



## The Need for Uniqueness's Impact Analysis on Impulsive Buying of Online Fashion Product with Prices as Intervening Variable

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### **Abstract**

The objective of this study is to analyze the significance of the impact of the need for uniqueness on prices of online fashion products and impulsive buying of generations Y and Z. The research method used was causal quantitative. Data was collected through an online survey and analyzed using SEM-PLS through the SmartPLS application. The research sample is consumers who make unplanned purchases of online fashion products in one year. The findings show that the need for uniqueness has a significant positive impact on direct impulse buying and a significant positive impact on indirect impulse buying through price. Although the indirect impact is significant, the price of online fashion products does not mediate fully but partially. Generation Y and Z in Indonesia are not price sensitive. They are tolerant of the prices of original, unique, and rare fashion products in an effort to fulfill the need for uniqueness. This condition in turn triggers impulsive buying.

**Keywords:** *The Need for Uniqueness; Prices; Impulsive Buying*

### **Introduction**

Young consumers have the character of a high need for uniqueness, which will emphasize ownership and show ownership of products and brands that are considered original, unique/special to enhance their image. Consumers with a high need for uniqueness will show creative choices for brands and avoid similarities/similarities in brand choices (Kumar et al., 2009a; Anggriani & Athar, 2017). The results of research conducted on students in India are in line with the results of research conducted by Valaei & Nikashemi (2017) on generation Y in Malaysia, where brand and self-identity are the factors that most shape consumer attitudes of generation Y towards fashion products. Furthermore, brand, style, price, and social identity are the most influential factors of Generation Y consumers' purchase intentions for fashion products.

Most Indonesian consumers have an unplanned character and usually like to act "last minute" so that their purchases often change from the initial plan before and after entering the store, but it is different if consumers shop online. This is because when shopping online, consumers can not see the complete item to be purchased (Kharis, 2011; Zaenab et al., 2020) . This unplanned character includes the characteristic of impulsive buying, Styven et al. (2017) in his research found consumers with high impulsive buying tendencies compared to those with low impulsive buying tendencies, younger on

average, more likely to be women than those with low impulsive buying tendencies. This is not related to the amount of money they have, but rather to their attitude in spending it. In addition, consumers with high impulsive buying tendencies show stronger trust in the internet, that the internet is relatively convenient and profitable so they have a much higher intention to use the internet for fashion/clothing shopping.

Brici et al. (2013) stated that the impulsive buying behavior of young consumers is more often done as a reaction to stress and/or the need for mood improvement compared to adults. On a different study, Dey & Srivastava (2017) who also highlighted young consumers, found that there was a direct effect of the value of hedonic shopping and the impulsive buying of young consumers.

The main reason people shop through the internet is convenience (Oppenheim & Ward, 2006). They also admit that another reason before they make an online purchase is price, where price perception also influences online purchase intention. On the other hand, the results of Wijaya & Jasar's (2014) research revealed that the price did not affect the purchase of fashion products online. Consumers in online shops are not sensitive to price issues because the products sold do not always have a lower price compared to offline stores. Consumers today prioritize convenience and security in online shopping.

Another study that highlights the role of price comes from Grant & Stephen (2005) which states that generation Y is a rich target market because in today's modern times, generation Y generally has parents with established careers with fewer children so they can spend more of their income for their children. On the other hand, Rajagopal (2006) from his research shows that well-received fashion products are significantly influenced by product attractiveness and price sensitivity. Price is an important factor for Generation Y because the main proportion of this generation group is generally students where they may still be limited in income so they tend to be price conscious (Kumar et al., 2009b).

Research on Impulsive buying on online channels as a phenomenon of consumer behavior and the factors that influence it has been widely carried out. However, research on how the impact of the need for uniqueness which is an internal factor of consumers on impulsive buying has not been carried out. In addition, due to the inconsistency of the role of price in purchases made by generation Y in several studies, the researchers added a price variable in the relationship between the need for uniqueness and impulsive buying. In addition to generation Y, generation Z is included in the research subjects. This is interesting because it refers to the results of a survey by the Snapcart Research Institute in 2018, revealing that the most shoppers in the e-commerce sector are generation Y (25-34 years) and generation Z (15-24 years), which reached around 80 percent (Thasandra, 2018).

## ***Literature Review***

### **Theoretical Study**

#### **1. The Need For Uniqueness**

The need for uniqueness is the nature of looking for differences in others through the acquisition, use, and disposition of goods or products with the aim of enhancing self-image and social identity (Tian et al., 2001). The need for uniqueness is one of the traits (Tian et al., 2001; Schiffman & Wisenblit, 2015). It is called so because these needs do not only arise in certain situations, but are a person's tendencies or habits (Tian et al, 2001; Burger, 2011). Trait theory classifies humans into the most prominent characteristics or traits or traits. Trait is a special psychological characteristic, which is defined as "any distinguishing, relatively enduring way in which one individual differs from another" (Schiffman &

Kanuk, 2010). consistent. In the context of this research, the need for uniqueness is the need to look different through buying fashion products online.

This study adopted the three categories of the need for uniqueness from Tian et al. (2001) namely creative choices, unpopular choices, and avoiding similarities.

a. Creative choice

Kron (in Tian et al., 2001) states that a person shows his difference through a unique identity that requires personal style through objects in order to show himself. Personal style can be formed through the purchase of items that are original, unique, and rare. Creative choice shows that consumers are looking for differences from most people, but consumers still choose choices that are considered good by others.

b. Unpopular choice

Unpopular choice refers to the selection and use of a product or brand that deviates from group norms. This poses a risk of social rejection when consumers establish differences from others. Consumers like this do not care about the criticism of others and tend to make decisions that others think will be phenomenal (Simonson & Nowlis, 2000).

c. Avoid similarities

Avoidance of similarity is a condition in which a person loses desire or stops using the usual or commonplace. This is done to rebuild self-difference (Tian et al., 2001). Avoiding similarities also refers to demeaning and avoiding buying products or brands that are perceived as common or commonplace. To avoid similarities, consumers have many strategies such as buying discontinued goods or combining clothes in an unusual way. Consumers in this category tend to monitor what others have and avoid similarity through discontinuing the use of brands and products that are considered commonplace (Tian et al., 2001).

## 2. Price

Price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of having or using the product or service (Kotler & Armstrong, 2010). Meanwhile, according to Schindler (2012), price is the amount of payment or compensation given by one party to another in exchange for goods or services. The price in this study is the amount of money paid to get fashion products online.

For the price variable, this study refers to four price measures from Kotler & Armstrong (2010), namely: affordability of price, suitability of price with quality, suitability of price with benefits, and price according to ability or purchasing power.

1. Price affordability.

Consumers can reach the prices set by the company. There are usually several types of products in one brand and the prices also differ from the cheapest to the most expensive. With a set price, many consumers buy the product.

## 2. Price according to ability or price competitiveness.

Consumers often compare the price of a product with other products. In this case, the high or low price of a product is highly considered by consumers when they are going to buy the product.

## 3. Price match with product quality.

Price is often used as an indicator of quality for consumers, people often choose the higher price between two goods because they see a difference in quality. If the price is higher people tend to think that the quality is also better.

## 4. Price match with benefits.

Consumers decide to buy a product if the perceived benefits are greater than or equal to what has been spent to get it. If consumers feel the benefits of the product are less than the money spent, consumers will think that the product is expensive and consumers will think twice about making repeat purchases.

### 3. Impulsive Buying

Impulse buying is a condition that occurs when an individual experiences a sudden feeling of urgency that cannot be resisted. This tendency to buy spontaneously can generally result in a purchase when consumers believe that the action is reasonable (Rook & Fisher, in Solomon & Rabolt, 2009). However, Koski (2004) emphasizes that although impulsive buying can be considered as an unplanned purchase but not all unplanned purchases can be considered as impulsive buying. An unplanned purchase may occur because the consumer needs to buy a product but it has not been placed on the shopping list before. Unplanned purchases need not be accompanied by an urgent desire, which is usually associated with impulsive buying (Amos et al., 2014).

Another view comes from Baumeister (2002) which states that impulsive buying is more of a self-concept and not an environmental concept of human capacity to change their circumstances. There is a cognitive aspect where consumers make purchases without considering price, without considering usability, and without making product comparisons. In addition to the cognitive aspect, there is also an affective aspect, namely an emotional condition of consumers to immediately make a purchase, a feeling of disappointment that arises after making a purchase, and a buying process that is carried out without planning (Verplanken & Herabadi, 2001). This study refers to the two aspects of impulsive buying from Verplanken & Herabadi (2001).

### Hypothesis Development

Fulfillment of the need for uniqueness through the purchase of a product that aims to improve self-image is an internal process that requires consumers to see personally, the product has a symbolic meaning, or the public's symbolic interest. Consumers who have a great need to express their personality often buy luxury clothes to get the value of rarity, uniqueness and avoid similarities with others in terms of clothing (Park et al., 2008).

The price-quality scheme is about believing that price evaluates the quality of the product. The higher the price, the better the quality, low price implies low quality (Muratore, 2016). To improve self-image, consumers are willing to buy luxury fashion products that can improve their physical appearance (Solomon, 2014).

Correspondingly, in developing countries such as India, it was found that consumers who have a strong desire to show their identity and show off their wealth will have a strong tendency to choose brands that are well-known or considered profitable because they consider it important to have something to show off or display. as a tool to display their uniqueness (Kaur & Soch, 2017).

Goods with higher prices tend to make consumers believe that these goods are of higher quality (Rezaei, 2015). The price tag of luxury branded goods increases the scarcity of the product by making the general public less able to buy it, in line with the consumer's need to attract attention and enhance self-concept, both of which have the ability to improve interpersonal relationships (Giovannini et al., 2015). Thus, high prices can improve consumer self-image, so the first hypothesis can be formulated as follows:

H1 = The need for uniqueness has a positive and significant impact on prices.

There are two dimensions of impulsive buying according to Verplanken & Herabadi (2001), namely cognitive and affective. The cognitive aspect of impulsive buying indicates that consumers make purchases without considering price, without considering usability, and without making product comparisons. Meanwhile, the affective aspect describes an emotional condition of consumers to immediately make a purchase, a feeling of disappointment that arises after making a purchase, and a buying process that is carried out without planning. Sharma et al. (2010) emphasize that impulsive buying is a spontaneous, complex hedonic buying behavior in which the speed of impulsive buying precludes any wise consideration of alternative or future implications.

Research on impulsive buying of generation Y as conducted by Morton (2002) revealed that although generation Y is a young group with a relatively low income level, they want to look "cool" to improve their self-image because they are generally educated, internet savvy, and eager to shop. Correspondingly, improvements and innovations in information technology have made online shopping easier. According to Dittmar et al. (2004), the nature of online transactions is the cause of many consumers spending too much money (wasteful) because the process is very easy even though they don't really want to spend money.

Muratore (2016) who also studied young consumers (teenagers) emphasized that adolescent impulsive buyers do not seem to pay attention to the financial dimension of price because they do not really care about the budget. Adolescent impulsive shoppers are more vulnerable because they focus on buying more products that give them prestige. It can be said that high prices are not an obstacle for impulsive buyers, besides being caused by consumers being more focused on the product, it is also due to the spontaneous nature of impulsive buying itself. Thus, the following hypothesis is proposed:

H2 = Price has a positive and significant impact on impulsive buying.

The need for uniqueness encourages someone to try to be different from others. The release of world e-commerce growth where Indonesia became the fastest in 2018 as expressed in the background of this article shows the great interest of Indonesian consumers in online shopping because it makes it easier for consumers to get the products they want to meet these needs.

The results of the study by Verplanken & Herabadi, 2001 show that the tendency of impulsive buying has a strong basis in personality. Butcher et al. (2017) who focused their research on Generation Y, stated that Generation Y consumers are motivated by the desire to differentiate themselves from others through the choice of brands and products they buy.

Consumer psychological factors have a direct and significant effect on buying impulsively both online and offline (Ling & Yazdanifard, 2015). In fact, the level of impulsivity is more dependent on

personal factors than on channel factors (online/offline) (Aragoncillo & Orus, 2018). Impulsive buying tendencies are closely related to the impulsive buying behavior of consumers who remain consistent with most product categories available in the market (Atulkar & Kesari, 2018).

Some of the results of these studies emphasize the strength of consumer personality factors in impulsive buying. A strong desire to show self-identity as the fulfillment of the need for uniqueness has the potential to cause consumers to buy fashion products without much consideration. This leads to the following hypothesis:

H3 = The need for uniqueness has a positive and significant impact on impulsive buying.

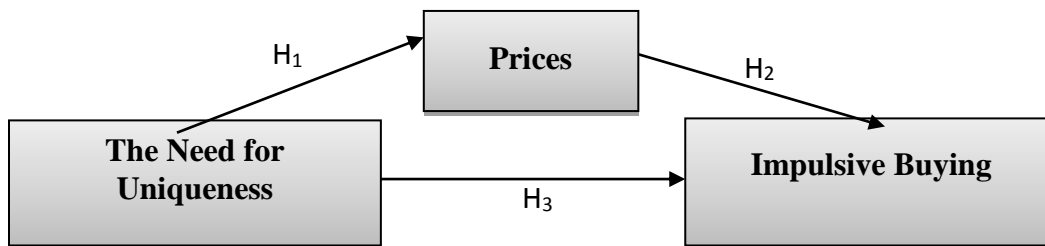


Figure 1. Conceptual Framework

## Method

This study uses a causal quantitative approach. The population is consumers who make purchases of fashion products online. The sampling technique used is purposive sampling. Purposive sampling is a sampling technique based on certain considerations that are tailored to the research objectives. The sampling criteria are consumers aged 15 to 34 years who have made unplanned purchases of online fashion products in one year, namely July 2019 to June 2020. Ages 15 to 34 years were chosen because consumers aged 15-34 years dominated 80 percent of e-commerce usage (Thasandra, 2018). The sample used is 150 people. Data was collected through an online survey and analyzed using SEM-PLS (Structural Equation Modeling-Partial Least Equation) which was operated through the SmartPLS application.

## Characteristics of Respondents

After examining the overall results of filling out the survey and getting rid of incomplete filling results. The respondents of this study consisted of 32.7% male and 67.3% female. Based on age, respondents aged 15 to 24 years dominated by 84% and aged 25 to 34 years only 16%. Respondents from Mataram City were 82.7% and the rest from Denpasar City was 17.3%.

Table 1. Results of Validity Test

Variables	Statement	R <sub>h</sub>	R <sub>0,05(94)</sub>	Criteria
The Need for	I prioritize buying genuine fashion products	0,815	0,1593	Valid
	I like to buy fashion products with unique designs	0,782	0,1593	Valid
	I deliberately look for fashion products that are not in the market (rare)	0,801	0,1593	Valid
	I don't need other people's approval regarding the color and design of the fashion products I buy	0,841	0,1593	Valid
	I enjoy the difference in my fashion taste with others	0,887	0,1593	Valid
	I don't care if other people think my fashion sense is weird	0,724	0,1593	Valid
	I avoid buying fashion products that many people	0,840	0,1593	Valid

Uniqueness	buy			
	I don't like wearing fashion products when many people wear the same	0,854	0,1593	Valid
	If my fashion style is imitated by many people, I will stop with this style	0,860	0,1593	Valid
	If i like certain fashion products, I rarely consider the price	0,703	0,1593	Valid
	I often buy fashion products even though I don't know when to use them	0,741	0,1593	Valid
	I rarely compare the designs of one fashion product with another	0,723	0,1593	Valid
Impulsive Buying	I find it hard to ignore the interesting fashion products I see online and want to buy them right away	0,792	0,1593	Valid
	After buying a fashion product, sometimes there is a feeling of regret	0,623	0,1593	Valid
	I often buy fashion products without any prior plans	0,754	0,1593	Valid
	I buy fashion products, mainly because they are affordable	0,703	0,1593	Valid
	I often compare the price of a fashion product with others	0,785	0,1593	Valid
Prices	For me, the price indicates the quality of the product	0,669	0,1593	Valid
	I buy if the benefits of the fashion product are worth the money I spend	0,794	0,1593	Valid

The results of the validity test of the research questionnaire show that all variables have an r value greater than the standard r table (0.1593), so it can be concluded that the questionnaire is valid and can be continued with reliability testing.

Table 2. Results of Reliability Test

No.	Variable	Reliability Coefficient	Value Limit	Criteria
1	The Need For Uniqueness (X)	0,957	0,600	Reliabel
2	Impulsive Buying (Y)	0,898	0,600	Reliabel
3	Prices (Z)	0,876	0,600	Reliabel

Based on the data in Table 2, the calculated Cronbach's alpha value for each research variable is greater than the standard Cronbach's Alpha 0.60 (60%) so it can be concluded that each research instrument of the research variable is reliable.

**Results and Discussion**

**Data analysis**

**1. Results of Individual Item Reliability Test**

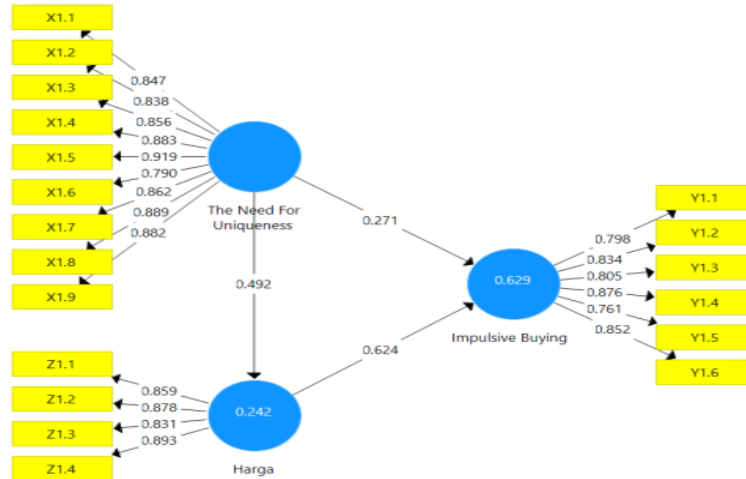


Figure 2. Results of Confirmatory Factor

By using the SmartPLS application, it can be seen that all variable indicators have a factor loading value > 0.50. Therefore, these indicators are then used as items in model testing.

**2. Results of Internal Consistency Test**

Table 3. Quality Criteria

Variable	AVE	Composite Reliability	Cronbach's Alpha
The Need For Uniqueness (X)	0,746	0,963	0,957
Impulsive Buying (Y)	0,676	0,926	0,903
Prices (Z)	0,750	0,923	0,889

The composite reliability value of each variable is greater than 0.70 as the cut-off value. Likewise, for Cronbach's alpha value has been in accordance with the recommended value (> 0.70). Therefore, the internal consistency was concluded to have been met.

**3. Results of Discriminant Validity Test**

At this step, the first condition that must be met is that the AVE value must be greater than 0.50. In Table 4. it can be seen that the AVE value of all variables is > 0.50 so that the first condition is fulfilled. Then, the next condition that must also be met is the square root value of the AVE of each variable, which must be greater than the correlation value with other variables.

Table 4. Variable Latent Correlation

Variable	Prices	The Need For Uniqueness	Impulsive Buying
Prices (Z)	0,866*		
Impulsive Buying (Y)	0,757	0,822*	
The Need For Uniqueness (X)	0,492	0,578	0,864*

(\*)square root value AVE



Table 4. is made to show that the value of the square root of the AVE (the number marked "\*" which is in the diagonal position) for each variable is greater than the correlation value with the other variables (the number whose position is in one row and one column with the corresponding variable AVE). Thus, the research model has met discriminant validity.

Based on the stages of testing the measurement model, it has been proven that the research model has fulfilled all the stages of testing. Therefore, the structural test phase of the model can be carried out. Structural model test is used to determine whether the proposed hypothesis is accepted or not.

#### 4. Results of Significance Test

To determine the significance level of the path coefficient, the t value (t-value) generated by running the Bootstrapping algorithm is used to determine whether the proposed hypothesis is accepted or not. At a significance level of 0.05, the hypothesis will be supported if the significance level is below 0.05 (5%).

Table 5. Results of Structural Model Test

Effect Between Variables	Coeffisien	T Statistics	P Value	Evidence
The Need For Uniqueness -> Prices	0,492	4,973	0,000	Significant
Prices -> Impulsive Buying	0,624	7,604	0,000	Significant
The Need For Uniqueness -> Impulsive Buying	0,271	2,467	0,015	Significant
The Need For Uniqueness -> Prices -> Impulsive Buying	0,307	4,722	0,000	Significant



Figure 3. Results of Bootstrapping Test on SmartPLS

The first hypothesis (H1) in this study states "It is suspected that The Need For Uniqueness has a positive and significant influence on online prices". Through hypothesis testing with PLS with test results showing that the coefficient value is 0.492 with a P-value of 0.000. When compared with a significance level of 0.05 (5%) then P value < Significance Level which means significant, so it can be concluded that the first hypothesis can be **accepted**.

The second hypothesis (H2) in this study states "It is suspected that The Need For Uniqueness has a positive and significant influence on Impulsive Buying Online". Through hypothesis testing with PLS with test results showing that the coefficient value is 0.271 with a P-value of 0.015. When compared with a significance level of 0.05 (5%) then  $P \text{ value} < \text{Significance Level}$  which means significant, so it can be concluded that the second hypothesis is **accepted**.

The third hypothesis (H3) in this study states "Allegedly Price has a positive and significant influence on Impulsive Buying Online". Through hypothesis testing with PLS with test results showing that the coefficient value is 0.624 with a P-value of 0.000. When compared with a significance level of 0.05 (5%) then  $P \text{ value} < \text{Significance Level}$  which means significant, so it can be concluded that the third hypothesis can be **accepted**.

## 5. Results of Intervening Test

The price variable which is the intervening variable is tested to see whether this variable can strengthen or weaken the relationship between the need for uniqueness variable and the impulsive buying variable. The test was carried out using the Variave Account for (VAF) method.

Table 6. Results of Intervening Test

Indirect impact = $0,492 \times 0,624$ (The need for uniqueness $\rightarrow$ Prices = 0,492; Prices $\rightarrow$ Impulsive buying = 0,624)	0,307
Direct impact (The need for uniqueness $\rightarrow$ Impulsive buying; without entering the price as intervening = 0,271)	0,271
Total impact = $0,307 + 0,271$	0,578
VAF = Indirect impact/Total impact $0,307/0,578$	0,531

The result of VAF calculation is 0.531 or 53.1%. This value can be categorized as partial intervention.

## Discussions

### The Impact of the Need for Uniqueness on Price

The results of this study indicate that the need for uniqueness has a significant effect on online prices. The nature of looking for differences from others to improve self-image and social identity through online purchasing of fashion products causes consumers to tend not to consider the price of the product. The higher the need for uniqueness that a person has in him, the more tolerant he is of the prices of fashion products he finds online.

The price referred to here is the amount of money paid to get fashion products online. Consumers who have a great need to express their personality often buy luxury clothes to get the value of rarity, uniqueness and avoid similarities with others in terms of clothing (Park et al., 2008).

If it is associated with Maslow's Theory as mentioned in the background section of this paper, then the need for uniqueness is a need that is at the fifth level, namely self-actualization. This need arises after other needs such as physiological needs, safety, love, and esteem have been met. This means that the fulfillment of the need for uniqueness is carried out after other relative needs have been met. The nature of

fashion products that can meet the need for uniqueness of consumers is original, unique, or rare where these products tend to have a higher price.

Correspondingly, in developing countries such as India, it was found that consumers who have a strong desire to show their identity and show off their wealth will have a strong tendency to choose brands that are well-known or considered profitable because they consider it important to have something to show off or display. as a tool to display their uniqueness (Kaur & Soch, 2017).

Goods with higher prices tend to make consumers believe that these goods are of higher quality (Rezaei, 2015). The price tag of luxury branded goods increases the scarcity of the product by making the general public less able to buy it, in line with the consumer's need to attract attention and enhance self-concept, both of which have the ability to improve interpersonal relationships (Giovannini et al., 2015).

In the context of this study, it was found that more female consumers in fulfilling the need for uniqueness were not sensitive to the price of online fashion products. This is in line with the results of research from the Snapcart Research Institute in 2018 which revealed that based on gender, the most online shopping consumers were women, which was 65% of e-commerce usage.

The need for uniqueness is a psychological aspect of consumers who are trait because they tend to be consistent in every situation. On the other hand, naturally, women are creatures who involve more feelings and emotions than men, including in shopping activities. Women in fulfilling the need for uniqueness tend to be tolerant of the price of fashion products in order to improve their self-image and social identity.

This study also found that more consumers in the age range of 15 to 24 years in fulfilling their need for uniqueness are also not sensitive to the price of online fashion products where they are generation Z who are generally still in school. In the context of psychology, the search for identity is a common phenomenon at the age of teenagers/schools. The need to be different from other people at this age can be said to be high enough to pursue the ideal self-image they want and a social identity that they consider 'cool' so that Generation Z is tolerant of the prices of fashion products they find when surfing the internet.

The research was conducted in two cities in Indonesia, namely Mataram and Denpasar. Based on the origin of the respondents, more consumers with a high level of the need for uniqueness to the prices of online fashion products come from the city of Mataram. In general, research respondents fulfill the need for uniqueness through the selection of online fashion products that are original, unique, and rare even though the price of the product in the category is quite high. This is as revealed by Kaur & Soch (2017), consumers make certain fashion products as a means of showing off or a tool to display their uniqueness.

### **The Impact of Price on Impulsive Buying**

The results of this study indicate that the price has a significant effect on impulsive buying. Relatively high prices do not relax consumers' impulsive buying, meaning that consumers view prices not only in terms of affordability, but also in terms of price competitiveness, price conformity with product quality, and price conformity with the benefits obtained by consumers. The more tolerant consumers are of the high and low prices of fashion products found online, the more impulsive they are in shopping.

A generally accepted phenomenon related to the relationship between price and impulsive buying is that the cheaper the price of the product found by consumers, the more impulsive they will be in shopping, for example, consumers tend to look for products at discount prices. The context of this study found that consumers are not price sensitive and tend to be tolerant of the high and low prices of fashion

products they find online. The high price of fashion products does not prevent consumers' impulsive buying behavior.

The price-quality scheme is about believing that price evaluates the quality of the product. The higher the price, the better the quality, low price implies low quality (Muratore, 2016). To improve self-image, consumers are willing to buy luxury fashion products that can improve their physical appearance (Solomon, 2014).

Consumer psychological factors have a direct and significant effect on buying impulsively both online and offline (Ling & Yazdanifard, 2015). In fact, the level of impulsivity depends more on personal factors than on channel factors (online/offline) (Aragoncillo & Orus, 2018). Impulsive buying tendencies are closely related to the impulsive buying behavior of consumers who remain consistent with most product categories available in the market (Atulkar & Kesari, 2018).

Based on the responses given by the respondents, it was found that female consumers can accept the price of fashion products and think the high price is commensurate with the value of the benefits they will receive. They are generally tolerant of the price of fashion products and do not prevent them from doing impulsive buying. The high price of the product still makes them make purchases spontaneously, of course within the limits that they can still reach.

Generation Z, based on the findings of this study, shows their insensitivity to the prices of fashion products found online. School-age consumers are different from consumers who are over the age, they focus on meeting their personal needs because they have not carried as many burdens as consumers who are married.

Even though Generation Z is generally not working, they don't weigh the price much and shop impulsively because they are financially supported by their parents. They have not felt tired at work so they are emotionally light in spending money. This shows that one of the cognitive dimensions of impulsive buying is quite dominant, namely purchases are made without price considerations.

Respondents from Mataram City indicated that more of them accepted the price of online fashion products. The price they find on the selected product is acceptable and considers the price commensurate with the value of the benefits that will be obtained from the purchase. The current price of online fashion products continues to encourage consumer impulsive buying.

### **The Impact of The Need For Uniqueness on Impulsive Buying**

The results showed that the need for uniqueness had a significant effect on impulsive buying. High motivation to show self-image and social identity through buying fashion products online is directly proportional to impulsive buying behavior. The higher the need for uniqueness, the higher the impulsive buying online. Conversely, the lower the need for uniqueness, the lower the impulsive buying.

Two dimensions of impulsive buying from Verplanken & Herabadi (2001) are cognitive and affective where consumers make purchases without considering price, without considering usability, and without making product comparisons. An emotional condition of consumers to immediately make a purchase, a feeling of disappointment that arises after making a purchase, and a buying process that is carried out without planning.

Morton (2002) in his research on Generation Y revealed that even though they are young and their income level is relatively low, Generation Y wants to look 'cool' to improve their self-image because they are generally educated, internet savvy, and eager to shop. Correspondingly, improvements and innovations

in information technology have made online shopping easier. According to Dittmar et al. (2004), the nature of online transactions is the cause of many consumers spending too much money (wasteful) because the process is very easy even though they don't really want to spend money.

According to Sharma et al. (2010) impulsive buying is a spontaneous, complex hedonic buying behavior in which the speed of impulsive buying precludes any thoughtful consideration of alternative or future implications. Muratore (2016) who researched adolescent consumers emphasized that adolescent impulsive buyers do not seem to pay attention to the financial dimension of price because they do not really care about the budget. Adolescent impulsive shoppers are more vulnerable because they focus on buying more products that give them prestige. It can be said that high prices are not an obstacle for impulsive buyers, besides being caused by consumers being more focused on the product, it is also due to the spontaneous nature of impulsive buying itself.

Female consumers, based on the results of this study, were found to have a high need for uniqueness which encourages impulsive buying. This means that women have more of a need to be different from others, which prompts them to immediately make purchases of fashion products found online and at the same time make purchases without prior planning. This finding shows the dominant impulsive buying affective dimension in female consumers. The affective dimension of impulsive buying is the emotional condition of consumers to immediately make a purchase, feelings of disappointment that arise after making a purchase, and the existence of a buying process that is carried out without planning.

Based on the age aspect of the respondents, Generation Z (15 to 24 years) has a high enough need for uniqueness towards impulsive buying in online fashion product purchases. This can be attributed to the fact that adolescence is an age where they are still in the stage of searching for their identity which they try to fulfill by looking different through online fashion products that they can easily find when surfing the internet. The ease of finding fashion products online then encourages impulse buying which is of course supported by the availability of funds from parents considering that in general they are still in school age. This study also shows that consumers from the city of Mataram have a high level of the need for uniqueness which encourages impulsive buying of online fashion products.

## **Conclusion**

The conclusions from the study that: (1) The need for uniqueness has a positive and significant impact on online prices. The more original, unique, and rare a fashion product is found by consumers online, the higher the price of the fashion product; (2) The need for uniqueness has a positive and significant impact on impulsive buying online. The more original, unique, and rare fashion products found by consumers, the higher the tendency of consumers to buy products suddenly; (3) Price has a positive and significant impact on impulsive buying online. The more tolerant consumers are of the high and low prices of fashion products found online, the more impulsive they are in shopping.

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