

Impulse Buying of Fashion Products by Xi Grade Social Studies Public High School Students in Semarang

Ari Fatihatul Hidayah^{1✉}, Agus Wahyudin², Muhsin²

¹ Neutron Semarang, Indonesia

² Universitas Negeri Semarang, Indonesia

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Abstract

Impulsive buying is a psychoemotional phenomenon that happened to many people's lives in urban areas, especially to teenagers. This is because teens are easily influenced by advertising, lacks frugal thinking, less realistic and impulsive. This study aims to analyze and identify impulse buying behavior of XI grade social major (IPS) public high school (SMA Negeri) students in Semarang. Shopping lifestyle, fashion involvement, hedonic shopping values, positive emotions and self control are used to measure the impulse buying behavior in students. This study used a quantitative approach with a population of 719 students and the sample are 257 students. The number of samples was determined using the Slovin formula, the sampling technique used is probability sampling. Data collection techniques used is questionnaire. Data analysis used was descriptive analysis and moderation regression analysis. The result of moderation regression analysis shows that hedonic shopping value has a direct influence on impulse buying. But shopping lifestyle, fashion involvement and positive emotion do not directly affect impulse buying. Indirectly shopping lifestyle and hedonic shopping value affect impulse buying through self control, while fashion involvement and positive emotion indirectly do not affect impulse buying through self control.

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✉ Correspondence :
Jl. Kumpul Maksum 205 Peterongan, kec. Semarang Selatan,
Kota Semarang, Jawa Tengah, Indonesia 50242
E-mail: arifatihatul@yahoo.com

INTRODUCTION

Teenagers are consumers who are easily influenced by advertising, think less frugal, less realistic and impulsive. That is because the emotional maturity of teenagers has not been stable so that it causes the emergence of various unusual symptoms in buying behavior (Munandir, 2001). Through shopping activities, teenagers can fulfill their needs and desires. Buying or shopping can be done without planning (Lejoyeux and Weistein, 2010).

Some teenagers in doing shopping activities do not have goals and strategies so that it leads to uncontrolled shopping activity. Teenagers prefer to spend the money they have to buy food, clothing, electronic devices, entertainment and so on. This is what drives teenagers lifestyle and shopping behavior and impulse buying occurs as real behavior change.

Impulse buying is a buying behavior within a short time and is usually without consideration, information and alternative choices also immediately decide to buy products that are sold without any intention to buy them before. According to Rachmawati (2009: 207) someone who makes impulse purchases is influenced by several factors, namely shopping lifestyle, hedonic shopping value and positive emotion.

Shopping lifestyle is the factor within individual that drives someone to make purchase without planning (In'am.et.al, 2016: 93). If consumers have a lot of time and money available, it will create a high buying power which has an influence on impulsive purchases (Japarianto and Darma, 2014). This statement is supported by a study (Japarianto and Sugiono, 2011) which stated that shopping lifestyle has a significant effect on impulse buying behavior in the high income community at Galaxy Mall. However, the second studies (Japarianto and Darma, 2014) stated that there was no significant and direct effect between shopping lifestyle on impulse buying.

The strengths of impulse buying on fashion products do not stand on its own, but are influenced by two variables, namely fashion involvement and positive emotion (Park.dkk, 2006). Knowledge about fashion is closely related to a person's personal characteristics that are

influenced by the consumer's confidence in making purchasing decisions, so someone who has a high involvement in fashion, will like fashions which are oriented to impulse buying (Chusniasari, 2015).

Study by (Dananjaya.dkk: 2018, Amiri.dkk: 2012) stated that fashion involvement has a positive and significant effect on impulse buying. But contrary to the study (Tirmizi.dkk, 2009) stated that fashion involvement has no effect on impulse buying..

Determining impulse buying behavior on the product, one of the most important factors is the hedonic motive. When someone's shopping experience becomes a goal to satisfy the hedonic needs, the product chosen to be purchased is not based on the initial plan when going to the store, but because of impulse buying caused by fulfilling hedonistic needs or because of positive emotion (Park.dkk , 2006). The phenomenon of impulse buying arises because there is a cognitive process in a person that involves emotional and affective factors that appear to make a purchase without considering the consequences obtained (Santrock, 2011). Research conducted (Dhurup, 2014) states that hedonism has a significant effect on impulse buying. But this is not in accordance with research (Rohman, 2009: 258) which states that the hedonic value of consumption does not affect impulsive purchases when shopping at boutiques. Research (Park.dkk, 2006) states that positive emotion has a positive effect on the purchase of fashion-oriented impulses when shopping by 23%. But contrary to research (Rinto, 2013) that positive emotion has no effect on impulse buying at the Centro Department Store Surabaya.

Based on previous studies, it was found that there is still a research gap or inconsistency in the influence of shopping lifestyle, fashion involvement, positive emotion and hedonic shopping value variables on impulse buying. For this reason, in order to obtain empirical data, it is necessary to reveal the existence of moderating variables that also determine the influence of shopping lifestyle, fashion involvement, hedonic shopping value and positive emotion variables on impulse buying. So that self control is seen as a moderating variable in question.

Failure to control oneself can cause impulsive buying (Baumeister, 2002). Someone

who has low self control has the nature of spontaneous drive, reckless and careless who make decisions in a short time (Youn and Ronald, 2000). Research conducted by (Hofmann and Friese, 2008) reveals that self-control moderates the impact of impulsivity on one's consumption behavior, in this case impulsivity of a person who is addicted to alcohol and drugs, as well as fast food or junk food.

Based on the results of previous studies there are still inconsistent results so that it becomes a gap in this study. Differences in the results of previous studies provide an opportunity for researchers to review exogenous variables (Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Value and Positive Emotion) which are moderated by the Self Control variable of students' Impulsive Buying.

Based on this, the researchers felt it was important to discuss the Role of Self Control in Moderating the Effects of Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Value and Positive Emotion on Impulsive Buying (Empirical Study on Fashion Products of XI Grade IPS Public High School Students in Semarang).

METHODOLOGY

In this study the modification of the model was done by adding moderating self-control variables expressed by Hofmann and Friese (2008) which had not been studied by previous researchers in full. The research approach used in this study is a quantitative approach to this study using a moderated regression analysis technique. The population in this study were 11th grade Social Sciences students of Public High School in Semarang, totaling 719 students. The sample in this study was 257 students using the Slovin formula, while the sampling technique used was probability sampling technique. The variables in

this study consisted of Shopping Lifestyle (SL), Fashion Involvement (FI), Hedonic Shopping Value (HSV), Positive Emotion (PE), Self Control (SC) and Impulsive Buying (IB). Data collection techniques used in this study is questionnaire with Likert scale. The following are the equation models in this study:

$$IB = SL + FI + HSV + PE + + SC + SL*SC + FI*SC + HSV*SC + PE*SC + e$$

Notes:

IB = *Impulsive Buying*

SL = *Shopping Lifestyle*

FI = *Fashion Involvement*

HSV = *Hedonic Shopping Value*

PE = *Positive Emotion*

SC = *Self Control*

RESULTS AND DISCUSSION

Research result

Descriptive Analysis

The results showed that impulse buying behavior had an average of 13.14 in the sufficient category. Shopping lifestyle has an average of 16.75 in the moderate category, fashion involvement has an average of 20.83 in the moderate category. Hedonic shopping value has an average of 13.55 in the sufficient category, positive emotion has an average of 19.05 in the sufficient category and self control has an average of 14.82 in the sufficient category.

Results

The results of data analysis indicated that the influence of independent variables consisted of shopping lifestyle, fashion involvement, hedonic shopping value and positive emotion with self control as moderating variables on impulse buying as dependent variables either partially or simultaneously. The results of these studies can be seen in Table 1

Table 1. Recapitulation of the result of MRA Test between Sub-variables Shopping Lifestyle (X1), Fashion Involvement (X2), Hedonic Shopping Value (X3), Positive Emotion (X4), Self Control (Z) on Impulse Buying (Y)

| Sub-Variabes | Regression Coeficient | t. hit | Sign. t | Result |
|------------------------------|-----------------------|---------|---------|-----------|
| Shopping Lifestyle (SL) | - 0.233 | - 0.991 | 0.332 | Reject Ha |
| Fashion Involvement (FI) | 0.296 | 1.189 | 0.236 | Accept Ha |
| Hedonic Shopping Value (HSV) | 0.618 | 3.072 | 0.002 | Accept Ha |
| Positive Emotion (PE) | - 0.028 | -0.121 | 0.904 | Reject Ha |
| Self Control (SC) | - 0.047 | -0.182 | 0.856 | Reject Ha |
| SL*SC | 0.031 | 1.989 | 0.048 | Accept Ha |
| FI*SC | - 0.014 | -0.892 | 0.373 | Reject Ha |
| HSV*SC | - 0.033 | -2.461 | 0.015 | Accept Ha |
| PE*SC | 0.012 | 0.816 | 0.415 | Reject Ha |
| Costant | 3.685 | | | |
| Multiple R | 0.868 | | | |
| R Square | 0.471 | | | |
| Adjusted R Square | 0.452 | | | |
| F-Count | 24.450 | | | |
| Sig.F | 0.000 | | | |
| A | 0.05 | | | |

Based on the results of the Moderated Regression Analysis (MRA) analysis in the Table. 1 obtained a regression equation $Y = 3.685 - 0.233 SL + 0.296 FI + 0.618 HSV - 0.028 PE - 0.047 SC + 0.031 SL * SC - 0.014 FI * SC - 0.033 HSV * SC + 0.012 PE * SC$.

Based on Table 1 with 5% margin, a probability of $0.322 > 0.05$ is obtained, thus it can be concluded that partially shopping lifestyle (X1) does not affect impulse buying. For fashion involvement variable (X2) with 5% margin of error is obtained a probability of $0.236 > 0, 05$, which means that fashion involvement has a positive and not significant effect on impulse buying,

Hedonic Shopping Value (X3) variable obtained probability of $0.002 < 0.005$, this means that hedonic shopping value has a positive and significant effect on impulse buying. As for the positive emotion variable (X4) with margin of error of 5%, the probability is $0.904 > 0.05$, this means positive emotion does not have a positive and significant effect on impulse buying.

Based on Table. 1 with margin of error of 5%, the shopping lifestyle variable moderated by self-control variable to impulse buying obtained a probability of $0.048 < 0.05$, this means that self-control moderates the influence of shopping lifestyle on impulse buying. While the fashion

involvement variable moderated by the self-control variable against impulse buying, the probability is $0.373 > 0.05$, this means that self-control does not moderate the effect of fashion involvement on impulse buying.

The variable hedonic shopping value is moderated by the self control variable obtained a probability of $0.015 < 0.005$, this means that self-control moderates the effect of hedonic shopping value on impulse buying. While the positive emotion variable is moderated by self-control on impulse buying, the probability is $0.415 > 0.05$, this means that self-control does not moderate the effect of positive emotion on impulse buying..

DISCUSSION

The Influence of Shopping Lifestyle on Impulse Buying

The results showed that there was no significant and direct effect between shopping lifestyle on impulse buying in 11th grade Social Sciences students of Public High School in Semarang. The results of this study are supported by research (Japariato and Darma, 2014) which states that there is no significant effect between shopping lifestyle on impulse buying because visitors to Ciputra World Surabaya.

Impulsive buying is a psycho-economic phenomenon that has plagued many people's lives in urban areas. However, in this study 40.08% of the respondents were not in urban areas but in rural areas so that the phenomenon of impulse buying oriented to shopping lifestyle could not be seen. This study also shows that students have a lifestyle of shopping, but they have not had their own income so it is difficult to meet all the up-to-date lifestyle. This is proven by 82.49% of students only getting an allowance of <Rp 750,000 per month, so that in allocating their allowance students will be more careful because they will take into account the consequences when their allowance runs out at untimely manner then they will shop in accordance with their needs and put aside their desires, besides they are also not interested in purchasing with the latest models fashion products. This is indicated by these indicators in very low criteria, so that when students are not interested in the stimulus provided by marketers, students will not take actions that will harm themselves related to impulse buying.

The Influence of Fashion Involvement on Impulse Buying

This study shows that there is no significant effect between fashion involvements on impulse buying in 11th grade Social Sciences students of Public High School in Semarang. This is because students do not have their own income, they only rely on allowance given by parents, so they will be more careful in the use of the money because as much as 82.49% is only given an allowance <Rp 750,000 per month to meet all their needs, besides that state high school in the city of Semarang implement a full day school system so that students spend more time at school and after coming home some of them take private lessons or course. It is supported by the results which show that 76.65 % of students visit the department store <2 times a month, causing a lack of interest in students in fashion products

This result is supported by a study (Tirmizi et al., 2009) which stated that fashion involvement has no effect on impulse buying and (Putra and Eka, 2016) also stated that fashion involvement has no effect on impulse buying on fashion

products in the Matahari Departement Store Bengkulu

The Influence of Hedonic Shopping Value on Impulse Buying

The findings show that there is a significant effect of hedonic shopping value on impulse buying 11th grade Social Sciences students of Public High School in Semarang at 3.6%. The results of this study are supported by the theory put forward by (Salomon, 2007: 50) stating that the responses generated in hedonic shopping activities are multisensory, fantasy and emotional. This indicates that impulse buying is a response occurred from hedonic shopping.

This study shows that hedonic shopping value has a positive effect on students impulse buying, proven the hedonic shopping regression coefficient of 0.618, meaning that a one-unit increase in hedonic shopping value variables will result in an increase in hedonic shopping value variables of 0.618 with the assumption of other variables are considered permanent. This research is in line with research conducted (Rachmawati, 2009) which showed that the higher the hedonic value perceived by consumers will increase the likelihood of impulsive buying. Conversely the lower the hedonic value of a person, the lower the tendency of one's impulsive buying behavior. Other studies that are in line are (Kacen and Lee, 2002) the pleasure felt by consumers when shopping is a hedonic value that can lead to impulsive buying behavior.

The Influence of Positive Emotion on Impulse Buying

The results showed that there was no significant and direct effect between positive emotion on impulse buying of 11th grade Social Sciences students of Public High School in Semarang. The results of the study were supported by research (Rinto, 2013) that positive emotion had no effect on impulse buying at the Centro Department Store Store in Surabaya .

The respondents in this study are around 16-18 year old with occupation as students. This characteristics causes the sample to be more limited in financial resources, because they are still students who has not received a fixed income. When students feel attracted to items or sales

promotions, they do not immediately buy them because they have limitations in financial. The findings in this study explain that students have negative emotions that tend to encourage consumers to not be able to make impulse buying. No matter how strong the positive emotions consumers have for fashion products will not affect the impulse buying behavior on that products, if they do not have adequate financial means. This research is supported by (Guiltinan and Gordon, 1992: 423) which stated that consumers in making choices about the goods to be purchased driven by the technological, cultural and economic environment that occurs

The Influence of Self Control in Moderating the Shopping Lifestyle on Impulse Buying

The results showed that the individual parameter test in the moderate variable interaction test (SL * SC) showed a parameter coefficient of 0.031 with a significance of 0.048, which means that self-control moderates the influence of shopping lifestyle on impulse buying in XI grade high school students in Semarang with a contribution of 1.6%.

The higher the shopping lifestyle, the stronger impulse buying so that self-control functions as a mediator when making impulsive purchases. Self-control acts as a monitoring process so that someone stays within relevant behavior. For Individuals who maintain shopping patterns, impulsive buying rarely appears. This is consistent with research (Hofmann and Friese, 2008) which stated that self-control has a role as a moderator in relation to a number of impulsive variables. In his research found that self-control has a significant effect in moderating both impulsive and compulsive behaviors.

The Influence of Self Control in Moderating Fashion Involvement on Impulse Buying

The results showed that self-control did not moderate the Influence of fashion involvement on impulse buying. In line with the statement (Gasiorowska, 2011) stated that consumers are stimulated by the physical closeness and the desire to buy a product and its reaction to the stimulus can be attributed to having low intellectual control (lack of evaluation based on the criteria of need and lack of evaluation of the consequences that

may arise and the emergence satisfaction that comes suddenly as a delay of the coming disappointment). Whereas (Baumeister, 2002) also states that impulsive buying occurs because of failure in self-control, this can occur because of consumer interest in the products offered.

The correlation between self-control and fashion involvement in impulse buying is when students are involved in fashion by using every fashion product from needs-base or trends, it will increase impulsive buying of the product so that they need to improve their self-control to reduce impulsive buying. Descriptive analysis of the results of the study showed that students are considered having a high level of involvement is when students have one or more of the latest fashion models, fashion was the most important thing in supporting their appearance and preferred fashion models that were different from others while students were unable to ignore the discounts being held and cannot measure the benefits when buying the desired fashion product. So it can be concluded that self-control cannot be a reinforcing variable when fashion involvement increases with impulse buying,

Influence of Self Control in Moderating Hedonic Shopping Value on Impulse Buying

The results from individual parameter tests with interaction tests show that the HSV * SC (moderator) coefficient is -0.033 with a significance level of 0.015, this means that every one level increase in moderating variable (interaction between hedonic shopping value variables and self control), then will cause a decrease in impulse buying by students by -0,033 assuming the other independent variables remain.

This research is supported by (Naomi and Mayasari, 2008) which stated that self-control is needed as a response in understanding what is desired so that someone does not make impulsive buying. Someone tends to behave impulsively when he has low self-control otherwise someone does not behave impulsively when he has high self-control (Hofmann.dkk, 2009). The contribution of moderation variables in influencing hedonic shopping value with impulse buying of 2.4%.

The Influence of Self Control in Moderating Positive Emotion on Impulse Buying

The findings show that self-control does not moderate the Influence of positive emotion on impulse buying. It is shown by students having difficulty controlling their emotions when they see attractive offers in shopping centers, making sudden purchases because they feel happy, feeling satisfied when buying fashion products in shopping centers and eager to shop there because there are discounts. This shows that when someone has positive emotions, he will provide a greater impetus in buying, the high impulse makes a person make an impulsive purchase. So self-control is needed to control the urge to buy things that do not need to impulsively. When positive emotion increases, impulsive purchases also increase, so self-control acts as an amplifier between the two variables.

The findings also show that students are unable to resist buying fashion when there is a discount, do not calculate the benefits when buying fashion and prefer to buy fashion products with the latest models rather than saving. It can be concluded that the self control possessed by students is low and cannot be used as an amplifier when positive emotion increases towards impulse buying.

The results of this study are supported by (Silvera.dkk., 2008) stating that impulsive (spontaneous) purchases are associated with negative psychological states. There is no support whatsoever for the idea that spontaneous buying is associated with a positive psychological state. The theory that supports this research is the theory (Lefcourt, 1982) which states that a person makes an impulsive purchase because he has external behavior control that will be more easily stimulated by factors outside himself, so the role of family, friends, expert advice, advertising, display packaging products and product samples are determinants of purchasing behavior. Whereas in this study the researchers used positive emotion which is an internal factor in making spontaneous purchases, so that the control of respondents' behavior is internal behavior. Lefcourt (1982) states that individuals who control internal behavior are more selective in receiving stimulation from outside themselves, so that

effort, memory and motives become more determinants of behavior in making purchases.

CONCLUSION

Based on the results of research and discussion, it can be concluded that of the four independent variables, namely shopping lifestyle, fashion involvement, hedonic shopping value and positive emotion, only hedonic shopping value variables that have a direct influence on impulse buying in 11th grade Social Sciences students of Public High School in Semarang. Indirectly shopping lifestyle and hedonic shopping value affect impulse buying through self control. While fashion involvement and positive emotion indirectly do not affect the impulse buying through self-control.

Students should plan and record the products to be purchased before making a purchase, students should make a shopping list before making a purchase so that it can be adjusted to financially owned, conduct an evaluation based on the criteria of necessity and evaluation of the consequences that may result, other than that expected to students to further improve their self-control, self-control can be improved by controlling the behavior that arises and channeling the behavior to other things that are more positive.

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