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The Effect Of Price Discount And Fashion Involvement On Consumer Impulse Buying At Kalea Collections, Bima City

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Abstract

This study aims to determine the tendency of impulsive purchases among the people of Bima City and to determine whether impulsive purchases influence Price Discount and Fashion Involvement. This study uses two independent variables Price Discount (X_1), Fashion Involvement (X_2), and Impulse Buying as the dependent variable (Y). The research problem formulation in this study includes determining how Price Discount and Fashion Involvement influence Impulse Buying and examining Kalea Collections consumers' views on Impulse Buying decisions made by consumers in Bima City.

This study used quantitative methods. Data collection was conducted by distributing questionnaires to 96 respondents in Bima City. These questionnaires were administered to Kalea Collections consumers in Bima City. The data collection technique used in this study was Incidental Sampling. Data analysis was performed using SPSS 26 for Windows. The research instrument was then tested using validity and reliability tests, followed by classical assumption tests and hypothesis testing.

Keywords : Price Discount, Fashion Involvement, Impulse Buying

INTRODUCTION

The Thrifting World in Indonesia is a national market highlight with attractive fashion products. Speaking of Thrifting, Indonesia is one of the countries that is starting to be recognized internationally as marked by the presence of local Indonesian brands. From the creative hands of Indonesian designers and artists are able to create a product

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that is beautiful to look at and wear, and is no less attractive than the products of foreign artists. The rise of varied Thrifting styles can foster consumer interest, and increase purchasing power to be more consumptive, which was originally consumers shopping to fulfill needs now shifting to a medium to fulfill desires. In Indonesia, the increasing use of Thrifting, business actors compete to improve marketing strategies to attract consumer interest in their products or services. To attract consumer interest, business actors implement marketing strategies by offering Price Discounts to get discounts on certain products to increase sales and stimulate impulsive purchases. As many know, Kalea Collections often provides promotions, various promotions are often given. The occurrence of a tendency in consumers that causes the urge to shop is a demand to buy the product to be equal to others. One business that will never die is a business engaged in the thrifting sector. Because the opportunities in the thrifting business sector are wide open if entrepreneurs pay close attention to the opportunities available. The growth of the thrifting business world encourages entrepreneurs to always showcase the latest products in terms of models and designs (Citra et al., 2024).

Current trade trends have expanded, not only focusing on selling new goods but also accommodating used goods. Used goods are now a source of new opportunities in the market, which in practice occurs through thrifting (Lianita & Ahmad, 2023) Thrifting is defined as the activity of shopping to find items that are not only affordable but also rare and not currently popular. Thrifting also refers to the process of finding used goods that still maintain a high level of quality (Citra et al., 2024). The increasing demand for ready-to-wear apparel is inextricably linked to an interesting phenomenon. Data from a research report by CNN shows that half of Indonesia's millennial population (around 50%) tend to be impulse consumers in the Asia Pacific region, according to CNN Indonesia.

Impulse Buyingis an important aspect of consumer behavior and a vital concept for retailers (Setiawati, 2020) Impulse buying is a form of purchasing that occurs suddenly, spontaneously, and is often driven by a momentary emotional urge, rather than through a long consideration process (Kencanawati et al., 2026).

Several factors can influence impulse buying, including price discounts and fashion involvement. Price discounts play a crucial role in providing value to customers and can influence the image of the product upon purchase. Discounts can stimulate customers to make purchases they hadn't originally planned or lead to impulse purchases. A price discount is a reduction in the price of a product from the normal price for a specific period (Santoso, 2021). Price Discount is a marketing strategy, a price reduction used by

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retailers to stimulate consumers to make excessive purchases by offering a product at a lower price than the regular price for a certain period of time (Rika et al., 2022).

Fashion Involvement a person's role in fashion products and all things related to fashion which is caused by a need, and dominance over a decision and purchasing satisfaction (Kotler, 2022)Impulse buying is the level of emotional involvement and attention an individual shows toward fashion product categories, such as clothing, bags, and shoes. In this context, fashion involvement reflects the extent to which a person is interested, involved, and concerned with aspects related to the fashion world (Gamaya et al., 2024).

One of the thrifting shops in Bima City is Kalea Collections, Kalea Collections Bima provides premium and affordable thrifting clothing for men, women and children's clothing, such as T-shirts, Shirts, Women's Blouses, Casual, Jeans & Pants, Simple Outerwear, Children's Clothes, Joggers / Children's Pants. Thrifting clothes offered by Kalea Collections are already in clean condition or have been washed before being displayed with prices starting from IDR 5,000. Kalea Collections was founded on July 16, 2022 as a local thrift business in Bima City. Kalea Collections also obtains goods from suppliers/collectors and various official centers in Indonesia such as, Pasar Blauran Surabaya, Pasar Baru Medan, Gedebage Bandung, and Online Marketplaces. Kalea Collections Bima certainly faces a lot of competition in the thrifting clothing business, such as Royal Store, La Naina Thrift Collection, Kibu Thrift, Elfany RB, and many other thrifting clothing stores in Bima City. Therefore, Kalea Collections Bima is required to be able to act quickly and appropriately in the face of fierce competition so thatcan attract consumer interest to decide to buy goodsthrifting clothes they offerImpulse Buyingis an impulsive decision that involves purchasing decisions without planning.

Based on the researcher's initial observations on consumers of Kalea Collections in Bima City, there is a problem phenomenon related to Impulse Buying, where some consumers revealed that buying thrifting products without planning can cause regret after purchasing, often wasteful because they are tempted by new products and promotions, consumers tend to buy items they don't actually need, just because they are attracted by promotions or a momentary desire to have the product. With the Price Discount, not all clothes and only some have discounts. The existence of Price Discounts allows consumers to buy clothes at discounts, but the discounts given are not for all clothes. In addition, fashion involvement causes some consumers to tend to be more emotional and easily encouraged to make impulsive purchases when they see attractive products or discounts. The level of consumer involvement varies so that consumers can be influenced

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by the need to express themselves to look attractive and want to be praised by friends, family, social media and even others.

Based on the problem phenomenon above, this is what prompted the author to research the marketing strategy used by Kalea Collections, so the author wants to research "The Effect of Price Discount and Fashion Involvement on Consumer Impulse Buying at Kalea Collections, Bima City".

LITERATURE REVIEW

Price Discount

Price Discountis a marketing strategy, a discount is a method used by retailers to stimulate consumers to make excessive purchases by offering a product at a lower price than the regular price for a certain period of time (Rika et al., 2022). Price Discount is a reduction in the price of a product from the normal price within a certain period (Santoso, 2021).

As for the IndicatorsPrice Discountcan be measured by indicators according to (Kotler, 2022). Emotional, in the context of this title, refers to when consumers feel a strong emotional urge when they see a discount or an attractive fashion product. There's a feeling of excitement, temptation, and even fear of missing out, which makes the heart react immediately without waiting for logic to kick in.

a. Without considerationdescribes a situation where consumers no longer consider their needs, actual prices, or impact. Discounts and the attraction to fashion bypass the thought process, allowing the purchase decision to occur spontaneously.
b. SpontaneousA sudden purchase is a purchase that occurs suddenly due to a combination of discounts and a fascination with fashion. It's not planned in advance, but rather occurs on the spot due to a sudden emotional impulse.

Fashion Involvement

Fashion Involvement the role of an individual towards a fashion product or anything related to fashion models which is caused by the need and desire for a decision and satisfaction of purchase (Kotler, 2022). Ffashion involvementdescribes the level of consumer interest, attention and attachment to fashion products (Kencanawati et al., 2026). As for the IndicatorsFashion Involvementcan be calculated using parameters according to(Kotler, 2022).

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a. Having a variety of new clothing styles, a store or individual has a large collection and always follows the latest trends. These styles are regularly updated so consumers can find popular styles.
b. Clothing comes in a variety of styles, shapes, colors, and designs. Consumers can choose according to their preferences, as the selection isn't limited to just one type.
c. Clothing defines a person's fashion sense; it can reflect a person's personality or distinctive style. Through clothing, others can discern the wearer's fashion sense, such as elegance, sportiness, casual, feminine, or edgy.
d. Wearing your favorite clothes can make you feel attracted to them. Wearing the clothes you love and feel confident about increases your attractiveness in the eyes of others. People become interested or notice them because the clothes fit you well, are attractive, or reflect the wearer's personality.

Impulse Buying

Impulse Buyingis the behavior of shopping without any prior planning and purchasing decisions occur quickly without thinking long (Purnama, 2023).

Impulse buyingis a form of purchasing that occurs suddenly, spontaneously, and is often driven by a momentary emotional impulse, rather than through a long consideration process (Kencanawati et al., 2026). The Impulse Buying indicators can be classified according to the indicators (Kotler, 2022).

a. Pure impulse buying, which is a spontaneous, unplanned purchase, arises from a momentary urge. The buyer purchases an item without considering the need, simply because they are attracted to it at the moment.
b. Impulse buying due to reminders: An impulse purchase that occurs when a buyer remembers that they need an item after seeing it in a store. They initially had no intention of buying it, but seeing the product reminds them that they need it.
c. Impulse buying due to suggestions, namely purchases that occur because the buyer is influenced by information or product displays, such as labels, packaging, or promotions. The buyer did not plan the purchase in advance, but after seeing the explanation or benefits, he or she is influenced to buy.
d. Planned impulse buying: Impulse buying occurs without planning to buy a specific product, but the buyer already intends to purchase the item if they find an attractive offer. So, the purchase occurs because of a discount, promotion, or sudden offer, not because they need the product.

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The Relationship between Price Discount and Impulse Buying

According to Price (Rika et al., 2022) A price discount is a marketing strategy used by retailers to encourage consumers to make excessive purchases by offering a product at a discounted price from the regular price for a specified period. This is also supported by research conducted by (Azwari & Lina, 2020) stated that the influence of price discounts on impulse buying was positive and significant. This indicates that the greater the price discount offered, the higher the consumer's impulse buying.

The Relationship between Fashion Involvement and Impulse Buying

According to (Kotler, 2022) Fashion involvement is a person's involvement with fashion products and all things fashion-related, driven by a need and dominated by purchasing decisions and satisfaction. Consumers with high fashion involvement tend to be more sensitive to new products, promotions, or the latest collections, making them more easily motivated to make spontaneous purchases. The results of this study align with research conducted by (Kotler, 2022) This study showed that fashion involvement has a positive and significant effect on impulse buying. Therefore, the higher a person's fashion involvement, the more likely they are to make impulse purchases, especially for fashion products perceived as trendy or enhancing their self-image.

Relationship between Price Discount andFashion Involvementagainst Impulse Buying

According to (Full Moon, 2023) states that Impulse Buying is the behavior of shopping without prior planning and purchasing decisions occur quickly without further thought. Price Discount and Fashion Involvement on Impulse Buying show that both factors can simultaneously influence consumer impulsive buying behavior. Discount prices encourage consumers to make spontaneous purchases because they provide the perception of added value, a sense of profit, and urgency that makes consumers feel they are losing out if they do not take advantage of the opportunity. Meanwhile, Fashion Involvement, consumer involvement in fashion trends and products, influences how much consumers are interested in certain fashion products. Based on the analysis, it shows that the level of consumer involvement in fashion plays an important role in encouraging impulsive buying. This is supported by research by (Rika et al., 2022) which states that Price Discount and Fashion Involvement have a positive and significant influence on Impulse Buying assimultaneous variables.

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RESEARCH METHODOLOGY

In this research, the associative research type was used, associative research aims to findthe relationship between two or more variable. So in this study, the researcher wants to find the influence of Price Discount (X1), Fashion Involvement (X2), to wards Impulse Buying (Y) consumers of Kalea Collections Bima City.

DISCUSSION OF DATA ANALYSIS RESULTS

Validity Test

Table 1. Results of the Validity Test of Research Instruments

Research Variables	Item	R-count	R-table	Information
Price Discount (X1)	1	0.722	0.300	Valid
	2	0.626	0.300	Valid
	3	0.703	0.300	Valid
	4	0.711	0.300	Valid
	5	0.701	0.300	Valid
	6	0.536	0.300	Valid
	7	0.599	0.300	Valid
	8	0.638	0.300	Valid
	9	0.642	0.300	Valid
Fashion Involvement (X2)	1	0.722	0.300	Valid
	2	0.631	0.300	Valid
	3	0.560	0.300	Valid
	4	0.578	0.300	Valid
	5	0.498	0.300	Valid
	6	0.627	0.300	Valid
	7	0.466	0.300	Valid
	8	0.568	0.300	Valid
	9	0.591	0.300	Valid
Impulse Buying (Y)	1	0.402	0.300	Valid
	2	0.503	0.300	Valid
	3	0.480	0.300	Valid
	4	0.368	0.300	Valid
	5	0.396	0.300	Valid
	6	0.407	0.300	Valid
	7	0.618	0.300	Valid

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	8	0.674	0.300	Valid
	9	0.635	0.300	Valid
	10	0.565	0.300	Valid
	11	0.512	0.300	Valid
	12	0.581	0.300	Valid

Source: Processed Primary Data, 2026

The results of the validity test in table 2 above are tests of each statement item in the variable research instrument.Price Discount, Fashion Involvement and Impulse Buying, it can be said that all the statement items proposed in this study are valid because they are above the validity standard, namely ≥ 0.300.

Reliability Test

Table 2. Results of the Reliability Test of the Research Instrument

Variables	Number of items	Cronbach's Alpha	Standard	Information
Price Discount	9	0.908	0.600	Reliable
Fashion nvolvement	9	0.920	0.600	Reliable
Impulse Buying	12	0.869	0.600	Reliable

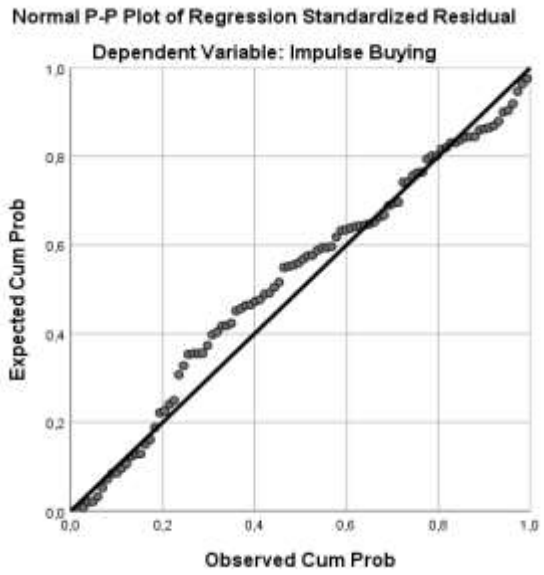
Source: Processed Primary Data, 2026

ResultsThe reliability test of the statement items shown in Table 3 above shows that the Cronbach's Alpha value for the variables Price Discount (X1), Fashion Involvement (X2) and Impulse Buying (Y) has reached or exceeded the set standard, namely 0.600, meaning that all statement items from the questionnaire are declared reliable or accurate for use in research calculations.

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Classical Assumption Test
Normality Test



The image above shows that the Normal PP of Regression Standardized Residual graph depicts the distribution of data around the diagonal line and the distribution follows the direction of the diagonal line of the graph, so the regression model used in this study meets the assumption of normality.

To confirm the results of the normality test above, the researcher conducted a Kolmogorov-Smirnov test with the following results:

Table 3. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			96
Normal Parametersa,b		Mean	,0000000
		Standard Deviation	4.188047 10
Most Differences	Extreme	Absolute	,102
		Positive	,056
		Negative	-,102

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Test Statistics	,102
Asymp. Sig. (2-tailed)	,116c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: Primary data processed by Spss v26, 2026

Based on the results of the Kolmogorov-Smirnov test above, the Asymp.Sig value is 0.116 or has a value > 0.05 (0.116 > 0.05). This indicates that the data in this study is normally distributed and the regression model is suitable for use in predicting the dependent variable, namely Impulse Buying, based on the input of the independent variables, namely Price Discount and Fashion Involvement. Therefore, the research data is suitable for use as research.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	Price Discount	,905	1,105
	Fashion Information	,905	1,105

a. Dependent Variable: Impulse Buying
Source: Primary data processed by Spss v26, 2026

Based on the Collinearity Statistic value from the output above, the Tolerance value for the Price Discount (X1) and Fashion Involvement (X2) variables is 0.905 > 0.10 while, the VIF value for the Price Discount (X1) and Fashion Involvement (X2) variables is 1.105 < 10.00. then it can be concluded that there are no symptoms of multicollinearity in the regression model.

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Heteroscedasticity Test

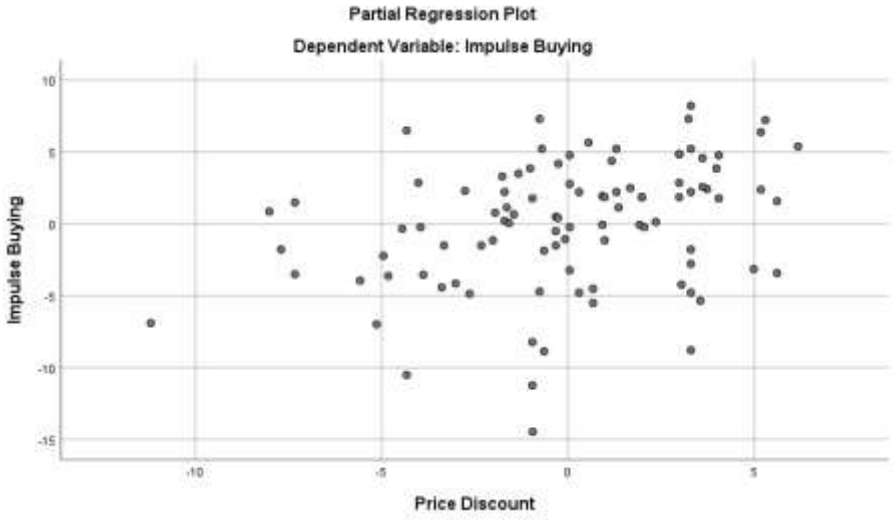


Figure 3. Heteroscedasticity Test
Source: Primary data processed by Spss v26, 2026

The Scatterplot graph displayed for the heteroscedasticity test shows points that are spread randomly and no clear pattern is formed and in the distribution of these points they spread below and above the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the regression model, so that the regression model is suitable for use to predict the Impulse Buying variable (Y).

Autocorrelation Test

Table 5. Autocorrelation Test Results

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	,422a	,178	,161	4,233	2,017
a. Predictors: (Constant), Fashion Information, Price Discount					
b. Dependent Variable: Impulse Buying					

Source: Primary data processed by Spss v26, 2026

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From table 5 above, the Durbin Watson value is 2.017. This Durbin Watson value meets the criteria of 1.72 < DW < 2.35, so 1.72 < 2.017 < 2.35, which means there is no autocorrelation.

Multiple Linear Regression

Table 6. Multiple Linear Regression Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	26,013	5,913		4,399	,000
	Price Discount	,426	,126	,334	3,380	,001
	Fashion Information	,227	,128	,175	1,774	,079
a. Dependent Variable: Impulse Buying						

Source: Primary data processed by Spss v26, 2026

From the results of the regression analysis, the multiple regression equation can be seen as follows:

Y =26,013+ 0.426 X1 + 0.227 X2 + e

Based on this equation, it can be explained as follows:

a. The constant value is26,013can be interpreted as if the Price Discount and Fashion Involvement variables are considered zero, then Impulse Buying will be as large as 26,013.
b. The beta coefficient value for Price Discount is 0.426, meaning that every change in the Price Discount variable (X1) by one unit will increase Impulse Buying by 0.426 units, with other assumptions remaining constant.
c. The beta coefficient value for the Fashion Involvement variable is 0.227, meaning that every change in the Fashion Involvement variable (X2) by one unit will increase Impulse Buying by 0.227 units, with other assumptions remaining constant.

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Correlation Coefficient and Determination Test

Correlation Coefficient

Table 8. Results of the Correlation Coefficient Test and Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,422a	,178	,161	4,233
a. Predictors: (Constant), Fashion Information, Price Discount				
b. Dependent Variable: Impulse Buying				

Source: Primary data processed by Spss v26, 2026

Based on Table 8 above, the R value is 0.422. These results indicate a relationship between Price Discount and Fashion Involvement and Impulse Buying. To interpret the strength of this relationship, the following table can be used as a guideline:

Table 7. Comparison of Correlation Coefficient Relationship Levels

Coefficient Interval	Relationship Level
0.00 – 0.199	Very weak
0.20 – 0.399	Weak
0.40 – 0.599	Currently
0.60 – 0.799	Strong
0.80 – 1,000	Very strong

Source: Sugiyono, 2016

So the correlation between Price Discount and Fashion Involvement on Impulse Buying is 0.422 in the interval 0.40 – 0.599 with a moderate level of relationship.

Determination Test

There is an influence between Price Discount and Fashion Involvement on Impulse Buying, the magnitude of this influence can be expressed quantitatively by testing the coefficient of determination in table 8 above, then the value of the Determination

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Coefficient (R Square) is 0.178 or 17.8%, while the remaining 82.2% is influenced by other factors not examined in this study such as Store Atmosphere, Shopping Lifestyle and other variables.

t-Test Results

Table 8.t-Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,013	5,913		4,399	,000
	Price Discount	,426	,126	,334	3,380	,001
	Fashion Information	,227	,128	,175	1,774	,079
a. Dependent Variable: Impulse Buying						

Source: Primary data processed by Spss v26, 2026

H1: Price Discounthas a significant influence on Impulse Buying at Kalea Collections, Bima City.

The statistical results of the t-test for the Price Discount variable obtained a t-count value of 3.380 with a t-table value of 1.985 (3,380> 1.985) with a significance value of 0.001 which is smaller than 0.05 (0.001 < 0.05), then the first hypothesis which states that "Price Discount has a significant effect on Impulse Buying at Kalea Collections, Bima City" is accepted (H1 Accepted).

The results of this study are in line with previous research conducted byFauzia & Adlina (2024)which states that there is a significant influence of Price Discount on Impulse Buying to Maimun Palace, Medan City. In addition, the results of previous research conducted by(To et al., 2023)which states that Price Discount has an effect on Impulse Buying of Uniqlo Solo Paragon consumers.

H2: Fashion Involvement has a significant influence on Impulse Buying at Kalea Collections, Bima City.

The statistical results of the t-test for the Fashion Involvement variable obtained a t-count value of 1.774 with a t-table value of 1.985 (1.174 < 1.985) with a significance value of 0.079 greater than 0.05 (0.079 > 0.05) so the second hypothesis which states

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that "Fashion Involvement has a significant effect on Impulse Buying at Kalea Collections, Bima City" is rejected (H2 is rejected).

The results of this study are supported by research conducted byPratama et al. (2023)stated that Fashion Involvement had no significant effect on Impulse Buying at the Blado Munjungan Beach tourist attraction. In addition, the results of previous research conducted by(Sidabutar & Yunita, 2022)which states that Fashion Involvement does not have a significant influence on Impulse Buying of tourists at the Indah Pandan Beach tourist attraction in Central Tapanuli Regency.

F Test Results

Table 9.F Test Results

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	361,683	2	180,842	10,093	,000b
	Residual	1666,275	93	17,917		
	Total	2027,958	95			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Fashion Information, Price Discount

Source: Primary data processed by Spss v26, 2026

H3: Price Discountand Fashion Involvement together have a significant influence on Impulse Buying at Kalea Collections, Bima City

From the test results, the F-count value was obtained at 10,093 with an F-table value of 3.09 (10,093 > 3.09) with a significance of 0.000 (0.000 < 0.05). Because the significance value is smaller than 0.05 (0.000 < 0.05), it can be concluded that the third hypothesis which states that "Price Discount and Fashion Involvement together have a significant effect on Impulse Buying at Kalea Collections, Bima City" is Accepted (H3 Accepted).

This research is the same as the research conducted by(Kencanawati et al., 2026) states that Price Discount and Fashion Involvement have a significant influence on Impulse Buying: The Mediating Role of Positive Emotion The Mediating Role of Positive Emotion. In addition, the results of previous research conducted by(Setiawati,

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2020)stated that Price Discount and Fashion Involvement simultaneously have a significant effect on Impulse Buying among TikTok Shop Users in Jakarta City.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the discussion of the results of the analysis that has been carried out related to The Influence of Price Discount and Fashion Involvement on Consumer Impulse Buying at Kalea Collections, Bima Citythe following conclusions can be drawn:

a. Price Discountsignificantly influence consumer impulse buying at Kalea Collections, Bima City. These results prove that the presence of price discounts directly encourages consumers to make spontaneous purchases without prior planning.
b. Fashion InvolvementNosignificantly influence consumer impulse buying at Kalea Collections in Bima City. These results prove that most consumers do not have a high interest and their lifestyle follows fashion trends, tending not to be easily motivated to buy so that it does not have a significant influence on products at Kalea Collections impulsively.
c. Price Discount and Fashion Involvement have an influencesignificantly impact consumer impulse buying at Kalea Collections in Bima City. These results demonstrate that discounts combined with trending products create a powerful combination that triggers spontaneous shopping decisions.

Suggestion

The suggestions that researchers can provide in this study are:

a. Researchers hope that Kalea Collections Kota Bima will continue to maintain and update its discount strategy so that it can attract consumers to make impulsive purchases.
b. The author also suggests further research considering other variables or other research objects that are not included in this research, such asPrice Discount, Fashion Involvement,and Impulse Buying.

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