, which may limit the generalizability of the findings to consumers in other regions or retail fashion brands. Second, this study only examined product design and price discount as antecedents of impulse buying, while other factors such as store atmosphere, shopping lifestyle, sales promotion, social influence, and online shopping experience may also influence consumers' impulse buying behavior. Third, the study employed a cross-sectional design, which captures consumer perceptions at a single point in time and may not fully reflect changes in consumer behavior over different periods. Therefore, future studies are encouraged to involve broader geographical coverage, incorporate additional variables, and apply longitudinal approaches to provide a more comprehensive understanding of impulse buying behavior in the fast fashion industry.

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