

IMPULSE BUYING BEHAVIOR ON CONSUMER RETAIL FASHION IN SURABAYA - INDONESIA

Robertus Sigit Haribowo Lukito* and Diyah Tulipa*

***Abstract:** Impulse buying are mostly describe as purchases that suddenly made by consumers without proper consideration of buying process decision making. Causes of impulsive buying is very diverse both because of the influence of internal and external factors. All products may be purchased impulsively, mostly for fashion. Consumers' impulsive buying behavior in retail fashion is triggered by a physical shopping environment, the decision to buy a fashion's product are unplanned. Purchase decisions are often directly made in the store. Impulse buying is also influenced by consumer involvement to the product, motives of shopping and emotional factors.*

The purpose of this study is to investigate the effect of internal factors which are product involvement, hedonic purchase tendency and positive emotion; and store atmosphere as external factor towards impulse buying behavior.

The results showed that product involvement has positive effect on hedonic shopping tendency and positive emotion. Store atmosphere has positive effect on hedonic shopping tendency and positive emotion, as well. Moreover, positive emotion has positive effect on impulse buying behavior. Otherwise, hedonic shopping tendency has negative effect on impulse buying behavior.

***Keywords:** impulse buying, hedonic shopping tendency, positive emotion, product involvement, store atmosphere*

1. INTRODUCTION

Impulse buying is the desire to buy a product at sudden, the desire to buy without any prior planning, the desire to buy merely based on emotion. Purchasing decisions are made quickly and purchasing decisions do not take into consideration the overall information and alternatives (Verplanken and Herabadi, 2001). Referring to a study conducted in the United States and Europe, Chen (2008) stated that majority of retail purchases at around 60-70 percent are the impulsive purchases. Impulsive purchase also happened in Indonesia, based on the study conducted by AC Nielsen found that about 85% of modern retail shoppers make purchases on impulse (Marketing Magazine in 2009 in Yistian, 2012). The results of study by Popai (Point of Purchase Advertising Study 2012 in Darma and Japarianto, 2014) also showed that 75% of purchases in modern retail is impulsive purchases. The meta-analysis conducted by Sundstrom *et al.* (2013) that consumers do impulsive

* Widya Mandala Catholic University Surabaya, Indonesia.

purchases based on what items they buy. Fashion is a product that is often the object of impulse purchases.

The intensity of competition in the retail fashion industry is increasingly rising. This is demonstrated by the high growth in this sector. By 2015 Indonesia retail growth is predicted to reach Rp. 2.32 trillion (Marketing Magazine, 2011). The high growth enables retailers attempt to win the competition. Various strategies are used by retailers to attract consumer to buy their products. In addition to a vigorous airing ads in various media, build the atmosphere inside the store is also used as a strategy to make consumers buy the product (Yoon, 2013). This strategy is used by the belief that in purchasing a product fashion, consumers often do not have a clear picture of the product to be bought. Most desires are formed when consumers were inside the store.

Muruganatham and Bhakar (2013) explains that an impulsive purchase influenced by four factor: external factors, internal factors, situational factors and demographic factors. External factors are stores environment which can be described as the difference store format and situational factor that affect consumer to make decision making at store was influenced by store atmosphere (Turley and Milliman, 2000). Meanwhile, internal factors are consumers emotion and knowledge of the individual about product, including the individual's desire to seek the diversity of products that refer to the involvement of a person to the product to be bought (Murganatham and Bhakar, 2013).

Involvement is an interaction between individuals (consumers) with an object (Park *et al.*, 2006). High involvement of the fashion reflects the interaction and experience towards fashion products. The involvement of the fashion will build positive emotions and makes consumers have a tendency to shop hedonist. Results of a study conducted by Park *et al.* (2006) show that involvement in fashion both of knowledge of product and style/mode lead to evoke consumers' positive emotions and hedonic shopping tendency in retail fashion.

Store atmosphere is a stimulant that can affect consumers who were shopping in the store. Store atmosphere which are interesting and different appearance from another store as well as from the previous display will be able to evoke positive emotions of consumers (Tulipa *et al.*, 2014). In addition, the store atmosphere also affects shopping tendency as a hedonist. Research that conducted by Ratnasari *et al.* (2015) showed that the store atmosphere affect the hedonic shopping value.

Impulse buying are often associated with the motive of shopping which is hedonic shopping where the shopping destination is not merely to buy a product but mostly looking for fun. Consumer makes a purchase is not because of the needs of product but because of the want to have the product. This motive is the opposite of utilitarian shopping motives where consumer makes a purchase because really need the product (Park *et al.*, 2006). In addition impulse buying are also

influenced by positive emotion (Dharma and Japariato, 2014; Park *et al.*, 2006; Shen and Khalifa, 2013) and store atmosphere (Yoon, 2013). When consumer is at a pleasant store environment, consumers will feel comfort and can evoke the positive emotion toward the product. Consumer will have a good evaluation on product that lead to sudden purchase of the product.

2. LITERATURE REVIEW

Impulse buying is the result of cognitive and affective process. Cognitive process occur due to lack of planning or a definite purpose in making a purchase. While affective are like pleasure, deep interest, compulsive, lack of self-control and regret (Veplanken and Herabadi, 2001). Darma and Japariato (2014) describes an impulsive purchase occurs because cognitive processes where there is a psychological process that deals with mental processes of thinking, understanding and interpretation. Cognitive process consists of three main components, namely cognitive deliberation, unplanned buying and disregard for the future. Affective process is a psychological process that refers to emotions, feelings and moods of a person. This process consists of three components, namely irresistible urge to buy, positive emotion and mood management.

Based on Muruganatham and Bhakar (2013) impulse buying on fashion can be grouped into four:

1. Planned impulse buying is that consumers plan to purchase a product but do not have target to buy a certain product types.
2. Reminder impulse buying is that consumers will need to recall a product when consumers see a product in the store.
3. Suggestion impulse buying is the purchase of new products. Consumers do not have previous experience in the purchase of products and consumers want to try the new product. Most of impulse buying that is happening on fashion is a suggestion impulse buying.
4. Pure Impulse buying is something new and different from shopping habits of consumers in a product in the store. The desire to buy appear suddenly while in the store.

Impulse buying is also influenced by objects or product those are purchased. The results of previous studies showed that impulse buying behavior occurs at the mall (Darma and Japariato, 2014), grocery (Ratnasari *et al.*, 2015) and fashion (Sundstrom *et al.*, 2013; Yistiani, 2012).

2.1. Product Involvement

Product involvement is defined as the interaction between the consumer and a product (Park *et al.*, 2006). The interaction between the consumer and product

based on the needs, values and interests. O 'Cass (2004) declared that the involvement of consumer in fashion products is closely related to consumer characteristics and product knowledge. Age and gender characteristics able to distinguish the involvement of the fashion products. Consumers with young age would have a higher interaction with fashion than older. Similarly, the characteristics by gender, with women consumers have higher involvement than men.

Involvement of the product is one of the shopping experience in hedonic evaluation. Hedonic value is the value in the shopping process that produces pleasure (Park *et al.*, 2006). Consumer who has a high level of involvement of a product has a tendency to spend more time in the store and to interact with the product to be bought. Good interaction and comfortable will produce a pleasant shopping process. So it can be understood when consumer has a good interaction with the fashion product then consumer will evaluate the shopping experience as an enjoyable shopping experience that lead to have a tendency to shop hedonist. The result of study by Park *et al.* (2006) showed that the product involvement has influence to hedonic shopping tendency. Hypothesis proposed in this study related to the product involvement and hedonic shopping tendency as follows:

H1: Product involvement has positive effect on hedonic shopping tendency.

Consumers that have a good knowledge of a product will tend to feel happy and comfortable when interacting with the product. Results of study conducted by Park *et al.*, 2006 showed that the involvement of the product can affect positive emotions of consumers in the fashion. Positive emotions awakened when the consumer will feel comfortable in interaction with the product or object evaluation. Hypothesis relating to the involvement of a product with positive emotions in shopping fashion products is :

H2: Product involvement has positive effect on positive emotion.

2.2. Store Atmosphere

Store atmosphere is defined as an environment within store includes the atmospheric and the situation in the store that may affect consumers in the purchase decision making (Sirgy *et al.*, 2000). Another definition proposed by Berman and Evan (2004: 454) that stores the atmosphere associated with the physical characteristics of the store, for example arrangement, sound and smell, which reflects the consumer image. Based on the Baker *et al.* (2002) store environment consists of the store atmospheric ambience, design and social. Ambient include temperature, lighting, music, scents and noise inside the store. Designs include the layout, how to display, decoration, colors and signs in the store like shelf-tag and pricing information. While the social environment refers to employees and another consumers who shop at store. The social environment relating to employees

include employee performance, employee behavior and professionalism of employees in serving customers.

Store environment will affect consumer shopping experience. Hedonic evaluation process is more priority to store atmosphere that can provide comfort environment in the shopping decision process. Consumers will spend more time and be more enjoy the process of shopping at the convenient stores environment (Zhang *et al.*, 2011). Store environment is also able to evoke positive emotions of consumers (Tulipa *et al.*, 2014). Different store environment, perceived as a new store atmosphere will provide fun, passion and satisfaction for consumers during the shopping. It can be understood that the environment can affect the hedonic shopping experience and able to evoke consumers positive emotion in the process of shopping. Therefore the hypothesis proposed relates to store atmosphere stores towards hedonic shopping and positive emotion are:

H3: Store atmosphere has positive effect on hedonic shopping tendency

H4: Store atmosphere has positive effect on positive emotion

2.3. Hedonic shopping tendency

Hedonic value associated with stimuli surround the consumers that can provide direct benefits and a pleasant experience to decision shopping process on a store (Samuel, 2005). Hedonic behavior of consumer includes aspects of behavior associated with multi-sensory, emotional fantasies and consumption that controlled by benefits such a pleasure in using products and aesthetic approaches (Hirschman and Holbrook in Rachmawati, 2009). Arnold and Reynolds (2003) in Darma and Japariato (2014) states hedonic motivation is the purchasing process caused by sensor senses, imagination and emotions that can give pleasure and provide a enjoyable shopping experience. So the goal is to seek pleasure shopping.

Based on Arnold and Reynolds (2003), hedonic shopping motivation can be grouped into:

- a) *Adventure shopping*: a purchasing process that tends to purchase as an adventuring. The purchase process by exploring the environment and product that are new, or bring a challenge for consumers.
- b) *Social shopping*: the purchase process that emphasizes on creating a shopping experience together with family, friends or certain people. The goal to be achieved is the experience of familiarity with the social environment.
- c) *Gratification shopping*: shopping destination is getting pleasure or feeling free after making a purchase. Usually associated with the fulfillment of emotional needs. For example consumer would shop if successfully achieve certain targets in his life such as passing the exam. The opposed

to success is feeling sad or depressed. When a consumer feels depressed or sad, consumer need media to forget the stress which is going shopping.

- d) *Idea shopping*: the shopping process that is based on inspiration or motivation to gain new knowledge about a product. To know the recent trend or to get new ideas for starting a job.
- e) *Role shopping*: a purchasing process that occurs when shopping desire is to meet the needs of others, or in other words, shopping for others.
- f) *Value shopping*: a purchase motivated to gain a benefit from the promotional program that offer by stores such as product discount or promotion.

The aim of hedonic motivation purchases is to derive pleasure from the process of shopping. The more consumer tries to seek the pleasure, the faster the process of purchase decision making because the purchase is not based on completed stage analysis of needs. Rapid decision-making is done in order to obtaining pleasure, is one of the characteristic of impulse buying. Therefore, hedonic shopping tendency lead to impulse buying. The results of study by Park *et al.* (2006) showed that the hedonic shopping tendency has an impact on impulse buying. Moreover, the results of study by Darma and Japariato (2014) also showed that the value of the hedonic shopping has influence on impulse buying. Therefore, with regard to hedonic shopping tendency and impulse buying, the hypotheses proposed in this study are:

H5: hedonic shopping tendency has positive effect on impulse buying

2.4. Positive emotions

Emotion is defined as the tendency to act as a respond to the stimulus and cognitive assessment of an event (Bagozzi *et al.*, 1999). Izard (1997 in Lee *et al.*, 2008) suggests Differential Emotion Scales (DES) to measure emotions that consisting of 10 categories of emotions in consumption. The words use as an expression of emotion are interest, joy, anger, disgust, contempt, shame, guilt, sadness, fear and surprise. 10 emotion categories are grouped in two dimensions which are positive emotions that consist of interest, joy and surprise and negative emotions that consist of anger, disgust, contempt, shame, guilt, sadness and fear.

Emotions are often used as a mediation between stimulus and an actions or behavior. When consumer feel good and comfort, consumer will have good evaluation on product and will buy the product rapidly. Positive emotion as a readiness to act will lead consumer to make impulse buying. Studies in impulse buying behavior show that emotions has influence on impulse buying (Darma and Japariato, 2014; Sundstrom *et al.*, 2013). The proposed hypothesis associated with positive emotions and impulsive buying is:

H6: Positive emotions has positive effect on impulse buying

The research model presented in this study are as follows:

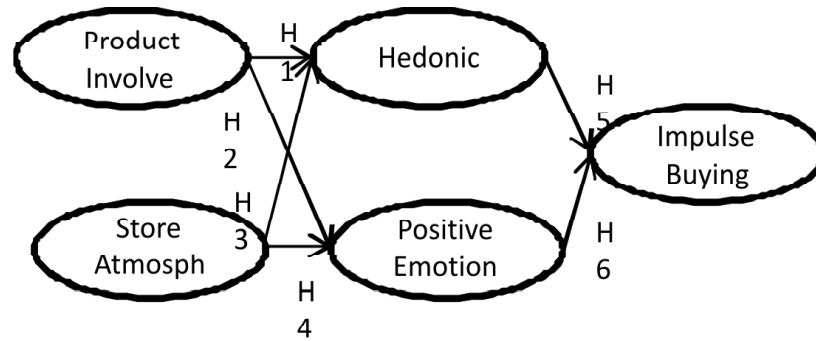


Figure 1: Research Model

Source: modification of Park *et al*, 2006; Darma and Japarianto, 2014

3. METHODOLOGY / RESEARCH DESIGN

3.1. Research design

The research is a causal research which will examine the relationship between the constructs that formed impulsive buying behavior on retail fashion in Surabaya.

3.2. Variables Classification

Models are built in this study consisted of a latent variable exogenous, endogenous and intervening that classified as follows:

Table 1
Variables Classification

No.	Variable	Classification
1	Product Involvement (X_1)	Exogenous variables
2	Store Atmosphere (X_2)	Exogenous variables
3	Hedonist Shopping Tendency (Y_1)	Endogenous variables (intervening)
4	Positive Emotion (Y_2)	Endogenous variables (intervening)
5	Impulse Buying (Y_3)	Endogenous variables

Source: researchers

3.3. Measurement of Variables

The measurements used in this study is using a 5 point of Likert scale with a scale of 1-5. The indicators used in this study were taken from previous study that had satisfactory internal consistency. The measurement of each construct in this study is:

- a) **Product Involvement** (X_1) define as a consumer interactions with products that are based on values, interests and needs. The indicators used in this study are based on the indicators proposed by Park *et al.* (2006) as follows:
- Has more than one products with new models.
 - Fashionable dress is important.
 - Prefer more to shop at specialty stores compared to shopping at a department store.
 - Prefer more on design than comfort in choosing clothes.
- b) **Store Atmosphere** (X_2) is the environment in-store that includes the atmospheric and the situation in the store that may affect consumers in the purchase decision making process (Sirgy *et al.*, 2000). Measurement of atmospheric store based on the indicators proposed by Yistiani (2012) and Ratnasari *et al.* (2015) as follows:
- Light used in the store.
 - Selection of music played in the store.
 - Temperature in store.
 - Pproduct Display
 - Scent in store.
- c) **Hedonic Shopping Tendency** (Y_1) is a purchasing process that can give pleasure and provide a pleasant shopping experience (Darma and Japariato, 2014). Indicators used to measure the hedonic shopping tendency based on Park *et al.* (2006) and Yistiani (2012), namely:
- Shopping is to satisfy curiosity
 - Shopping is an adventure
 - Shopping give a new experience
 - Shopping is a fun
- d) **Positive Emotion** (Y_2) is consumer's feeling when consumers are in the store (Tulipa *et al.*, 2014). Measurement of positive emotions is based on four indicators proposed by Tulipa *et al.* (2014) as follows:
- Happy
 - Excited
 - Interested
 - Fun
- e) **Impulse Buying** (Y_3) is an unplanned purchase, urge interest to product and the aim of purchase is seeking pleasure (Veplanken and Herabadi, 2001). The

indicators used to measure impulse buying has suggested by Park *et al.* (2006) and Yistian (2012) as follows:

- Buy product directly after saw products.
- Try the products
- Buy spontaneously
- Buy the latest model

3.5. Sampling and Data Collection Techniques

Hair *et al.* (2010: 102) using a ratio of 5-10: 1 with a number of indicators in determining the size of the sample. Based on these opinions, the number of samples used in this study is 150. The sample is obtained by multiplying the number of indicators in this study, which has 21 to 5 in order to obtain the minimum number of samples used is 105. The number of samples was adjusted to 150 samples.

Sampling based on a purposive sample where the sample selection is done in accordance with the criteria established by the researcher. The criteria are set are the visitors department store in Surabaya.

3.6. Research Instruments

The main instrument used is questionnaire as a list of structured questions. This question is used to measure the facts relating to the respondent and a state that has been known to the respondents.

3.6. Statistical Analysis

Data were processed and presented based on the principles of inferential descriptive statistics.

- Techniques Analysis:** The analysis was conducted to prove hypotheses with Structural Equation Modeling (SEM) by using AMOS and SPSS programs
- Validity and reliability:** Test of items validity based on the value of $t \geq 1.96$ where $\alpha = 0.05$.

Reliability test of construct is conducted to determine the internal consistency of the items of a construct. Cut off values used is 0.70.

- Model and Hypothesis Testing:** Models and hypothesis testing by using SEM analysis. Good fit indices are used to test the feasibility of the model. Hypothesis testing was done by looking at the magnitude of the path coefficient and t test. The hypothesis is accepted if the value of t for the relationship between constructs $t \geq 1.96$.

4. RESULTS & DISCUSSION

4.1. Characteristics of Respondents

Table 2
Characteristics of Respondents

		<i>Number of Responden</i> (<i>N = 150</i>)	<i>Percentage</i>
Gender	Male	60	40.00
	Female	90	60.00
Age	17-25 years	40	26.67
	26-35 Years	56	37.33
	36-46 Years	30	20.00
	³ 47 Years	24	16.00
Work	Student / Student	30	20.00
	Employee	59	39.33
	Entrepreneur	40	26.67
	Housewife	21	14,00
Spending every time shopping (rupiah/IDR)	100,000 - 500,000	70	46.67
	501,000-1,000, 000	64	42.67
	> 1,000,000	16	10.66
In the last one month shopping for clothes	1-2 pieces	85	56.67
	3-4 pieces	50	33.33
	> 4 pieces	15	10.0

Sources: data processed

The respondents are mostly female respondents with a total of 90 persons (60%) with a mean age of the largest in the age group 26-35 years which total 56 persons (37.33%) and the work of most of the respondents are employees with the number 59 persons (39.33%). While the number of respondents greatest expenditure is shopping in the range of IDR 100,000 - 500,000 (USD 10-50) with a total of 70 persons (46.67%) and buying clothes in the last 1 month at most 1-2 apparel with the number of 85 persons (56.67%). In detail the characteristics of respondents are presented in Table 2.

4.2. Normality, Validity and Reliability

Normality test, validity and reliability tests was conducted to see if the data can be used for further analysis. The result of multivariate normality shows the P value = 0,201³ 0.05. So it can be interpreted that the data have normal distribution. While the validity and reliability of test results are presented in Table 3.

Table 3
Validity and Reliability

<i>Construct</i>	<i>Indicator</i>	<i>t-value</i>	<i>Construct reliability</i>
Product Involvement	PI1	Reference	0.86
	PI2	10.09	
	PI3	9.32	
	PI4	9.28	
Store Atmosphere	SA1	Reference	0.86
	SA2	11.46	
	SA3	11.64	
	SA4	8.33	
	SA5	6.27	
Hedonic Shopping Tendency	HS1	Reference	0.73
	HS2	5, 17	
	HS3	5.09	
	HS4	4.71	
Positive emotions	PE1	Reference	0.78
	PE2	6,48	
	PE3	8.28	
	PE4	7.03	
Impulse Buying	IB1	Reference	0.80
	IB2	7.34	
	IB3	6.35	
	IB4	7.96	

Source: Data processed

Table 3 shows the results that each item of indicators have high internal consistency with the t value all items ³ 1.96. It can be concluded that all indicators are valid. Similarly, the reliability of the construct. The results showed that the internal consistency of indicators is high where the value of reliability of all constructs ³ 0.70. It can be concluded that all of the construct is reliable. So that the results can be used for further analysis.

4.2. Model and Hypothesis Testing

Model is test by Structural Equation Modeling. The results showed that statistically model is a good fit. Where χ^2 (182 N=150) = 286. 36; χ^2/df = 1,57; p <.001; CFI = 0,95; GFI = 0,85; RMSEA = .056. The model fit shows by the data in the study fit to the research model. The path coefficients can be seen in Figure 2.

From Figure 2 it can be seen that the path coefficient shows the relationship between the constructs. Structural equation of the path diagram is as follows:

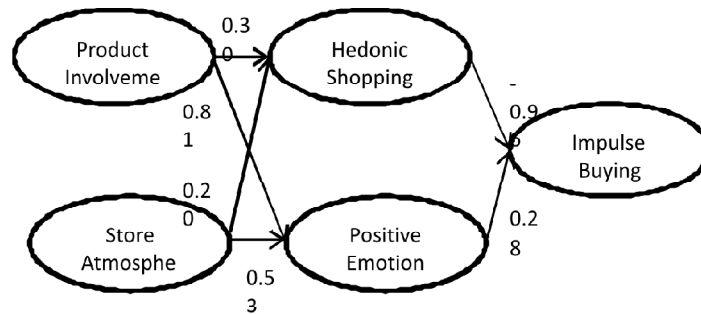


Figure 2: Path Coefficient Research Model

Source: Data processed

- Hedonic shopping tendency = 0.3 product involvement + 0.2 store atmosphere
- Positive Emotions = 0.81 product involvement + 0.53 store atmosphere
- Impulse Buying = -0.96 hedonic shopping tendency + 0.28 positive emotion.

These results indicate that the model proposed in the study can explain the phenomenon of impulse buying in retail fashion. Where the models of impulse buying behavior started with the nature of consumers who have an involvement to fashion product and retailer strategies by presenting a good store atmosphere. Both of these two factors can influence hedonic shopping tendency and can evoke positive emotions while at fashion stores. Consumer who has positive emotion will lead to act impulsive purchase.

The results of hypotheses testing are presented in Table 5. The results for each of these hypotheses can be explained as follows. The first hypothesis stated that the product involvement has positive effect on hedonic shopping tendency is accepted ($\gamma_1 = 0.30$, $t = 4,11$) where the t value ≥ 1.96 . Path coefficient of 0.30 with positive relationship means that the higher the involvement to product, the higher the tendency to shopping hedonic. These results support the previous study by Park *et al.* (2006). Consumer who has a great involvement to fashion will tend to shopping with hedonic motivation where the aim of shopping is to get pleasure experience during shopping time.

Related to second hypothesis that stated the product involvement has positive effect on positive emotions is accepted ($\gamma_2 = 0.81$ $t = 5.76$) where the t value ≥ 1.96 . The relationship between product involvement and positive emotional is positive with the value of the path coefficient is 0.81. This shows that the higher the consumers involvement to fashion product, the higher the positive emotions. Consumer who love the latest model, buy products at a special place and love to be look fashionable has a tendency to evaluate fashion in a positive way so that consumer tend to have a positive emotion when dealing with fashion products. The results support the previous study by Park *et al.* (2006).

The third hypothesis proposed in this study stated that store atmosphere has positive effect on hedonic shopping tendency is accepted ($\gamma_3 = 0.2$ $t = 3.81$) where the t value ≥ 1.96 . The path coefficient is 0.2 and correlates positively. It means that the higher a consumer's preference to store atmosphere, the higher the tendency to shop with hedonic motivation. When store atmosphere set as a pleasure place such as good lighting, more comfortable and more attractive of scent and temperature, attractive product display makes consumers tend to behave hedonist. The results of this study support the previous research by Ratnasari (2015) and Zhang *et al.* (2011).

In line with the hypothesis that states stores atmosphere has positive effect on positive emotions, the results show the value of path coefficient $\gamma_4 = 0.53$ with t value = $5.07 \geq 1.96$. So, the hypothesis is accepted. The better a consumers' preference to the store atmosphere, the higher the consumers' positive emotion. It can be interpreted when consumer was at the store with a pleasant environment which is good lighting, scent, temperature of the room comfortable and attractive product display will be able to evoke consumers' positive emotions. The results support the previous study by Tulipa *et al.* (2014).

Table 4
Hypotheses Test Results

<i>Hypotheses</i>	<i>Variables</i>		<i>Path Coefficient</i>	<i>t-value</i>	
H1: Product involvement has positive effect on hedonic shopping tendency	product involvement → hedonic shopping tendency	γ_1	0.30	4.11	Accepted
H2: Product involvement has positive effect on positive emotion	Product involvement → Positive Emotions	γ_2	0.81	5.76	Accepted
H3: Store atmospheric has positive effect on hedonic shopping tendency	Store atmosphere → Hedonic shopping tendency	γ_3	0.2	3.81	Accepted
H4: Store Atmosphere has positive effect on positive emotion	Store atmosphere → Positive Emotion	γ_4	0:53	5:07	Accepted
H5: Hedonistic shopping tendency have positive effect on impulse buying	Hedonic shopping tendency → Impulse buying	β_1	- 0.96	-3.16	Not Accepted
H6: Positive emotion has positive effect on impulse buying.	Positive Emotion → Impulse buying	β_2	0.28	2,69	Accepted

Fifth hypotheses states that hedonic shopping tendency has positive effect on the hedonic impulse buying. The result show the path coefficients $\hat{\alpha}_1 = -0.96$ with t value = -3.16, regards to the results the fifth hypothesis is not accepted. Hedonic shopping tendency associated with impulse buying indicated by t value $\hat{\alpha}_1 - 1.96$ that means hedonic shopping tendency has an influence to impulse buying but the relationship is negative. These results indicate that consumer with higher tendency in hedonic shopping has lower impulse buying. Thus, H_5 was not accepted. This study contradicts the results of research conducted by Darma and Japariato (2014) and Park *et al.* (2006). Opposite directions relationship with previous studies can be interpreted that the more consumer has fun in shopping, satisfying curiosity, adventure, looking for a new experience then consumer tend to enjoy every process of purchase decision making. Consumers do not tend to buy a product in rapid way, consumer enjoy the shopping experience.

Hypothesis six that state positive emotions has positive effect on impulsive buying is accepted. The results showed the path coefficient $\beta_2 = 0.28$ with t value = $2.69 \geq 1.96$ and the relationship between construct is positive. The higher positive emotions when consumer was at the fashion store, the higher the tendency of consumer to make impulse buying. The results support the study by Darma and Japariato (2014) and Sundstrom *et al.* (2013).

Overall, the results support the concept of impulse buying model that constructed by the nature of consumer involvement to the product and store atmosphere that influence hedonic shopping tendency and positive emotion as antecedent of impulse buying. Hedonic shopping tendency and positive emotion can be triggered by two antecedent construct as a stimulant both of internal and external factors. Involvement to the product represent internal factor and store atmosphere represent external factor. Consumer involvement to fashion products is not only as a needs but rather the desire to look more fashionable when wear the products with the latest style. Second stimulant is store atmosphere that represent of company's strategy. Retailer try to bring the atmospheric of the store be a comfortable and attractive place where consumers make the decision making process. Retailers want that consumer has a good evaluation on the store atmosphere and the product, as well. Consumer who feels comfort with the atmospheric will enjoy the shopping experience. Shopping is not merely the way to satisfy the physical needs for clothing but also the way to fulfill the psychological desire which is to have fun, adventure, new experience and curious satisfactory. The needs to fulfill the psychological desire lead to shopping motive to find happiness which is hedonic shopping tendency. Stores atmosphere is also able to evoke positive emotions of consumers. When consumer in the convenience environment, consumer will happy, excited, interest and fun. Happiness and motivation to seek pleasure shopping experience will lead consumers to purchase impulsively.

In contrast to the positive emotions that has positive influence towards impulse buying, hedonic shopping tendency has negative effect on impulse buying. Although this result do not support previous study (Darma and Japarianto, 2014; Park *et al.*, 2006), this result can be explained. When consumer has high hedonic shopping tendency those are has high curiosity, the desire for adventure in shopping, gaining new experiences and fun in the shopping process, it means consumers really enjoy every shopping process. Each stage in the shopping process is a pleasure experience so the consumers will be enjoy the purchase decision-making process. Consumer do not want to buy a product spontaneously or in rush. That why, higher hedonic shopping tendency has a negative influence to impulse buying. Hedonic shopping tendency is psychological need fulfillment. Something spontaneous like impulse purchase decision is not the way that consumers will be done because it can eliminate the convenience in shopping.

5. CONCLUSION

The model proposed in this study can be used to describe impulse buying behavior on retail fashion. In detail impulse buying occurs when consumers have positive emotion. This feeling evoke by involvement of product and store atmosphere. Hedonic shopping tendency also has an effect on impulse buying with negative relationship.

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