

The Influence of Brand Equity, Shopping Lifestyle, and Packaging Design: Positive Emotions Mediate the Occurrence of Impulse Buying among Consumers of Creative Economy MSMEs in Pekanbaru

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ABSTRACT



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The rapid growth of the creative economy in Pekanbaru has intensified market competition and encouraged businesses to understand consumers' impulse buying behavior. This study examines the effects of brand equity, shopping lifestyle, and packaging design on impulse buying, with positive emotion serving as a mediating variable among consumers of creative economy MSMEs in Pekanbaru City. The study employed a quantitative associative-causal approach. Data were collected through questionnaires distributed to 170 respondents selected using purposive sampling. The data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. The results indicate that brand equity, shopping lifestyle, and packaging design have positive and significant effects on impulse buying. Positive emotion also positively and notably influences impulse buying. Moreover, positive emotion mediates the relationships between brand equity, shopping lifestyle, packaging design, and impulse buying behavior. These findings suggest that strengthening brand equity, understanding consumers' shopping lifestyles, and developing attractive and functional packaging can generate positive emotional responses that encourage spontaneous purchase decisions. Therefore, creative economy MSMEs in Pekanbaru should enhance their brand value, adapt to changing consumer lifestyle trends, and develop innovative packaging strategies to increase impulse buying and strengthen market competitiveness.

Keywords: brand equity, shopping lifestyle, packaging design, positive emotion, impulse buying

1. Introduction

The creative economy has become an increasingly significant pillar of Indonesia's economic development, supported largely by the expansion of creative economy MSMEs. This trend is also evident in Pekanbaru City, where the number of MSMEs involved in the creative sector continues to grow. A substantial proportion of these enterprises operate within the handicraft industry, producing a wide range of products such as woven textiles, batik, rattan handicrafts, and embroidery, thereby strengthening the region's creative economic activities. As the number of local businesses continues to increase, market competition has become more intense. Consequently, MSMEs are required to adopt appropriate marketing strategies to enhance consumer attraction while maintaining and improving their competitiveness. (Khumair dan Yazid, 2025)

The continuous development of digital technologies and the growing popularity of social media platforms, including Instagram, TikTok, and Shopee, have significantly changed the way consumers search for information, evaluate products, and make purchasing decisions. Consumers are increasingly influenced by visual displays, promotional content, and emotional shopping experiences, which can encourage impulse buying, namely unplanned purchases made spontaneously in response to certain stimuli (Spence dan Van Doorn, 2022). In the context of handicraft products, consumers often make purchases not only because of functional needs but also because of visual attractiveness and emotional satisfaction (Triyono et al., 2025)

Several factors are considered to influence impulse buying behavior. Brand equity can increase consumer trust and perceived value, thereby encouraging spontaneous purchasing

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decisions (Susetya et al., 2024). Shopping lifestyle reflects consumers' tendencies to allocate time and money to shopping as a form of entertainment and self-expression, which may increase the likelihood of impulse buying (Nengsi dan Yulinda, 2025). In addition, packaging design serves a function beyond protecting the product; it also communicates product characteristics that convey product quality, uniqueness, and brand identity, which can attract consumers' attention and stimulate spontaneous purchases (Kamariah, 2023).

Evidence from earlier studies suggests that positive emotional experiences are an important determinant of impulse buying. When consumers experience emotions such as joy, enthusiasm, or satisfaction, they are more likely to develop an immediate intention to purchase products without careful consideration (Jee et al., 2025). Despite extensive research on impulse buying, empirical evidence concerning the mediating role of positive emotion remains inconclusive, particularly within the context of creative economy MSMEs and locally produced handicraft products. This study seeks to address the identified research gap by analyzing the relationship between brand equity, shopping lifestyle, packaging design, and impulse buying behavior, with positive emotion functioning as an intermediary variable among consumers of creative economy MSMEs in Pekanbaru City. This study is anticipated to enhance consumer behavior scholarship by providing broader insights into the factors and mechanisms that shape impulse buying behavior. In addition, the findings are anticipated to offer practical implications for MSME practitioners in designing more effective branding strategies, lifestyle-based marketing approaches, and attractive packaging to enhance consumer purchase decisions.

2. Literature Review and Hypothesis

Brand equity: this concept describes the added value consumers assign to a product as a result of their perceptions, experiences, and associations with a particular brand (Lamorena et al., 2022). Strong brand equity can increase consumer trust, perceived quality, and product differentiation, thereby encouraging consumers to make spontaneous purchases (Susetya et al., 2024). In addition, shopping lifestyle reflects consumers' patterns in allocating time, money, and attention to shopping activities as part of their daily lifestyle and self-expression (Dewi and Adi, 2023). Consumers with a high shopping lifestyle tend to follow trends, prefer famous brands, and seek enjoyable shopping experiences, which may increase their tendency to engage in impulse buying behavior (Liantifa and Siswadhi, 2022).

Packaging design performs functions that extend beyond merely protecting a product; it conveys product quality, uniqueness, and brand identity (Kamariah, 2023). Attractive packaging can capture consumers' attention, create positive perceptions, and stimulate emotional responses that encourage spontaneous purchases (Ramadhina and Mugiono, 2022). For locally produced handicrafts, packaging design serves

as an essential marketing attribute that shapes consumers' initial perceptions of the product. The visual appearance of the packaging often influences how consumers evaluate the perceived quality of a product, uniqueness, as well as overall value prior to making a purchase decision (Sari et al., 2024).

Impulse buying behavior can be described as a spontaneous purchasing decision that occurs without advance planning. This type of behavior is generally stimulated by consumers' emotional states as well as external situational cues experienced throughout the shopping process. (Wahyuningrum, 2025). The likelihood of engaging in impulse buying increases when consumers experience a strong desire to purchase, have difficulty exercising self-control, and perceive shopping as a pleasurable or hedonic activity. The interaction of these psychological and motivational factors encourages consumers to make spontaneous purchasing decisions with minimal prior planning (Thios et al., 2025). In creative economy products, especially handicrafts, consumers may purchase products not only for functional purposes but also because of aesthetic value and emotional satisfaction.

Positive emotion is a pleasant emotional state characterized by feelings such as happiness, excitement, contentment, and excitement that arise during the shopping process (Jee et al., 2025). Positive emotion can operate as a psychological mechanism that links marketing stimuli with consumer behavioral responses (Atmaja & Menuh, 2025). Previous studies indicate that brand equity positively affects impulse buying occurs due to consumers' tendency to make spontaneous purchasing decisions of products from trusted brands (Kathiravan and Mahalakshmi, 2022). Shopping lifestyle has also been found to positively influence impulse buying among consumers who view shopping as a source of pleasure and entertainment (Nengsi and Yulinda, 2025). Furthermore, packaging design positively affects impulse buying by creating visual attraction and emotional stimulation during product evaluation (Zulfikar et al., 2024). Previous research suggests that positive emotion may function acting as a mediating mechanism linking marketing cues to impulsive buying behavior. Nevertheless, the empirical evidence concerning this mediating effect remains inconclusive and has produced inconsistent results across different studies (Hasim et al., 2025).

The following hypotheses are formulated in this study.

H1: Brand equity affects impulse buying among consumers of creative economy MSMEs in Pekanbaru City.

H2: Shopping lifestyle affects impulse buying among consumers of creative economy MSMEs in Pekanbaru City.

H3: Packaging design affects impulse buying among consumers of creative economy MSMEs in Pekanbaru City.

H4: Positive emotion acts as a mediator in the relationship between brand equity and impulse buying behavior in consumers of creative economy MSMEs in Pekanbaru City.

H5: Positive emotion acts as a mediator in the relationship between brand equity and impulse buying shopping lifestyle and impulse buying behavior in consumers of creative economy MSMEs in Pekanbaru City.

H6: Positive emotion acts as a mediator in the relationship between packaging design and impulse purchasing behavior among consumers of creative economy MSMEs in Pekanbaru City.

H7: Positive emotion affects impulse buying among consumers of creative economy MSMEs in Pekanbaru City.

3. Analysis Method

This study adopted a quantitative approach with an associative-causal research design to investigate the influence of brand equity, shopping lifestyle, and packaging design on impulsive purchasing behavior, with positive emotion acting as a mediator among consumers of creative economy MSMEs in Pekanbaru City. The study population comprised consumers who had previously purchased products offered by creative economy MSMEs in the city. A sample of 170 respondents was selected using a non-probability purposive sampling strategy, targeting individuals with prior purchasing experience of local handicraft products, including woven textiles, batik, rattan handicrafts, and embroidered products. A structured questionnaire employing a five-point Likert scale was used to gather data related to respondents' perceptions of the research variables. The data analysis was performed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) utilizing SmartPLS 4.0, as this analytical approach facilitates the simultaneous evaluation of measurement and structural models in analyzing relationships among the proposed constructs.

Partial Least Squares-Structural Equation Modeling (PLS-SEM), performed using SmartPLS 4.0 software, was employed to analyze the research data. This method was selected due to its ability to analyze complex relationships among latent constructs simultaneously and to evaluate both direct and indirect effects, including mediation effects, within the proposed structural framework (Hair et al., 2022). The data analysis process included a thorough assessment of both the measurement and structural models. The measurement model assessment included tests of convergent validity, discriminant validity, AVE, Cronbach's Alpha, and Composite Reliability to assess construct validity and reliability, while the structural model was analyzed based on R^2 , f^2 , and hypothesis significance testing using bootstrapping.

4. Result and Discussion

1) Convergent Validity

The assessment of convergent validity was assessed based on the outer loading values of the measurement indicators. According to Hair et al., (2021) indicators with outer loading values

above 0.70 were deemed to possess satisfactory convergent validity. The findings of the convergent validity assessment indicate that the validity analysis is reported in Table 1.

Table 1. Convergent Validity

Indicator	Variable	Outer Loading	Results
BE1	Brand Equity (X1)	0,791	Reliable
BE2		0,807	Reliable
BE3		0,781	Reliable
BE4		0,809	Reliable
BE5		0,789	Reliable
BE6		0,747	Reliable
BE7		0,758	Reliable
BE8		0,766	Reliable
BE9		0,785	Reliable
SL1	Shopping Lifestyle (X2)	0,805	Reliable
SL2		0,765	Reliable
SL3		0,768	Reliable
SL4		0,807	Reliable
SL5		0,788	Reliable
SL6		0,827	Reliable
SL7		0,821	Reliable
SL8		0,869	Reliable
SL9		0,790	Reliable
PD1	Packaging Design (X3)	0,837	Reliable
PD10		0,838	Reliable
PD11		0,821	Reliable
PD12		0,831	Reliable
PD.2		0,814	Reliable
PD.3		0,814	Reliable
PD.4		0,797	Reliable
PD.5		0,824	Reliable
PD.6		0,795	Reliable
PD.7	Impulse Buying (Y)	0,828	Reliable
PD.8		0,846	Reliable
PD.9		0,742	Reliable
IB.1		0,735	Reliable
IB10		0,700	Reliable
IB.11		0,746	Reliable
IB.12		0,725	Reliable
IB.2		0,720	Reliable
IB.3		0,736	Reliable
IB.4	Positive Emotion (Z)	0,755	Reliable
IB.5		0,759	Reliable
IB.6		0,709	Reliable
IB.7		0,730	Reliable
IB.8		0,765	Reliable
IB.9		0,687	Reliable
PE.1		0,758	Reliable
PE.2		0,768	Reliable
PE.3		0,728	Reliable
PE.4		0,787	Reliable
PE.5		0,744	Reliable
PE.6		0,752	Reliable
PE.7		0,741	Reliable
PE.8		0,782	Reliable
PE.9		0,765	Reliable

Source: Processed Data, 2026.

As shown in Table 1, the outer loading values for all indicators exceed the minimum criterion of 0,70. These results provide evidence that the indicators possess satisfactory convergent validity and are capable of adequately reflecting

their respective latent constructs. Accordingly, all measurement items are considered valid and can be retained for subsequent analyses of the structural model.

2) Discriminant Validity

The assessment of discriminant validity was conducted by comparing the cross-loading values of each measurement indicator across all constructs. Adequate discriminant validity is achieved when an indicator exhibits a higher loading on its corresponding construct compared to other constructs in the model. The findings indicate that all indicators meet this criterion, as each one demonstrates the strongest loading on its corresponding construct. The empirical evidence reveals that the respective constructs possess distinct underlying characteristics, implying that the measurement model fulfills the required discriminant validity criteria and is deemed suitable for proceeding with the evaluation of the structural model.

Table 2. Discriminant Validity

(X1)	(X2)	(X3)	(Y)	(Z)
0,791	0,392	0,015	0,485	0,464
0,807	0,404	-0,066	0,418	0,389
0,781	0,391	-0,014	0,467	0,476
0,809	0,439	0,073	0,459	0,517
0,789	0,438	0,036	0,509	0,471
0,747	0,379	-0,106	0,367	0,471
0,758	0,347	-0,024	0,447	0,437
0,766	0,372	0,091	0,493	0,454
0,785	0,355	0,039	0,440	0,390
0,385	0,805	0,088	0,459	0,367
0,297	0,765	-0,010	0,429	0,305
0,270	0,768	0,063	0,479	0,333
0,431	0,807	0,149	0,555	0,417
0,427	0,788	0,015	0,446	0,445
0,534	0,827	0,074	0,581	0,407
0,447	0,821	0,094	0,545	0,410
0,417	0,869	0,060	0,587	0,453
0,380	0,790	0,089	0,507	0,388
0,024	0,094	0,837	0,282	0,282
-0,035	0,041	0,838	0,314	0,334
0,025	0,111	0,821	0,297	0,292
-0,004	0,063	0,831	0,330	0,321
0,041	0,105	0,814	0,331	0,329
-0,078	0,093	0,814	0,288	0,297
-0,048	0,073	0,797	0,242	0,276
0,037	0,071	0,824	0,336	0,376
0,082	0,086	0,795	0,324	0,303
0,055	0,044	0,828	0,289	0,291
0,014	0,067	0,846	0,330	0,352
-0,039	0,014	0,742	0,247	0,260
0,483	0,515	0,308	0,735	0,583
0,404	0,365	0,286	0,700	0,541
0,522	0,477	0,212	0,746	0,533
0,330	0,445	0,320	0,725	0,514
0,460	0,440	0,173	0,720	0,514
0,308	0,483	0,289	0,736	0,474
0,416	0,541	0,284	0,755	0,537
0,458	0,475	0,298	0,759	0,496
0,421	0,482	0,251	0,709	0,489
0,392	0,423	0,284	0,730	0,497
0,515	0,517	0,320	0,765	0,597

(X1)	(X2)	(X3)	(Y)	(Z)
0,373	0,410	0,225	0,687	0,414
0,449	0,304	0,369	0,495	0,758
0,467	0,449	0,255	0,583	0,768
0,420	0,305	0,188	0,499	0,728
0,414	0,402	0,309	0,573	0,787
0,446	0,387	0,366	0,542	0,744
0,467	0,410	0,335	0,549	0,752
0,387	0,346	0,204	0,443	0,741
0,469	0,359	0,290	0,585	0,782
0,437	0,367	0,270	0,547	0,765

Source: Processed Data, 2026.

Table 2 illustrates that all indicators demonstrate a stronger association with their respective latent variables than with other constructs specified in the model. This pattern indicates that each indicator accurately represents the construct it is intended to assess and confirms the fulfillment of discriminant validity requirements. In addition, the findings reveal that the latent variables possess sufficient distinction from one another, implying that the measurement model is reliable for advancing to the assessment of structural paths and the verification of proposed hypotheses.

3) Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) value was utilized as an evaluation measure to determine the extent of convergent validity within the measurement model. A construct is considered to achieve adequate convergent validity when its AVE value exceeds the threshold of 0.50, indicating that the construct is capable of explaining more than half of the variance observed in its respective indicators. Consequently, constructs meeting this threshold are considered to possess adequate validity for subsequent structural model evaluation (Hair et al., 2021). The AVE values obtained in this study are presented in Table 3.

Table 3. Average Variance Extracted (AVE)

Variable	Average variance extracted (AVE)
Brand Equity (X1)	0,611
Shopping Lifestyle (X2)	0,648
Packaging Design (X3)	0,666
Impulse Buying (Y)	0,534
Positive Emotion (Z)	0,576

Source: Processed Data, 2026.

The results summarized in Table 3 indicate that all latent variables obtain AVE values above the minimum accepted threshold of 0.50. This finding suggests that each construct successfully accounts for a considerable proportion of variance among its corresponding indicators, confirming the attainment of an acceptable level of convergent validity. Consequently, the constructs incorporated within the measurement model are validated as adequate and can be proceeded with for the assessment of structural relationships and the testing of proposed hypotheses.

4) Cronbach Alpha and Composite Reliability

The reliability of the measurement model was examined by applying Cronbach's Alpha and Composite Reliability criteria, which aim to verify

the consistency among indicators and their ability to consistently reflect the corresponding constructs. Following the recommendation of Hair et al. (2021), a construct is deemed to possess satisfactory reliability when both the obtained Cronbach's Alpha and Composite Reliability coefficients surpass the suggested threshold value of 0.70. The fulfillment of this criterion suggests that the indicators used in the model maintain adequate consistency in measuring their respective latent constructs. The findings from the reliability analysis, as displayed in Table 4, provide support for the robustness and consistency of the measurement model.

Table 4. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's alpha	Composite reliability (rho_a)
Brand Equity (X1)	0,920	0,922
Shopping Lifestyle (X2)	0,932	0,936
Packaging Design (X3)	0,954	0,957
Impulse Buying (Y)	0,921	0,922
Positive Emotion (Z)	0,908	0,909

Source: Processed Data, 2026.

Table 4 demonstrates that the reliability assessment indicates that each latent construct achieves Cronbach's Alpha and Composite Reliability values that satisfy the required criterion by surpassing the 0.70 threshold. This finding provides evidence that each construct has satisfactory reliability and that the associated measurement indicators exhibit a strong level of internal consistency. Consequently, the constructs are considered reliable and appropriate for use in the subsequent structural model evaluation and hypothesis testing.

a. Analysis of the Inner Model Structure

An evaluation of the inner model was carried out to investigate the structural connections among the latent constructs formulated in the research framework. The analysis involved Brand Equity (X1), Shopping Lifestyle (X2), Packaging Design (X3), Positive Emotion (Z), and Impulse Buying (Y), with the purpose of examining the hypothesized interactions between predictor and dependent variables. The resulting structural model generated using SmartPLS 4.0 is displayed in Figure 1.

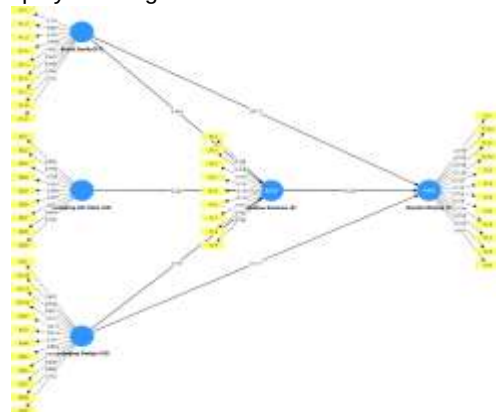


Figure 1. Inner Model Structure

1) R Square

The predictive relevance of the proposed structural model was evaluated through the coefficient of determination (R^2), which indicates the degree to which exogenous constructs contribute to explaining the variability of endogenous constructs. Larger R^2 values represent a greater level of explanatory strength, suggesting that the model provides better prediction of the dependent constructs. The outcomes of the R^2 calculation from the SmartPLS 4.0 analysis are displayed in Table 5.

Table 5. R-Square

Variable	R-square	R-square adjusted
Impulse Buying (Y)	0,662	0,654
Positive Emotion (Z)	0,518	0,509

Source: Processed Data, 2026.

The findings in Table 5 reveal that the structural model achieves a considerable explanatory capacity based on the coefficient of determination (R^2). Specifically, the endogenous construct of Impulse Buying (Y) is explained by Brand Equity (X1), Shopping Lifestyle (X2), Packaging Design (X3), and Positive Emotion (Z) with a contribution of 76.4%, while the unexplained portion of 23.6% suggests the presence of additional variables not included in the current research framework. Likewise, the R^2 value for Positive Emotion (Z) indicates that 63.8% of its variance can be explained by Brand Equity (X1), Shopping Lifestyle (X2), and Packaging Design (X3), with the remaining 36.2% attributable to additional factors beyond the proposed research framework.

2) Hypothesis Test

The structural relationships proposed in the research model were examined using the bootstrapping procedure implemented in SmartPLS 4.0. This approach was employed to estimate the significance of the immediate and mediated effects within latent constructs. The acceptance or rejection of each proposed hypothesis was determined by comparing the obtained hypothesis validation was determined by considering the t-statistic values in relation to the required cutoff point of 1.96 and examining the associated p-values using the 0.05 significance criterion. The overall findings from the hypothesis assessment are provided in Table 6.

Table 6. Hypothesis Evaluation Results

Structural Path	Original Sample (O)	T Statistic	P Values
(X1) -> (Y)	0.212	3.223	0.001
(X1) -> (Z)	0.464	7.601	0.000
(X3) -> (Y)	0.211	4.291	0.000
(X3) -> (Z)	0.358	6.293	0.000
(X2) -> (Y)	0.350	5.865	0.000
(X2) -> (Z)	0.226	3.887	0.000
(Z) -> (Y)	0.333	4.168	0.000

Source: Processed Data, 2026.

The outcomes of the hypothesis examination conducted in this research are described in the following section.

a) The Influence of Brand Equity on Impulse Buying

The bootstrapping results reveal that the relationship between Brand Equity and Impulse Buying shows a positive and significant association, as indicated by the standardized path coefficient (β) of 0.212. The t-value of 3.223 exceeds the recommended threshold value of 1.96, while the probability value (0.001) falls within the required significance criterion of 0.05. The findings imply that an increase in Brand Equity contributes to higher levels of Impulse Buying among consumers of creative economy MSMEs in Pekanbaru City. Hence, Hypothesis 1 (H1) is accepted.

b) The Effect of Brand Equity on Positive Emotion

According to the structural model estimation, Brand Equity exerts a meaningful influence on consumers' Positive Emotion. The relationship is statistically supported by the standardized path coefficient (β) of 0.464, the t-value of 7.601, and a p-value below the 0.05 significance level. This evidence indicates that when consumers regard a brand as valuable and dependable, they are more likely to experience positive feelings throughout the purchasing process of creative economy MSME products in Pekanbaru City.

c) The Effect of Packaging Design on Impulse Buying

The empirical findings provide evidence that improvements in Packaging Design contribute positively to Impulse Buying. The estimated path coefficient is 0.211, and the relationship is statistically significant, as evidenced by the t-statistic value of 4.291, which surpasses the recommended cutoff point of 1.96, and the obtained p-value that meets the 0.05 significance criterion. The results indicate that consumers have a greater tendency to undertake unplanned purchases when products are presented with visually appealing and distinctive packaging. Consequently, H3 is supported.

d) The Effect of Packaging Design on Positive Emotion

The empirical evidence demonstrates that improvements in Packaging Design demonstrate a significant relationship with Positive Emotion, as indicated by the path coefficient of 0.358, the obtained t-statistic value of 6.293, and the corresponding p-value that satisfies the 0.05 significance criterion, confirming the significance of the proposed effect. This suggests that packaging with attractive visual elements and appealing presentation can create a more positive emotional experience for consumers of creative economy MSMEs in Pekanbaru City.

e) The Effect of Shopping Lifestyle on Impulse Buying

The empirical findings reveal that Shopping Lifestyle positively contributes to Impulse Buying

among consumers of creative economy MSMEs in Pekanbaru City. The proposed relationship is statistically significant, as evidenced by the standardized coefficient estimate of 0.350, the obtained t-statistic value of 5.865, and the corresponding p-value meeting the 0.05 significance requirement. These findings suggest that consumers with a more shopping-oriented lifestyle are more inclined to make unplanned purchases during the buying process. Consequently, H2 is supported.

f) The Influence of Shopping Lifestyle on Positive Emotion

The empirical evidence confirms that Shopping Lifestyle contributes positively to the formation of Positive Emotion. The proposed relationship is statistically significant, as indicated by a statistic value of 3.887 and the p-value indicating statistical significance at the 0.05 level. This finding suggests that individuals who regard shopping as part of their lifestyle tend to experience more favorable emotional responses during their purchasing activities at creative economy MSMEs in Pekanbaru City.

g) The Effect of Positive Emotion on Impulse Buying

Empirical evidence from the structural model demonstrates that Positive Emotion is an important predictor of Impulse Buying. The proposed relationship is statistically significant, as reflected in the standardized path coefficient value of 0.333, the corresponding t-statistic of 4.168, and the p-value indicating statistical significance at the 0.05 level. This suggests that positive emotional experiences stimulate consumers to engage in unplanned purchasing decisions, thereby increasing impulse buying behavior among customers of creative economy MSMEs in Pekanbaru City.

5. Concluding Remarks

Based on the findings and discussion, several conclusions can be drawn from this study:

1. The study provides evidence that Brand Equity has an important influence in forming Impulse Buying behavior. Consumers who assign higher value to a brand tend to place greater trust in the products offered; thereby, increased trust encourages impulsive purchasing decisions among customers of creative economy MSMEs in Pekanbaru City.
2. The empirical evidence suggests that a stronger Shopping Lifestyle encourages consumers to make impulsive purchases. When shopping is viewed not only as a purchasing activity but also as a means of entertainment and personal expression, consumers become more likely to make unplanned buying decisions.
3. The empirical findings suggest that improvements in Packaging Design can strengthen consumers' likelihood of exhibiting impulse buying behavior. Product

packaging that is aesthetically appealing and communicates essential information effectively has a greater ability to capture attention and trigger spontaneous purchasing behavior.

4. The study demonstrates that consumers' Positive Emotion is significantly influenced by Brand Equity, Shopping Lifestyle, and Packaging Design. Favorable perceptions of these factors promote a more enjoyable purchasing experience, leading to stronger feelings of happiness, excitement, and satisfaction during shopping activities.
5. The empirical evidence demonstrates that Positive Emotion has a significant positive effect on Impulse Buying. Consumers who experience favorable emotional states throughout the shopping experience are more likely to demonstrate unplanned buying behavior, highlighting emotions' significant role in shaping consumer buying decisions.
6. The empirical evidence suggests that Positive Emotion acts as an important psychological mechanism through which Brand Equity, Shopping Lifestyle, and Packaging Design affect Impulse Buying. When consumers experience pleasant emotions during the purchasing process, the influence of these marketing factors becomes stronger, resulting in a greater likelihood of spontaneous buying behavior.

The findings highlight several strategic priorities for creative economy MSMEs in Pekanbaru City. Enhancing brand equity, tailoring marketing initiatives to consumers' lifestyle preferences, and offering packaging that effectively combines visual appeal with usability can improve the overall shopping experience. As consumers develop more positive emotions toward the products, their tendency to make spontaneous purchase decisions is also likely to increase.

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