

## Emotional Regulation and Impulsive in Fashion Purchases among Emerging Adulthood: An In-Depth Quantitative Study

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### Abstract

**Background:** Emerging adulthood is characterized by self-image exploration and emotional instability, where insufficient emotion regulation may result in impulsive fashion purchases, highlighting a significant issue in this developmental phase. **Objective:** This research is to analyze emotion regulation and impulsive buying in fashion purchases in emerging adulthood. **Method:** The purposive sampling technique was used with 107 respondents, using emotion regulation scale and Impulsive Buying Tendency Scale to statistic test. The analysis was conducted using JASP version 0.19.3.0 with linear regression technique, moderation, and independent samples t-test at 5% significance level. **Results:** Emotional regulation has a negative effect with a value of ( $\beta = -0.267$ ) on impulsive buying, and emotional regulation has a statistically significant difference on gender with a value of ( $p = 0.013$ ), while impulsive buying has no different value on gender with a value of ( $p = 0.717$ ). Finally, the value of ( $B = -0.543$ ,  $p = 0.033$ ) on gender moderation was obtained. **Conclusion:** The conclusion is that emotional regulation can reduce impulsive buying, with the same level of impulsivity between genders.

**Keywords:** Emerging adulthood; emotion regulation; fashion purchases; gender; impulsive buying

### Abstrak

**Latar Belakang:** *Emerging adulthood* adalah masa yang penuh gejolak dan pencarian citra diri. Terkadang mereka tidak mampu meregulasi emosinya saat emosinya memburuk, sehingga memunculkan perilaku impulsive dalam pembelian busana. **Tujuan:** Penelitian ini untuk menganalisis regulasi emosi dan pembelian impulsive dalam pembelian busana pada emerging adulthood. **Metode:** Penelitian ini menggunakan purposive sampling. Data dikumpulkan dari 107 responden menggunakan skala regulasi emosi adaptasi Indonesian Emotion Regulation Questionnaire for Sport (IERQ4S) dan skala pembelian impulsif adaptasi dari Impulsive Buying Tendency Scale. Analisis dilakukan menggunakan JASP versi 0.19.3.0 dengan teknik regresi linier, uji moderasi, dan independent samples t-test pada taraf signifikansi 5%. **Hasil:** Berdasarkan uji statistik, regulasi emosi berpengaruh negatif dengan nilai ( $\beta = -0.267$ ) terhadap impulsive buying. Selain itu, regulasi emosi memiliki nilai beda pada gender dengan nilai ( $p = 0.013$ ), sedangkan impulsive buying tidak memiliki nilai beda pada gender dengan nilai ( $p = 0.717$ ). Terakhir, didapatkan nilai ( $B = -0.543$ ,  $p = 0.033$ ) pada moderasi gender. **Simpulan:** Kesimpulannya regulasi emosi mampu menurunkan impulsive buying, dengan tingkat impulsive sama antar gender.

**Kata Kunci:** *Emerging adulthood*; *impulsive buying*; jenis kelamin; pembelian busana; regulasi emosi

## Introduction

Consumptive behavior in emerging adulthood in the midst of modern society is becoming an increasingly striking phenomenon, especially in the context of clothing purchases (Chauhan et al., 2023). Emerging adulthood, between the ages of 18 and 25, is a stage of life that leads to psychosocial development characterized by self-discovery, increased independence, and a strong drive for social recognition (Baggio et al., 2017; Crocetti et al., 2016; Mitchell et al., 2021). In this transitional phase, individuals in emerging adulthood begin to shape their lifestyle more stably, including starting to recognize how to dress according to themselves and how they present themselves through clothing to the surrounding environment (Brown, 2024). Fashion products are often used as a means to show personal identity and social status, so that clothing and accessory purchases are not only driven by functional needs but also become an emotional and symbolic factor that triggers the lifestyle of emerging adulthood (Weinberger et al., 2017).

Extravagant behavior is very likely to appear suddenly when someone is aiming for a desired social status at the level of clothing use. Extravagant behavior refers to actions characterized by excessive spending or conduct that goes beyond what is considered reasonable or necessary in a given situation (Park et al., 2014). In general, "extravagant" describes something lavish, luxurious, or excessive, and can be applied in various contexts, whether in terms of financial expenditure, lifestyle, or even social and emotional aspects. In certain circumstances, the urge to buy fashion products can sometimes occur suddenly when they do not plan to buy the product; this action is also commonly known as impulsive buying. Impulsive buying is defined as the decision to buy a product that is made suddenly without making rational considerations before buying it (Wang et al., 2022). This is not a good thing, as it is bad for both the finances and psychological state of the individual. The most visible impact is felt by the individual, with regret due to financial drain and psychological exhaustion (Secapramana et al. 2021).

Impulsive buying has been widely studied in relation to its role with emotions in the decision-making process. Emotions act as a strong driver in determining how and when individuals will make purchases, especially those related to self-expression, such as fashion (Ahn & Kwon, 2022; Fenton-O'Creevy et al., 2018). When individuals experience certain emotional conditions, both in the form of positive and negative emotions, they tend to seek release or balancing, one of which is through the consumption of goods that symbolically provide momentary satisfaction or comfort (Pham & Lee, 2019; Aeron & Rahman, 2023). Therefore, it is important to manage emotions well so that purchases do not trigger negative emotions that could ultimately harm a person's emotional and psychological well-being.

In this case, emotion regulation is a very important aspect. Emotion regulation refers to an individual's ability to recognize, understand, and manage emotional responses that arise in various situations (Paley & Hajal, 2022). Individuals with good emotion regulation skills tend to be able to resist short-term urges in favor of long-term goals, including financial decision-making (Kemp et al., 2020). Conversely, individuals who have difficulty in regulating their emotions are at a higher risk of engaging in impulsive consumptive behavior as a form of response to emotional distress that is not adaptively handled (Dirwan & Latief, 2023). In addition, when a person fails to adapt to their emotion regulation, it can have a negative impact and cause their psychological well-being to deteriorate (Purnomo & Jannah, 2025). In the context of emerging adulthood, their emotion regulation is not yet fully stable due to the process of life transitions and challenges in the exploration of their self-identity (Velert-Jiménez et al., 2025).

This opens up the possibility of differences in how individuals, especially by gender, respond to emotional distress associated with consumptive behavior. Women are more likely to be affected by emotional factors, such as fear of missing out on a desired product or even following their inner urge to shop for personal pleasure, which leads to impulsivity, difficulty in regulating emotions, and even compulsive buying behavior (Chetoui & El Bouzidi, 2023). In analyzing how men respond to emotional pressure related to impulsive buying, several key factors emerge. Personality traits such as the level of extroversion and neuroticism have been shown to have a significant relationship with impulsive shopping behavior. In particular, negative emotions tend to exacerbate impulsiveness, especially when combined with neurotic traits, which are more commonly found in men (Wang et al., 2022). In addition, the relationship between cognitive and emotional factors influences the intensity of impulsive purchases, both increasing and decreasing. Anticipated regret as an emotional factor interacts with the level of cognitive involvement in impulsive buying decisions. In situations where the level of anticipated regret is low, men tend to be more impulsive when shopping, especially when their involvement in the product is relatively low (Li et al., 2021). In this context, individuals must have the ability to be consciously present to their emotions and understand each impulse before making decisions, as in emotion regulation. Emotion regulation is important because it can help individuals manage consumptive behaviors that stem from emotional distress. (Kemp et al., 2020). Although good emotion

regulation is believed to reduce buying tendencies, there has been no exploration of gender differences or how it applies to emerging adulthood.

Research on the influence of emotion regulation and impulse buying behavior still leaves a number of points to be explored further, especially when it comes to fashion products in emerging adulthood and how this aspect can be viewed in terms of men and women. Impulsive buying is often used as a means of mood management, but despite this, the truth is still debatable as to whether such actions provide short-term psychological benefits or lead to negative impacts, such as regret or financial distress (Fenton-O'Creevy et al., 2018). Research by Lee and Workman (2018) also explains that in college students, there is no significant difference between men and women in compulsive buying, but does not discuss psychologically how gender moderates the relationship between emotions and buying behavior. In addition, Lee and Workman's (2018) research is still limited to studies that highlight the influence of attitudes towards personal finance and financial planning practices among late adolescents on impulse buying tendencies. Other findings also show that the consumptive behavior of individuals can be seen from gender and attitudes towards the use of credit cards, where management of credit cards differs in the level of confidence, namely men are more confident and more confident in managing credit cards than women who are more careful (Ho & Awan, 2019; Kanwal et al., 2022; Squires & Ho, 2023). This shows the need to further explore how emotion regulation interacts with impulse buying attitudes based on gender.

Therefore, there is a need for more in-depth research focusing on the role of emotional regulation on impulsivity buying in fashion purchases, as well as the dynamics of gender differences, especially in emerging adulthood. Because emerging adulthood is a process of self-discovery for individuals, the results are not only useful for the academic realm but can also make a practical contribution in designing psychological intervention programs that are suitable for this generation. Reflecting on the existing dynamics, this study examines the role of emotion regulation on impulse buying behavior in the context of fashion in emerging adulthood, considering gender differences as a comparison variable. This study is expected to make a theoretical contribution to the field of consumer psychology and provide a practical basis for the development of financial literacy and emotion management education programs in emerging adulthood. In addition, the results of this study can also be an important reference for fashion industry players, educators, and parents in understanding the tendency of consumption behavior of the younger generation in the modern era, which is strongly influenced by emotional aspects.

To explain the series of continuity between variables, a conceptual framework was formed. The conceptual framework suggests that emotional regulation explains its effect on impulsive buying, whether it is negative or positive. Furthermore, this study examines the extent to which emotional regulation and impulsive buying differ by gender and whether gender moderates the relationship between regulation and impulsive buying. The conceptual framework is shown in Figure 1.

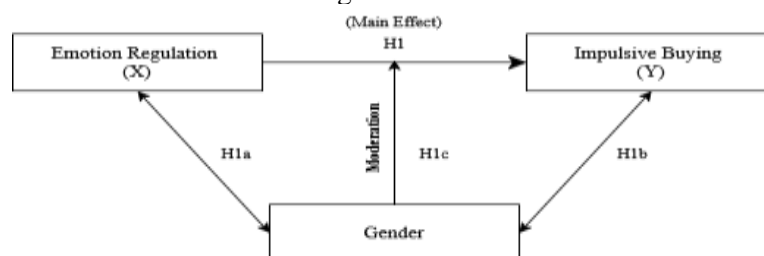


Figure 1. Research Model

Based on the research objectives summarized, it is important to formulate the following is the proposed research hypothesis:

Table 1. Hypothesis

<b>Hypothesis Mayor</b>	
H1	Emotion regulation negatively influences impulsive buying in fashion purchases from emerging adulthood
<b>Hypothesis Minor</b>	
H1a	There are differences in emotion regulation abilities between men and women in emerging adulthood.
H1b	There is a difference in the level of impulsive buying between men and women in emerging adulthood.
H1c	The effect of emotion regulation on impulsive buying is significantly different between men and women.

## Method

This study uses a quantitative approach with a comparative design to examine the effect of emotion regulation on impulse buying behavior for fashion products, as well as to compare trends based on gender in emerging adulthood. Moderation testing was used to examine the influence of gender in strengthening impulsive buying behavior.

## Sample or Population

The subjects in this study were individuals aged 18-25 years (emerging adulthood) who actively shop for the latest fashion, either offline stores or e-commerce. Before data collection was conducted, participants were given an explanation of the objectives and procedures of the study in detail and were asked to give voluntary consent by filling out an informed consent. The number of participants in this study was 107, with the data recruitment process carried out by distributing questionnaires online using social media and any digital platform that is able to reach the target population at large. Social media platforms such as WhatsApp and Instagram were used because their user populations aligned with the criteria of the research respondents. Thus, purposive sampling was used, with all respondents being sampled because they fit the specified criteria. Participants were required to fill out a statement of willingness to participate and complete the questionnaire completely to ensure data validity. For clarity, several demographic data models were also created that could explain the distribution of respondents. The distribution of respondents is explained in Table 2.

Table 2. Distribution sample

Distribution		Frequency	%
Employment Status	Working	24	22.43
	Not Working	83	77.57
Gender	Male	17	15.89
	Female	90	84.11
Shopping Habits	Online Shopping	76	71.03
	Offline Shopping	31	28.97
Total		107	100

## Data Measurement

Two measuring instruments were used in this study. The emotion regulation measuring instrument used an adaptation of the Indonesian Emotion Regulation Questionnaire for Sport (IERQ4S), which was developed by Jannah et al. (2023) and has been adapted to a more general context outside of sports by adjusting the context of emotion regulation in general. This scale measures the dimensions of an individual's ability to manage and respond to emotions adaptively with the dimensions of reappraisal and suppression. The items on the emotion regulation measuring instrument totaled 10 items, with answer choices of 1 to 5, using the Likert scale method. The emotion regulation measuring instrument has gone through the Pearson validity test, with the value of all items rated valid with a p-value <0.001 and reliable with a Cronbach's  $\alpha$  value of 0.625. This instrument was tested using the Pearson validity test with a p-value <0.001, indicating that all items on this scale are statistically valid. This means that each item in the scale is relevant and appropriate to the construct being measured, namely, emotion regulation. This strong validity provides a solid foundation for the use of the instrument, although its reliability remains moderate. For the impulse buying scale using an adaptation of the Impulsive Buying Tendency Scale belonging to the Impulsive Buying Tendency Scale by Badgaiyan et al. (2016), which measures the tendency of individuals to make purchases without rational consideration or spontaneously. Eight items on the impulsive buying measuring instrument total 8 items, with answer choices of 1 to 5 using the Likert scale method. The impulsive buying scale has also gone through a validity and reliability test stage, which states that the data are valid and reliable, with a valid test  $p < 0.001$  and Cronbach's  $\alpha$  0.718. The mention of the Emotion Regulation variable is abbreviated as ER and Impulsive Buying is abbreviated as IB.

## Data Analysis

The data collected will then be analyzed using JASP software version 0.19.3.0. Descriptive analysis was conducted to describe the characteristics of the respondents and the scores of each variable. Furthermore, normality and homogeneity assumptions were tested. Normality testing uses the skewness test to observe the



skewness of the data, and homogeneity testing uses Levene's test. Linear regression analysis was used to test the relationship between emotion regulation and impulse buying. Meanwhile, to see differences based on sex, the Independent Samples t-test test was used, and regression testing was performed using Moderation Regression Analysis (MRA). All results were analyzed at a 5% significance level ( $\alpha = 0.05$ ) to determine the statistical significance of the findings obtained.

## Result

Before conducting hypothesis testing, it is important to know whether the data are parametric or non-parametric so that the hypothesis test performed is more appropriate. The following is a normality and homogeneity test.

### *Normality and Homogeneity Test*

The following is a normality test on data from emotional regulation and impulsive buying in Table 3.

	ER	IB
Skewness	0.335	0.270
Std. Error of Skewness	0.234	0.234

To obtain an initial picture of the shape of the data distribution, the level of skewness on each variable was tested. The measurement results showed that the skewness value for the emotion regulation variable was 0.335, while the standard error of skewness for this variable was 0.234. For the impulse buying variable, the skewness value was 0.270, with the same standard error of 0.234. The skewness values obtained for both variables are still within the acceptable range for a normal distribution. In general, the data distribution can be said to be close to normal if the skewness value is within  $\pm 1$ . A value of  $\pm 1$  is a range commonly accepted in statistics as an indication that the data have a distribution that is close to normal. This means that if the skewness value falls between -1 and +1, the data distribution is considered fairly symmetrical or not excessively skewed to the left or right, respectively. Therefore, it can be concluded that data on both emotion regulation and impulse buying variables show a relatively symmetrical distribution pattern and are not too skewed. This finding reinforces the interpretation that in terms of distribution shape (skewness), the data do not show significant deviations.

	ER	IB
p-Value	0.606	0.037

Table 4 shows that homogeneity testing was conducted to determine whether the variation in data between groups on each variable was uniform. In this case, Levene's test was used as a reference. The test results show that the p-value for the emotion regulation (ER) variable is 0.606. Because this value is greater than the significance threshold of 0.05, it can be concluded that the emotion regulation data have a homogeneous variance between gender groups. In contrast, the impulse buying variable (IB) obtained a p-value of 0.037, which is smaller than 0.05. This shows that the variance in impulse buying data between men and women is not homogeneous; in other words, there are differences in data diversity between groups. Based on these findings, only the emotion regulation variable meets the assumption of homogeneity, whereas the impulse buying variable does not. Therefore, in testing the difference test, impulsive buying and gender will be carried out further using non-parametric statistical analysis. Based on the results of Levene's test, the impulsive buying (IB) variable alone does not meet the assumption of homogeneity of variance, thus requiring analysis using a non-parametric method. Meanwhile, for the emotion regulation (ER) variable, the test results indicate that the variances between gender groups are homogeneous, meaning that the ER data meet the assumptions for using a parametric method. If both variables, namely emotion regulation (ER) and impulsive buying (IB), are analyzed using non-parametric methods, this decision needs to be further justified. This is because, for the ER variable, using a parametric test is more appropriate and suitable, given that the data meet the homogeneity of variance assumption. Therefore, only the IB variable should be analyzed using a non-parametric test, whereas ER should still be analyzed using the appropriate parametric test. Thus, it is important to ensure that the choice of analysis method aligns with the results of the assumption tests so that the research findings are more valid and accurate.

### *Hypothesis Assumption Test*

To test H1, a simple regression test was conducted to determine the main effect between emotional regulation and impulsive buying. The following analysis is presented in Table 5.

Table 5. Main effect analysis

Component	Value
R	0.267
R <sup>2</sup>	0.071
F	8.082
Koefisien ER (Unstandardized B)	- 0.303
Standard Error	0.106
T	- 2.843
p-value (koefisien ER)	0.005
Normalized Coefficient ( $\beta$ )	- 0.267

The regression analysis results show that emotion regulation has a significantly negative effect on impulse buying ( $\beta = -0.267$ ,  $p = 0.005$ ). The R<sup>2</sup> value of 0.071 indicates that this variable can explain about 7.1% of the variation in impulse buying behavior. Thus, the higher an individual's emotion regulation ability, the lower their tendency to make impulse purchases.

Table 6. Assumptions T-test

Variable	Assumptions	Statistical Test	p-value	Size Effect
ER	Parametric (Student's t test)	$t = 2.525$ , $df = 105$	0.013	Cohen's $d = 0.668$
IB	Non-parametric (Mann-Whitney U test)	$U = 722$	0.717	$r = -0.056$

Based on the results of the analysis using the independent t-test listed in Table 6, it was found that there was a statistically significant difference in the mean emotion regulation score between the two gender groups ( $p = 0.013$ ). The magnitude of this difference is classified as moderate to large, with a Cohen's  $d$  value of 0.668, indicating that the difference has a fairly strong practical meaning. Meanwhile, the analysis of impulsive buying using the Mann-Whitney test showed that there was no significant difference between the two groups ( $p = 0.717$ ). The Mann-Whitney test because, based on the homogeneity results, impulsive buying is non-parametric. The rank-biserial correlation value of -0.056 also indicates that the effect of the difference is very small, so it can be concluded that impulsive buying tends not to be influenced by gender differences in the context of this data.

Table 7. MRA Test of ER on IB with Gender as Moderator

Variable	B	SE	B	t	p
Intercept	39.132	9.860	-	3.969	< .001
ER	- 0.543	0.252	-0.480	-2.158	0.033
Gender	-11.488	10.789	-	-1.065	0.289
ER * Gender (Interaction)	0.281	0.280	-	1.005	0.317

Based on the results of the regression analysis in Table 7, moderation regression analysis was conducted to determine whether gender moderates the influence of Emotion Regulation on Impulsive Buying in emerging adulthood individuals. Based on the results, Emotion Regulation significantly negatively affects impulse buying ( $B = -0.543$ ,  $p = 0.033$ ), indicating that the higher the emotion regulation ability, the lower the tendency to make impulsive purchases. However, the interaction between Emotion Regulation and Gender is not significant ( $B = 0.281$ ,  $p = 0.317$ ), which indicates that the effect of emotion regulation on impulsive buying behavior is not significantly different between men and women. Thus, Gender is not a strong moderator in the relationship between emotion regulation and impulse buying in this context.

For that, here is the overall hypothesis test table related to the test conducted on Emotion Regulation with Impulsive buying in fashion purchases in emerging adulthood with gender as a different test and moderation.

Table 8. Hypothesis Testing

Major Hypothesis		Result
H1:	Emotion regulation negatively influences impulsive buying in fashion purchases from emerging adulthood	Accepted
Hypothesis Minor		Result
H1a	There are differences in emotion regulation abilities between men and women in emerging adulthood.	Accepted
H1b	There is a difference in the level of impulsive buying between men and women in emerging adulthood.	Rejected
H1c	The effect of emotion regulation on impulsive buying is significantly different between men and women.	Rejected

## Discussion

In general, the results of the analysis support the major hypothesis that emotion regulation has a negative effect on impulse buying behavior. This means that the better a person's ability to manage their emotions, the less likely they are to make impulse purchases. This finding is in line with previous research, which reveals that individuals who are able to regulate their emotions well tend to be able to control momentary urges, including in consumptive decision-making (McRae & Gross, 2020; Morawetz et al., 2019). In the context of fashion purchases, buying decisions are not only influenced by rational needs but also by emotional impulses that arise spontaneously (Kaufman et al., 2023). Therefore, individuals with low emotion regulation abilities are more prone to make impulse purchases in response to uncontrollable negative or positive emotions (Ahn & Kwon, 2022).

In addition, the analysis showed that there was a significant difference in emotion regulation ability between men and women, with women tending to have higher emotion regulation scores. This finding is consistent with previous literature, which states that women generally have higher emotional awareness and use emotion regulation strategies such as reappraisal more often than men (Delhom et al., 2021; Kaufman et al., 2023). This difference can be attributed to sociocultural factors and gender learning that emphasizes women to better recognize and manage their emotions from an early age (Delhom et al., 2021).

People need to continue to improve their emotional regulation as much as possible. Good emotion regulation, by applying reappraisal, will have an impact by increasing self-control and being able to reduce their negative emotions, so that they are able to change their perspective on the situation to reduce the negative emotional impact (McRae & Gross, 2020). Bad situations are controlled by emotion regulation and can ultimately minimize behaviors that have a negative impact. In addition, individuals can apply other strategies when they want to improve their emotion regulation and avoid impulsive behavior. When negative emotions arise, diverting attention from emotional triggers may also be a solution. Diverting attention from emotional triggers, especially when situations occur with high-intensity emotions, can help a person manage their emotions well (Dorman Ilan et al., 2019).

Emotion regulation did find differences in this study on gender, but in impulsive buying, there was no significant difference in impulsive buying behavior between men and women. These results may reflect shifting consumption patterns among emerging adulthood, where traditional gender norms are weakening and consumptive behavior is becoming more evenly distributed between the two groups (Cavazos-Arroyo & Máynez-Guaderrama, 2022). Moreover, fashion, the type of product under study, is a category that men are now also interested in, especially in the context of self-identity and social expression (Cengiz & Barin, 2025). This suggests that men now perceive involvement in fashion consumption as a form of body appreciation.

The shift in consumptive cultural values in the modern world provides equal opportunities for genders to engage in impulsive behaviors. Although in some cultural values gender norms still haunt and influence consumptive behavior, the reduced pressure on self-image gives emerging adulthood the opportunity to be more expressive (Brown et al., 2024). Thus, everyone is free to be more free to choose consumptive behavior without being bound by any pressure and rules. In addition, existing norms have begun to create norms that are more neutral towards each gender and not only specific to certain genders, thus contributing to consumptive behavior (Wenhold & Harrison, 2021). The norm referred to in this sentence relates to the social and cultural

changes occurring within society, which have made the understanding and acceptance of gender roles and behaviors more flexible and no longer bound to traditional stereotypes.

Interestingly, the moderation test results show that gender does not act as a moderator in the relationship between emotion regulation and impulse buying. Along with the shift in social norms, differences in consumptive behavior between men and women are becoming increasingly blurred. Fashion and impulsive consumption are no longer seen as domains of a particular gender (Cavazos-Arroyo & Máñez-Guaderrama, 2022). This means that gender differences in the influence of emotion regulation on impulsive buying have become less significant. Therefore, gender no longer served as a significant moderating factor. In other words, the effect of emotion regulation on impulse buying behavior applies in general, regardless of gender. This suggests that although there are differences in the level of emotion regulation between men and women, the mechanism of influence on consumptive behavior tends to be similar. This is certainly in line with the previous discussion, which states that consumptive behavior towards clothing tends to be the same between genders. This reinforces the understanding that intrapersonal factors, such as emotion regulation, play an important role in impulse control, regardless of demographic differences such as gender.

Overall, the results of this study make an important contribution to understanding the psychological dynamics underlying consumptive behavior in emerging adulthood, especially when they are in the stage of self-discovery, including how to dress. In this phase, individuals are in a transitional stage towards adulthood, where emotional and financial independence is developing. Therefore, understanding the role of emotion regulation in consumptive decisions can be used as a basis for more targeted psychological interventions and financial education. In the future, this study can be extended by considering other factors that may influence impulse buying, such as social pressure, social media influence, and individual consumptive values. In addition, a longitudinal approach can be used to examine how changes in emotion regulation over time affect consumption patterns over the long term.

## Conclusion

This study shows that emotion regulation plays an important role in suppressing individuals' tendency to make impulse purchases, especially in fashion products. The better a person's ability to manage their emotions, the less likely they are to be driven to make spontaneous purchases. This confirms that psychological aspects, especially the ability to regulate emotions, are a foundation for making healthy consumptive decisions.

In addition, the results also showed differences in emotion regulation abilities between men and women, with women tending to have higher emotion regulation scores. This difference is most likely influenced by social and cultural factors that shape the way each gender learns to recognize and manage emotions early. However, despite the difference in emotion regulation ability, the analysis showed no significant difference in impulse buying behavior between men and women. This reflects the shift in consumption values in society, especially in emerging adulthood, where lifestyle, self-expression, and fashion engagement are more evenly distributed across the sexes. Furthermore, the moderation test results show that gender does not moderate the relationship between emotion regulation and impulse buying. This means that the effect of emotion regulation on impulse buying generally applies, with no significant gender-based differences. This finding reinforces the idea that internal factors such as the ability to manage emotions are more dominant than demographic characteristics in controlling impulse buying. Overall, the findings indicating that emotion regulation plays a dominant role in controlling impulsive buying support the research objective of further exploring the relationship between these two factors. This study also seeks to address the existing gaps by examining more closely how gender moderates the relationship between emotion regulation and impulsive buying, particularly in the context of fashion products during emerging adulthood.

The limitation of this study is its cross-sectional approach, which cannot capture the dynamics of changes in emotions and consumptive behavior over time. In addition, the focus on one type of product (fashion) means that the findings cannot be generalized to other types of consumption. In the future, further research can be conducted involving other variables such as the influence of social media, social pressure from the environment, and individual consumptive values. The results of this study underscore the importance of emotion regulation training and financial education in helping individuals manage impulsive buying, especially in young adulthood. Educators, psychology professionals, and financial literacy program organizers can implement these programs. This understanding is important to help them develop better self-control when dealing with emotional urges, especially in the context of today's increasingly strong consumptive culture. This study shows that understanding emotion regulation is important for controlling impulsive consumption, especially in increasingly strong modern consumer cultures. Practical steps such as psychological and financial education are needed to improve self-control when facing consumption temptation.



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