INFLUENCE OF SALES PROMOTION, HEDONIC SHOPPING MOTIVATION, AND FASHION INVOLVEMENT TOWARD IMPULSE BUYING THROUGH A POSITIVE EMOTION

Kiki Andani✉, Wahyono

Management Department, Faculty of Economics, Universitas Negeri Semarang, Semarang, Indonesia

Abstract

This study aims to determine the direct indirect influence of sales promotion, hedonic shopping motivation, fashion involvement and positive emotion as an intervening variable on impulse buying. The population of this research is customer of House of Smith Semarang. The number of samples is 100 respondents with incidental sampling technique through likert scale questionnaire. Data analysis using descriptive percentage and path analysis. The results show that sales promotion, hedonic shopping motivation, fashion involvement service affect impulse buying and positive emotion influence impulse buying and mediate the influence of sales promotion, hedonic shopping motivation, fashion involvement.

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh langsung dan tidak langsung sales promotion, hedonic shopping motivation, fashion involvement dan emosi positif sebagai variabel intervening terhadap impulse buying. Populasi dalam penelitian ini yaitu konsumen House of Smith kota Semarang. Jumlah sampel sebanyak 100 responden dengan teknik incidental sampling melalui kuesioner skala likert. Analisis data menggunakan deskriptive presentase dan path analysis. Hasil penelitian menunjukan bahwa sales promotion, hedonic shopping motivation dan fashion involvement berpengaruh pada impulse buying dan emosi poitif mrmprngaruhi impulse buying serta memediasi sales promotion, hedonic shopping motivation dan fashion involvement terhadap impulse buying.

INTRODUCTION

Along with the development of an increasingly modern era, shopping is an activity that is often done by the community both old and young to support the appearance or as a self-identity and associated with fashion (Sari & Asad, 2018). Fashion is a part that can not be separated from the appearance and style of everyday life, in addition to fashion can also be a small window about one's self for others (Hendariningrum & Edy Susilo, 2008).

For everyone, shopping is a fun thing (Kusuma, 2014). The convenience of shopping offered nowadays will certainly make consumers more happy and comfortable shopping to fulfill the needs (Prameswari et al., 2017). Someone who sees the latest collection tends to feel like owning the item even though previously no plans to shop (Utami, 2017). It leads to impulse buying.

According to Samosir and Wartini (2015) nowadays consumers are more unpredictable even they become more critical, where consumers are more demanding and not easily satisfied to characterize consumers at the moment. Impulse buying is one of the unique characters of the Indonesia people. According to Hernawan, there are 10 unique characters of consumers in Indonesia, one of them is Indonesian consumers tends to have no plans (www.marketing.co.id, 2012). Nielsen (2007) stated that 85% of buyers in modern retail stores Indonesia tend to do unplanned or impulse buying.

Intention or interest is the individual's goal to conduct various buying behaviors (Murwatiningsih & Yulianto, 2017). Impulse buying is an unplanned purchase decision to buy products or services which made before making a purchase (Purwa & Yasa, 2011). Impulsive purchases occur when consumers buy spontaneously, not think the effect and were influenced by emotional (Raafi & Martono, 2016). With unique characteristics, retailers are expected to respond to consumers behavior by creating effective marketing strategies and other activities to support the company's target.

Joo Park et al. (2006) stated that impulsive purchases are more emotional than non-impulsive purchases. Consumers who were interested emotionally more often not be rational in making a decision. Emotion is one of the important aspect that consumers also the potential customers to consider because it can encourage consumers to make purchases (Purwa & Yasa, 2011). This proves that the emotional state of the consumer becomes an important factor in predicting purchases impulsively. Some experts and previous studies had tested whether when consumers who have great positive emotions will more affect impulse buying. This is proved by Kwan (2016) stated that the higher the positive emotions of consumers, the higher the effect on impulse buying.

Based on the survey point of purchase advertising institute (POPAI) proves that 75% of purchasing decisions were made while still in the store are unplanned purchasing decisions. Therefore, the company needs to improve its business strategy and one of them by understanding the behavior of impulse buying. According to Ohy (2010) stated that one strategy that can be implemented by the manager of a shopping center is to do sales promotion. Promotion is a form of communication designed to giving information about the product or service (Mardiyani & Murwatiningsih, 2012). Promotion can make consumers glad, satisfy, and enjoying when shopping (Kurniawati & Restuti, 2014) When the sales promotion is well done it will create a favorable perception for consumers and provoke interest in consumers to buy products.

Impulsive buying is a pleasure driven by the achievement of objectives that are hedonic (Silvera et al., 2008). According to Saad and Metawie (2015) stated that those who have many needs and desires that can be satisfied with the shopping, their needs such as the need for social interaction while shopping, the need for new things and the need for fun called as hedonic motives. In addition to the sales promotion and hedonic shopping motivation, unplanned purchases on a product are significantly affected by the involvement of consumers in the product (Han et al., 1991). Fashion product is one that causes the product of impulse buying. According to Han et al. (1991) .The level of impulse buying at dressmaking students is higher than other students. Fashion product is a product that enables purchased impulsively ever since it could be used by both men and women, fashion provides value to its products and can be used as an identity (Amiri et al., 2012),

Consumptives behavior is one of the behaviors that spending a lot of money without realizing clear needs (Thohiroh, 2015). One aspect according to the consumptive Lina and Royid (1997) is impulse buying; this aspect proves that a person behaves buying purely because it is based on a sudden desire or desire for a moment, done without considering it first, not thinking about what will happen later and usually emotional.

There are several factors that can influence impulse buying one of them is the factor of inter-

est in fashion (fashion involvement). Khare and Rakesh (2010) found that buyers who have a high engagement with fashion will make impulsive purchasing decisions higher. It proves that fashion is one product that can affect impulse buying.

Distribution store as known as a distro is one of the alternatives to shopping. Ditro is a unique place to shopping because distro is different with boutiques or FO (factory outlet) generally. Sutapa et al. (2017) stated that creative industries have high contribution in Indonesia if well developed. According to Sakitri et al. (2017) nowadays many foreign entrepreneur started a business and invested in Indonesia, but it's not receding the spirit of Indonesian to building a business, especially in clothing. In Indonesia, distro was started from Bandung then develops further being a distribution for local clothing products and being creative industries which are not a little business and develop all over Indonesia including Semarang city.

House of mouth is one of clothing product or distro which is in Semarang. House of Smith is a fashion store was established since August 2010. This distro location is strategic because located in one of the central city of Semarang which located at Pleburan West 7c Semarang. Caused in a strategic location for open a business, it's profits for House of Smith, but in another side it can make another competitors also want to build a clothing business in the same place. The high competition among distros in the city of Semarang, especially in the area of Pleburan and surrounding areas that offer a variety of innovative products further sharpen the business competition in Semarang distro. It certainly makes the House of Smith compete to attract new customers and retain existing customers. House of Smith often does promo in the form of music events in front of the store, lottery prizes, giving bonus packs to provide discounts for its customers. In addition to promotions, House of Smith also seeks to keep its store environment comfortable for shopping. ,

The researcher attempts to solve the problem in the House of Smith Semarang by doing research on sales promotion, hedonic shopping motivation and fashion involvement considering House of Smith has made efforts to increase through sales promotion and store environment so that consumers who have hedonic shopping motivation and fashion involvement are interested in shopping, but the results are not very satisfactory. So researchers need to do research on these three variables.

There are several studies on the relationship of sales promotion with impulse buying such as research Nindyakirana and Maftukhah (2016) said that there is significant influence between sales promotion to impulse buying. But the study is not in line with the research undertaken by Nagadeepa et al. (2015) found that there is no relationship between sales promotion and impulse buying. Hedonic shopping motivation also able to influence impulse buying, such as research conducted by Harmancioglu et al. (2009) has a significant effect on impulse buying. But the study is not in line with the research undertaken by Darma and Japarianto (2014) found that hedonic shopping motivation had no significant relationship to impulse buying.

Fashion involvement able to influence impulse buying, such as research conducted by (Amiri et al., 2012). Yet another opinion of Tirmizi et al. (2009) found that there was no significant influence of fashion involvement on impulse buying. In addition to sales promotion, hedonic shopping motivation, and fashion involvement, positive emotions are also able affecting impulse buying. Research on positive emotions has previously been done by (Joo Park et al., 2006) yang found that there was a significant relationship between positive emotions toward impulse buying. In contrast to opinions (Adelaar et al., 2003) found that there was no significant relationship between positive emotions and impulse buying.

Based on the difference of field phenomenon and the difference of research result, hence the purpose of this research is to know influence, directly and indirectly, sales promotion, hedonic shopping motivation and fashion involvement to impulse buying through positive emotion as an intervening variable.

Hypothesis Development

Promotion is a communication tool company with customers and also as a tool to influence consumers purchasing activities (Purnamasari & Murwatiningsih, 2012).Sales promotion is a promotional tool that is offered by the company to attract customers make a purchase (Waani & Tumbuan, 2015), Sales promotion provided by the manufacturer aims to create consumer interest for products offered (Nindyakirana & Maftukhah, 2016). Divert attention from the price relates to the price war among variations in price, sale price collectors, and make price comparisons indirectly. Promotion of values that creates interest and resulted in an unplanned purchase (impulse buying) (Putra & Mudiantono, 2014).

H1: There is a positive effect of sales promotion and significant impulse buying.

Hedonic shopping behavior is a pattern of activities for pleasure, such as spending more time outside the home, more play, happy in the city crowd, happy to buy expensive goods pleases, and always wanted to be the center of attention (Saputri & Yuniati, 2017). Hedonic shopping motivation can be stimulated by means of the company should have a positioning strategy that is not only focused on the utilitarian aspects hedonic motivation but also the buyers by providing excitement, entertainment, fantasy and pleasure Nguyen et al. (2007).

According to Li et al., (2004) hedonic motivation can influence consumers to be impulse buyers who are vulnerable to the influence of marketing communications. This is supported by research conducted by by Joo Park et al. (2006) which found that hedonic shopping motivation has a positive relationship to impulse buying.

H2: There is the influence of hedonic shopping motivation in a positive and significant impact on impulse buying.

According to Japarianto and Sugiharto (2012), fashion involvement is the involvement of a person with apparel products for the needs, interests, interest, and value to the product. Involvement of fashion can make someone unknowingly make purchases on impulse; it is in because of the effect of the higher lifestyle as well as the increasing number of shopping centers (Setiadi & Warmika, 2015). This is in accordance with the opinion Amiri et al. (2012) which found that impulse buying related to fashion products have a close relationship with fashion involvement.

H3: There is a fashion involvement positively influence and significant impact on impulse buying.

Sales promotion techniques to encourage consumers to more easily yield to their desires, in this case with the sales promotion will stimulate impulse buying because of the level of consumer interest increased due to attractive offers (Kchaou & Amara, 2014).

According to Cho et al. (2014) found that the promotion of positive influence on people's emotions and encourage them to visit the area of the store that triggers the urge consumers to make impulse buying. This is in accordance with the opinion Kwan (2016) found that the existence of sales promotion creates a favorable perception for consumers this shows that the sale promotion affects positive emotions that excite consumers to buy the product immediately.

H4: There is a positive and significant influence on sales promotion on impulse buying through positive emotions.

According to Darma and Japarianto (2014) hedonic shopping motivation refers to a level of perception in which shopping is considered to be emotionally useful which ultimately provides a variety of positive and beneficial feelings. The relationship between hedonic shopping motivation and positive emotions can strengthen the relationship between hedonic shopping motivation and impulse buying. It is in accordance with opinion Joo Park et al. (2006) yang found that there is no direct relationship between hedonic shopping motivation with impulse buying although if given the mediation of positive emotions eating relationship between hedonic shopping motivation with impulse buying will be significant.

H5: There is a positive and significant impact of hedonic shopping motivation on impulse buying through positive emotions.

According to Joo Park et al. (2006) states that the level of involvement of fashion has a high correlation with impulsive buying behavior, so consumers will make impulsive purchases of clothing with the latest models and designs. In addition, fashion involvement can affect a person's positive emotions. It is with opinion Japarianto and Sugiharto (2012) yang finding a high interest in fashion products causes a person to always think positive when dealing with fashion products.

H6: There is a positive and significant influence of fashion involvement on impulse buying through positive emotions.
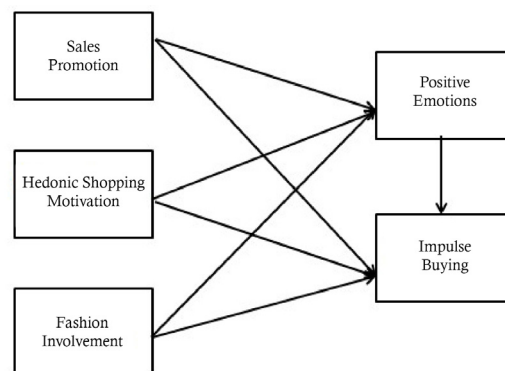

Figure 1. Research Model

METHOD

The population of this study is consumers of House of Smith Semarang whose number

is unknown. Methods of collecting data using questionnaires. The sampling technique used a nonprobability sampling method is identical sampling. The number of samples is 100 consumer respondents. Data analysis used descriptive analysis of percentage, classical assumption test, hypothesis test with t-test and path analysis test. Data analysis using SPSS software version 21.

In this study using three research variables, namely the dependent variable, independent variables, and intervening variables. The dependent variable in this research is impulse buying. The indicator used in this study refers to the indicators put forward by Bayley and Nancarrow (1998); (Kurniawan, 2013) and Song et al. (2015) which includes spontaneous, unnecessary and without thought due. The independent variables in this research are sales promotion, hedonic shopping motivation, and fashion involvement. The indicator used in sales promotion variable refers to the indicator of opinion Kotler and Armstrong (2008) and (Nagadeepa et al., 2015) which is price packs, prizes, and discounts. Then the indicator hedonic shopping motivation according to Nguyen et al. (2007) which is adventure shopping, gratification shopping, role shopping, value shopping, social shopping and idea shopping. The last is fashion involvement according to to Sawitri and Yuniati (2017) which is clothing with the latest models; fashion is an important thing that supports the activity and clothing that consumers have shown characteristics.

The intervening variable is a variable whose function influences the direct relationship between the independent variable and the dependent variable. The intervening variable in this study is positive emotions. Positive emotion indicators by Premananto (2007) and I'sana and Nugraheni (2013) which is comfortable feelings when shopping, a sense of fun while shopping and feelings of interest.

RESULT AND DISCUSSION

Validity test

The validity test in this research involves 30 respondents with the criteria of validity test if sig. calculates greater than α (0.05) then the statement is valid and if sig. count smaller than α (0.05) then the statement is invalid. Based on the validity test in this research which is processed with SPSS 21 software can be known variable sales promotion with 9 item statement, variable hedonic shopping motivation with 18 statement, fashion involvement with 9 statement, positive emotion 9 statement and impulse buying with 9

statement declared valid because of sig value. calculate each statement greater than α (0.05).

Reliability Test

Data processing is done by using SPSS version 21. Reliability test can be done by statistic test Cronbach alpha. A variable is said to be reliable if it gives a Cronbach alpha value of ≥ 0.70 (Ghozali, 2011). The result of the reliability test of all instruments of statement is stated reliable because of Cronbach alpha ≥ 0.70.

Classic assumption test
Normality test

Normality test aims to test whether, in the regression model, the variable has a normal distribution. Normality test is done by looking at the pattern on spread curve by using IBM SPSS 21 with the result of sales promotion variable, hedonic shopping motivation, fashion involvement and positive emotion to impulse buying has a plot spread around the diagonal line, meaning that the data is normally distributed. In addition to normal charts, P-Plot normality test can be seen through Kolmogorov -Smirnov non-parametric statistical tests (K-S) which show normally distributed data as obtained by Asymp value. Sig. (2-tailed) > 0.05.

Multicollinearity Test

The multicolinieriy test aims to test whether the regression model found a correlation between the independent variables. A good regression model indicated by the absence of correlation between the independent variables.

The test results multicolinieriy known at sales promotion variable has a value of tolerance 0.482 > 0.10 and VIF 2.075 < 10, then the hedonic shopping motivation variable has a value of tolerance 0.461 > 0.10 and VIF 2.171 < 10. On the involvement of a variable fashion 0.487 > 0.10 and VIF 2.052 < 10 and the positive emotions variable has a value of tolerance for 0.469 > 0.10 and VIF for 2.132 < 10.

Tolerance value calculation results show that each independent variable has a value of Tolerance > 0.10, as well as the value of Inflation Variance Factor (VIF) < 10. It can be concluded that there is no multicolinieriy between independent variables in the regression model.

Heteroscedasticity Test

Heteroscedasticity test aims to test whether the regression model occurred inequality variance of residuals of the observations to other observations. To test heteroscedasticity can be done

by observing the chart scatterplot with a pattern of dots that spread above and below the axis of the wick. Processing results using IBM SPSS 21 shows that the point spread randomly, either above or below the 0 axis Y. It can be said that the data did not occur heteroscedasticity. To further reinforce that does not happen heteroskedasticity regression can be done with Glejser test.

In variable sales promotion 0762 count sig > 0.05, then the unknown variable hedonic shopping motivation sig value calculated at 0.246 > 0.05. In fashion variable involvement of 0.590 > 0.05 and the positive emotions variable of 0.052 > 0.05. The results showed that none of the independent variables affecting the statistically significant independent variable or probability Sig. > 0.05, so it can be concluded that there is no heteroscedasticity.

Hypothesis test (t-test)

Partial significant test t basically shows how far the influence of the explanatory variables/ independent individually in explaining the dependent variable. Relationships direct effect occurs when one variable affects other variables without any third variable that is the variable intervening. In decision making hypothesis by comparing the direct influence of significant value calculated by the significant value of alpha. If sig. count < significant alpha value (5%) then the hypothesis is accepted direct influence. Based on the Partial Test results (t-test) using SPSS version 21.

Based on Table 2, the obtained results of the t-test as follows:
1. SPSS statistical test result with the variable Sales Promotion (X_1) Obtained sig 0.021> 0.05. This proved that H_1 Sales Promotion stated positive and significant effect Impulse Buying accepted.
2. SPSS statistical test result with the variable Hedonic Shopping Motivation (X_2) Obtained sig 0.002> 0.05. This proved that H_2 stated that Hedonic Shopping Motivation has a positive and significant effect on Impulse Buying.
3. The result of the statistical test with SPSS on Fashion Involvement variable (X_3) obtained sig value of 0.042 <0.05. This proves that H_3 stated Fashion Involvement has a positive and significant impact on Impulse Buying received.

Path Analysis

According to Ghozali (2011) path analysis is the use of regression analysis to estimate the causality relationship between predetermined causal variables. The analysis of these pathways cannot determine causal relationships, nor can they be used as substitutions for researchers to see the causality relationships between variables. In this study, the intervening variable is the mediating positive emotion sales promotion, hedonic shopping motivation and fashion involvement to impulse buying.

Regression analysis can only detect a direct relationship between dependent variables and other independent variables. In reality, the relationship between variables is not always straightforward. In path analysis, relationship patterns are indicated by using arrows that show a causal relationship between exogenous variables and endo-gen variables. To measure the presence or absence of mediation or intervening effect using path coefficient comparison Here is the result of Test analysis and Coefficient of Determination (R2) using SPSS version 21.

Table 2. Hypothesis Test Results

<table>
<tr><td colspan="7" align="center">Coefficients[a]</td></tr>
<tr><td rowspan="2">Model</td><td colspan="2">Unstandardized Coefficients</td><td>Standardized Coefficients</td><td rowspan="2">t</td><td rowspan="2">Sig.</td></tr>
<tr><td>B</td><td>Std. Error</td><td>Beta</td></tr>
<tr><td>1 (Constant)</td><td>-3.495</td><td>2.259</td><td></td><td>-1.547</td><td>.125</td></tr>
<tr><td>Sales Promotion</td><td>.200</td><td>.085</td><td>.176</td><td>2.339</td><td>.021</td></tr>
<tr><td>Hedonic Shopping Motivation</td><td>.160</td><td>.050</td><td>.247</td><td>3.210</td><td>.002</td></tr>
<tr><td>Fashion Involvement</td><td>.164</td><td>.080</td><td>.154</td><td>2.058</td><td>.042</td></tr>
<tr><td>Positive Emotions</td><td>.411</td><td>.074</td><td>.425</td><td>5.574</td><td>.000</td></tr>
</table>

a. Dependent Variable: Impulse Buying

Table 3. Model 1 Influence Sales Promotion, Hedonic Shopping Motivation and Fashion Involvement in Positive Emotions.

Model	Beta	T	Sig.
Constant		.420	.676
Sales Promotion	.329	2.895	.005
Hedonic Shopping Motivation	.186	2.788	.006
Fashion Involvement	.326	2.983	.004

Dependent Variable : Emosi Positif

Table 4. Model 1 Effect of Sales Promotion, Hedonic Shopping Motivation, Fashion Involvement and Positive Emotions on Impulse Buying.

Model	Beta	T	Sig.
Constant		-1.547	.125
Sales Promotion	.200	2.339	.021
Shopping Hedonic Motivation	.160	3.210	.002
Fashion Involvement	.164	2.058	.042
Positive Emotions	.411	5.574	.000

Dependent Variable: Impulse Buying

Based on Table 3 and Table 4 we can conclude the results of direct and indirect effects of sales promotion, hedonic shopping motivation and involvement with positive emotions fashion as mediating variables as Table 5.

Based on research, found that Sales Promotion has a positive and significant impact on the Impulse Buying through Positive Emotions. This is evidenced from the path coefficient value of a direct influence on the Impulse Buying Sales Promotion for 0.176, while total indirect effect by 0295. This means that the total indirect path coefficients > direct path coefficient. That is the effect of Impulse Buying Sales Promotion against the stronger if mediated by Positive Emotions. Results of this study were consistent with what was found by other researchers. Kwan (2016) Sales Promotion found that indirectly affect Impulse Buying, namely through Positive Emotions variables.

Based on research, found that Hedonic Shopping Motivation has a positive and significant impact on the Impulse Buying through Positive Emotions. This is evidenced from the path coefficient value Hedonic Shopping Motivation direct influence on Impulse Buying of 0247, while total indirect effect by 0364. This means that the total indirect path coefficients> direct path coefficient. Shopping Hedonic Motivation means that the influence of the Impulse Buying is getting stronger when mediated by Positive Emotions. The results are consistent with the opinion Joo Park et al. (2006) which found that the relationship between Hedonic Shopping Motivation with Impulse Buying is not significant when it is not mediated by the Positive Emotions.

Based on research, found that Fashion Involvement has a positive and significant impact on the Impulse Buying through Positive Emo-

Table 5. Recap path coefficients Value Direct and Indirect Effects of variable Sales Promotion, Shopping Hedonic Motivation and Fashion Involvement of the Impulse Buying.

No.	Variable	Effect	Positive Emotion	Impulse Buying
1	Sales Promotion	Direct		.176
		Indirect	.280	.425
		Total	.176 + .119 = .295	
		Notes	Mediating	
2	Shopping Hedonic Motivation	Direct		.247
		Indirect	.276	.425
		Total	.247 + .117 = .364	
		Notes	Mediating	
3	Fashion Involvement	Direct		.154
		Indirect	.286	.425
		Total	.154 + .122 = .276	
		Notes	Mediating	

tions. This is evidenced from the path coefficient value of a direct influence on the Impulse Buying Fashion Involvement of 0154, while total indirect effect by 0.276. This means that the total indirect path coefficients > direct path coefficient. This means that the effect on the Impulse Buying Fashion Involvement stronger if mediated by Positive Emotions. The results of this study are supported by research (Saputri & Yuniati, 2017), They stated that there is a positive relationship between Fashion Involvement of the Impulse Buying, if not in the mediation variables Positive Emotions.

CONCLUSION AND RECOMMENDATION

Based on the results of research and discussion then be concluded that the sales promotion direct positive impact on impulse buying. The more sales promotion is given, then the rate will increase impulse buying customers. Sales promotion has a positive and significant impact on impulse buying through positive emotions. Positive emotions were able to mediate between the sales promotion to impulse buying. Good sales promotion will generate positive emotions and be able to increase impulse buying. Shopping Hedonic Motivation direct positive impact on impulse buying. That is, the better the hedonic shopping motivation on consumer house of Smith will cause a good and positive response from customers and can increase impulse buying. Hedonic shopping motivation has a positive and significant impact on impulse buying through positive emotions. That is, positive emotions were able to mediate between hedonic shopping motivation to impulse buying. The higher hedonic shopping motivation of consumers will affect positive emotions and be able to increase impulse buying. Fashion involvement has a positive effect directly against impulse buying.

That is, the better the involvement in consumer fashion house of Smith will cause a good and positive response from customers and can increase impulse buying. Fashion Involvement has a positive and significant impact on impulse buying through positive emotions. That is, positive emotions were able to mediate between fashion involvement against impulse buying. The more high-fashion consumer involvement will affect positive emotions and be able to increase impulse buying. Positive emotion has a positive effect directly against impulse buying. The higher the positive emotions of consumers, it will increase impulse buying. Likewise when positive emotions down so impulse buying also falls.

Based on the results if the data answers respondents, that sales promotion has a significant effect on impulse buying. Researchers assessed the need to maintain and increased sales promotion, especially in terms of discounts. In addition to management can provide other more attractive sales promotions such as the holding of art performances or the like to improve consumer impulse buying which will increase the level of sales. Associated with hedonic shopping motivation, House of Smith management needs to pay attention to hedonistic consumer behavior. Hedonistic consumer behavior can increase sales; therefore House of Smith Semarang need to pay attention to factors that can affect consumer hedonism attitude like creating comfortable store environment to create impulse buying.

Last related to fashion involvement, management needs to pay attention to the behavior of consumers who have relevance to fashion or like fashion products. Therefore House of Smith Semarang need to pay attention to the products offered. The management must follow the existing fashion trend, but it must also be able to maintain the quality and characteristics of the product for the creation of impulse buying.

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