

The Influence of Consumer Behavior and Visual Merchandising on Consumers' Impulse Buying: The Mediating Role of Self-Control in Fashion Products Purchased through the Lazada Application in Padang

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ABSTRACT

The development of e-commerce has increased the tendency of impulse buying in fashion products. However, the role of self-control as a mechanism explaining the influence of consumer behavior and visual merchandising on impulse buying is still limited. The study used a quantitative approach involving 384 respondents selected through purposive sampling. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results showed that consumer behavior and visual merchandising had a positive and significant effect on self-control and impulse buying. In addition, self-control was proven to mediate the influence of both variables on impulse buying. These findings strengthen the application of the Theory of Planned Behavior and Stimulus-Organism-Response Theory in explaining impulsive buying behavior on e-commerce platforms and enrich the literature on the psychological mechanisms underlying consumer purchasing decisions.

INTRODUCTION

Digital transformation has significantly changed consumer purchasing behavior, particularly through the rapid growth of e-commerce. The online shopping environment provides consumers with continuous exposure to product information, promotional offers, personalized recommendations, and attractive visual presentations, which can encourage spontaneous purchasing decisions. One of the consumer behaviors that has become increasingly relevant in this context is impulse buying, namely an unplanned purchase made spontaneously in response to internal or external stimuli (Lana Beikverdi, 2023). Understanding the factors that encourage impulse buying is therefore important for explaining consumer decision-making in digital marketplaces.

The phenomenon is particularly relevant to fashion products because purchasing decisions in this category are not determined solely by functional considerations but are also associated with aesthetics, lifestyle, emotions, and self-expression (Abid et al., 2026). These characteristics make fashion products more susceptible to impulse buying, particularly when consumers encounter persuasive marketing stimuli during the online shopping process. In e-commerce, consumers are exposed to product images, promotional displays, recommendations, and other visual elements that can attract attention and encourage immediate purchase decisions (Khoi et al., 2023).

Indonesia represents an important market for e-commerce, with several platforms competing to attract and retain consumers. Although Shopee and Tokopedia have larger market shares, Lazada remains one of the major e-commerce platforms in Indonesia and continues to have a substantial consumer base. The presence of fashion products and the visual nature of online product presentation make Lazada a relevant context for examining the factors underlying impulse buying. However, empirical research focusing specifically on impulse buying among Lazada users, particularly in regional markets such as Padang City, remains limited.

From a consumer behavior perspective, individual characteristics influence how consumers process information, evaluate products, and respond to marketing stimuli. Consumer behavior encompasses psychological, social, and behavioral processes that shape purchasing decisions (Hamed Azad et al., 2024). Previous research has indicated that consumer behavior is associated with impulse buying, suggesting that differences in how consumers respond to information and purchasing stimuli can influence their tendency to make spontaneous purchases. Shamim et al. (2024) similarly found that psychological and behavioral factors contribute to impulsive purchasing behavior in digital environments. These findings indicate that consumer behavior is an important factor in understanding impulse buying in e-commerce.

In addition to consumer-related factors, visual merchandising represents an important external stimulus in online shopping environments. In e-commerce, visual merchandising encompasses the presentation of product images, interface design, page layout, colors, and promotional information intended to attract consumers' attention and facilitate product evaluation. An attractive visual presentation can generate positive emotional responses and increase consumers'

willingness to purchase products spontaneously (Azila Jaini et al., 2025). Previous studies have also demonstrated a positive relationship between visual merchandising and impulse buying (Mabel, 2024; Safitri & Arifin, 2024). Thus, visual merchandising can be considered an important marketing stimulus that may encourage consumers to make unplanned purchases.

Nevertheless, exposure to consumer-related and marketing stimuli does not necessarily result in impulse buying for every consumer. Consumers differ in their ability to regulate purchasing impulses, suggesting that psychological factors may explain the relationship between external and internal factors and impulse buying. One relevant factor is self-control, defined as an individual's ability to regulate immediate impulses, resist temptation, and consider the consequences of a decision before acting. Consumers with stronger self-control are generally more capable of controlling spontaneous purchasing intentions, whereas consumers with weaker self-control may be more susceptible to marketing stimuli and immediate purchasing urges (Nyrhinen et al., 2024). Xue (2024) further indicates that low self-control can increase consumers' susceptibility to digital advertising and product recommendations, thereby increasing the likelihood of impulsive purchases.

Despite the growing literature on impulse buying in e-commerce, an important research gap remains. Previous studies have largely examined the direct effects of consumer behavior and visual merchandising on impulse buying, while limited attention has been given to the psychological mechanism through which these factors influence impulsive purchasing decisions. In particular, research that simultaneously integrates consumer behavior, visual merchandising, and self-control into a single model remains limited. Furthermore, empirical evidence concerning Lazada users in regional markets, especially consumers of fashion products in Padang City, is still scarce. This gap provides an opportunity to examine whether self-control functions as a mediating mechanism linking consumer behavior and visual merchandising to impulse buying.

Therefore, this study examines the influence of consumer behavior and visual merchandising on impulse buying among fashion product consumers using the Lazada application in Padang City. In addition, this study investigates the mediating role of self-control in the relationship between consumer behavior, visual merchandising, and impulse buying. By integrating behavioral, marketing, and psychological perspectives into a single research framework, this study is expected to contribute to a more comprehensive understanding of impulse buying in the e-commerce context and provide empirical implications for developing more effective digital marketing strategies for fashion products.

THEORETICAL REVIEW

Consumer Behavior Theory

Consumer Behavior Theory is the primary foundation that explains how consumers make decisions in selecting, purchasing, using, and evaluating a product or service to meet their needs and desires. Schmitt (2024) explains that consumer behavior is a decision-making process that involves the stages of need recognition, information search, alternative evaluation, purchase decision, and

post-purchase evaluation. Therefore, purchasing decisions are influenced not only by rational needs but also by interacting psychological, social, cultural, and environmental factors.

In line with this opinion, Meyer (2024) defines consumer behavior as the study of purchasing units and exchange processes involving the acquisition, consumption, and disposal of goods, services, experiences, and ideas. Meanwhile, Kotler et al. (2022) state that consumer behavior is the science that studies how individuals, groups, and organizations select, purchase, use, and evaluate products or services to satisfy their needs and desires.

Consumer Behavior dan Self Control

Consumer Behavior Theory explains that consumer behavior is shaped by the interaction of psychological factors, experiences, and individual characteristics in the decision-making process (Schmitt, 2024). One psychological characteristic that influences this behavior is self-control. Consumers with more rational purchasing behavior tend to be able to control their consumer impulses, objectively evaluate product alternatives, and consider the benefits and consequences before making a purchase. Conversely, consumers who are more oriented towards pleasure and immediate gratification tend to have lower self-control when faced with marketing stimuli.

Research by Dolores Albarracín (2024) shows that consumer behavioral characteristics are related to an individual's ability to control purchasing impulses in the digital environment. These findings indicate that consumer behavior plays a role in shaping the level of self-control during the purchasing decision-making process.

H1: Consumer behavior has a positive and significant effect on self-control.

Visual Merchandising and Self-Control

Visual merchandising is a marketing stimulus designed to attract consumers' attention through attractive product visual presentations. In e-commerce, visual merchandising is manifested through application interface design, product photography quality, page layout, color combinations, and promotional presentations, all of which create a pleasurable shopping experience. Compelling visual presentations can evoke emotional responses in consumers, thus influencing their ability to control their purchasing impulses.

According to Consumer Behavior Theory, purchasing decisions are the result of an interaction between marketing stimuli and individual psychological processes. When consumers receive a strong visual stimulus, their self-control becomes a determining factor in whether the stimulus will be responded to rationally or transformed into a spontaneous purchase impulse. The more appealing the visual merchandising is, the greater the challenge for individuals to maintain self-control during the purchasing process.

Research by Juanim et al. (2024) shows that digital marketing stimuli can influence consumers' psychological processes, including their ability to control purchasing impulses. Therefore, visual merchandising is expected to be related to consumers' levels of self-control during online shopping activities.

H2: Visual merchandising has a negative and significant effect on self-control.

Consumer Behaviour and Impulse Buying

Consumer behavior describes how consumers process information and make purchasing decisions based on psychological, social, and experiential factors. In the digital environment, consumer behavior becomes increasingly dynamic as consumers are exposed to various marketing stimuli that can influence spontaneous purchasing decisions. The more positive a consumer's attitude toward online shopping, the greater their tendency to make impulse purchases.

Research by Suci Nofita et al. (2025) shows that consumer behavior has a positive effect on impulse buying. This finding is supported by Ibrahim, Ariyanti, and Iskanto (2025), who stated that consumer behavioral characteristics, psychological conditions, and social influences increase consumers' tendency to make impulsive purchases on digital platforms.

H3: Consumer behavior has a positive and significant effect on impulse buying.

Visual Merchandising and Impulse Buying

Visual merchandising is a product presentation strategy through visual displays aimed at attracting consumer attention and enhancing the shopping experience. On e-commerce platforms, visual merchandising is realized through application interface design, product photography quality, page layout, color combinations, and the presentation of attractive promotional information. Effective visual presentation can evoke positive emotions, thereby increasing the likelihood of impulse buying.

Ayu Agustina et al. (2019) found that visual merchandising has a positive effect on impulse buying. Research by Mothusi et al. (2025) also shows that attractive product visual displays can increase consumer interest in making spontaneous purchases.

H4: Visual merchandising has a positive and significant effect on impulse buying.

Self-Control and Impulse Buying

Self-control is an individual's ability to control impulses, emotions and behavior before making a purchasing decision. Individuals with a high level of self-control tend to consider the benefits and consequences of purchases rationally, while individuals with low self-control are more easily influenced by various marketing stimuli and are therefore more susceptible to making impulsive purchases.

According to Puspitasari, (2024), self-control is a mechanism that helps individuals control consumer behavior. Djamhari, Shirin Istikhara, (2024) show that low self-control increases consumers' tendency to impulse buy on digital platforms.

H5: Self-control has a negative and significant effect on impulse buying.

The Mediating Role of Self-Control

Consumer Behavior Theory explains that purchasing decisions are the result of the interaction between individual characteristics and stimuli received

during the purchasing process. In this study, self-control is viewed as a psychological mechanism explaining how consumer behavior and visual merchandising influence impulse buying. Consumers with high self-control tend to be able to control purchasing impulses despite receiving various marketing stimuli, while consumers with low self-control are more easily driven to make spontaneous purchases.

Research by Sahari et al. (2024) shows that self-control can explain the relationship between digital marketing stimuli and impulsive buying behavior.

H4: Self-control mediates the influence of consumer behavior on impulse buying.

H5: Self-control mediates the influence of visual merchandising on impulse buying.

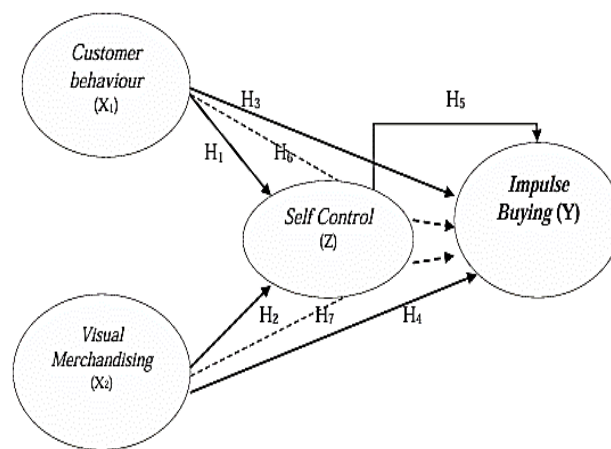


Figure 1. Conceptual Framework

METHODOLOGY

This study employed a quantitative approach with a causal research design to examine the relationships among consumer behavior, visual merchandising, self-control, and impulse buying among consumers of fashion products using the Lazada application in Padang City. A quantitative approach was selected because the study aimed to empirically test the proposed hypotheses and estimate the direct and indirect relationships among the research variables using statistical analysis. The research model consisted of consumer behavior and visual merchandising as independent variables, self-control as a mediating variable, and impulse buying as the dependent variable.

The target population comprised consumers in Padang City who had purchased fashion products through the Lazada application. The population size could not be determined with certainty; therefore, the population was treated as an unknown or infinite population for sample-size determination. The sample size was calculated using the Cochran formula for an unknown population. At a 95% confidence level, with a Z value of 1.96, an estimated population proportion (p) of 0.50, q = 0.50, and a margin of error of 5%, the calculation produced a minimum sample size of 384.16 respondents. The value was rounded down to 384 respondents as the required sample size. The use of p = 0.50 was adopted to

provide the maximum required sample size when the actual population proportion was unknown.

The respondents were selected using non-probability sampling with a purposive sampling technique. Purposive sampling was considered appropriate because the study required respondents with specific purchasing experiences relevant to the research objectives. Respondents were required to meet the following inclusion criteria: (1) they were at least 17 years old; (2) they had purchased fashion products through the Lazada application in Padang City; (3) they had experienced or made an unplanned purchase through Lazada; and (4) they were willing to participate in the study. Respondents who did not meet these criteria were excluded from the analysis. The participant-selection procedure was conducted by distributing the questionnaire to potential respondents who met the predetermined criteria until the required sample of 384 respondents was obtained.

Primary data were collected through a structured questionnaire using a five-point Likert scale. The questionnaire consisted of statements measuring consumer behavior, visual merchandising, self-control, and impulse buying, together with questions regarding respondent characteristics. Secondary data were obtained from relevant books, scientific articles, journals, and other academic sources used to support the theoretical and empirical development of the research model. The questionnaire was distributed to eligible respondents in accordance with the predetermined sampling criteria.

The collected data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with SmartPLS software. The analysis consisted of two stages. First, the measurement model (outer model) was evaluated to assess the validity and reliability of the constructs. Second, the structural model (inner model) was evaluated to examine the hypothesized relationships among the variables. The analysis included assessment of the direct effects of consumer behavior and visual merchandising on self-control and impulse buying, the effect of self-control on impulse buying, and the indirect effects of consumer behavior and visual merchandising on impulse buying through self-control. The significance of the hypothesized relationships and mediation effects was assessed using the bootstrapping procedure.

RESULTS

Validitas Reliabilitas

In this study, a causal study design was used to estimate construct reliability. Hair (2021) stated that the structural threshold must be greater than 0.7 to indicate adequate reliability. However, in exploratory research, an outer loading value of 0.5–0.6 is still tolerable as long as it meets theoretical feasibility. Then, we used the average variance extraction (AVE) to evaluate the construct's convergent effectiveness. The required ave value is at least 0.50, indicating that the construct is able to explain at least 50% of the variance of its constituent indicators (Hair et al., 2021). As a result, the research model is considered valid when Cronbach's alpha (CA) >0.7, CR >0.7, AVE >0.5, and factor loading >0.50.

Table 1. Result of measurement analysis.

Constructs	Item	Loadings	Cronbach'α	Composite Reliability	AVE
Impulse Buying	15	0,845 – 0,889	0,976	0,978	0,748
Consumer Behavior	15	0,850 – 0,876	0,975	0,977	0,740
Visual Merchandising	15	0,882 – 0,906	0,981	0,983	0,790
Self Control	15	0,827 – 0,874	0,974	0,976	0,730

The test results presented in Table 1 indicate that the measurement model has excellent internal reliability and convergent validity. Specifically, Cronbach's Alpha (CA) values range from 0.974 to 0.981, Composite Reliability (CR) values range from 0.976 to 0.983, and Average Variance Extracted (AVE) values range from 0.730 to 0.790. All of these values exceed the recommended minimum threshold of 0.70 for Cronbach's Alpha and Composite Reliability, and 0.50 for Average Variance Extracted. Therefore, it can be concluded that all constructs meet the criteria for internal reliability and convergent validity (Hair et al., 2021).

Furthermore, the outer loading values for all indicators ranged from 0.827 to 0.906. All indicators had loading values above 0.70, indicating that each indicator adequately represented the latent construct being measured and made a strong contribution to the development of the research construct. Therefore, all indicators in the Consumer Behavior, Visual Merchandising, Self-Control, and Impulse Buying constructs were declared valid, and no indicators needed to be eliminated from the measurement model.

Overall, the test results indicated that all constructs had excellent reliability and met the requirements for convergent validity. Therefore, the measurement model in this study was deemed suitable for use in the next analysis stage, namely structural model testing and hypothesis testing.

Hypothesis Testing

Tabel 2. Hypothesis Testing

Hipotesis	Jalur (Path)	Original Sample	T Statistik	P Values	Keterangan
H1	Cunsomer Behavior > Self Control	0.639	23.720	0.000	Diterima
H2	Visual Merchandising > Self Control	0.580	19.508	0.000	Diterima
H3	Cunsomer Behavior > Impulse Buying	0.194	4.797	0.000	Diterima
H4	Visual Merchandising	0.259	6.964	0.000	Diterima

	> Impulse Buying				
H5	Self Control > Impulse Buying	0.587	12.196	0.000	Diterima
H6	Consumer Behavior > Self Control > Impulse Buying	0.375	10.625	0.000	Diterima
H7	Visual Merchandising > Self Control > Impulse Buying	0.340	10.766	0.000	Diterima

The structural model analysis in this study was conducted using a Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS) with the assistance of SmartPLS software (Hair et al., 2021). Evaluation of the relationships between constructs was carried out through testing the path coefficient, t-statistic, and p-values, as presented in Table 2. The test results indicate that Consumer Behavior has a positive and significant effect on Self-Control with a path coefficient value ($\beta = 0.639$; $t = 23.720$; $p < 0.001$), thus hypothesis H1 is accepted. Furthermore, Visual Merchandising was also shown to have a positive and significant effect on Self-Control ($\beta = 0.580$; $t = 19.508$; $p < 0.001$), thus hypothesis H2 is accepted. Furthermore, the analysis results show that Consumer Behavior has a positive and significant effect on Impulse Buying ($\beta = 0.194$; $t = 4.797$; $p < 0.001$), thus accepting hypothesis H3. Furthermore, Visual Merchandising also has a positive and significant effect on Impulse Buying ($\beta = 0.259$; $t = 6.964$; $p < 0.001$), supporting hypothesis H4. The Self-Control variable also showed a positive and significant effect on Impulse Buying with a path coefficient of 0.587 ($t = 12.196$; $p < 0.001$), thus accepting hypothesis H5. These findings indicate that changes in Consumer Behavior, Visual Merchandising, and Self-Control significantly influence the level of Impulse Buying among fashion consumers using the Lazada app in Padang City.

Furthermore, testing the mediation effect showed that Self-Control mediates the relationship between Consumer Behavior and Impulse Buying. The analysis results show that the indirect effect of Consumer Behavior on Impulse Buying through Self-Control is positive and significant ($\beta = 0.375$; $t = 10.625$; $p < 0.001$), thus accepting hypothesis H6. Similarly, Self-Control significantly mediates the relationship between Visual Merchandising and Impulse Buying with a path coefficient of 0.340 ($t = 10.766$; $p < 0.001$), thus accepting hypothesis H7.

Overall, the results of the structural model analysis indicate that all hypotheses proposed in this study are empirically supported. Both Consumer Behavior and Visual Merchandising have a positive and significant direct effect on Self-Control and Impulse Buying. Furthermore, Self-Control also acts as a mediating variable that significantly explains the mechanism of influence of Consumer Behavior and Visual Merchandising on Impulse Buying. These

findings suggest that improvements in consumer behavior and the quality of visual merchandising can influence impulse buying tendencies, both directly and through changes in consumers' levels of self-control.

DISCUSSION

This study aims to analyze the influence of consumer behavior and visual merchandising on impulse buying, with self-control as a mediating variable among fashion consumers using the Lazada app in Padang City. The results indicate that all hypotheses are empirically supported. Consumer behavior and visual merchandising are proven to have a positive influence on both self-control and impulse buying. Furthermore, self-control is proven to mediate the relationship between consumer behavior and visual merchandising on impulse buying. These findings confirm that impulsive buying behavior on e-commerce platforms is influenced not only by the marketing stimuli consumers receive but also by the psychological mechanisms that govern the decision-making process. Thus, this study strengthens the relevance of the Theory of Planned Behavior (TPB) and Stimulus–Organism–Response (SOR) Theory in explaining consumer behavior in digital shopping environments.

The first finding indicates that consumer behavior has a positive and significant effect on self-control. These results indicate that consumer behavioral characteristics are a crucial factor in shaping an individual's ability to control purchasing decisions. Consumers who shop rationally, consider product benefits, and evaluate before purchasing tend to have higher levels of self-control than those who prioritize emotional impulses. In the context of Lazada users, consumers are daily confronted with various marketing stimuli such as flash sales, vouchers, product recommendations, and limited-time promotions. In these circumstances, self-control becomes crucial to ensure that purchasing decisions are not based solely on momentary impulses. This finding supports the Theory of Planned Behavior, which explains that perceived behavioral control plays a role in determining individual actions. It also aligns with research by Rahayu (2023), which found that consumer behavior contributes to increased consumer self-control.

This study also found that visual merchandising has a positive and significant effect on self-control. These findings indicate that visual displays on e-commerce platforms not only serve to attract consumers' attention but also influence the psychological evaluation process before making a purchase decision. In the Lazada app, visual merchandising is manifested through attractive interface design, quality product photos, color combinations, page layout, and the presentation of promotional information designed to enhance the shopping experience. Based on the Stimulus–Organism–Response (SOR) perspective, all visual elements are stimuli that influence consumers' internal states before producing behavioral responses. Interestingly, the results of this study indicate that visual stimuli do not always immediately result in impulse buying, but rather first influence consumers' ability to control their desires. This finding extends Desy Yulanda Putri's (2025) research by demonstrating that

visual merchandising also plays a role in shaping self-control mechanisms in e-commerce consumers.

Furthermore, consumer behavior was shown to have a positive and significant influence on impulse buying. These results indicate that consumer behavior is a key determinant in explaining impulse buying tendencies on digital platforms. Consumers who are highly involved with fashion products, are more responsive to promotions, and have a hedonic shopping orientation are more likely to make unplanned purchases. On the Lazada platform, the presence of product recommendation algorithms, personalized offers, and promotional notifications can strengthen consumers' emotional responses, thus encouraging impulse buying. This finding supports research by Ngo et al. (2024), which states that consumer behavior is one of the main factors driving impulsive buying behavior in the digital environment. Furthermore, this study shows that consumer psychological characteristics still have a more dominant influence than the mere presence of marketing stimuli.

The results also show that visual merchandising has a positive and significant influence on impulse buying. This finding confirms that the quality of visual presentation on e-commerce platforms is an effective marketing strategy in increasing spontaneous purchasing decisions. Consumers are influenced not only by product quality but also by how the product is presented through attractive images, informative page design, product videos, and promotional banner placement. From the perspective of SOR Theory, visual merchandising acts as an external stimulus capable of evoking a positive emotional response, thereby reducing consumers' rational evaluation processes. The results of this study are consistent with Kusniawati's (2022) research, which showed that visual merchandising is a significant determinant of impulse buying. However, this study provides empirical evidence in the context of Lazada app users, thus broadening the generalizability of previous research, which was largely conducted in physical stores and other e-commerce platforms.

Further findings indicate that self-control has a significant influence on impulse buying. This indicates that an individual's ability to control consumption impulses is a key mechanism determining whether marketing stimuli will translate into spontaneous purchase decisions. Consumers with high self-control tend to evaluate product benefits, consider financial circumstances, and consider long-term consequences before making a purchase. Conversely, consumers with low self-control are more easily influenced by promotions, discounts, and attractive visual displays, making them more susceptible to impulse buying. These findings support Self-Regulation Theory, which positions self-control as a mechanism for controlling individual behavior and are consistent with research by Ibrahim et al. (2025) found that self-control is an important determinant of consumer purchasing behavior on digital platforms.

Mediation analysis showed that self-control significantly mediates the relationship between consumer behavior and impulse buying. This finding provides an important theoretical contribution because it demonstrates that the influence of consumer behavior on impulse buying is not entirely direct, but also through self-control mechanisms. In other words, more rational consumer

behavior will strengthen self-control, thus reducing the tendency to make impulsive purchases. Conversely, when consumer behavior is dominated by emotional orientation and immediate gratification, self-control will decrease, increasing the likelihood of impulse buying. This finding expands on previous research, which generally only examined the direct relationship between consumer behavior and impulse buying, by demonstrating that self-control is a psychological mechanism explaining this process.

Finally, this study found that self-control significantly mediates the relationship between visual merchandising and impulse buying. These results indicate that visual merchandising does not directly cause consumers to make impulsive purchases, but rather primarily influences consumers' psychological states related to self-control. This finding differs from Desy Yulanda Putri's (2025) study, which positioned self-control as a moderating variable and obtained insignificant results. Instead, this study proves that self-control is more appropriately positioned as a mediating variable, as it serves to explain how visual stimuli translate into impulsive buying behavior. Thus, this study makes a novel contribution to the consumer behavior literature by demonstrating that psychological mechanisms play a central role in explaining the relationship between digital marketing strategies and impulse buying behavior on e-commerce platforms.

Overall, this study expands the literature on consumer behavior by integrating consumer behavior, visual merchandising, and self-control into a single conceptual model to explain impulse buying in the e-commerce context. From a theoretical perspective, these findings strengthen the integration of the Theory of Planned Behavior, Stimulus–Organism–Response Theory, and Self-Regulation Theory in explaining the process of forming impulsive buying behavior. From a practical perspective, the research results provide implications for Lazada managers and fashion business players that an effective visual merchandising strategy needs to be balanced with the presentation of clear, transparent product information that can support more rational decision-making. This approach not only improves the effectiveness of digital marketing but can also create a more sustainable shopping experience and increase consumer trust in the platform. This section allows you to elaborate on your results findings academically. You must not include numbers related to your statistical tests here; instead, you have to explain those numbers here. You have to compile your discussion with academic supports to your study and a good explanation according to the specific area you are investigating.

CONCLUSIONS AND RECOMMENDATIONS

This study shows that consumer behavior and visual merchandising are the main factors influencing impulse buying among fashion consumers using the Lazada app in Padang City, both directly and through self-control as a mediating variable. These findings confirm that impulsive buying behavior in e-commerce is influenced not only by visual marketing stimuli but also by consumers' ability to control themselves. Theoretically, this study strengthens the relevance of the Theory of Planned Behavior (TPB) and Stimulus–Organism–Response (SOR)

Theory in explaining the mechanisms of impulse buying in the context of digital commerce.

Based on these findings, e-commerce managers are advised to develop effective visual merchandising strategies while still considering ethical marketing and sustainable consumption behavior. Businesses also need to understand the characteristics of consumer behavior to develop more targeted marketing strategies, while consumers are expected to improve their self-control so that purchasing decisions are more rational and not solely influenced by promotional stimuli or visual displays.

FURTHER STUDY

This study has several limitations that also open up avenues for future research. First, the study's limited scope to fashion consumers using the Lazada app in Padang City limits the generalizability of the findings. Therefore, future research needs to validate the model across a broader geographic region and across various e-commerce platforms to test the consistency of relationships between variables in different digital contexts.

Second, this research model only integrates consumer behavior, visual merchandising, and self-control as determinants of impulse buying. Although the proposed model is able to empirically explain the relationships between variables, impulse buying behavior in the digital environment is a complex and multidimensional phenomenon. Future research is recommended to develop a more comprehensive model by incorporating psychological, social, and technological factors, such as hedonic shopping motivation, fear of missing out (FoMO), electronic word of mouth (e-WOM), perceived value, trust, positive emotion, or personalization as mediating or moderating variables.

Third, this study used a cross-sectional design, which is therefore unable to capture the dynamics of changes in consumer behavior over time or identify causal relationships more robustly. Further research is recommended to apply a longitudinal or mixed methods design to gain a deeper understanding of the psychological mechanisms underlying impulse buying and to evaluate how changes in digital marketing strategies affect consumer behavior in a sustainable manner.

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