



The Role of Purchase Intention in Mediating the Influence of Lifestyle Shopping and Visual Merchandising on Impulse Buying: A Study on Lazada Consumers in Denpasar City

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Abstract

The phenomenon of impulse buying behavior in Indonesia has increased year by year, with many people exhibiting consumptive behavior. This consumptive behavior is driven by factors such as shopping lifestyle and visual merchandising, which in turn influence purchase intention and impulse buying actions. The purpose of this study is to test and analyze the influence of shopping lifestyle, visual merchandising, and purchase intention on impulse buying among Lazada consumers in Denpasar City. This research examines the effects of shopping lifestyle and visual merchandising on purchase intention and impulse buying, with purchase intention acting as a mediating variable. Using purposive sampling, 96 respondents were selected based on the Cochran formula. Data were analyzed using descriptive statistics and Partial Least Squares (PLS). The results of the analysis show that shopping lifestyle, visual merchandising, and purchase intention have a positive and significant effect on impulse buying among Lazada consumers in Denpasar City. Furthermore, shopping lifestyle and visual merchandising have a positive and significant effect on purchase intention in Lazada consumers in Denpasar City. Purchase intention also positively and significantly mediates the relationship between shopping lifestyle, visual merchandising, and impulse buying among Lazada consumers in Denpasar City.

INTRODUCTION

The development of digital technology globally has brought fundamental changes to people's consumption patterns, especially in online shopping activities (e-commerce). This transformation not only changes the way consumers acquire products but also affects the purchasing decision-making process both psychologically and behaviorally (Jannah et al., 2025; Lestari et al., 2024). The increasingly widespread phenomenon of online shopping is characterized by the growing use of e-commerce platforms in various countries, including Indonesia, which is now one of the largest e-commerce markets in Southeast Asia. In the global context, consumptive behavior and impulse buying tendencies are important issues that have received significant attention from academics and marketing practitioners, as they directly impact the financial stability of individuals and the business strategies of companies (Yustiani & Yunanto, 2017). The increase in impulse buying globally is also influenced by digital visual advancements, ease of transactions, and changes in people's lifestyles, which are becoming increasingly attached to technology.

The emergence of the impulse buying phenomenon in e-commerce does not occur suddenly but is influenced by various interrelated factors (Chaudhary et al., 2025; Li et al., 2024). Some of the main factors that trigger this behavior include shopping lifestyle and visual merchandising. Shopping lifestyle describes consumers' lifestyles, reflected in their

activities, interests, and opinions on shopping activities, which are no longer solely oriented towards fulfilling needs but also focus on emotional satisfaction, entertainment, and the search for self-identity (Fatmawati, 2023; Yulinda et al., 2022). Meanwhile, visual merchandising in the context of e-commerce acts as a visual stimulus that is strategically designed to attract consumer attention through product displays, layout, color, visual promotions, and persuasive digital interface design elements (Lubaba, 2019). The combination of a hedonistic shopping lifestyle and an attractive visual appearance is a strong trigger in shaping consumer buying interest.

These factors have a significant impact on consumer behavior, especially in encouraging purchase intention and ultimately triggering impulse buying (Chen & Wang, 2016; Kacen & Lee, 2002; Kathuria & Bakshi, 2024). Consumers who have a high shopping lifestyle tend to be more emotionally stimulated when interacting with attractive product visuals, leading to strong purchase intentions even without prior planning. The impact of this condition is not only felt by consumers in the form of excessive consumptive behavior, but also by e-commerce businesses that use impulse buying as a strategy to increase sales. However, high impulse buying also has the potential to cause an imbalance between transaction growth and long-term consumer loyalty if not managed ethically and strategically (Astiani et al., 2023).

In this study, the variables of shopping lifestyle, visual merchandising, purchase intention, and impulse buying are explored in more detail to understand the relationship between these variables in the context of e-commerce. Shopping lifestyle is understood as a reflection of consumers' lifestyles, which includes shopping activities, interest in trends, and opinions on certain e-commerce products and platforms (Fatmawati, 2023). Visual merchandising is defined as a strategy to present product visuals digitally, aiming to create an engaging shopping experience and influence consumer perception (Lubaba, 2019). Purchase intention acts as a psychological variable that describes the intention or tendency of consumers to purchase a particular product. Meanwhile, impulse buying is a spontaneous buying behavior that occurs without careful planning, triggered by strong internal and external stimuli.

The novelty of this study lies in testing the role of purchase intention as a mediating variable in the relationship between shopping lifestyle and visual merchandising to impulse buying in the context of Lazada e-commerce in Denpasar City. In contrast to previous studies that tended to place purchase intention as an independent variable or only as a direct outcome, this study positions it as a psychological mechanism that links how lifestyle and visual stimuli can lead to impulsive behavior. Additionally, this study fills the research gap arising from the inconsistency of previous research results related to the direct influence of visual merchandising and shopping lifestyle on impulse buying (Ismawatie & Viyani, 2024; Astiani et al., 2023).

The urgency of this research is becoming more significant, considering the high level of impulse buying among e-commerce consumers in Indonesia and the decline in the number of active buyers on several platforms, including Lazada. This condition shows a paradox between the high level of impulsive activity and the challenge of sustaining consumers. Therefore, a comprehensive understanding of the factors that influence impulse buying, especially through the mediation role of purchase intention, is very important for both

academics and digital marketing practitioners. The results of this research are expected to serve as a basis for strategic decision-making in designing more targeted visual displays and consumer segmentation.

The purpose of this study is to test and analyze the influence of shopping lifestyle and visual merchandising on impulse buying, test the influence of shopping lifestyle and visual merchandising on purchase intention, and analyze the role of purchase intention in mediating the influence of shopping lifestyle and visual merchandising on impulse buying among Lazada consumers in Denpasar City. This study aims to provide a deeper empirical understanding of the psychological mechanisms of consumers in the context of online shopping.

The benefits of this research are expected to make a theoretical contribution by strengthening and developing marketing literature, especially related to the Theory of Planned Behavior (TPB) in the context of e-commerce. Practically, this research can serve as a reference for e-commerce businesses in designing visual merchandising strategies and segmenting consumer lifestyles more effectively and ethically. Additionally, this research provides policy benefits for digital platform managers in formulating marketing policies that are oriented towards the sustainability of consumer behavior and improving the quality of the online shopping experience.

RESEARCH METHODS

Design and Research Approach

This study is designed as a quantitative research with a descriptive and causal approach, which aims to explain the cause-and-effect relationship between research variables in a systematic and measurable manner. This approach was chosen because the problems studied are related to e-commerce consumer behavior that can be observed, measured, and empirically analyzed through numerical data. The design of this study allows researchers to examine the direct and indirect influence between shopping lifestyle, visual merchandising, purchase intention, and impulse buying, so as to be able to provide a comprehensive picture of the mechanism of impulse purchase behavior in Lazada consumers in Denpasar City.

Research Location and Time

This research was carried out in the city of Denpasar, which was chosen as the research location because it is one of the centers of economic and digital activity in Bali Province with a relatively high level of e-commerce use. The characteristics of Denpasar's urban society that are adaptive to technology make this area relevant as a representation of active e-commerce consumers. The research was carried out in the period from January to December 2025, covering all stages of research ranging from instrument preparation, data collection, data processing, to analysis and reporting of research results. This time span is considered adequate to obtain stable data and reflect the actual state of consumer behavior.

Scope and Focus of Research

The scope of this research is focused on the field of marketing management, especially the study of consumer behavior in the context of e-commerce. The main focus of the study was to analyze the influence of shopping lifestyle and visual merchandising on impulse buying, with purchase intention as a mediating variable. The selection of these variables was based on the findings of previous research that showed a link between shopping lifestyle,

visual stimulus, buying interest, and impulse buying behavior, but there were still inconsistencies in results that required further testing. With this focus, this research is directed to fill the research gap while deepening the understanding of the psychological mechanisms of e-commerce consumers.

Population and Characteristics of Respondents

The population in this study is all Lazada consumers in Denpasar City, both those who have made or have not made purchases in a certain period. Given that the number of the population cannot be known with certainty, this study uses an infinite population approach. The characteristics of respondents were determined based on certain criteria, namely individuals who are domiciled in the city of Denpasar and have experience using the Lazada platform. The determination of these characteristics aims to ensure that respondents have direct exposure to visual stimuli and online shopping experiences that are relevant to the research variables.

Sample Determination Techniques

The research sample was determined using nonprobability sampling techniques, especially purposive sampling, by considering the suitability of the respondents for the research objectives. The number of samples was determined to be 96 respondents, which were obtained through the calculation of the Cochran formula and had met the minimum sample size criteria based on the number of research indicators. The sample size was considered sufficient to represent population characteristics and allow optimal analysis of the relationships between variables using a structural approach (Sarwono, 2013).

Data Collection Techniques

Data collection in this study was carried out using a structured questionnaire that was distributed online to respondents. The questionnaire is prepared based on variable indicators that have been tested and adapted from relevant previous research. The measurement scale used is the five-point Likert scale, which allows respondents to express their level of agreement with each statement in stages. This technique was chosen because it is able to produce quantitative data that is consistent and easy to analyze to describe consumer perceptions and attitudes towards research variables.

Data Analysis Techniques

The data obtained were analyzed using descriptive analysis approaches and structural analysis to explain the characteristics of respondents and the relationships between research variables. Structural analysis was conducted to examine the direct and indirect influence between variables, specifically the role of purchase intention mediation in the relationship between shopping lifestyle and visual merchandising on impulse buying. This approach was chosen because it is able to provide a comprehensive picture of the strength and direction of variable relationships in a complex research model.

RESULTS AND DISCUSSION

Overview of Research Objects and Profiles

This research was carried out on Lazada consumers in Denpasar City, focusing on online shopping behavior related to shopping lifestyle, visual merchandising, purchase intention, and impulse buying. The selection of Lazada as the object of the research is based on its position as one of the major e-commerce platforms in Indonesia that faces the dynamics

of fierce competition as well as fluctuations in the number of active buyers. This condition makes Lazada relevant as a research context to understand consumer impulse buying behavior empirically (Yustiani & Yunanto, 2017).

The research data was collected from 96 respondents, according to the results of the calculation of the number of samples using the Cochran formula and the multivariate sample size guidelines. All the data obtained was declared worthy of further analysis because it had gone through a process of verifying the completeness and consistency of respondents' answers. Thus, the data analyzed in this study reflects the characteristics of Lazada consumers in Denpasar City in a representative manner (Sarwono, 2013; Sugiyono, 2020).

Characteristics of Research Respondents

The characteristics of the respondents in this study included demographic aspects such as age, gender, education level, and occupation. A summary of respondent characteristics is presented in Table 1 of Respondent Characteristics, which shows that the majority of respondents are of productive age and have secondary to high education. This condition indicates that respondents are a group of consumers who are relatively active in the use of digital technology and e-commerce, so it is relevant to the context of research on online shopping behavior (Sugiyono, 2020). The dominance of productive-age respondents also reinforces the assumption that shopping lifestyles and responses to visual stimuli are highly influential in shaping buying intent and impulsive behavior. This is in line with previous research findings that suggest that productive-age consumers tend to have higher levels of shopping impulsivity in the digital environment (Fatmawati, 2023).

Table 1. Respondent Characteristics

No	Variable	Classification	Number (of people)	Percentage (%)
1	Gender	Male	44	45,8
		Woman	52	54,2
		Total	96	100,0
2	Age (Years)	18-25 Year	15	15,6
		26-35 Year	29	30,2
		36-45 Year	17	17,7
		46-55 Year	20	20,8
		>56 Year	15	15,6
		Total	96	100,0
3	Education Level	SMA/SMK	38	39,6
		Diploma	3	3,1
		S1	53	55,2
		S2	2	2,1
		Total	96	100,0
4	Jobs	Private Employees	59	61,5
		PNS	15	15,6
		Self-employed	22	22,9
		Total	96	100,0

Source: Primary data processed, 2025

Results of the Validity Test of Research Instruments

A validity test is carried out to ensure that each statement item in the questionnaire is able to accurately measure the construct in question. The results of the validity test are presented in Table 2 of the recapitulation of the results of the validity test of the Research Instrument, which shows that all indicators in the variables of shopping lifestyle, visual merchandising, purchase intention, and impulse buying have a correlation coefficient value greater than 0.30 with a significance level below 0.05. Thus, all statement items are declared valid and suitable for use as research instruments (Sugiyono, 2020). The validity of this instrument shows that the constructs used in the study have been well operationalized, so that the data obtained can accurately represent the perceptions and attitudes of the respondents. This provides a solid basis for continuing the analysis at the next stage, especially in testing relationships between variables (Ghozali, 2018).

Table 2. Recapitulation of the Results of the Validity Test of Research Instruments

Variable	Indicator	Correlation Coefficients	<i>r_{tabel}</i>	<i>Sig. (2-tailed)</i>	Information
<i>Shopping lifestyle (X₁)</i>	X _{1.1}	0,689	0,30	0,000	Valid
	X _{1.2}	0,746	0,30	0,000	Valid
	X _{1.3}	0,644	0,30	0,000	Valid
<i>Visual merchandising (X₂)</i>	X _{2.1}	0,789	0,30	0,000	Valid
	X _{2.2}	0,599	0,30	0,000	Valid
	X _{2.3}	0,793	0,30	0,000	Valid
	X _{2.4}	0,558	0,30	0,001	Valid
	X _{2.5}	0,845	0,30	0,000	Valid
<i>Purchase Intention (Y₁)</i>	Y _{1.1}	0,317	0,30	0,049	Valid
	Y _{1.2}	0,648	0,30	0,000	Valid
	Y _{1.3}	0,588	0,30	0,001	Valid
	Y _{1.4}	0,588	0,30	0,001	Valid
<i>Impulse buying (Y₂)</i>	Y _{2.1}	0,580	0,30	0,001	Valid
	Y _{2.2}	0,748	0,30	0,000	Valid
	Y _{2.3}	0,732	0,30	0,000	Valid
	Y _{2.4}	0,639	0,30	0,000	Valid
	Y _{2.5}	0,740	0,30	0,000	Valid
	Y _{2.6}	0,546	0,30	0,000	Valid

Source: Primary data processed using SPSS, 2025

Results of the Reliability Test of Research Instruments

The reliability test was carried out to test the consistency of respondents' answers to the research instrument. The results of the reliability test are presented in Table 3 of the recapitulation of the results of the reliability test of the research instrument, which shows that all variables have a Cronbach's Alpha value above 0.60. Thus, all research instruments are declared reliable and have a good level of reliability (Sugiyono, 2020). The high level of reliability indicates that respondents provide relatively consistent answers, so that the results of the study can be trusted as a basis for drawing empirical conclusions. This condition also strengthens the quality of the data used in structural analysis using the SEM-PLS approach (Abdillah & Hartono, 2016).

Table 3. Recapitulation of Reliability Test Results of Research Instruments

No.	Variable	Cronbach's Alpha	Information
1	<i>Shopping lifestyle (X₁)</i>	0,768	Reliabel
2	<i>Visual merchandising (X₂)</i>	0,785	Reliabel
3	<i>Purchase intention (Y₁)</i>	0,729	Reliabel
4	<i>Impulse buying (Y₂)</i>	0,765	Reliabel

Source: Primary data processed using SPSS, 2025

Description of Research Variable Statistics

Descriptive analysis was conducted to describe the respondents' responses to each research variable. A summary of the research variable score interval is presented in Table 4 Summary of Research Variable Score Intervals, which serves as a reference in interpreting the average value of each variable. The results of the analysis show that in general, variable shopping lifestyle, visual merchandising, purchase intention, and impulse buying are in the good to high category, which reflects the tendency of quite intense shopping behavior in Lazada consumers in Denpasar City (Sugiyono, 2020). The relatively high average values in all four variables showed that respondents had an active shopping lifestyle, responded positively to visual stimuli, and had strong buying intentions that had the potential to encourage impulsive buying behavior. These findings are in line with the concept of consumer behavior in e-commerce which emphasizes the role of psychological and visual factors in purchasing decision-making.

Table 4. Research Variable Score Interval Summary

Score Value	Score Criteria
1,00 - 1,80	Very Bad / Very Low
>1,80 - 2,60	Poor / Low
>2,60 - 3,40	Moderate / Medium
>3,40 - 4,20	Good / High
>4,20 - 5,00	Very Good / Very High

Source: Adapted from Sugiyono (2020)

Descripts Variable Shopping Lifestyle

The results of the description of variable shopping lifestyle are presented in Table 5, which shows that the majority of respondents have a tendency to shop as part of their lifestyle, both to meet their needs and as a leisure activity. The average score obtained showed a high category, which indicated that respondents had positive interests, activities, and opinions about online shopping activities on Lazada (Fatmawati, 2023). This condition reflects that shopping lifestyle plays an important role in shaping consumer behavior, especially in the context of e-commerce. Consumers with a high shopping lifestyle tend to be more easily influenced by visual stimuli and promotions, thus potentially increasing purchase intent and impulsive behavior (Yulinda et al., 2022).

Table 5. Description of Respondents' Assessment of Variable Shopping lifestyle

Statement	Frequency of Answers					Total Score	Average	Information
	1	2	3	4	5			
I always buy products with <i>fashion</i> categories in certain e-commerce	0	0	1	38	57	440	4.58	Very High
I always like fashion category products in e-commerce	0	0	4	40	52	432	4.50	Very High
I have always believed in the valuation of a <i>fashion</i> product provided by ecommerce	0	0	3	52	41	422	4.40	Very High
Average Variable lifestyle Shopping						1294	4.49	Very High

Source: Primary data processed, 2025

Deskripsi Variable Visual Merchandising

A description of the visual merchandising variable is presented in Table 6, which shows that respondents rated Lazada's product visual appearance, layout, and interface design in the good to very good category. This shows that the visual elements displayed are able to attract attention and create a pleasant shopping experience for consumers (Lubaba, 2019). The high valuation of visual merchandising indicates that visual stimuli play an important role in influencing consumer perception of products. These findings support the view that visual merchandising is one of the main strategies in encouraging buying interest and impulse buying on e-commerce platforms (Ismawatie & Viyani, 2024).

Table 6. Description of Respondents' Assessment of Variable Visual Merchandising

Statement	Frequency of Answers					Total Score	Average	Information
	1	2	3	4	5			
I find that the type of fonts, music, background color decorations, security options provided on <i>Lazada</i> e-commerce are interesting	0	0	1	36	59	442	4,60	Excellent
I feel that the explanation of <i>merchandise</i> , shipping procedures, return and pricing conditions, and image demonstrations provided on <i>Lazada</i> e-commerce are clearly conveyed	0	0	1	40	55	438	4,56	Excellent
In my opinion, Lazada has easy navigation, shopping convenience, product presentation, selection of options, and interactive so that it gets a positive response from consumer satisfaction	0	0	2	41	53	435	4,53	Excellent
I think Lazada has graphics that can attract attention and are able to retain consumers	0	0	3	37	56	437	4,55	Excellent
The information provided by Lazada regarding products and services for users can be clearly conveyed	0	0	3	40	53	434	4,52	Excellent
Average Variable Visual merchandising						2186	4,55	Excellent

Source: Primary data processed, 2025

Deskripsi Variable Purchase Intention

The results of the description of variable purchase intention are presented in Table 7, which shows that respondents have a relatively high purchase intention for products offered on Lazada. The average value of this variable is in the high category, which reflects the tendency of consumers to plan or consider purchases after exposure to visual stimuli and online shopping experiences. This high purchase intention is an early indication that buying intent has the potential to be a connecting mechanism between external stimuli and impulse buying behavior. This is in line with the Theory of Planned Behavior which states that intention is the main predictor of actual behavior.

Table 7. Description of Respondents' Assessment of Variable Purchase Intention

Statement	Respondents' Response Frequency					Total Skor	Average	Information
	1	2	3	4	5			
I tend to buy products on the Lazada app	0	0	3	32	61	442	4,60	Very High
I tend to refer Lazada products to others	0	0	2	34	60	442	4,60	Very High
I have a main preference to buy products on Lazada	0	0	2	44	50	432	4,50	Very High
I always look for information about products that I am interested in on the Lazada application	0	0	2	39	55	437	4,55	Very High
Average Variable Purchase intention						1315	4,57	Very High

Source: Primary data processed, 2025

Deskripsi Variable Impulse Buying

The description of variable impulse buying is presented in Table 8, which shows that impulse buying behavior in respondents is in the fairly high to high category. Respondents tend to make purchases spontaneously without careful planning when they find products that are visually appealing or according to their preferences (Fatmawati, 2023). These findings indicate that impulse buying is a real phenomenon for Lazada consumers in Denpasar City. This behavior is influenced by a combination of internal and external factors that work simultaneously during the online shopping process (Astiani et al., 2023).

Table 8. Description of Respondents' Assessment of Variable Impulse Buying

Statement	Respondents' Response Frequency					Total Skor	Average	Information
	1	2	3	4	5			
I buy goods spontaneously on <i>Lazada</i> e-commerce	0	0	1	39	56	439	4,57	Very High
I tend to buy things that I don't want to buy when shopping on <i>Lazada</i> e-commerce	0	0	3	44	49	430	4,48	Very High
When I found something I liked on <i>Lazada</i> e-commerce, I immediately bought it	0	0	2	38	56	438	4,56	Very High

When shopping on <i>Lazada</i> e-commerce, I often buy things without a second thought	0	0	3	4	5	434	4,5 2	Very High
When shopping on <i>Lazada</i> e-commerce, I often buy things according to how I felt at that time	0	0	3	4	4	429	4,4 7	Very High
When shopping on <i>Lazada</i> e-commerce, I often have the idea of buying now and thinking about it after buying	0	0	3	4	4	429	4,4 7	Very High
Average Variable Impulse buying						2599	4,53	Very High

Source: Primary data processed, 2025

Structural Model Analysis Results

The results of the structural model analysis are shown in Figure 1 of the Empirical Model of Direct Influence, which shows the relationship between research variables. The path coefficient value and significance show that shopping lifestyle, visual merchandising, and purchase intention have a positive and significant effect on impulse buying. In addition, shopping lifestyle and visual merchandising also have a positive and significant effect on purchase intention (Abdillah & Hartono, 2016). These results show that the research model built is able to explain the causal relationship between variables empirically. Thus, the structural model used is declared feasible to answer the research objectives that have been formulated previously.

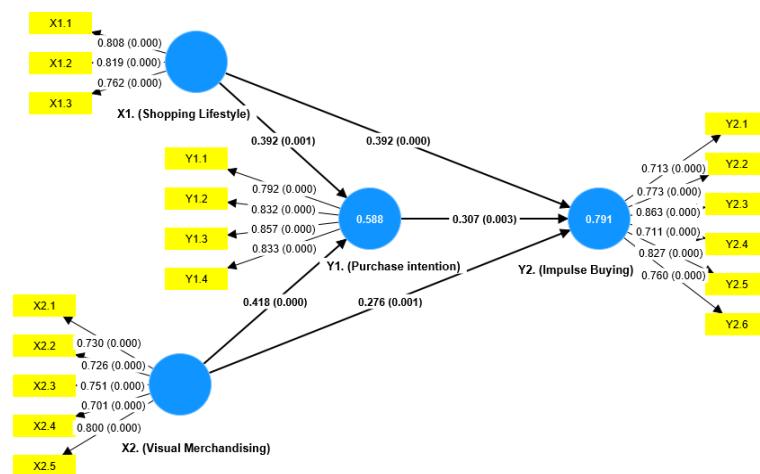


Figure 1. Empirical Models of Direct Influence

Source: Primary data processed using SmartPLS, 2025

The Role of Purchase Intention Mediation

The results of the mediation variable test are presented in Table 9 Recapitulation of Mediation Variable Mediation Test Results, which shows that purchase intention is able to significantly mediate the influence of shopping lifestyle and visual merchandising on impulse buying. These findings indicate that purchase intent acts as a psychological mechanism that bridges the influence of lifestyle and visual stimuli on impulsive purchasing behavior. This mediation role strengthens the argument that impulse buying does not occur directly, but through the process of forming buying intentions first. These findings are also an empirical contribution that enriches the literature on consumer behavior in the context of e-commerce (Kurniawan, 2021; Raihani, 2023).

Table 9. Recapitulation of Mediation Variable Test Results

Mediation Variable	Effect				Information
	(A)	(B)	(C)	(D)	
<i>Shopping lifestyle (X1) → Purchase intention (Y1) → Impulse buying (Y2)</i>	0,120 (Sig. 0,047)	0,392 (Sig. 0,000)	0,392 (Sig. 0,001)	0,307 (Sig. 0,003)	<i>Partial Mediation</i>
<i>Visual merchandising (X2) → Purchase intention (Y1) → Impulse buying (Y2)</i>	0,128 (Sig. 0,020)	0,276 (Sig. 0,001)	0,418 (Sig. 0,000)	0,307 (Sig. 0,003)	<i>Partial Mediation</i>

Source: Data Processing, 2025

General Discussion of the Impulse Buying Phenomenon in E-Commerce Consumers

The results of the study show that impulse buying behavior among Lazada consumers in Denpasar City is in the category of quite high to high. These findings confirm that impulse buying is a real and relevant phenomenon in the context of Indonesian e-commerce, especially in urban consumers who have access to high technology and a strong digital lifestyle. This phenomenon is in line with the increase in consumptive behavior of the Indonesian people which is influenced by the ease of access to online shopping, aggressive visual promotion, and changes in shopping orientation from rational to emotional (Yustiani & Yunanto, 2017). The urgency of this research is increasingly evident when impulse buying is not only understood as an individual behavior, but also as a structural challenge for e-commerce platforms. High impulse buying is often not followed by long-term consumer loyalty, resulting in fluctuations in the number of active buyers. This condition is in accordance with the background of research that highlights the paradox between high impulse transactions and low consumer retention on several e-commerce platforms, including Lazada (Astiani et al., 2023).

The Influence of Shopping Lifestyle on Impulse Buying

The results of the study show that shopping lifestyle has a positive and significant effect on impulse buying. These findings indicate that consumers who make shopping a part of their lifestyle tend to make spontaneous purchases more easily without careful planning. A high shopping lifestyle reflects consumer orientation towards entertainment, the search for new experiences, and the fulfillment of emotional needs through shopping activities (Fatmawati, 2023). Conceptually, these results reinforce the view that changes in the lifestyle of the digital society have shifted consumption patterns from functional needs to symbolic and emotional needs. Consumers no longer shop solely out of necessity, but also out of a desire for pleasure, social status, and self-actualization. These findings are consistent with the research of Yulinda et al. (2022) which states that the shopping lifestyle plays an important role in increasing impulse buying tendencies in retail and e-commerce consumers.

In terms of urgency, the influence of shopping lifestyle on impulse buying explains why e-commerce platforms need to understand consumer lifestyle segmentation. Without this understanding, marketing strategies can potentially only drive short-term deals without creating long-term value for consumers.

The Influence of Visual Merchandising on Impulse Buying

The results of the study also show that visual merchandising has a positive and significant effect on impulse buying. This confirms that the visual appearance of products, interface layouts, colors, and visual promotional elements on the Lazada platform can be a powerful external stimulus in triggering impulse purchase decisions. These findings are in line with the stimulus–response theory, where attractive visual stimuli can trigger consumers' emotional reactions quickly (Lubaba, 2019). In the context of e-commerce, visual merchandising has a more complex role than conventional retail because the entire consumer shopping experience is mediated by digital displays. Therefore, attractive visuals serve not only as an information tool, but also as a persuasion tool. The results of this study support the findings of Ismawatie & Viyani (2024) who stated that visual merchandising contributes significantly to encouraging impulse buying, both directly and through other psychological variables.

However, these findings also provide an explanation for the research gap that emerged in previous research. Several previous studies have found that visual merchandising does not always have a direct effect on impulse buying (Astiani et al., 2023). These differences suggest that the visual influence of merchandising is highly dependent on the context of the platform, consumer characteristics, and the accompanying psychological mechanisms.

The Influence of Shopping Lifestyle on Purchase Intention

The results of the study show that shopping lifestyle has a positive and significant effect on purchase intention. This means that consumers with a high shopping lifestyle tend to have stronger purchase intentions for products offered on Lazada. These findings show that shopping lifestyle not only has an impact on actual behavior, but also shapes the initial cognitive process in the form of purchase intent (Fatmawati, 2023). Theoretically, this result is in line with the Theory of Planned Behavior (TPB) which states that intention is the result of an individual's attitude and tendency towards a behavior. In this context, the shopping lifestyle reflects the attitude and orientation of consumers towards shopping activities, so that it logically affects the formation of purchase intention.

The implication is that the shopping lifestyle is a key factor that needs to be managed by e-commerce platforms. Without the right strategy, a high shopping lifestyle can encourage excessive impulsive consumption without creating consumer satisfaction and loyalty.

The Influence of Visual Merchandising on Purchase Intention

The findings of the study show that visual merchandising has a positive and significant effect on purchase intention. These results confirm that attractive visual displays not only trigger impulse purchases directly, but also shape consumer purchase intent before a purchase decision is made. Visual merchandising functions as a non-verbal communication tool that conveys the value, quality, and appeal of the product instantly (Lubaba, 2019). These results are consistent with research by Kurniawan (2021) and Raihani (2023) which states that purchase intention increases when consumers get visual stimuli that match their preferences and expectations. Thus, visual merchandising plays a strategic factor in the early stages of the consumer decision-making process.

In terms of solutions, these findings suggest that improving the visual quality of merchandising should be directed not only to attract attention, but also to build rational and sustainable purchase intent.

The Influence of Purchase Intention on Impulse Buying

The results of the study show that purchase intention has a positive and significant effect on impulse buying. These findings confirm that impulse buying is not entirely spontaneous without cognitive processes, but is often preceded by pre-formed buying intentions. Purchase intention is a bridge between external stimuli and actual purchasing behavior. These findings reinforce the results of research by Raihani (2023) and Kurniawan (2021) who stated that purchase intent is a strong predictor of impulsive behavior in e-commerce consumers. In other words, impulse buying does not always happen suddenly, but is an accumulation of experiences, preferences, and intentions that have been formed in advance.

The Role of Purchase Intention Mediation in Research Models

One of the main findings of this study is that purchase intention is able to mediate the influence of shopping lifestyle and visual merchandising on impulse buying. This finding is an important contribution and answers the novelty of the research that has been formulated in the background. In contrast to previous research that placed purchase intention as an independent or dependent variable, this study proves its role as a connecting psychological mechanism. These results explain that shopping lifestyle and visual merchandising do not necessarily encourage impulse buying, but work through the formation of purchase intent first. These findings also explain the inconsistency of previous research results, where the direct influence of visual merchandising on impulse buying is not always significant (Astiani et al., 2023).

CONCLUSION

This study aims to analyze the influence of shopping lifestyle and visual merchandising on impulse buying, as well as test the role of purchase intention as a mediating variable among Lazada consumers in Denpasar City. This goal was formulated to address the problem of increasing impulse buying behavior and the low consistency of active buyers on e-commerce platforms, which is a strategic issue in digital marketing management today. Based on the results of data analysis, this study found that shopping lifestyle and visual merchandising play an important role in shaping consumer impulse buying behavior. Key findings suggest that consumers with a high shopping lifestyle, as well as exposure to attractive merchandising visuals, tend to have stronger purchase intentions, which ultimately increases the likelihood of impulse purchases. In addition, purchase intention has been proven to play a role as a psychological mechanism that bridges the influence of shopping lifestyle and visual merchandising on impulse buying. Thus, impulsive behavior does not occur entirely spontaneously, but through the process of forming intentions first. The main contribution of this study lies in strengthening the theoretical understanding of e-commerce consumer behavior, especially by placing purchase intention as a mediating variable in the relationship between lifestyle and visual stimuli to impulse buying. These findings enrich digital marketing literature and provide clarification on the differences in previous research results, which still show inconsistencies, especially related to the direct influence of visual merchandising on impulse buying. However, this study has limitations, including the scope of research, which is limited to one e-commerce platform and one geographical area, as well as the use of a quantitative approach that has not explored the psychological aspects of

consumers in depth. Therefore, further research is recommended to expand the object and location of the research, add other relevant variables, and use qualitative approaches or mixed methods to gain a more comprehensive understanding of the dynamics of impulse buying behavior in the context of e-commerce.

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