

MARKETING | RESEARCH ARTICLE

The Influence Fashion Involvement, Price Perception, and Perceived Scarcity To Impulse Buying of Uniqlo Collaboration Products among University Students in Surabaya

Syeril Tiffany Prasetyo¹, Sugeng Purwanto²

¹² Department of Management, Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia. Email: 22012010191@student.upnjatim.ac.id¹, sugengpurwanto.mnj@upnjatim.ac.id²

ARTICLE HISTORY

Received: May 13, 2026
Revised: June 25, 2026
Accepted: June 25, 2026

DOI

<https://doi.org/10.52970/grmapb.v6i2.2277>

ABSTRACT

The rapid growth of the fashion industry has contributed to an increase in impulsive buying behavior, particularly for collaborative products that offer exclusivity and uniqueness. This study aims to analyze the influence of fashion involvement, price perception, and perceived scarcity on impulse buying of Uniqlo collaborative products among university students in Surabaya. A quantitative approach was employed using a survey method through questionnaires distributed to students who had purchased Uniqlo collaborative products. The data were analyzed using Partial Least Square (PLS). The results indicate that price perception and perceived scarcity have a positive and significant effect on impulse buying, while fashion involvement does not significantly affect impulse buying. The R-Square value of 0.586 demonstrates that the proposed model explains 58.6% of the variance in impulse buying behavior. These findings suggest that external factors, particularly consumers' perceptions of price and product scarcity, play a more dominant role in stimulating impulsive purchases than individual involvement in fashion. Theoretically, this study enriches consumer behavior literature by providing empirical evidence on the applicability of the Stimulus–Organism–Response (S-O-R) framework in explaining impulse buying behavior within the context of fashion collaboration products. Practically, the findings offer valuable insights for fashion retailers, especially Uniqlo, in designing effective marketing strategies through competitive pricing and scarcity-based promotions to encourage consumer purchase intentions while understanding the purchasing behavior of young consumers.

Keywords: Fashion Involvement, Price Perception, Perceived Scarcity, Impulse Buying, Uniqlo Collaboration Products.

JEL Code: M31, D91, L67

I. Introduction

The fashion industry has experienced rapid growth in the modern era, driven by increasing consumer interest in lifestyle, appearance, and self-expression. Fashion is no longer perceived merely as a basic necessity but has evolved into a medium for self-expression and a symbol of social identity, particularly among younger generations. This phenomenon is evident among university students, who are characterized by their dynamic



nature, adaptability to global trends, and strong emotional attachment to fashion products. These characteristics make students one of the primary target segments for fashion marketing strategies. Such conditions also explain why students are relatively vulnerable to impulse buying behavior, defined as spontaneous purchasing decisions made without prior planning (Putri et al., 2024). This behavior is commonly observed in fashion products that possess strong visual appeal, intensive promotional activities, and high symbolic and exclusivity value, such as collaboration products between global brands and renowned creative partners.

Globally, the apparel industry makes a significant contribution to economic growth. According to Uniform Market (2025), the global apparel market is estimated to be worth approximately USD 1.84 trillion, contributing around 1.6% to global GDP. This growth has been driven by changing lifestyles, digital technological innovation, and increasing consumption among urban populations across various countries. According to Statista (2024), revenue from Indonesia's apparel sector reached approximately USD 11.94 billion, with an annual growth rate of 4.7% (CAGR 2025–2029). This growth trend not only reflects an increase in fashion consumption but also indicates a shift in consumer preferences toward the value offered by products. The fashion industry increasingly emphasizes product quality, functionality, and design differentiation, particularly through collaboration products and limited-edition collections. Furthermore, digital marketing strategies have strengthened the attractiveness of fashion products among younger consumers.

One of the brands that has played a major role in the development of Indonesia's fashion industry is Uniqlo, a Japanese brand under Fast Retailing Co., Ltd. Uniqlo is recognized for its LifeWear concept, which emphasizes functionality, material quality, and timeless designs intended for long-term use. Although it operates under a parent company often associated with the fast-fashion industry, Uniqlo does not fully adopt traditional fast-fashion characteristics, as it places greater emphasis on product durability and long-term usability rather than rapidly changing and short-lived trends (Forbes, 2019). However, from an industry perspective, Uniqlo's business system still exhibits several characteristics commonly associated with fast fashion, such as large-scale production, a global distribution network, and the ability to respond relatively quickly to market demand through its extensive network of stores across different countries. Consequently, Uniqlo occupies a hybrid position by combining the efficiency of modern industrial systems with product values centered on quality and functionality. Since entering the Indonesian market in 2013, Uniqlo has become one of the most popular global fashion brands, particularly among young consumers and university students (Harahap & Harahap, 2025). Uniqlo's business strategy, which integrates design, production, and distribution, enables the company to offer high-quality products at competitive prices. Its physical stores in major cities such as Jakarta, Surabaya, and Bandung, combined with accessible online platforms, have further strengthened its presence among Indonesian consumers.

One of Uniqlo's most effective strategies for attracting consumers is the introduction of special collaboration products with renowned designers, artists, and global brands. These collaboration products are typically released in limited quantities and possess unique appeal among fashion enthusiasts. Examples include Uniqlo x JW Anderson, which combines classic British design with Japanese minimalism; Uniqlo, developed in collaboration with Clare Waight Keller, which highlights elegant and feminine styles; and Uniqlo x Anya Hindmarch, featuring playful designs and unique graphics that bring a fun touch to casual wear. In addition, collaborations with contemporary artists such as KAWS have become global phenomena, as the distinctive Companion and BFF characters have attracted consumers across different age groups. The 2019 release of the Uniqlo x KAWS collection generated long queues and bulk-purchasing behavior in many countries, including Indonesia, due to exceptionally high demand and limited product availability (Ladiestory.ID, 2023).

Interestingly, although Uniqlo frequently introduces its collaboration collections long before their official release dates and often supports them through pre-order systems, impulse buying behavior remains highly relevant in this context. Early awareness of a product may generate consumer interest; however, the actual purchase decision often occurs spontaneously when the product becomes available in physical stores

or online platforms. Situational stimuli such as visual merchandising, store atmosphere, scarcity messages, and the enthusiasm of other consumers during product launches can accelerate purchasing decisions without extensive rational consideration (Anggraini & Sulistyowati, 2020).

According to Statistics Indonesia of East Java Province (Badan Pusat Statistik Jawa Timur, 2024), Surabaya had the largest number of higher education institutions in East Java in 2024, with a total of 72 public and private universities. This large number of institutions directly contributes to the city's substantial student population. Data from the same source indicate that the number of university students in Surabaya reached 300,031 in 2024, consisting of 160,863 students from public universities and 139,168 students from private universities. The increasing number of university students in Surabaya from 2023 to 2024 reinforces the city's position as one of Indonesia's largest higher education centers. This large student population represents a highly attractive market for the fashion industry, particularly for brands such as Uniqlo that are popular among consumers aged 18–25 years. Students exhibit unique consumption characteristics; they tend to follow global trends, are highly exposed to social media, and possess a strong desire to express their identities through fashion. In the context of fashion consumption, this group not only values aesthetics but also increasingly considers product quality and long-term utility. Consequently, clothing choices serve as a means of self-representation while reflecting more selective consumption patterns. Their high level of digital exposure also makes students particularly responsive to scarcity-based marketing strategies (Nguyen & Nguyen, 2025), including promotional campaigns for collaboration products that emphasize exclusivity and limited availability.

Impulse buying behavior among university students has become an increasingly concerning issue in the digital era, particularly regarding collaboration products such as those offered by Uniqlo. As young consumers, students actively follow fashion trends and display a strong interest in new fashion products. However, their purchasing decisions are often constrained by financial limitations, as many still depend on parental financial support. A survey conducted by Populix (2023) found that more than 70% of respondents in Indonesia had engaged in impulse buying, with individuals aged 18–24 exhibiting the highest levels of such behavior. This finding indicates a shift from rational consumption patterns toward more emotionally driven purchasing decisions. Similarly, Barton et al. (2022) demonstrated that scarcity marketing strategies, such as "limited stock" and "limited-time offer" messages, can stimulate emotional excitement and accelerate purchasing decisions without extensive rational evaluation. Impulse buying behavior is further reinforced by social media influence. Fashion haul content, unboxing videos, and influencer recommendations create a sense of urgency that motivates consumers to purchase products quickly. Irfan et al. (2025) found that exposure to fashion-related content and social media marketing strategies, particularly on platforms such as TikTok, is significantly associated with increased impulse buying behavior among young consumers, including university students. Moreover, the growing use of e-commerce platforms and easier access to fashion products through online channels facilitate rapid and unplanned purchasing decisions, especially among younger consumers (Republika, 2024). Since most students still rely on financial support from their parents, they are particularly vulnerable to the negative consequences of emotional and impulsive purchases, which may affect personal budget management and contribute to psychological stress (Hasanah & Sundari, 2025). The combination of high fashion involvement, favorable price perception, and perceived scarcity associated with collaboration products creates ideal conditions for impulse buying behavior.

Impulse buying in fashion consumption also generates negative consequences not only from an economic perspective but also from psychological and environmental perspectives. After making purchases, many students experience post-purchase regret because they realize that the purchased products were not truly necessary. Aprilia & Darmayanti (2023) found that such regret tends to increase among consumers with high fashion involvement and strong sensitivity to price changes, particularly among younger consumers. Furthermore, excessive fashion consumption exacerbates environmental issues. According to the Global Fashion agenda (2024), the fashion industry is one of the largest contributors to textile waste worldwide, and impulse buying significantly contributes to the increasing volume of clothing that is quickly discarded. Therefore, impulse buying behavior among students toward fashion collaboration products such as those

offered by Uniqlo not only creates economic and psychological consequences for individuals but also generates broader social and environmental impacts. The phenomenon of impulse buying examined in this study is analyzed using the Stimulus–Organism–Response (S–O–R) Theory developed by Mehrabian and Russell, which has been widely applied in consumer behavior research. This theory proposes that environmental stimuli (S) influence the internal state of an individual as the organism (O), which subsequently generates a behavioral response (R). In the context of this study, fashion involvement, price perception, and perceived scarcity function as marketing stimuli received by consumers. These stimuli influence consumers' internal conditions, such as value perceptions, emotions, and motivations when evaluating fashion products. Changes in these internal states subsequently lead to impulse buying behavior, which represents the response in the S–O–R framework. Thus, the theory suggests that impulse buying is the result of consumers' psychological processes in responding to marketing stimuli.

Although previous studies have examined impulse buying within retail and fast-fashion contexts, most have focused on a single variable, such as price discounts or scarcity appeals, without considering the simultaneous influence of more complex psychological and perceptual factors, including fashion involvement, price perception, and perceived scarcity. Furthermore, many previous studies have been conducted in developed countries with cultural and economic characteristics that differ substantially from those of Indonesian consumers. In Indonesia, particularly among university students, studies integrating these three variables within a single empirical model remain limited. Existing local studies tend to focus on impulse buying behavior in general e-commerce platforms such as Shopee and Tokopedia, whereas research examining impulse buying in the context of global fashion collaboration products such as Uniqlo remains scarce. In addition to the empirical gap, a theoretical gap also exists. Limited research has integrated consumer behavior theories within marketing management and psychological approaches that emphasize emotional involvement and value perception in purchasing decision-making processes. Within the Stimulus–Organism–Response (S–O–R) framework, consumers' psychological conditions play a crucial role as the organism that mediates marketing stimuli and behavioral responses. University students, as young consumers who are highly active on social media and sensitive to trends, are likely to respond emotionally to marketing stimuli, thereby increasing their tendency toward impulse buying behavior. Therefore, this study aims to address this gap by examining the influence of fashion involvement, price perception, and perceived scarcity as marketing stimuli on impulse buying behavior among university students in Surabaya toward Uniqlo collaboration products.

The novelty of this study lies in the integration of three key variables representing emotional, cognitive, and perceptual aspects within a single consumer behavior model applied to the context of fashion collaboration products in Indonesia. Furthermore, this study highlights the dynamics of young consumers influenced by digital culture and scarcity-based marketing strategies, topics that have received limited attention in the local literature. Beyond addressing existing research gaps, the importance of this study is also driven by the growing need to understand impulse buying behavior among university students within Indonesia's rapidly expanding apparel industry. As young consumers, students are in the process of developing their identities and often use fashion as a means of expressing their personalities (Salma & Falah, 2023). In this context, high levels of fashion involvement make them more susceptible to marketing messages that emphasize emotional appeal and product exclusivity. This phenomenon highlights the need for research that not only explains the empirical relationships among variables but also explores the psychological mechanisms underlying impulse buying behavior among young consumers exposed to digital trends and scarcity marketing practices. From a managerial perspective, the findings of this study are expected to assist fashion companies such as Uniqlo in developing more effective and sustainable marketing strategies. From an academic perspective, this study contributes to the consumer behavior literature within the field of marketing management by incorporating an Indonesian local perspective that remains underrepresented in previous research. Therefore, this study is considered important because it provides a broader and more contextual understanding of the factors influencing impulse buying behavior among university students toward Uniqlo collaboration products, both theoretically and practically.

II. Literature Review and Hypothesis Development

2.1. S-O-R Theory

The Stimulus–Organism–Response (S-O-R) theory, developed by Mehrabian and Russell, explains that consumer behavior is shaped through a process in which external stimuli influence consumers' internal states and subsequently generate behavioral responses. In marketing contexts, stimuli may include product characteristics, pricing strategies, promotional messages, or scarcity cues that attract consumers' attention. These stimuli affect consumers' cognitive and emotional evaluations (organism), which eventually lead to behavioral outcomes (response), such as purchase decisions or impulse buying (Saputri, 2022). In the fashion industry, the S-O-R model is widely used to explain how marketing stimuli influence consumers' emotional and psychological reactions. Fashion products often possess symbolic, aesthetic, and social values that trigger emotional responses beyond functional considerations. In the context of Uniqlo collaboration products, fashion involvement, price perception, and perceived scarcity act as marketing stimuli that shape consumers' perceptions, emotions, and purchase motivations, ultimately influencing impulse buying behavior. The increasing exposure of young consumers to social media and digital marketing further strengthens the relevance of the S-O-R framework in explaining contemporary fashion consumption behavior.

2.2. Fashion Involvement

Fashion involvement refers to the degree of personal relevance, interest, and emotional attachment that consumers associate with fashion products. Consumers with high fashion involvement tend to actively follow fashion trends, seek information about new products, and use fashion as a means of self-expression (Drs. Sudaryanto. MBA. et al., 2024). Recent studies suggest that fashion involvement has become increasingly important among digitally connected consumers because social media platforms continuously expose individuals to fashion trends, influencer content, and new product launches (Irfan et al., 2025). According to Hingo et al. (2023), fashion involvement is measured through five indicators: (1) Fashion is an Important Thing; (2) Likes Clothes that are Different from Others; (3) Clothes Show Characteristics; (4) Interested in Favorite Clothes; and (5) Comparing the Latest Fashion. These indicators represent consumers' cognitive attention, emotional attachment, self-expression motives, and continuous engagement with fashion-related information.

2.3. Price Perception

Price perception refers to consumers' subjective evaluation regarding whether a product's price is reasonable relative to the benefits received (Dr. Adnan et al., 2024). Consumers do not evaluate price solely based on monetary value but also based on perceived quality, exclusivity, and brand reputation. According to Telaumbanua & Firmialy (2024), price perception consists of four indicators: (1) Price Affordability; (2) Price Compatibility with Product Quality; (3) Price Competitiveness; and (4) Price Compatibility with Benefits. These indicators reflect consumers' assessment of economic value, fairness, and the trade-off between cost and perceived benefits. Positive price perceptions increase consumers' willingness to purchase products, even when prices are relatively high.

2.4. Perceived Scarcity

Perceived scarcity refers to consumers' perceptions that product availability is limited either in quantity or time, creating urgency to purchase before the opportunity disappears (Abbas et al., 2025). Scarcity marketing has become one of the most effective strategies in fashion retail because limited-edition products often generate stronger emotional responses and perceived value. According to Suwito et al. (2025),

perceived scarcity consists of two indicators: (1) Limited Quantity Scarcity and (2) Limited Time Scarcity. Limited quantity scarcity reflects consumers' perceptions that only a small number of products are available, while limited time scarcity emphasizes restricted purchasing opportunities. Both dimensions create urgency and fear of missing out (FOMO), which can stimulate impulsive purchasing behavior.

2.5. Impulse Buying

Impulse buying refers to spontaneous purchasing behavior that occurs without prior planning and is largely driven by emotional responses rather than rational evaluation (Nigar, Roswita, 2020). In fashion consumption, impulse buying frequently occurs because fashion products often evoke emotional satisfaction, social recognition, and self-expression. According to Maharani et al. (2024), impulse buying is measured through four indicators: (1) Spontaneous Buying; (2) Urgency to Buy; (3) Unplanned Purchase; and (4) Emotional Response During Purchase. These indicators capture the extent to which consumers experience sudden purchase urges, reduced cognitive control, and emotional excitement during the purchasing process.

2.6. Theoretical and Practical Implications

Theoretically, this study extends the application of the S-O-R framework by integrating fashion involvement, price perception, and perceived scarcity as key marketing stimuli influencing impulse buying behavior in the context of fashion collaboration products. This integration provides a more comprehensive understanding of how personal and situational factors jointly affect consumer decision-making. Practically, understanding these factors is important for fashion retailers. Companies such as Uniqlo can utilize scarcity-based marketing strategies, maintain favorable price perceptions, and strengthen consumer engagement with fashion products to encourage purchasing behavior. These insights are particularly relevant for targeting young consumers who are highly influenced by digital content, social media trends, and exclusive product offerings.

2.7. Hypothesis Development

Fashion involvement reflects consumers' interest and emotional attachment toward fashion products. According to the S-O-R theory, strong involvement serves as a stimulus that increases consumers' attention and emotional responses toward fashion items. Previous studies by (Hermawan & Dermawan, 2024) and Hingo et al. (2023) found that consumers with higher fashion involvement tend to exhibit stronger impulse buying tendencies because they are more responsive to fashion trends and product exclusivity. Therefore, consumers who highly value fashion are expected to experience stronger emotional reactions when encountering Uniqlo collaboration products, increasing the likelihood of spontaneous purchases.

H1: Fashion involvement has a positive and significant effect on impulse buying.

Price perception influences how consumers evaluate the value offered by a product. Based on the S-O-R framework, favorable price perceptions can generate positive cognitive evaluations that encourage purchasing behavior. Research by Telaumbanua & Firmialy (2024) showed that consumers are more likely to make impulsive purchases when they perceive that product prices are reasonable relative to the quality and benefits received. In the context of Uniqlo collaboration products, consumers may perceive premium prices as justified by exclusive designs and brand value, thereby increasing impulse buying tendencies.

H2: Price perception has a positive and significant effect on impulse buying.

Perceived scarcity creates urgency and fear of missing out due to limited product availability. According to S-O-R theory, scarcity serves as an external stimulus that triggers emotional arousal and immediate behavioral responses. Empirical studies by Abbas et al. (2025), Cengiz & Şenel (2024), and Suwito

et al. (2025) consistently found that scarcity perceptions significantly increase impulse buying behavior. Because Uniqlo collaboration products are released in limited quantities and for limited periods, consumers may feel pressured to purchase immediately before the products become unavailable.

H3: Perceived scarcity has a positive and significant effect on impulse buying.

2.8. Conceptual Framework

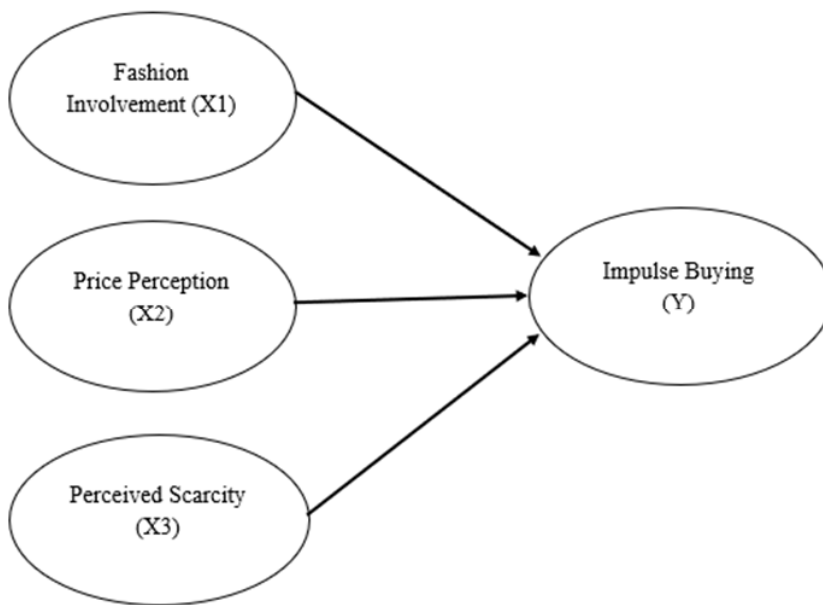


Figure 1. Conceptual Framework

III. Research Method

This study employed a quantitative approach using a survey method with a verificative research design to examine the relationships and effects among the variables formulated in the hypotheses. A quantitative approach was selected because it enables the measurement and analysis of relationships between variables using statistical techniques, thereby producing objective and systematic findings. The verificative design was applied to test the proposed research model derived from the Stimulus–Organism–Response (S-O-R) framework, which examines the influence of fashion involvement, price perception, and perceived scarcity on impulse buying behavior toward Uniqlo collaboration products among university students in Surabaya. The research process consisted of four stages: (1) identifying the research problem and developing hypotheses based on theory and previous studies; (2) designing and distributing the questionnaire; (3) collecting, screening, and processing the data; and (4) analyzing the data using Partial Least Square Structural Equation Modeling (PLS-SEM). A research framework illustrating the relationships among the variables was developed to support the verificative research design and guide the empirical testing process.

The population of this study consisted of all Uniqlo consumers residing in Surabaya. This population was selected because Uniqlo consumers represent a relevant segment for examining impulse buying behavior in the context of fashion collaboration products. Since the exact population size was unknown (infinite population), the sample size was determined using the recommendation of Hair et al., which suggests that the minimum sample size for multivariate analysis ranges from five to ten times the number of indicators used in the research model. The study employed 15 indicators; therefore, the sample size was calculated using seven times the number of indicators, resulting in a minimum sample of 105 respondents. The use of this

sample size rule was considered appropriate because the study utilized PLS-SEM, which is suitable for relatively small sample sizes and prediction-oriented research models. Nevertheless, the use of non-probability sampling may limit the generalizability of the findings, and therefore the results should be interpreted within the context of the selected respondents. The sample was selected using a non-probability sampling technique with a purposive sampling method. This method was chosen because the study required respondents who met specific criteria relevant to the research objectives. The criteria included: (1) active university students enrolled in higher education institutions in Surabaya; and (2) individuals who had purchased Uniqlo collaboration products impulsively at least once through offline stores or online platforms.

3.1. Data Collection Procedure

Primary data were collected through a structured questionnaire distributed online using Google Forms. The questionnaire link was disseminated through social media platforms, student communities, and personal networks to reach respondents who met the predetermined criteria. Prior to completing the questionnaire, respondents were asked screening questions to ensure their eligibility as active university students in Surabaya who had previously purchased Uniqlo collaboration products impulsively. Response monitoring was conducted periodically throughout the data collection period to ensure that the targeted sample size was achieved and that incomplete or ineligible responses were excluded from the final dataset. After the collection period ended, all responses were screened, coded, and prepared for statistical analysis. The questionnaire employed a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale was selected because it enables respondents to express their level of agreement consistently and facilitates quantitative analysis of attitudes and perceptions.

3.2. Research Variables and Measurement Instruments

The questionnaire instrument was adapted from validated scales used in previous studies to ensure content validity and measurement consistency. Fashion involvement was measured using five indicators adapted from Hingo et al. (2023): Fashion is an Important Thing, Likes Clothes that are Different from Others, Clothes Show Characteristics, Interested in Favorite Clothes, and Comparing the Latest Fashion. These indicators capture respondents' personal interest, emotional attachment, self-expression, and engagement with fashion-related information. Price perception was measured using four indicators adapted from Telaumbanua & Firmialy (2024): Price Affordability, Price Compatibility with Product Quality, Price Competitiveness, and Price Compatibility with Benefits. These indicators reflect respondents' evaluation of price fairness, value received, and the relationship between product quality and price. Perceived scarcity was measured using two indicators adapted from Suwito et al. (2025): Limited Quantity Scarcity and Limited Time Scarcity. These indicators represent consumers' perceptions regarding restrictions in product availability and purchasing opportunities. Impulse buying was measured using four indicators adapted from Maharani et al. (2024): Spontaneous Buying, Urgency to Buy, Unplanned Purchase, and Emotional Response During Purchase. These indicators reflect consumers' tendency to make spontaneous and emotionally driven purchasing decisions without prior planning. Before conducting hypothesis testing, the measurement instruments were evaluated through validity and reliability assessments using PLS-SEM procedures. This evaluation ensured that the questionnaire items accurately measured their intended constructs and consistently represented the variables under investigation.

3.3. Data Analysis Technique

The collected data were analyzed using Structural Equation Modeling Partial Least Square (PLS-SEM) with the assistance of SmartPLS software. PLS-SEM was selected because it is suitable for predictive research, can simultaneously analyze multiple relationships among latent variables, and performs effectively with

relatively small sample sizes. The analysis consisted of two stages: measurement model (outer model) evaluation and structural model (inner model) evaluation. The outer model evaluation was conducted to assess the validity and reliability of the measurement instruments. Convergent validity was evaluated using factor loadings (>0.70) and Average Variance Extracted (AVE >0.50). Reliability was assessed using Cronbach's Alpha and Composite Reliability values, both of which were required to exceed 0.70. Discriminant validity was evaluated through cross-loadings and the Fornell-Larcker criterion. The inner model evaluation was performed to assess the structural relationships among variables. The evaluation included the coefficient of determination (R^2), predictive relevance (Q^2), path coefficients, t-statistics, and p-values obtained through bootstrapping procedures. Hypotheses were accepted when the t-statistic exceeded 1.96 and the p-value was below 0.05 at the 5% significance level.

The collected data consisted of respondents' perceptions regarding fashion involvement, price perception, perceived scarcity, and impulse buying. These data were analyzed to examine the extent to which each independent variable influenced impulse buying behavior toward Uniqlo collaboration products among university students in Surabaya and to provide empirical evidence regarding the applicability of the S-O-R framework in the context of fashion consumer behavior. Before conducting the measurement model and structural model evaluations, a descriptive analysis was performed to examine the demographic characteristics of the respondents. Understanding the respondent profile is important to ensure that the sample aligns with the target population and provides an appropriate context for interpreting the research findings. The demographic characteristics of the respondents, including gender, age, type of university, and monthly allowance/income, are presented in Table 1.

Table 1. Sample Criteria (N = 105)

Measurement	N	%
Gender		
Man	31	29,5
Female	74	29,5
Age (years-old)		
18 - 21	50	47,6
22 - 25	55	52,4
Type of University		
Public University	86	81,9
Private University	19	18,1
Monthly Allowance / Income		
< IDR 1,000,000	27	25,7
IDR 1,000,001 – IDR 2,000,000	50	47,6
IDR 2,000,001 – IDR 3,000,000	13	12,4
> IDR 3,000,000	15	14,3

The dominance of female respondents indicates that women tend to have a greater interest in fashion products and are more actively engaged with current fashion trends. The predominance of respondents aged 22–25 years suggests that consumers in this age group are more likely to use fashion as a form of self-expression and are more attracted to exclusive collaboration products. Furthermore, the high proportion of students from public universities may reflect their greater exposure to social environments and lifestyle trends. The finding that most respondents have a monthly allowance between IDR 1,000,001 and IDR 2,000,000 indicates that the sample largely consists of students with moderate purchasing power who remain interested in fashionable branded products despite financial limitations.

IV. Result and Discussion

4.1. Analysis Result

a. Outer Model

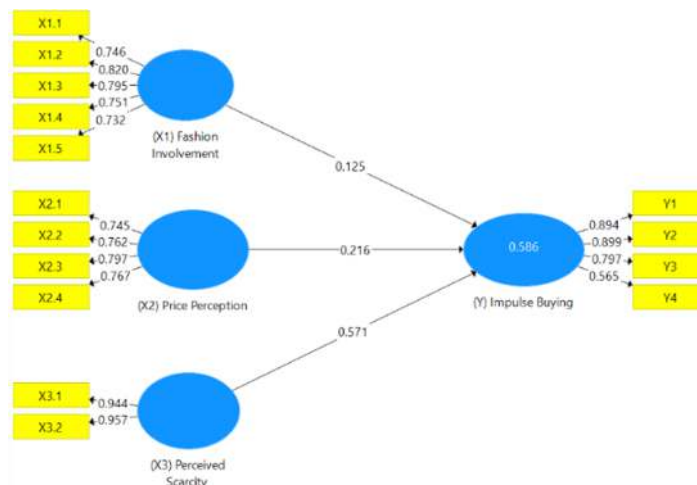


Figure 2. Outer Model with Factor Loading, Path Coefficient, and R-Square

Indicator validity testing was conducted using factor loading values with a minimum criterion of > 0.50 . The results showed that all indicators of the Fashion Involvement, Price Perception, Perceived Scarcity, and Impulse Buying variables had factor loading values above 0.50, indicating that they met the criteria for convergent validity and were therefore considered valid. In addition, validity was supported by the cross loading results, which showed that each indicator had the highest loading value on its respective construct compared to other constructs, indicating that the indicators were able to accurately represent their latent variables.

Table 2. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
(X1) Fashion Involvement	0.592
(X2) Price Perception	0.590
(X3) Perceived Scarcity	0.903
(Y) Impulse Buying	0.640

Average Variance Extracted (AVE) is a measure that indicates the ability of a latent variable to explain the variance of its indicators. An AVE value above 0.50 indicates that convergent validity has been achieved, meaning that the constructs in the reflective model are considered adequate. Based on the test results, the AVE value for the Fashion Involvement variable (X1) was 0.592, Price Perception (X2) was 0.590, Perceived Scarcity (X3) was 0.903, and Impulse Buying (Y) was 0.640. Since all AVE values exceeded the minimum threshold of 0.50, it can be concluded that all variables in this study met the criteria for convergent validity and demonstrated good validity levels.

Table 3. Composite Reliability

	Composite Reliability
(X1) Fashion Involvement	0.879
(X2) Price Perception	0.852
(X3) Perceived Scarcity	0.949
(Y) Impulse Buying	0.874

Composite Reliability is an index used to assess the reliability and consistency of measurement instruments in research. An instrument is considered reliable if it can produce stable and consistent measurements of the same construct. The recommended minimum value is 0.70, although values between 0.60 and 0.70 are still acceptable in exploratory research. The results of the Composite Reliability test showed that the Fashion Involvement variable (X1) had a value of 0.879, Price Perception (X2) had a value of 0.852, Perceived Scarcity (X3) had a value of 0.949, and Impulse Buying (Y) had a value of 0.874. Since all variables had Composite Reliability values above the minimum threshold of 0.70, it can be concluded that all constructs in this study met the reliability criteria and were considered reliable.

b. Inner Model

Table 4. R-Square

	R Square
(X1) Fashion Involvement	
(X2) Price Perception	
(X3) Perceived Scarcity	
(Y) Impulse Buying	0.586

Inner Model testing was conducted using the R-Square value as an indicator of goodness of fit. This test indicates the extent to which the independent variables are able to explain or influence the dependent variable in the research model. The R-Square value of 0.586 indicates that the variables of Fashion Involvement, Price Perception, and Perceived Scarcity simultaneously explain 58.6% of the variance in Impulse Buying, while the remaining 41.4% is influenced by other variables outside the research model. In addition to R-Square, model feasibility was also evaluated using Q-Square (predictive relevance) to measure the predictive capability of the model. A model is considered to have predictive relevance if $Q^2 > 0$, and values closer to 1 indicate better predictive ability. Based on the calculation using the formula $Q^2 = 1 - (1 - R^2)$, the Q^2 value obtained was 0.586. These results indicate that the research model has good predictive capability and meets the criteria for predictive relevance.

c. Hypothesis Testing

Table 5. Path Coefficient (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
(X1) Fashion Involvement -> (Y) Impulse Buying	0.125	0.136	0.094	1.325	0.186	Rejected
(X2) Price Perception -> (Y) Impulse Buying	0.216	0.214	0.095	2.290	0.022	Accepted
(X3) Perceived Scarcity -> (Y) Impulse Buying	0.571	0.569	0.069	8.284	0.000	Accepted

Based on the hypothesis testing results, the following conclusions can be drawn:

H1: The hypothesis stating that Fashion Involvement has a positive effect on Impulse Buying was rejected, with a path coefficient value of 0.125, a T-Statistic value of $1.325 < 1.96$, and a p-value of $0.186 > 0.05$. These results indicate that the effect of Fashion Involvement on Impulse Buying is not significant.

H2: The hypothesis stating that Price Perception has a positive effect on Impulse Buying was accepted, with a path coefficient value of 0.216, a T-Statistic value of $2.290 > 1.96$, and a p-value of $0.022 < 0.05$. The results indicate that Price Perception has a positive and significant effect on Impulse Buying.

H3: The hypothesis stating that Perceived Scarcity has a positive effect on Impulse Buying was accepted, with a path coefficient value of 0.571, a T-Statistic value of 8.284 > 1.96, and a p-value of 0.000 < 0.05. These findings indicate that Perceived Scarcity has a positive and significant effect on Impulse Buying.

4.2. Discussion

a. Effect of Fashion Involvement (X1) on Impulse Buying (Y)

Based on the research findings, Fashion Involvement (X1) does not have a significant effect on Impulse Buying (Y) among university students as consumers of Uniqlo collaboration products; therefore, the hypothesis was rejected. This finding indicates that a high level of involvement in fashion does not necessarily encourage impulsive purchasing behavior. Students with strong interest in fashion tend to possess better knowledge regarding products, trends, and prices, leading them to make more rational and planned purchasing decisions. Descriptive analysis also revealed that indicators of fashion involvement, such as perceiving fashion as important and viewing clothing as a reflection of personal character, were not sufficient to encourage spontaneous purchases. This suggests that students tend to have better self-control due to budget limitations and the need to prioritize other expenses.

These findings are consistent with the study by (Muhiroh & Nuryanto, 2025), which found that fashion involvement does not significantly influence impulsive buying, as consumers with high interest in fashion tend to be more selective in making purchases. In addition, the findings are supported by Fatin et al. (2024), who reported that fashion involvement had no significant effect on impulse buying, whereas hedonic shopping motivation had a significant influence. Therefore, fashion involvement is not the primary factor driving impulse buying among university students purchasing Uniqlo collaboration products; instead, impulsive behavior is more strongly influenced by emotional and situational factors.

b. Effect of Price Perception (X2) on Impulse Buying (Y)

Based on the research findings, Price Perception (X2) has a positive and significant effect on Impulse Buying (Y) among university students as consumers of Uniqlo collaboration products in Surabaya; therefore, the hypothesis was accepted. This finding indicates that price perceptions considered consistent with product quality, exclusive collaboration designs, and promotional offers or discounts can encourage impulsive purchases. Uniqlo collaboration products are perceived as “worth it” because they combine quality materials, limited designs, and strong brand value, thereby creating emotional urges to purchase without prior planning. Descriptive analysis also showed that the compatibility between price and product quality was the most dominant indicator influencing impulse buying, particularly among students who are selective in spending but responsive to products offering greater value. These findings are consistent with the study by (Hermawan & Dermawan, 2024), which found that price perception has a positive and significant effect on impulse buying among Generation Z consumers in Surabaya, as attractive price perceptions create psychological benefits that encourage spontaneous purchases. In addition, the study by (Telaumbanua & Firmialy (2024) also demonstrated that price perception significantly influences impulse buying among Shopee Live Streaming users, particularly when perceived risk is low and prices are viewed as beneficial. This is relevant to the context of Uniqlo collaboration products, which possess a strong brand reputation, making positive price perceptions even more effective in encouraging impulsive purchases.

From the perspective of the Stimulus–Organism–Response (S-O-R) theory, price perception acts as an external stimulus that influences consumers’ cognitive evaluations regarding the value of a product. When students perceive that the price of Uniqlo collaboration products is fair and consistent with the quality, exclusivity, and benefits received, positive cognitive and emotional responses emerge within the organism stage. These responses subsequently encourage spontaneous purchasing decisions, reflected in impulse buying behavior. The findings also highlight the importance of the local consumer context in Surabaya. As a metropolitan city with a large student population and growing exposure to fashion trends through digital platforms, students tend to evaluate products based on both economic value and symbolic value. Consequently, collaboration products that are perceived as offering exclusive designs and strong brand value

can trigger impulse buying even among consumers with limited financial resources. This finding contributes to the S-O-R literature by demonstrating that price perception functions not only as an economic evaluation factor but also as a psychological stimulus capable of generating emotional purchase responses in the fashion retail context.

c. Effect of Perceived Scarcity (X3) on Impulse Buying (Y)

Based on the research findings, *Perceived Scarcity* (X3) has a positive and significant effect on *Impulse Buying* (Y) among university students as consumers of Uniqlo collaboration products in Surabaya; therefore, the hypothesis was accepted. This finding indicates that scarcity perceptions, such as limited product quantities, short sales periods, and special edition concepts, can create psychological pressure in the form of *fear of missing out*, encouraging students to make impulsive purchases without prior planning. Descriptive analysis also revealed that limited product availability and limited sales periods were the dominant indicators influencing *impulse buying*, especially among students who actively follow fashion trends and are sensitive to exclusive products. These findings are consistent with the study by (Cengiz & Şenel, 2024), which stated that *perceived scarcity* has a positive and significant effect on *impulse buying* in the fashion context because it creates time pressure and increases perceived product value. This result strengthens the relevance of scarcity strategies in the fashion industry, including Uniqlo collaboration products. The strong reputation of Uniqlo also reduces the perceived purchasing risk among students; therefore, when combined with scarcity perceptions, the urge to engage in impulsive buying becomes even stronger.

The result can also be explained through the S-O-R framework. Perceived scarcity serves as a marketing stimulus that creates psychological pressure and fear of missing out (FOMO). These emotional reactions represent the organism component of the model and subsequently lead to impulsive purchasing responses. The limited availability and restricted selling period of Uniqlo collaboration products increase consumers' perceived urgency, thereby strengthening their tendency to purchase immediately without extensive deliberation. The cultural and social characteristics of university students in Surabaya may further reinforce this effect. Students are highly exposed to social media trends, peer influence, and fashion-related content, making them more sensitive to scarcity-based marketing strategies. In such an environment, owning limited-edition products may also serve as a form of self-expression and social identity, increasing the attractiveness of scarce products. Compared with previous studies, the present study confirms that perceived scarcity remains one of the strongest predictors of impulse buying in the fashion industry. The finding suggests that scarcity-based marketing strategies continue to be highly effective among young consumers, particularly in collaboration product categories that emphasize exclusivity and limited availability.

V. Conclusion

This study examined the influence of fashion involvement, price perception, and perceived scarcity on impulse buying behavior toward Uniqlo collaboration products among university students in Surabaya. The findings indicate that price perception and perceived scarcity have positive and significant effects on impulse buying, while fashion involvement does not have a significant effect. These results suggest that external factors, particularly consumers' perceptions of product value and product scarcity, play a more dominant role in encouraging impulsive purchasing behavior than individual involvement in fashion. In addition, the study demonstrates that limited product availability and exclusive collaboration concepts can create urgency and fear of missing out, which encourage consumers to make spontaneous purchasing decisions.

Future studies are encouraged to expand the research model by incorporating additional variables, such as social media influence, fear of missing out (FOMO), hedonic shopping motivation, brand image, and electronic word-of-mouth. Furthermore, future research may examine different consumer groups and geographical areas to improve the generalizability of the findings and provide a broader understanding of impulse buying behavior in the fashion industry.

The findings of this study contribute to the development of consumer behavior literature, particularly within the framework of the Stimulus–Organism–Response (S-O-R) theory. The results confirm that external stimuli such as price perception and perceived scarcity can influence consumers' emotional and psychological responses, leading to impulse buying behavior. However, the insignificant effect of fashion involvement indicates that high interest in fashion does not necessarily encourage impulsive purchases, especially among university students who tend to consider financial limitations and prioritize rational decision-making. This study also enriches previous research by integrating emotional, cognitive, and perceptual variables in the context of global fashion collaboration products, which remains relatively underexplored in Indonesia.

The findings provide important managerial implications for Uniqlo and other fashion retailers targeting young consumers. Companies are encouraged to optimize pricing strategies by emphasizing product value, quality, and exclusivity to strengthen positive price perception among consumers. In addition, scarcity marketing strategies, such as limited stock availability and restricted sales periods, can be effectively implemented to increase consumers' urgency to purchase collaboration products. However, these strategies should be managed carefully to avoid consumer dissatisfaction caused by excessive stock limitations. Furthermore, fashion retailers should not rely solely on consumers' involvement in fashion trends, but also focus on communicating product quality, functionality, and emotional value to create stronger purchasing motivation among young consumers, particularly university students.

References

- Abbas, M. Y., Pratama, F. I., Romdonny, J., & Maulana, Y. (2025). The influence of scarcity perception and FOMO on Gen Z impulse buying in Cirebon City. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 8(3), 9715–9727.
- Anggraini, I. D., & Sulistyowati, R. (2020). Pengaruh visual merchandising dan store atmosphere terhadap perilaku impulse buying: Studi kasus pada konsumen Miniso di Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 8(1). <https://doi.org/10.26740/jptn.v8n1.p%p>
- Aprilia, A., & Darmayanti, K. K. H. (2023). The relationship between impulse buying and post-purchase regret in female students who shop on e-commerce. *Indonesian Journal of Behavioral Studies*, 3(2), 126–135. <https://doi.org/10.19109/ijobs.v3i2.21296>
- Badan Pusat Statistik Jawa Timur. (2024). Jumlah perguruan tinggi, dosen, dan mahasiswa negeri dan swasta di bawah Kementerian Pendidikan Tinggi, Sains, dan Teknologi menurut kabupaten/kota di Provinsi Jawa Timur, 2024.
- Barton, B., Zlatevska, N., & Oppewal, H. (2022). Scarcity tactics in marketing: A meta-analysis of product scarcity effects on consumer purchase intentions. *Journal of Retailing*, 98, 741–758. <https://doi.org/10.1016/j.jretai.2022.06.003>
- Cengiz, H., & Şenel, M. (2024). The effect of perceived scarcity on impulse-buying tendencies in a fast fashion context: A mediating and multigroup analysis. *Journal of Fashion Marketing and Management*, 28(3), 405–425. <https://doi.org/10.1108/JFMM-03-2023-0082>
- Adnan, Murhaban, Ningsih, E. F., Azani, T. M., Suryani, Nur, A. A., Anwar, Yulmaida, T., Faradila, P., & M., I. A. A. (2024). Strategi pemasaran dan perilaku konsumen di era digital. Mega Press Nusantara. <https://books.google.co.id/books?id=T71HEQAAQBAJ>
- Fatin, F., Nurlenawati, N., & Triadinda, D. (2024). Pengaruh fashion involvement dan hedonic shopping motivation terhadap impulse buying pada retail fashion Uniqlo di Karawang. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(9), 5685–5703. <https://doi.org/10.47467/alkharaj.v6i9.2487>
- Forbes. (2019, September 24). Uniqlo dismisses the idea that it's fast fashion through the concept of LifeWear. <https://www.forbes.com/sites/abinlot/2019/09/24/uniqlo-dismisses-the-idea-that-its-fast-fashion-through-the-concept-of-lifewear/>
- Global Fashion Agenda. (2024). The GFA monitor update 2024. <https://globalfashionagenda.org/wp-content/uploads/2024/11/GFA-Monitor-Update-2024-Final-2.pdf>

- Harahap, R. H., & Harahap, M. I. (2025). Analisis pola perilaku konsumsi Generasi Z terhadap produk fashion Uniqlo: Tinjauan ekonomi Islam. *Journal of Business and Economics Research*, 6(1), 154–167. <https://doi.org/10.47065/jbe.v6i1.6917>
- Hasanah, S., & Sundari, S. (2025). The influence of FOMO and impulsive buying on students' personal financial management moderated by self-control. 6(2), 767–774.
- Hermawan, T., & Dermawan, R. (2024). The effect of price perception and shopping lifestyle on impulse buying at TikTok Shop among Generation Z in Surabaya City. *Indonesian Journal of Business Analytics*, 3(6), 2141–2152. <https://doi.org/10.55927/ijba.v3i6.5933>
- Hingo, H. T., Azzam, I., & Sulistyandari. (2023). The influence of shopping lifestyle and fashion involvement on impulse buying behavior of customers at Converse Living World Pekanbaru. *Jurnal Manajemen dan Bisnis*, 12(2), 192–203.
- Ladiestory.ID. (2023). Peluncuran kolaborasi Uniqlo x KAWS diwarnai antrean panjang di seluruh dunia. <https://www.ladiestory.id/peluncuran-kolaborasi-uniqlo-x-kaws-diwarnai-antrean-panjang-di-seluruh-dunia-76524>
- Maharani, P. K., Giantari, I. G. A. K., Purnami, N. M., & Wardana, M. A. (2024). Impulse buying fashion. CV Intelektual Manifes Media. <https://books.google.co.id/books?id=z-kSEQAAQBAJ>
- Muhiroh, N. L. H., & Nuryanto, I. (2025). Pengaruh sales promotion, fashion involvement, dan hedonic shopping motivation terhadap impulsive buying pada konsumen Rabbani di Semarang. *Jurnal Ilmiah Manajemen, Ekonomi dan Akuntansi*, 5(3), 148–159. <https://doi.org/10.55606/jurimea.v5i3.1004>
- Nguyen, D. N., & Nguyen, D. V. (2025). FOMO and the impulsive purchasing behavior of young people. 10(3), 41–47.
- Pandrianto, N., Oktavianti, R., & Sari, W. P. (2020). Digitalisasi dan humanisme dalam ekonomi kreatif. Gramedia Pustaka Utama. <https://books.google.co.id/books?id=TuUREAAAQBAJ>
- Populix. (2023). Consumer behavior and impulsive buying in Indonesia. <https://info.populix.co/>
- Putri, N. A., & Setyawan, A. A. (2024). Analysis of impulse buying behavior oriented on fashion. 7, 9152–9165.
- Republika. (2024). Jelang Lebaran, ini barang yang paling banyak dibeli di e-commerce. <https://ekonomi.republika.co.id/berita/sblw8y502/jelang-lebaran-ini-barang-yang-paling-banyak-dibeli-di-ecommerce>
- Rifai, M. I., Suryadi, M., & Asriarti, N. (2025). Dampak konten influencer dan tren TikTok terhadap perilaku impulse buying. *Sosial Horizon: Jurnal Pendidikan Sosial*, 12(3), 245–256. <https://doi.org/10.31571/sosial.v12i3.9990>
- Salma, G., & Falah, A. M. (2023). Fashion sebagai bentuk ekspresi diri dan karakter mahasiswa Universitas Muhammadiyah Bandung. *ATRAT: Jurnal Seni Rupa*, 11(1), 94–103. <https://doi.org/10.26742/atrat.v11i1.3197>
- Saputri. (2022). Pengaruh komunikasi pemasaran Instagram Bornndeer terhadap brand awareness dan minat beli followers @bornndeer.jkt. *Jurnal Media Kom*, 12(1), 104–110.
- Statista. (2024). Apparel—Indonesia. <https://www.statista.com/outlook/cmo/apparel/indonesia>
- Sudaryanto, Subagio, N. A., Hanim, A., & Utami, C. W. (2024). Consumer behavior Gen Z. Penerbit Universitas Ciputra. https://books.google.co.id/books?id=MW_9EAAAQBAJ
- Suwito, G. A., Westri, M. G., & Susilowati, K. (2025). Scarcity effect on impulse buying: The mediating role of arousal. 15(1), 55–69.
- Telaumbanua, S. W., & Firmialy, S. D. (2024). Analisis pengaruh price perception terhadap impulse buying dengan perceived risk sebagai moderator pada Generasi Z: Studi kasus pada Shopee live streaming di Jawa Barat. *Jurnal Ekuilnomi*, 6(2), 281–292. <https://doi.org/10.36985/nc4kwp18>
- Uniform Market. (2025). Global apparel industry statistics: Market size and trends 2025. <https://www.uniformmarket.com/statistics/global-apparel-industry-statistics>