

The Role of Positive Emotion in Mediating the Effect of Hedonic Value to Impulse Buying

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Abstract: *This study aims to determine and analyze the role of positive emotion in mediating the effect of hedonic values on impulse buying. The population in this study was minimarket consumers in Kendari City, with a sample of 100 respondents, which was calculated by the Lemeshow formula for infinite population. Furthermore respondents obtained by convenience sampling method. The research instrument used a questionnaire with a five-point Likert Scale. Data were then analyzed using structural equation modeling method using AMOS Version 24 software. The results of the analysis showed that; Hedonic value has a significant effect on positive emotion, hedonic value has no significant effect on impulse buying, positive emotion has a significant effect on impulse buying, and positive emotion plays a role in mediating the effect of hedonic value on impulse buying.*

Keywords: *Hedonic Value, Positive Emotion, Impulse Buying*

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I. Introduction

The phenomenon of consumer behavior to make unplanned purchasing decisions currently occurs in modern retail consumers in Kendari City. These conditions have an impact on the rapid development of modern retail. The results of the 2014 Point of Purchase Advertising Institute (POPAI) research regarding in-store purchase decisions, showed that in-store purchase decisions were 82%. When compared to 2012. Unplanned purchases took the biggest jump from 55% to 62%. These conditions indicate that consumers tend to make unplanned purchases rather than planned purchases. These unplanned purchases by Kacen and Lee (2002) are referred to as impulsive buying. AC Nielsen's research results (Divianto, 2013: 95), also said that 10% of consumers who visit a store usually never plan what they want to buy before shopping. 13% usually plan what you want to buy, but always buy additional items. While 61% usually plan what they want to buy and sometimes buy additional items. This shows that 84% of consumers who come to modern stores sometimes or always buy goods that are not planned. The phenomenon of impulse buying can have an impact on increasing sales, therefore impulse buying is something that must be created by minimarket entrepreneurs.

Mowen and Minor (2002) define impulse buying as an act of buying that was not previously consciously recognized as a result of a consideration or purchase intention that was formed before entering the store. The impulsive purchase can be driven by feelings of wanting to buy suddenly, urgently and unable to hold back in a period of time (Solomon, 2011). Hausman (2000) states that the process of automation of impulse buying behavior that occurs is due to the existence of strong stimulation from the environment that appears in such a way without being based on rational consideration of needs.

Impulse buying can be influenced by the presence of hedonic values and positive emotions, as the results of research from Amiri, et al (2012) and research results from Park et al (2006). Hedonic shopping according to Japarianto (2011) is a person's desire to get a pleasure for himself that can be fulfilled by spending time to visit shopping centers or malls, enjoy the atmosphere or atmosphere in the shopping center itself even though they did not buy anything or just just look around. Ma'ruf (2006) explains that most consumers in Indonesia when shopping are more recreational oriented. This means that consumers are more concerned with the value of hedonics when shopping that is feeling happy and happy from the shopping experience. The value of hedonic shopping according to Samuel (2005) reflects an instrument that directly presents the benefits of an experience in spending, such as: fun and new things.

Research conducted by Amiri et al (2012) shows that hedonic consumption tendency has a positive effect on positive emotion during purchase. Furthermore, the results of research from Prastia (2013) and Kosyu (2014) show that hedonic value significantly influences impulse buying. Similarly, the results of research from Foroughi et al (2013) which show that there is a positive and direct relationship between the value of hedonic shopping with impulse buying, is also not supported by this study. However, the results of these studies differ

from those of Gutierrez (2004) which show no relationship between hedonic search strategies and impulse buying, as well as the results of the study of Muhammad et al (2019) which show that hedonism has no significant effect on impulse buying behavior. So, there is a gap of research results regarding the effect of hedonic value on impulse buying.

Emotions are classified into two dimensions of positive and negative emotions, but this study only studies positive emotions. This is based on the consideration of the results of research from Rook & Gardner (1993), that positive emotions can have a greater impact on impulse buying compared to negative emotions. Positive emotion is described by Baron & Byrne (2003), as a positive influence that reflects the extent to which a person feels enthusiastic, active, and alert. Research results from; (Semuel, 2005; Rachmawati, 2009; Amiri et al., 2012; Andriyanto et al., 2016) show that positive emotions have a significant effect on impulse buying. The results of these studies differ from those of Sulliyana & Mauss (2008), as well as those of Ismayuni & Saraswati, (2015) which show that positive emotions do not affect impulse buying. So there is still a gap of research results regarding the effect of positive emotion on impulse buying.

Positive emotion that affects impulse buying, can be influenced by hedonic value. research results from Marie & Victor (2014) and Lizamary (2014), show that hedonic consumption has a significant effect on positive emotion. Positive emotion can also mediate the effect of hedonic value on impulse buying, as a result of research from; (Rachmawati, 2009; Darma & Japariyanto, 2014; Muhammad et al, 2019) which shows that positive emotion mediates the effect of hedonic value on impulse buying.

This study aims to determine and analyze the role of positive emotion in mediating the effect of hedonic values on impulsive buying. Nevertheless, the direct influence of; hedonic value on positive emotion, the effect of hedonic value on impulse buying, and the positive effect of emotion on impulse buying.

II. Literature Review, Conceptual Framework and Hypothesis

Impulse Buying

Impulse buying is interpreted by Mowen and Minor (2002: 10) as an act of buying that was not previously consciously recognized as a result of a consideration, or purchase intention that was formed before entering the store. Choudhary (2014) explains that impulse buying occurs when consumers experience a sudden event and often there is a very strong urge to buy something immediately. This understanding is in line with the understanding of impulse buying from Solomon & Rabolt (2009) stating that impulsive buying is a condition that occurs when an individual experiences a sudden feeling of urgency that cannot be resisted.

Furthermore, according to Park (2006) impulse buying often appears suddenly, fast, spontaneous, more emotional than rational, more often regarded as something bad than something good, and consumers tend to feel "out of control" when buying goods impulsively. Understanding of Park (2006) is in line with the opinion put forward by Schiffman and Kanuk (2007: 511), that impulsive buying is an emotional decision or according to the urge of the heart. Emotions can be very strong and act as a basis for dominant buying motives. Based on some of the notions of impulse buying, it can be concluded that impulsive buying is a behavior of consumers in making purchasing decisions spontaneously and tends to be emotional.

Coley & Burgess (2003) explains that impulsive buying decisions can be formed from the dimensions of affection and cognition in a person. Affective dimension is a psychological process in a person that refers to emotions, feelings and moods, with indicators of irresistible urge to buy, positive buying emotion, and mood management. While the cognitive dimension is a person's psychological process that refers to mental structures and processes that include thinking, with indicators of cognitive deliberation, unplanned buying, and disregard for the future. Impulsive buying in this study uses the cognitive dimension.

Positive Emotion

Emotions are an important factor in consumer decision making (Park et al 2006). Watson & Tellegen, 1985 in Park et al (2006) distinguish emotions in two dimensions, namely positive and negative dimensions. The definition of positive emotion in Tirmizi et al (2009) is defined as a mood that influences and determines the intensity of consumer decision making. This definition is in line with the opinion of Pattipeilohy, et al (2013), that positive emotions in shopping can arise because of one's mood factors, the influence of one's characteristics, as well as reactions from the environment. Based on these two meanings, positive emotion can be defined as an atmosphere in a person that can be a reinforcer in decision making.

The positive emotion variable indicator in this study refers to the division of environmental affective responses to purchasing behavior described by Mehrabian & Russell (1974), namely; pleasure, arousal, and dominance. Pleasure is the level where individuals feel good, full of excitement, and happy related to the situation. Arousal is the degree to which a person feels an alert, excited, or active situation. Furthermore dominance is a report of respondents who feel controlled as opposed to controlling, influencing as opposed to being controlled, controlled as opposed to being watched, important as opposed to admiring, dominant as opposed to being submissive and autonomy as opposed to being guided.

Hedonic Value

Hedonic or hedone in Greek is defined as pleasure or pleasure (Yistiani, 2012). Hausman (2000) explains that consumers are more likely to be involved in impulsive buying when they are motivated by hedonic desires or by non-economic reasons, such as fun, fantasy, and social or emotional satisfaction.

Hedonic value associated with the fulfillment of pleasure or aesthetic aspects of a product (Blythe, 2005: 45). Subagio (2011: 15) defines hedonic as a stimuli that selects the quality of the shopping environment from the 8 enjoyments, the visual appeal and the relief (escapism). Westbrook and Black (1985) Studied that a number of desires and inspirations depend upon hedonic components originating from the literature as "adventure shopping," "social shopping," "gratuity shopping," "idea shopping," "role shopping," and "value shopping". If people are motivated by fulfilling their desires, social and emotional needs, then they tend to show instant buying behavior to a greater extent. Adventure shopping is a shopping consumer because of the experience and shopping seems to have its own world. Social shopping is consumers shopping because there is an assumption that the pleasure in shopping will be created when spending time with family or friends. Gratification shopping is consumers shopping used as an alternative to reduce stress, overcome bad problems, and a means to forget the problems being faced. Shopping ideas are consumers shopping to follow new fashion trends and to see new products or things. Role shopping is that consumers prefer to shop for others rather than for themselves so they feel that shopping for others is a fun thing to do. Value shopping is consumers assume that shopping is a game when bargaining prices, or when consumers are looking for shopping places that offer discounts, sales, or places to shop at low prices.

Impulsive buying behavior is characterized by direct decision making (Badgaiyan&Verma, 2015), which can be influenced by positive emotion and hedonic values. Based on the results of previous studies, and based on field observations, the research model is arranged as stated in the following conceptual framework.

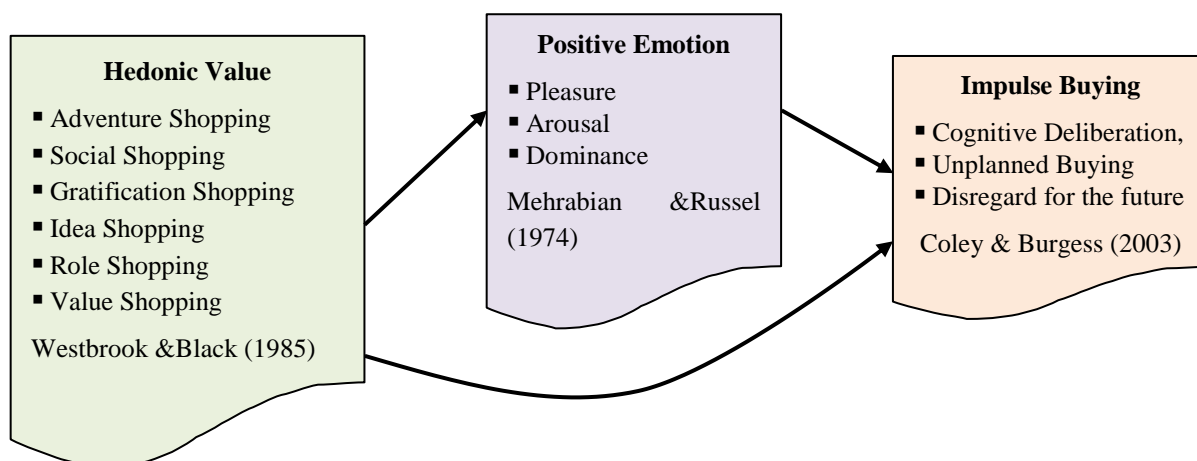


Figure 1. Conceptual Framework

The results of Marie & Victor's (2014) and Lizamary (2014) research show that hedonic consumption directly influences the positive emotions of consumers. This means that an increase in consumer hedonic value will be followed by an increase in positive emotion. Therefore, the hypothesis is formulated;

Hypothesis 1. Hedonic value has a significant effect on positive emotion

Prastia (2013) and Kosyu (2014) research results show that the value of hedonic shopping affects impulse buying. This is in accordance with research conducted by Foroughi et al. (2013) ie there is a positive and direct relationship between the value of hedonic shopping with impulse buying. This means that an increase in hedonic value can increase impulse buying. Therefore, the hypothesis is formulated;

Hypothesis 2. Hedonic value has a significant effect on impulse buying

Research results from; (Semuel, 2005; Rachmawati, 2009; Amiri et al, 2012; Andriyanto, 2016) show that positive emotions have a significant effect on impulse buying. Tirmizi et al (2009) also explained that positive emotions influence mood, which determines the intensity of consumer decision making in shopping impulsively. This means an increase in positive emotions from consumers when entering the store to make a purchase, then impulse buying will increase. Therefore, the hypothesis is formulated;

Hypothesis 3. Positive emotion has a significant effect on impulse buying

Research results from; (Rachmawati, 2009; Darma&Japarianto, 2014; Muhammad et al, 2019) showed that positive emotion mediated the effect of hedonic value on Impulse Buying. This means that an increase in hedonic value will increase consumer positive emotion and further increase impulse buying. Therefore, the hypothesis is formulated;

Hypothesis 4. Positive emotion plays a role in mediating the effect of hedonic value on impulse buying

III. Research Methods

This research paradigm is a positive paradigm with the type of explanatory research, which is intended to provide an explanation of the causal relationship between variables through hypothesis testing. The unit of analysis in this study is the minimarket consumer in Kendari City. The total population is infinite, therefore the determination of the sample uses the Lemeshow formula for the infinite population. Sample size after rounding is 100 respondents, obtained by convenience sampling method. Data was collected using a survey through a questionnaire instrument, using a five-point Likert scale. The instrument validity test results used the Pearson correlation method and the instrument reliability test used Cronbach Alpha, which was conducted on 30 people. The test results show that all items on the instrument have a correlation coefficient ≥ 0.30 , and a Cronbach alpha coefficient ≥ 0.60 . Thus it was concluded that all statement items used were valid and reliable. The data collected was then analyzed using the structural equation modeling method, and processed using AMOS 24.0 software.

IV. Data Analysis and Results

Characteristics of respondents based on gender dominated by female which was 43.0 percent. Age of respondents was dominated by respondents aged between 26 and 45 years, with education levels dominated by senior high school graduates, amounting to 56.0 percent. The respondent's profession is dominated by entrepreneurship, namely 29.0 percent, and income amounting two to five million rupiah, which is 49.0 percent. Furthermore, it is stated in the table in Table 1.

Tabel 1. Characteristics Respondents

Characteristics Respondents	Frequency	Percentage	
Gender	Male	43	43.0
	Female	57	57.0
Age	≤ 25 (year)	27	27.0
	26 - 45 (year)	43	43.0
	≥ 46 (year)	30	30.0
Education	Senior High Scholes	56	56.0
	First degree	32	32.0
	Magister	12	12.0
Profession	Students	18	18.0
	Civil Cervantes	21	21.0
	Employee	20	20.0
	Entrepreneurship	29	29.0
	Others	12	12.0
Revenue (Rp)	< 2 (million)	21	21.0
	2 - 5 (million)	49	49.0
	> 5 (million)	30	30.0

Source: Primary Data; Notes: n=100

The loading factor value of hedonic value, namely adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping is greater than 0.60, therefore all indicators can reflect hedonic values. From the six indicators, the loading factor value for role shopping is greater than the other five indicators. Thus it can be concluded that the role shopping indicator gives the biggest contribution in forming the hedonic value variable. This means that respondents prefer shopping for others (like for their families) rather than for themselves, and shopping for other people is more fun to do. Even though the loading factor value of role shopping is greater than the other five indicators, the average perception of respondents is the biggest indicator for shopping ideas. That is, although shopping for other people is preferable to shopping for yourself, but in fact, respondents still shop more often to keep up with new product trends. This condition can occur because of the large amount of product information advertised through social media, such as Facebook and Instagram.

The loading factor value of positive emotion, namely pleasure, arousal, and dominance is greater than 0.60, therefore all indicators can reflect positive emotion. Of the three indicators, the loading factor value for dominance is greater than the other two indicators. Thus it can be concluded that the dominance indicator gives

the biggest contribution in forming a positive emotion variable. This means that respondents feel more controlled in taking an action. Even though the loading factor value from dominance is greater than the other two indicators, the average perception of the biggest respondents is for the arousal indicator. That is, although respondents feel more controlled in doing an action, but respondents still feel alert and have a sense or active in an action.

The loading factor value of impulse buying, namely cognitive deliberation, unplanned buying, and disregard for the future is greater than 0.60, therefore all indicators can reflect impulse buying. Of the three indicators, the loading factor value for unplanned buying is greater than the other two indicators. Thus it can be concluded that the unplanned buying indicator provides the largest contribution in forming the variable impulse buying. This means that more respondents make unplanned purchases in making a purchase decision. Although the loading factor value of unplanned buying is greater than the other two indicators, the average perception of respondents is the greatest indicator of cognitive deliberation. This means that respondents tend to cognitive deliberation in impulse buying decisions. The loading factor values and respondents' perceptions of the indicators of hedonic variables, positive emotion, and impulse buying are listed in table 2.

Table 2. Model Feasibility Test Criteria Goodness

Variables	Construct Variable		Latent Variable	Loading Factor	Respondent Perception
Hedonic Value	Adventure shopping (X1.1)	<---	Hedonic_Value	0.836	3.67
	Social Shopping (X1.2)	<---	Hedonic_Value	0.876	3.80
	Gratification Shopping (X1.3)	<---	Hedonic_Value	0.792	3.84
	Idea Shopping (X1.4)	<---	Hedonic_Value	0.838	3.85
	Role Shopping (X1.5)	<---	Hedonic_Value	0.899	3.78
	Value Shopping (X1.6)	<---	Hedonic_Value	0.852	3.78
Positive Emotion	Pleasure (Y1.1)	<---	Positive_Emotion	0.847	3.61
	Arousal (Y1.2)	<---	Positive_Emotion	0.804	3.83
	Dominance (Y1.3)	<---	Positive_Emotion	0.866	3.79
Impulse Buying	Cognitive Deliberation (Y2.1)	<---	Impulse_Buying	0.909	3.75
	Unplanned Buying (Y2.2)	<---	Impulse_Buying	0.917	3.61
	Disregard for the future (Y2.3)	<---	Impulse_Buying	0.883	3.72

Source: Primary Data

The sample size in this study amounted to 100 samples, which means that they meet the requirements for modeling analysis of structural equations. The normality assumption test shows that the value of the critical kurtosis ratio is 3.40 greater than the 1.96 cut-off. The resulting value of the critical ratio kurtosis is still under the category of moderately non-normal, as the categorization proposed by Curran et al (1996) that a critical ratio value of seven is included in the moderately non-normal category. Therefore, even though the resulting critical ratio value is greater than the cut-off 1.96, it is still in the normally distributed tolerance zone, so that the analysis can proceed. Furthermore, the results of univariate outlier testing, note that there are no observational data that have z-scores greater than the 3.0 cut-off. The mahalanobis distance values produced are all smaller than the value of $X^2 = 80.75$. Thus the data used in this study does not contain outliers in a multivariate manner so that the data meets the requirements in the structural model.

The test results on the identification problem show that the standard error value ranges from zero to one and tends to be close to zero, and there is no negative error variance value, so it can be concluded that there is no identification problem. Testing the goodness of fit criteria as shown in Table 3 shows that of the six feasibility criteria models used in this study, only GFI and AGFI are in marginal conditions. Therefore, the model in this study is acceptable and can be used to estimate and analyze research results.

Table 3. Evaluation of Fit of Model

Goodness of Fit Indices	Cut of Value	Result	Description
Chi-Square		66.344	Fit
Probability	≥ 0.05	0.073	Fit
GFI	≥ 0.90	0.835	Marginal
AGFI	≥ 0.90	0.747	Marginal
CFI	≥ 0.95	0.977	Fit
TLI	≥ 0.95	0.971	Fit

Source: Primary data

Referring to the feasibility of assumptions in the analysis of structural equation modeling, the results of the analysis of the relationship between hedonic values, positive emotion, and impulse buying are shown in Figure 2.

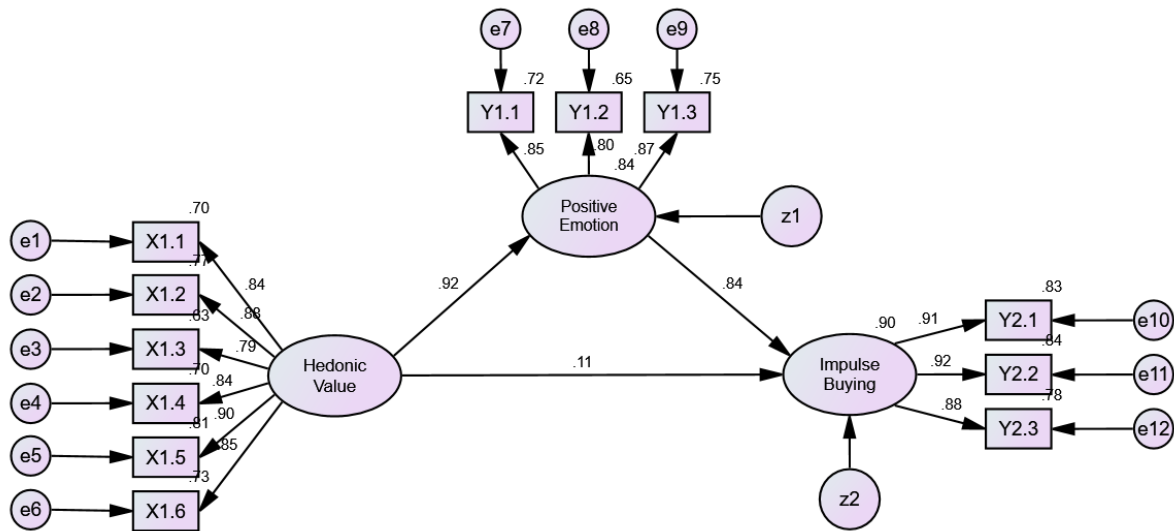


Figure 2. The Structural Model Results
Source: Primary data

Path coefficient values, standard errors, and critical ratio values and probabilities and hypothesis testing are shown in table 4.

Table 4. Analysis Results

			Estimate	Standard Error	Critical Ratio	Probability	Hypothesis
Positive_Emotion	<---	Hedonic_Value	0.917	0.173	7.243	< 0.001	Accepted
Impulse_Buying	<---	Hedonic_Value	0.114	0.408	0.363	0.716	Not Accepted
Impulse_Buying	<---	Positive_Emotion	0.840	0.328	2.437	0.015	Accepted

Source: Primary data

The path coefficient of the effect of hedonic values on positive emotion produced is 0.917, these results indicate the direction of the relationship between hedonic values with positive emotion is positive or unidirectional. This means that the more hedonic value increases, the positive emotion also increases. The resulting critical ratio value is 7,243, greater than the 1.96 cut-off with a probability below 0.001, smaller than the 0.05 significance level. Based on these results, the first hypothesis which states that the hedonic value has a significant effect on positive emotion is accepted. This means that an increase in hedonic value will have an impact on significantly increasing positive emotion.

The path coefficient of the effect of hedonic value on impulse buying is 0.114, this result shows the direction of the relationship between hedonic value and impulse buying is positive or unidirectional. This means that the hedonic value increases, impulse buying also increases. The resulting critical ratio value is 0.363, smaller than the 1.96 cut off with a probability of 0.716, greater than the 0.05 significance level. Based on these results, the second hypothesis which states that hedonic value has a significant effect on impulse buying is rejected. This means that the increase in hedonic value does not have a significant impact on increasing impulse buying.

The path coefficient of the effect of positive emotion on impulse buying produced is 0.840, this result shows the direction of the relationship between positive emotion with impulse buying is positive or unidirectional. This means that the more positive emotion increases, then impulse buying is also increasing. The resulting critical ratio value is 2,437, greater than the cut-off of 1.96 with a probability of 0.015, smaller than the significance level of 0.05. Based on these results, a third hypothesis which states that positive emotion has a significant effect on impulse buying is accepted. This means that an increase in positive emotion will have an impact on significantly increasing impulse buying.

The coefficient of the indirect effect of hedonic value on positive emotion and impulse buying is 0.771, greater than the direct effect of hedonic value on impulse buying is 0.114. These results indicate that positive

emotion plays a role in mediating the effect of hedonic values on impulse buying. Therefore the fourth hypothesis which states positive emotion plays a role in mediating the effect of hedonic values on impulse buying. The analysis also shows that the direct effect of hedonic value on impulse buying is not significant, so the position of positive emotion on the relationship between hedonic value and impulse buying is full mediation.

V. Discussion

The average respondent's perception of the hedonic value indicators, namely; adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping, are likely to agree. Similarly, the average perception of respondents for positive emotion indicators, namely; pleasure, arousal, and dominance, as well as respondents' perceptions of impulse buying indicators, namely; cognitive deliberation, unplanned buying, and disregard for the future, are likely to agree. indicators of the variable hedonic value, positive emotion, and impulse buying, overall forming each variable.

The increase in hedonic value in this study is known to increase positive emotion with a significant increase. The results of this study support the results of research from; (Marie & Victor, 2014; Lizamary, 2014; Ahmad et al, 2018) which shows that hedonic consumption has a significant effect on positive emotion.

The increase in hedonic value in this study is known to not significantly increase impulse buying. The results of this study support the results of research from Gutierrez (2004) which shows no relationship between hedonic search strategies with impulse buying. Furthermore, the results of this study support the results of research by Ahmad et al (2019) which shows that hedonism does not significantly influence the impulse buying behavior. However, the results of this study do not support the results of research by Prastia (2013) and Kosyu (2014) which show that the value of hedonic shopping has a significant effect on impulse buying. The results of research from Foroughi et al (2013) which show that there is a positive and direct relationship between the value of hedonic shopping with impulse buying, is also not supported by this study.

The increase in positive emotion in this study is known to significantly increase impulse buying. The results of this study support the results of research from (Semuel, 2005; Rachmawati, 2009; Amiri et al, 2012; Andriyanto et al, 2016), which shows that positive emotions have a significant effect on impulse buying. The results of this study also support the results of the study of Tirmizi et al (2009), which explains that positive emotions affect mood, which determine the intensity of consumer decision making in shopping impulsively. However, the results of this study do not support the results of research from Sulliyana&Mauss (2008), which shows there is no positive correlation between emotions and impulse buying. The results of research from Ismayuni&Saraswati (2015) which show that positive emotions do not affect impulsive purchases, are also not supported by the results of this study.

The results of this study indicate that positive emotion plays a role in mediating the effect of hedonic value on impulsive buying. The results of this study support the results of research from; (Rachmawati, 2009; Darma&Japarianto, 2014; Muhammad et al, 2019) which shows that positive emotion mediates the effect of hedonic value on impulse buying. Nevertheless there are differences in the results of this study and the results of the study of Muhammad et al (2019) with the results of research from Rachmawati (2009) and Darma&Japarianto, (2014), regarding the positive position of emotion as a mediating variable. The positive position of emotion as a mediating variable in this study and the study of Muhammad et al (2019) is full mediation, while in Rachmawati (2009) and Darma&Japarianto (2014), positive emotion is a partial mediation.

VI. Limitations and Future Research

One of the findings in this study shows that hedonic value does not have a significant direct effect on impulsive buying, but must be mediated by positive emotion. Nevertheless this research is aimed at consumers who make purchases off line. Therefore, in subsequent studies can test the positive role of emotion in consumers who conduct research online.

VII. Conclusion

Based on the analysis results, it can be concluded as follows

1. Hedonic value is proven to have a significant effect on positive emotion. That is, an increase in hedonic value will have a significant impact on consumer positive emotion.
2. Hedonic value is not proven to have a significant effect on impulse buying. This means that an increase in hedonic value does not have a significant impact on impulse buying.
3. Positive emotion is proven to have a significant effect on impulse buying. This means that an increase in positive emotion will have a significant impact on impulse buying.
4. Positive emotion is proven to play a role in mediating the effect of hedonic value on impulse buying, with its position as full mediation. This means that the hedonic value of all respondents will have a significant effect on impulse buying after being mediated by positive emotion.

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