The Influence of Shopping Lifestyle and Korean Brand Ambassadors on Impulsive Buying and Brand Awareness

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Abstract:

This study aims to determine and analyze the effect of shopping lifestyle and Korean brand ambassadors on impulsive buying with intervening brand awareness on student users of Scarlett Whitening in Surabaya. This research employed a quantitative methodology. The population under investigation was individuals who utilized Scarlett Whitening in Surabaya, which was impossible to determine. The sample size was calculated using the Lemeshow formula, with 97 participants. The variables examined in this study were Shopping Lifestyle, Korean Brand Ambassador, Brand Awareness, and Impulsive Buying. The data sampling technique used in this study was a questionnaire. The data analysis method in this study used the SmartPLS 3.0 application by testing the path diagram, outer model test, inner model test, and hypothesis testing. The results of this study indicated that shopping lifestyle directly or through brand awareness has a positive and significant effect on impulsive buying among students who use Scarlett Whitening in Surabaya. Meanwhile, brand awareness affected impulsive buying for students who use Scarlett Whitening in Surabaya. The Korean brand ambassador variable directly and through brand awareness affected impulsive buying for students who used Scarlett Whitening in Surabaya.

Keywords: *Shopping Lifestyle; Korean Brand Ambassador; Brand Awareness; Impulsive Buying*

1. Introduction

The development of the beauty industry in Indonesia is currently increasing. Various companies are competing to create beauty products that consumers will demand. Multiple types of beauty products are made from several consumer requests that have problems with each. The running trend also follows the lifestyle of people who are starting to realize the importance of using these beauty products. One of the beauty products that is currently being discussed is Scarlett Whitening. Scarlett Whitening started its journey in 2017 by Felicya Angelista. The products produced by Scarlett Whitening, some of which are bestsellers according to Shopee, are Scarlett Whitening Facial Wash, Scarlett Whitening Body Lotion Jolly, and Scarlett Whitening Acne Serum. Then, according to Kompas, it is known that the total transaction value reached 36 thousand or equivalent to sales of IDR 2.6 billion in May 2021.

The growth of e-commerce will undoubtedly significantly influence altering consumer mindsets in multiple ways, one of which pertains to the inclination of individuals to engage in shopping. With the convenience of readily accessible product information, consumers will also find it simpler to execute purchase transactions. Recognizing certain brands, resulting in increased brand awareness, will contribute to a heightened inclination towards purchasing the brand or product.

Shopping activities are not always done when we only need a particular item. However, sometimes, shopping activities are carried out spontaneously, and the purchasing decision itself is suddenly made when consumers do not actively carry out an in-depth review of the product they are going to buy without prior planning (Diba, 2011). This activity is usually called Impulsive Buying. Without even realizing it, we often encounter Impulsive Buying nowadays, especially in

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this era of digitalization. Spontaneous shopping activities are carried out when customers are in online shopping centers, and there are a variety of attractive offers and various features offered on this online shopping application. According to Themba et al. (2021), impulsive buying is a consumer behavior characterized by sudden, emotionally driven decisions resulting in an unexpected purchase. Several other factors also encourage customers to carry out spontaneous shopping activities. This impulse purchase is influenced by shopping lifestyle, fashion participation, and the decision-making stage after making a decision (Sari, 2019). Some people buy something spontaneously because it looks flashy and is considered good, so they will immediately buy it without deep thinking. Therefore, some traders think that this impulsive shopping activity has a positive influence on them. Impulsive or spontaneous buying is a tendency to buy reflectively, does not involve thought, and occurs suddenly (Anin et al., 2015). According to Umar et al. (2022), the attractiveness of brand ambassadors greatly impacts consumers' hedonic shopping motivation and impulsive buying behavior. Similarly, Lin (2023) found that brand awareness affects impulse buying.

2. Theoretical Background

Shopping Lifestyle on Brand Awareness

A shopping lifestyle is a consumer's habit of shopping activities, where they spend their time and money just shopping for satisfaction. Consumer behavior in shopping habits is driven by several factors, including consumer awareness of products or brands (Brand awareness). Understanding a brand will encourage someone to have this shopping lifestyle. Therefore, a brand or company must create an innovation for its products or brands that will enable consumers to buy their products or services. The results of previous research conducted by Somayeh and Azman (2013) stated that customer involvement, brand exposure, and word of mouth positively correlate with brand awareness. Brands will benefit from social media because it will create and increase brand awareness and bring customers closer to a brand. From the results of research conducted by Oktavia (2023), it is suggested that brand awareness significantly affects customer satisfaction and loyalty.

H1: Shopping Lifestyle has a significant positive effect on Brand Awareness. However, further research still needs to be done.

Korean Brand Ambassador on Brand Awareness

A Korean brand ambassador is a Korean star or artist who represents a brand to influence consumers or fans and their followers to use the brand being used and promoted. These Korean stars or artists can influence their fans through their personal social media accounts. The fans will make this Korean star or artist a person who can control them in many ways, including following the style of dress, attitude, and even the products used by a Korean star or artist. That way, many companies in the business world make Korean stars or artists their brand ambassadors. The results of previous research (Indriningtiyas, 2022) stated that Korean artist brand ambassadors do not influence them in e-commerce, which means that customers in e-commerce tend to buy products because that is what they need. In contrast to what was found by Lestari et al. (2018), which states that brand ambassadors have a significant effect on brand image, the Korean wave has a considerable impact on brand image; brand ambassadors have no significant effect on purchasing decisions.

H2: Korean Brand Ambassador positively and significantly affects Brand Awareness.

Shopping Lifestyle on Impulsive Buying

A shopping lifestyle is a habit of shopping activities where consumers spend their time and money just shopping for satisfaction. A shopping lifestyle will also encourage consumers to buy products suddenly, even though consumers do not need these items. Impulsive buying is also influenced by this shopping lifestyle, especially when consumers enjoy or visit shopping places; impulsive buying will be greater as in the results of previous research by Chusniasari and Prijati (2015), Loo

et al. (2024) which states that shopping lifestyle has a significant positive effect on impulsive buying. This study's results differ from those of Listriyani and Wahyono (2019), who noted that a shopping lifestyle has no positive or significant effect on impulsive buying. Research conducted by Huthasuhut et al. (2022) suggests that lifestyle does not appear to have an impact on purchase intent.

H3: *Shopping Lifestyle has a positive and significant effect on Impulsive Buying.*

Korean Brand Ambassador on Impulsive Buying
A Korean brand ambassador is a Korean star or artist who represents a brand to influence consumers or fans and their followers to use the brand being used and promoted. According to Firmansyah (2019: 125), a brand ambassador is a brand supporter in the marketing sector. A brand ambassador is enthusiastic about a product and can influence and invite customers to buy or use it. Therefore, Korean brand ambassadors will affect people's sudden and unplanned shopping habits. The results of previous research from Novalisa (2023), Umar (2022), and Lin (2023) stated that brand ambassadors significantly influence impulsive buying behavior, in contrast to the results studied by Wirasti et al. (2023), which stated that brand ambassador credibility affects fear of missing out and also on impulsive buying. Meanwhile, scarcity can weaken the impact of brand ambassador credibility on impulsive buying.

H4: *Korean Brand Ambassador has a positive and significant effect on Impulsive buying.*

Brand Awareness on Impulsive Buying
Brand awareness is a mindset of brand awareness where consumers already recognize and recall one or more product categories. Consumer awareness of a brand will undoubtedly encourage someone to purchase impulsively. When consumers see advertisements or think about a particular brand or brand advertisement, it will enable them to buy these products suddenly or impulsively because impulsive buying is influenced by brand awareness. The results of research by Tiffanda and Hartono (2022) state that brand awareness has a positive and significant effect on brand trust, and brand awareness does not affect online purchase intention. Mariah and Dara (2022) presented different research results stating that brand awareness affects impulsive buying. Cahyani & Sutrasmawati (2016) found the same research results and suggested that brand awareness significantly affects impulsive buying decisions. Alhamdina (2023) found that brand awareness positively and significantly impacts brand trust; however, it was determined that brand awareness does not affect online purchase intent.

H5: *Brand Awareness has a significant effect on Impulsive Buying.*

To develop hypotheses and describe the relationship between variables in this study, the conceptual framework, which consists of several variables, including Shopping Lifestyle, Korean Brand Ambassador, Brand Awareness, and Impulsive Buying, will be described. The conceptual framework in this study is as follows:
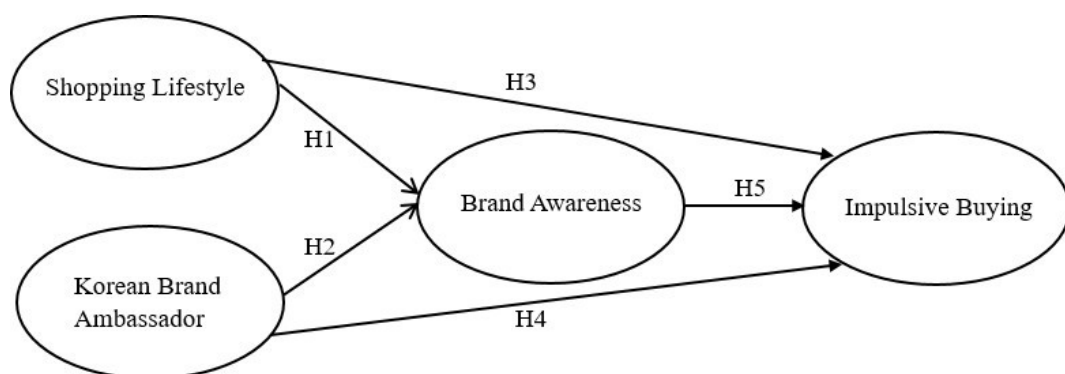
Figure 1. Conceptual framework

3. Methodology

This research employs quantitative research methods grounded in positive philosophy. The purposive sampling technique, a data collection approach based on specific considerations, was used in this study. The target population was comprised of students in Surabaya who utilized Scarlett Whitening products, regardless of the quantity used. A sample of 97 respondents was selected using the Lemeshow formula. Primary data was collected through questionnaires distributed to respondents after ensuring their validity and reliability. The questionnaires were distributed to students familiar with Scarlett Whitening products, had never purchased or used them, and were targeted specifically for this study. The Likert scale was used to measure the responses obtained from the questionnaire. Data analysis was conducted using the Smart PLS (Partial Least Square) program.

4. Empirical Findings/Results

The instrument validity test is used to measure an item in the questionnaire. It is valid if it can measure the desired and appropriately reveal the data from the variable under study.

Table 1
Instrument Validity Test

Indicator Variable	r count	r table	Decision
Shopping Lifestyle:			
SL1	0,561	0,1996	Valid
SL2	0,618	0,1996	Valid
SL3	0,757	0,1996	Valid
SL4	0,712	0,1996	Valid
Korean Brand Ambassador:			
KBA1	0,536	0,1996	Valid
KBA2	0,599	0,1996	Valid
KBA3	0,680	0,1996	Valid
KBA4	0,622	0,1996	Valid
Impulsive Buying:			
IB1 I	0,710	0,1996	Valid
B2	0,800	0,1996	Valid
IB3	0,630	0,1996	Valid
IB4	0,547	0,1996	Valid
Brand Awareness:			
BA1	0,795	0,1996	Valid
BA2	0,757	0,1996	Valid
BA3	0,788	0,1996	Valid
BA4	0,614	0,1996	Valid

In Table 1, validity testing is done by looking at the outer loading value, which shows all statements on each variable indicator, namely Shopping Lifestyle (SL), Korean Brand Ambassador (KBA), Impulsive Buying (IB), and Brand Awareness (BA). If the acquisition of the results of the correlation coefficient value (r count) > r table, then it is said to be "valid." All items on each statement in the questionnaire in this study can be declared valid and used in research because all r count values > r table.

Instrument reliability test used to measure the consistency of respondents in responding to questionnaire statements by looking at the results of the Cronbach Alpha method as follows:

Table 2
Instrument Reliability Test

Variable	Cronbach's Alpha	Description
Shopping Lifestyle (SL)	0,829	Reliable
Korean Brand Ambassador (KBA)	0,793	Reliable
Impulsive Buying (IB)	0,837	Reliable
Brand Awareness (BA)	0,876	Reliable

The Cronbach's Alpha results are ≥ 0.6, which means that all respondents' responses to the indicators show reliability in research.

This study used 97 respondents of Scarlett Whitening student users in Surabaya. Respondent characteristics consist of gender, age, and domicile. Based on the respondents' gender, it can be seen that most of the respondents of this study were female, namely 78 students who used Scarlett Whitening in Surabaya (80.4%). It was followed by 19 people with the male gender of Scarlett Whitening student users in Surabaya (19.6%). The characteristics of respondents based on the age of Scarlett Whitening student users in Surabaya show that most of the respondents in the study were aged > 20 years, with a total of 56 people (57.7%). In addition, other respondents were aged 18-20 years with 22 people (22.7%) and < 18 years with 19 people (19.6%). Characteristics of respondents based on domicile Most of the respondents in this study are domiciled in Surabaya, with 92 people (94.8%). In addition, 5 respondents (5.2%) live outside Surabaya.

A path diagram analysis was carried out in this study to provide convenience in seeing the relationship between variables.
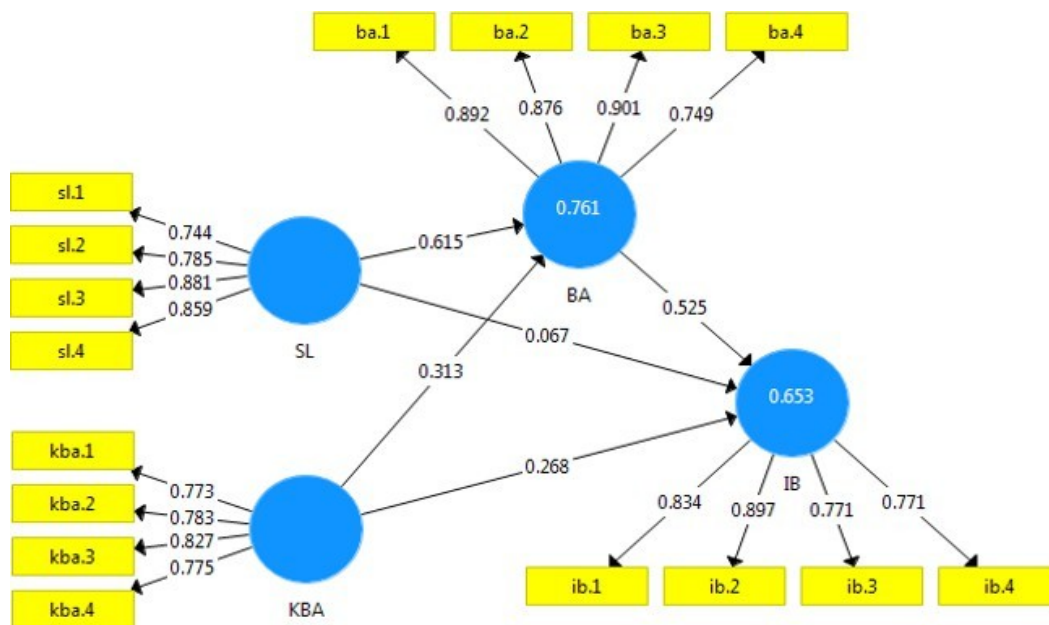
Figure 2. Results of the Pathway Diagram Framework

Based on the results of the path diagram framework in Figure 2, it can be seen that the equation model formed in this study is as follows:
Equation Model 1
BA = 0.615 SL + 0.313 KBA
Equation Model 2
IB = 0.067 SL + 0.268 KBA + 0.525 BA

In equation model 1, the coefficient value on the b1 path, which functions as a link between the Shopping Lifestyle (SL) variable and Brand Awareness (BA), is positive at 0.615, along with the assumption that the other variables are 0 or constant if the value increases by one unit. The coefficient on path b2 is 0.313 and is positive, which means that the relationship between Korean Brand Ambassador (KBA) is in the same direction as Brand Awareness (BA).

In equation model 2, there is a path coefficient value b3, which functions as a link between the Shopping Lifestyle (SL) variable and Impulsive Buying (IB), has a positive value of 0.067 along with the assumption that the other variables are 0 or constant if the value increases by one unit. The path coefficient b4 with a positive value of 0.268 with the conclusion that Korean Brand Ambassador (KBA) has an opposite relationship with Impulsive Buying (IB) and Impulsive Buying (IB) will decrease by 0.268 if Korean Brand Ambassador (KBA) increases by one unit assuming other variables are 0 or constant. The path coefficient b5 has a value of 0.525, which means that it is unidirectional or positive, with the assumption that other variables are 0 or constant if their value increases by one unit. Outer model tests in this study were carried out to evaluate the value of convergent validity, discriminant validity, and internal consistency.

Table 8
Average Variance Extracted (AVE) Results

Variable	*Average Variance Extracted* (AVE)	Description
Brand Awareness (BA)	0,734	Valid
Impulsive Buying (IB)	0,672	Valid
Korean Brand Ambassador (KBA)	0,624	Valid
Shopping Lifestyle (SL)	0,671	Valid

The results of the convergent validity test in this study have an AVE value of more than 0.5, which means that Brand Awareness (BA), Impulsive Buying (IB), Korean Brand Ambassador (KBA), and Shopping Lifestyle (SL) can explain more than half of the variance derived from their indicators.

The discriminant validity test shows that variables are not highly correlated between variables. Suppose the variable indicator's cross-loading and outer loading values are greater than the external loading value of the indicator to other variables. In that case, the outer loading value is ≥ 0.7. At the construct level, the AVE root value of the variable itself must be greater than the AVE root value of the variable for other variables.

Table 9
Cross Loading Value Results

Variable		SL	KBA	IB	BA
Shopping Lifestyle (SL)	SL1	0,767	0,492	0,543	0,659
	SL2	0,797	0,552	0,571	0,618
	SL3	0,868	0,676	0,564	0,742
	SL4	0,836	0,661	0,598	0,742
Korean Brand Ambassador (KBA)	KBA1	0,702	0,772	0,637	0,670
	KBA2	0,618	0,769	0,479	0,672
	KBA3	0,538	0,827	0,628	0,540
	KBA4	0,404	0,790	0,481	0,482
	IB1	0,485	0,588	0,838	0,596

Variable		SL	KBA	IB	BA
Impulsive Buying (IB)	IB2	0,614	0,593	0,901	0,662
	IB3	0,461	0,515	0,798	0,544
	IB4	0,723	0,639	0,741	0,738
Brand Awareness (BA)	BA1	0,763	0,653	0,680	0,897
	BA2	0,734	0,696	0,681	0,856
	BA3	0,756	0,777	0,719	0,891
	BA4	0,631	0,450	0,570	0,776

The results in Table 9 show that the results on each variable with each indicator are more than 0.7, and the value is higher than other variables, meaning there is a valid correlation between each variable and its indicators.

Internal consistency is used to measure the reliability level in research. If the internal consistency value is ≥ 0.7, it is reliable for tested instruments and ≥ 0.5 for untested instruments.

Table 10
Internal Consistency Test Results

Variable	Cronbach's Alpha	Composite Reliability	Description
Brand Awareness (BA)	0,877	0,916	Reliable
Impulsive Buying (IB)	0,837	0,891	Reliable
Korean Brand Ambassador (KBA)	0,800	0,869	Reliable
Shopping Lifestyle (SL)	0,834	0,890	Reliable

The Cronbach's alpha and composite reliability values in each variable in this study have a value greater than 0.7, which means that the questionnaire answers will remain the same if measured in the same object even though they are on different measuring instruments, tested by other researchers, and at different times.

This study uses an inner model consisting of a path coefficient significance test and a coefficient of determination (R^2) test. Test the significance of the path coefficient using the p-value. If the p-value obtained is ≤ 0.05, then the variable will directly or indirectly have a significant effect. If the p-value obtained > 0.05, then the variable, now or indirectly, will have an insignificant impact.

Table 11
Path Coefficient Significance Test Results

Relation	P *Values*	Description
SL → BA	0,000	Significant
KBA → BA	0,000	Significant
SL → IB	0,008	Significant
KBA → IB	0,001	Significant
BA → IB	0,002	Significant

The significance test results contained in Table 11 show that each relationship between exogenous variables and endogenous variables has a significant effect because each result of the p-value ≤ 0.05.

The coefficient of determination (R^2) test in this study shows the value of the combination of influences between exogenous and endogenous variables. If the coefficient of determination shows a value between 0 and 1, then a value close to 1 will increase the accuracy of the prediction.

Table 12
Coefficient of Determination Test Results (R^2)

	R *Square*	R *Square Adjusted*
IB BA	0,653	0,642
	0,761	0,755

Based on the results in Table 12, it can be seen that the value is 0.653 for the Impulsive Buying (IB) variable, where Shopping Lifestyle (SL) and Korean Brand Ambassador (KBA) can explain the Impulsive Buying (IB) variable by 65.3%. Meanwhile, the Brand Awareness (BA) variable has a value of 0.761, where Shopping Lifestyle (SL) and Korean Brand Ambassador (KBA) can contribute strongly and explain the Brand Awareness (BA) variable by 76.1%.

Hypothesis testing in this research aims to see whether a hypothesis will be accepted or rejected.

Table 13
Hypothesis Test Results

Relation	P *Values*	Description
SL → BA	0,000	H1 accepted
KBA → BA	0,000	H2 accepted
SL → IB	0,008	H3 accepted
KBA → IB	0,001	H4 accepted
BA → IB	0,002	H5 accepted

The results of hypothesis testing in Table 13 show that all hypotheses in this study are accepted because the p-value is ≤ 0.05.

This study carried out an indirect influence test to see whether there was full or partial mediation in this study. Testing is done by looking at the original sample values, T Statistics, and P values from the indirect effect values. The value that must be obtained for the original sample must be more than 0 (zero). For T statistics, the value must be > 1.96. And the P value must have a value < 0.05 (Ghozali, 2016:82).

Table 14
Indirect Influence Original Sample Results

Variable	*Original Sample*	*T-Statistics*	*P-Values*	Description
SL → BA → IB	0,323	2,681	0,003	Positive Significant
KBA → BA → IB	0,164	2,990	0,008	Positive Significant

Shopping Lifestyle on Impulsive Buying through Brand Awareness has a positive relationship with a value of 0.323 > 0. Shopping Lifestyle can increase brand awareness and impulsive buying. Also, the Korean brand ambassador on impulse buying through brand awareness has a positive relationship with a value of 0.164 > 0. So, a Korean Brand Ambassador can increase Brand Awareness, and Brand Awareness can increase Impulsive Buying.

The intervening variable, Brand Awareness, can mediate Shopping Lifestyle effect on Impulsive Buying with a T-statistics value of 2.681 > 1.96 and a P-value of 0.003 < 0.05. Shopping Lifestyle has a significant effect on Impulsive Buying through Brand Awareness. Also, Brand Awareness can mediate the impact of Korean Brand Ambassadors on Impulsive Buying with a T-statistics

value of 2.990 > 1.96 and a P-value of 0.008 < 0.05. Korean Brand Ambassadors have a significant effect on Impulsive Buying through Brand Awareness.

5. Discussion

Shopping Lifestyle was found to have a significant effect on Brand Awareness. It is in line with the author's hypothesis that the shopping lifestyle of students influences the mindset and awareness of a brand, one of which is the Scarlett Whitening brand in this study. A habit or lifestyle of shopping for students in Surabaya for self-care and beauty needs will raise awareness of the Scarlett Whitening brand, which has guaranteed quality. This result is also supported by the theory, which states that the Shopping Lifestyle refers to a person's consumption pattern of how to spend time and money to meet the needs and abilities that a person has, even though it is contrary to the reality of his life (Prastia, 2013). This aligns with the results of research conducted by Somayeh and Azman (2013), which states that customer involvement positively correlates with brand awareness. In contrast, researchers have limitations in finding insignificant influenceresults due to the limited sources that use Brand Awareness variables as endogenous variables.

Korean brand ambassadors have been found to have a significant effect on brand awareness. It follows the author's observation that a Korean artist's mascot or brand representative willinfluence the brand awareness of students who use Scarlett Whitening in Surabaya. Students who use Scarlett Whitening in Surabaya feel that Korean artists have the power to influence them in their awareness of the Scarlett Whitening brand. These results also follow the theory stated by Indriningtiyas (2022), which states that the Korean brand ambassador is one of the marketing efforts made in e-commerce to increase sales and visits. The results in this study align with research conducted by Indriningtiyas (2022), which states that Korean artist brand ambassadors do not influence them in e-commerce, which means that customers in e-commerce tend to buy products because that is what they need. In contrast to what was found by Lestari et al. (2018), which states that brand ambassadors have a significant effect on brand image, the Korean wave has a significant effect on brand image. Brand ambassadors have no significant effect onpurchasing decisions.

Shopping Lifestyle was found to have a significant effect on Impulsive Buying. It also follows the author's observation that the shopping lifestyle of students in Surabaya will influence them to do impulse or sudden shopping activities. The habit of students in Surabaya of spending their time and money visiting shopping centres will encourage them to do shopping activities suddenly. When Surabaya students need beauty and body care products and visit a shopping centre, they suddenly buy Scarlett Whitening products. It is in line with the theory, which states that the behaviour shown by a person in making a purchase will be connected to several responses and opinions about a product purchase, such as the relationship between shopping lifestyle and impulse purchases (Suhartini et al., 2016). The results of this study are also in line with what was done by Chusniasari and Prijati (2021), who state that shopping lifestyle has a positive and significant effect on impulse buying. Conversely, Maidah and Sari (2022) state that the shopping lifestyle has no significant effect on impulse buying.

Korean Brand Ambassador was found to have a significant effect on Impulsive Buying. It is in line with what the author observed: the mascot or brand representative of a child Korean artist influences students in Surabaya to make sudden purchases of Scarlett Whitening. The Korean artist who is used as a brand ambassador is an artist who has many fans. Korean artists who have many fans will have the power to influence their fans. That way, when fans see that the Korean artist they like is the Scarlett Whitening brand ambassador, they will suddenly purchase Scarlett products without putting their minds forward. It aligns with the theory stated by Anin et al. (2015), which says that impulse buying, or spontaneous buying, tends to buy reflectively, involves less thought, and occurs suddenly. This study's results align with previous research conducted by

Novalisa (2023), which states that brand ambassadors significantly influence impulsive buying behavior. It contrasts with the results studied by Wirasti et al. (2023), who state that brand ambassador credibility affects fear of missing out and impulsive buying. Meanwhile, scarcity can weaken the influence of brand ambassador credibility on impulsive buying.

Brand Awareness was found to have a significant effect on Impulsive Buying. It is also in line with observations made by the author that brand awareness will influence students in Surabaya to make sudden purchases. Suppose students in Surabaya have face and body problems. They are aware of the Scarlett Whitening brand in the beauty and body care products category, and students in Surabaya will make sudden purchases of Scarlett Whitening products. It is in line with the theory stated by Anin et al. (2015), which states that impulsive buying or spontaneous buying tends to buy reflectively, involves less thought, and occurs suddenly. This study's results align with previous research conducted by Novalisa (2023), which states that brand ambassadors significantly influence impulsive buying behavior. In contrast to the results studied by Wirasti et al. (2023), brand ambassador credibility influences fear of missing out and impulsive buying. Meanwhile, scarcity can weaken the influence of brand ambassador credibility on impulsive buying.

Shopping Lifestyle has a significant effect on Impulsive Buying through Brand Awareness. Also, Korean brand ambassadors significantly affect impulse buying through brand awareness. It is also in line with what the author observed about how the influence of the shopping lifestyle of Scarlett Whitening student users in Surabaya on their sudden shopping activities; if accompanied by brand awareness of Scarlett Whitening in the category of beauty and body care products, it can cause the level of impulsive buying that occurs in Scarlett Whitening student users to increase.Likewise, what is observed by the author about how the influence of Korean brand ambassadors will influence Scarlett Whitening's student users in Surabaya on their sudden shopping activitiesif accompanied by brand awareness of Scarlett Whitening in the category of beauty and body care products, it can cause the level of impulsive buying that occurs in Scarlett Whitening's student users to increase.

In this study, Brand Awareness is a partial mediation in which Brand Awareness directly affects Impulsive Buying. In addition, Brand Awareness also mediates the influence of Shopping Lifestyle on Impulsive Buying, and Brand Awareness also mediates the impact of Korean Brand Ambassadors on Impulsive Buying. The results of searches that have been conducted by the author on the Google Scholar and Scopus databases in 2019-2024 there are still no Brand Awareness variables found as mediating variables in the relationship between the influence of Shopping Lifestyle on Impulsive Buying and Brand Awareness variables as mediating variables in the relationship between the influence of Korean Brand Ambassadors on Impulsive Buying Some previous research results only mention that Brand Awareness affects Impulsive Buying. The research conducted by Mariah and Pertiwi (2022) states that brand awareness affects impulsive buying. Cahyani & Sutrasmawati (2016) found the same research results, suggesting that brand awareness significantly affects impulsive buying.

6. Conclusion

SmartPLS calculations show that the shopping lifestyle significantly affects brand awareness among students who use Scarlett Whitening in Surabaya. Students with a high shopping lifestyle, especially in Surabaya, will likely quickly remember the Scarlett Whitening brand in the beauty and body care product category. Korean Brand Ambassadors have a significant effect on brand awareness. It means that the brand ambassador of a Korean artist on the Scarlett Whitening brand influences student users of Scarlett Whitening in Surabaya to have brand awareness of the Scarlett Whitening brand in the beauty and body care product category. Shopping Lifestyle has a significant effect on Impulsive Buying. It means that the brand ambassador of a Korean artist in

the Scarlett Whitening brand influences student users of Scarlett Whitening to make sudden or unplanned purchases. Moreover, the Scarlett Whitening brand ambassador is a Korean artist with many fans so that it will make student users of Scarlett Whitening in Surabaya purchase Scarlett Whitening products in beauty and body care products suddenly or unplanned. Brand Awareness has a significant effect on Impulsive Buying.

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