



# The Influence of Hedonic Shopping Motivation And Electronic Word Of Mouth Information On Online Impulsive Purchasing Of Islamic Fashion Products

Jeffry Nugraha

<sup>1,2</sup>Magister Manajemen,

Faculty of Technology and Business, Bakti Tunas Husada University, Indonesia

\*Correspondence: E-mail: [jeffry.nugraha@universitas-bth.ac.id](mailto:jeffry.nugraha@universitas-bth.ac.id)

## ABSTRACT

Impulse buying is the act of purchasing a product or service suddenly without prior planning or in-depth consideration. These actions are usually triggered by emotional or visual stimuli, such as eye-catching advertising, big discounts, or strategic product placement in the store. Impulse buying often occurs when a person feels a strong urge to own something that catches their attention at that moment, without considering their true needs or the financial impact of the purchase. This research was conducted with the aim of understanding the influence of Hedonic Shopping Motivation and word of mouth on impulsive purchases of Islamic fashion products in Tasikmalaya City. The population in this study was 100 young women living in Tasikmalaya City. The results of this research show that Hedonic Shopping Motivation and Word of Mouth have an influence on impulsive buying. The results of the multiple regression analysis test show that Hedonic Shopping Motivation and Word of Mouth together have an influence of 48.9% on impulsive buying among young women in Tasikmalaya.

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## 1. INTRODUCTION

Adolescence is a transition period between childhood and adulthood that generally lasts from around 12 to 18 years of age, although this age range can vary in different cultures. During this period, individuals experience various significant changes in physical, emotional, social and cognitive aspects. (Hurlock, 2014).

Adolescents have a strong need to be accepted and recognized by their peer group. These needs are an important part of their social and emotional development, and can influence many aspects of a teenager's life, including behavior, lifestyle choices, and mental health. The following are several reasons why the need to be accepted is very important for teenagers, namely the Search for Identity, Emotional Support, Sense of Attachment and Peer Influence and Pressure. For young women, friends are a very important element in their lives and play various significant roles in personal and social development (Papalia, Olds, and Feldman, 2018).

Friendship relationships in adolescent girls can be linked to various aspects of their development, including emotional well-being, identity formation, development of social skills, academic achievement, moral development, mental health, and lifestyle behavior (Astasari & Sahrah, 2017).

The tendency of young women to appear attractive in order to fit in with their peer group is a common phenomenon. Social pressure from peers plays a significant role, with young women feeling the need to conform to popular standards of beauty and appearance in order to be accepted and considered part of the group. Social media also contributes greatly to shaping perceptions of beauty, with the images and trends displayed often becoming a benchmark for them. In addition, adolescence is a critical period in identity development, where physical appearance becomes a way to express oneself and seek recognition. The desire to be accepted and appreciated by their social environment encourages young women to try to look attractive. Gunarsa and Gunarsa (in Astasari & Sahrah, 2017).

The need to meet appearance standards and fit into a peer group often forces young women to commit impulsive purchases of certain items. The urge to look attractive and follow the latest fashion trends makes them feel like they have to own certain products, such as clothing, accessories and beauty products. Pressure from social media, which often displays glamorous lifestyles and perfect appearances, also strengthens this desire (Sapitri, 2014).

An unplanned purchase of an item is called an impulse purchase. Impulse purchases tend to be made without considering the consequences. This is in line with Susanta's statement (in Luthfiana, 2014) which states that the majority of Indonesian consumers have a character without planning, consumers usually like to act at the last minute and when shopping they often become impulsive buyers.

Loudon and Bitta (1993) explain that there is an important element of impulsive buying in consumers, namely consumers have a sudden desire to buy. The sudden desire to buy causes consumers to be in a state of psychological imbalance, namely a temporary condition where consumers lose emotional control. Consumers who experience psychological conflict will struggle to consider whether to prioritize self-satisfaction or consider the long-term consequences of a purchase. Consumers often reduce their evaluation of knowledge about products, so that consumers buy spontaneously without considering future consequences.

According to Horney (in Sarwono, 2013) young women are more easily influenced by friends' persuasion to buy something and young women are also more emotional in making purchases

so they are more likely to be impulsive. This is because most young women are unable to control their urges to buy (Hurlock, 1991). Young women have a very high level of consumption, and it is very easy to make purchases even for products that are less needed or even unnecessary (Noviandra, 2006).

Research conducted by Oh Lin and Lin (2005) shows that the tendency to impulse buy gradually increases in adolescents between the ages of 15 and 19 years. Sarwono (2014) states that teenagers aged 15 to 18 years are classified as middle adolescents, where at this stage teenagers really need friends and have narcissistic tendencies, namely loving themselves.

The teenage age group is a potential market because shopping apparently has its own meaning for a teenager. The reason is because a person's consumption patterns begin to form when they enter adolescence and in addition, Munandar (2011) also states that the characteristics of the teenage consumer group which are classified based on demographic characteristics are that teenagers are quickly influenced by sellers' advances, are easily persuaded by advertising, do not think frugal, and more impulsive.

The results of research conducted by Phares (in Rombe, 2014) show that young women have higher shopping behavior compared to young men. In addition, in terms of the amount of money spent, young women spend almost twice as much as young men. This is in line with research from Schiffman and Kanuk (2008).

It shows that young women aged 16 to 21 years are classified as consumers who have higher shopping behavior.

Factors that can influence impulse buying tendencies according to Loudon and Bitta (1993) include product quality, store selection related to store atmosphere and individual characteristics which include motivation. Motivation plays a very important role in purchasing decisions made by consumers. Schiffman and Kanuk (2008) state that motivation can be described as a driving force within oneself that forces individuals to act. Driving force can be generated by a state of stress that arises as a result of unmet needs.

Individuals consciously or unconsciously struggle to reduce tension. Efforts made to reduce tension are by doing something that is felt to fulfill needs. The behavior carried out is expected to free the individual from the pressure they feel. According to Utami (2010), consumers' motivations for shopping include eliminating loneliness, eliminating boredom, considering shopping as sport, hunting for the best deals, fulfilling fantasies, and suppressing depression. In line with the results of research conducted by Zumaidah (2012) which states that the type of coping usually done by individuals to reduce stress is entertainment such as shopping.

Consumer motivation in shopping can be divided into two, namely rational motivation and hedonic motivation. Rational shopping motivation is motivation to shop because you really need or benefit from the product you purchased. Another motivation that can influence shopping activities carried out by consumers is Hedonic Shopping Motivation, where someone will shop because they feel pleasure and feel that shopping is an interesting activity.

This research will focus more on hedonic motivation. According to Utami (2010) in purchasing behavior with Hedonic Shopping Motivation, consumers perceive shopping as excitement, satisfaction and pleasure for the five senses. In line with the results of research by Lumintang (2012) which shows that shopping motivation based on hedonic motives will have a tendency to shop excessively.

Apart from personal factors that can influence a consumer in making a purchase, environmental factors can also be an incentive for consumers to purchase. One environment that has an important role in the purchasing process for consumers is the store atmosphere. The main goal that is expected to be present in creating a good atmosphere is so that consumers can stay longer and consumers feel comfortable in the store, so that it can increase consumers' opportunities to make purchases.

Based on the explanation above, it can be said that impulse buying is a phenomenon that is currently affecting people's lives, especially those living in urban areas (Sihotang, 2009). This phenomenon is interesting to study considering that impulsive buying also plagues the lives of teenagers in big cities who are characterized by being easily persuaded by friends' advances and tending to be wasteful in spending money.

Impulsive purchases tend to be made by teenagers, especially young women. Young women have their own judgment about appearance. Young women will make various efforts to be accepted in social groups. Appearance is an important thing for young women because it can be aimed at physical attractiveness, efforts to seek social support and to seek popularity (Hurlock, 2002). Impulse buying can be defined as a purchasing activity carried out without planning which tends to ignore consideration of detrimental consequences.

According to Utami (2014), impulse purchases are often made for new products. Products that are said to be fashionable will be replaced by more fashionable products, thereby increasing the possibility that impulsive buying behavior will be carried out repeatedly. The more often an individual makes impulse purchases over a long period of time, the more it will lead to excessive and continuous buying behavior or what is often called compulsive buying tendencies (Prabowo, 2015). Compulsive buying is a repeated buying activity as a result of unpleasant events or negative feelings due to addiction, depression or boredom (Solomon, 2002).

Compulsive buying can have a negative impact on consumers and society at large. Compulsive buying has both short-term and long-term consequences. Short-term consequences can be positive such as reduced stress and tension, improved self-concept and improvements in interpersonal relationships. Long-term consequences can be seen from an economic perspective, namely waste and excessive personal debt, as well as from a psychological perspective, such as the emergence of feelings of inferiority, guilt, depression, anxiety, frustration and the emergence of interpersonal conflicts (Mangestuti, 2014).

Based on the problems that have been explained, researchers want to know whether there is an influence of Hedonic Shopping Motivation and shop atmosphere on impulsive buying among young women in Tasikmalaya and whether Hedonic Shopping Motivation and shop atmosphere each have an effect on impulsive buying among young women in Tasikmalaya. . It is hoped that this research will provide theoretical benefits in the development of Industrial and Organizational Psychology, especially consumer behavior. It is hoped that this research can provide additional information for consumers, especially young women, regarding the factors that influence impulsive purchases so that the knowledge they have is expected to reduce impulsive behavior when shopping. It is also hoped that this research can provide input for the business world, namely to be used as reference material in designing a store atmosphere as attractive as possible so that it can increase consumers' opportunities to make purchases.

## 2. METHODS

### *Variables and Operational Definitions*

The independent variables in this research are Hedonic Shopping Motivation and store atmosphere and the dependent variable in this research is impulse buying. The operational definition of each variable in this research is as follows:

#### 1. Impulse Buying

Impulse buying is a phenomenon where someone buys goods or services suddenly without careful consideration beforehand. It is often triggered by emotional or impulsive stimuli, such as the urge to satisfy an immediate desire or respond to an attractive visual stimulus or promotion. In teenage girls, impulse buying often occurs due to pressure to conform to fashion trends or beauty standards accepted by their peer group.

#### 2. Hedonic Shopping Motivation

Hedonic shopping motivation reflects the drive to obtain sensory or emotional pleasure from the experience of shopping and owning certain items. For some young women, shopping is not just about fulfilling functional needs, but also as a way to improve their mood or fulfill instant desires. This urge is often related to the desire to experience immediate pleasure or excitement, regardless of long-term considerations such as finances or the practical values of the item purchased.

#### 3. word of mouth

*Word of mouth*(WoM) is known as 'word of mouth', referring to the process by which people share their information, recommendations or experiences about a product, service or brand with others. In today's digital era, Word of Mouth not only occurs through direct conversations between individuals, but also through social media platforms and online reviews.

### ***Rrespondent***

The research sample used 100 female students in Tasikmalaya aged 19 -22 years. The sampling technique in this research is incidental sampling, namely a technique for determining samples based on chance, that is, anyone who meets the researcher by chance can be used as a sample, if it is deemed that the person they happen to meet is suitable as a data source (Sugiyono, 2009). In the data collection process, 100 scales were distributed, all of which met the completeness requirements for data analysis to be carried out.

### ***Research Place***

PData collection was carried out from 10 to 20 April 2024 by direct means of subjects who matched the characteristics of the sample in this study, namely young women at female student level in Tasikmalaya. The way to distribute the questionnaire in this research was to

visit fashion shops that are usually chosen by teenagers as a place to shop together with friends.

### ***Ameasuring tool***

This research uses three scales, namely, the Hedonic Shopping Motivation scale, the Store Atmosphere scale and the Impulsive Buying scale. The Impulsive Buying Scale consists of 56 statement items, the Hedonic Shopping Motivation scale consists of 36 statement items, and the Store Atmosphere scale consists of 26 statement items. The statements on this research scale consist of favorable sentences and unfavorable sentences which are provided in four answer choices, namely Very Suitable (SS), Suitable (S), Not Suitable (TS) and Very Unsuitable (STS).

The Impulsive Buying Scale was prepared based on the aspects of impulsive buying proposed by Engel and Blackwell (1995). The first aspect of impulsive buying is spontaneity, the second is strength, compulsion and intensity, the third is excitement and stimulation, and the fourth is indifference to the consequences. The Hedonic Motivation Scale was prepared by the researcher himself by referring to the aspects proposed by Arnold and Reynolds (2003), and the Shop Atmosphere scale was prepared based on the aspects proposed by Peter and Olson (2014).

Impulse buying was measured using the Impulse Buying scale modified from the Nuraini (2016) scale. The form of modification carried out was in the form of adding several favorable and unfavorable items to the indicators. The addition of items was carried out because there were too few items in several aspects, so they were added so that the number of items in each indicator was balanced and to minimize the number of items that were dropped after the trial was carried out. The additions made are in the following aspects:

Aspect I, indicators:

- a. One *favorable items*: buy something suddenly
- b. One favorable item and two unfavorable items:

bEli because there is an attractive offer. Aspect III, indicators:

- a. One *unfavorable items*: buying because there is an excitement within oneself to have something
- b. One *favorable items*: bought because of interesting advertising

Aspect IV, indicators:

- a. One unfavorable item: buy without thinking about the consequences.

A valid and reliable measuring instruments are an absolute requirement to be able to produce data and provide accurate information (Azwar, 2014). In this study, the validity of research measuring instruments was tested by eliminating items that had a total item

correlation equal to or less than 0.30 ( $\leq 0.30$ ). The reliability test of the measuring instrument in this study was carried out using the Cronbach's Alpha method. The higher the Alpha coefficient ( $\alpha$ ) indicates the more reliable a scale. A measuring instrument is said to be reliable if its reliability score is greater than 0.60 ( $\geq 0.60$ ).

PData collection for testing the measuring instrument was carried out from 23 to 25 May 2016 with 30 young female subjects who were high school or vocational school students in Tasikmalaya aged 15 to 18 years. A total of 30 questionnaires were distributed in the trial phase and all questionnaires met the requirements to be analyzed. After the questionnaires have been collected, they will then be processed with the help of the SPSS 20.0 for Windows program to be tested for validity and reliability.

The results of the validity test of the Impulsive Buying scale that was carried out showed that of the 26 items tested, 14 items were valid and 12 items were invalid. Valid items have a validity coefficient of 0.391 - 0.803. The results of the reliability test for the Impulsive Buying scale using the Chronbach's Alpha technique show an Alpha coefficient ( $\alpha$ ) of 0.922. The Alpha coefficient ( $\alpha$ ) of 0.922 indicates that this scale is able to reflect 92.2% of the variation in the subject's pure score.

The results of the validity test of the Hedonic Shopping Motivation scale that was carried out showed that of the 56 items tested, 35 items were valid and 21 items were invalid. Valid items have a validity coefficient of 0.400 - 0.783. The results of the reliability test of the Hedonic Shopping Motivation scale using the Chronbach's Alpha technique show that the Alpha coefficient ( $\alpha$ ) is 0.955. The Alpha coefficient ( $\alpha$ ) of 0.955 indicates that this scale is able to reflect 95.5% of the variation in the subject's pure score.

The results of the validity test of the Shop Atmosphere scale that was carried out showed that of the 36 items tested, 19 items were valid and 17 items were invalid. Valid items have a validity coefficient of 0.340 - 0.883. The results of the reliability test of the Shop Atmosphere scale using the Chronbach's Alpha technique show an Alpha coefficient ( $\alpha$ ) of 0.913. The Alpha coefficient ( $\alpha$ ) of 0.913 indicates that this scale is able to reflect 91.3% of the variation in the subject's pure score.

### ***Data analysis technique***

PHypothesis testing is carried out after the research data has first passed the assumption test requirements, namely the normality test, linearity test and multicollinearity test. In this study, the normality test used the Kolmogorov Smirnov test, the linearity test was carried out using the Compare Means test and the multicollinearity test was carried out by looking at the Variance Inflation Factor (VIF) and Tolerance values. After testing the assumptions, the research data was analyzed using the multiple regression analysis method to test the major and minor hypotheses. Data analysis was carried out using SPSS 20.0 for Windows software.

### **3. RESULTS AND DISCUSSION**

Based on the results of research that has been conducted and analyzed using multiple regression analysis techniques, it can be seen that hypothesis testing shows that there is a significant influence of Hedonic Shopping Motivation and store atmosphere on impulsive purchases among young women in Tasikmalaya. This means that hypothesis testing in this research is acceptable. The coefficient of determination of 0.428 indicates that the two independent variables provide an effective contribution of 0.428

42.8% on impulse purchases. So it can be concluded that Hedonic Shopping Motivation and store atmosphere determine 42.8% of impulse purchases made by young women in Tasikmalaya.

There is a standardized beta coefficient, it is known that Hedonic Shopping Motivation and store atmosphere significantly influence impulse buying. The Hedonic Shopping Motivation variable has a standardized beta coefficient of 0.518 with a t value of 5.448 and has a significance level of 0.000 ( $P < 0.05$ ), which means that Hedonic Shopping Motivation has a significant effect on impulse buying. The store atmosphere variable has a standardized beta coefficient of 0.198 with a t value of 2.080 and has a significance level of 0.04 ( $P < 0.05$ ), which means that the store atmosphere has a significant effect on impulse buying.

Based on the results of the standardized beta coefficient, it can be seen that the independent variable that has more influence on impulsive buying is Hedonic Shopping Motivation. Hedonic Shopping Motivation has a greater influence on impulse buying when compared to the store atmosphere because individuals with high Hedonic Shopping Motivation will make purchasing actions based solely on pleasure without considering the consequences that will be received. Individuals who have a high level of hedonic motivation will buy an item based solely on pleasure and buy something without looking at the benefits of an item. Individuals only prioritize desires rather than needs that will be fulfilled in order to achieve pleasure.

The results of this research are supported by research by Rachmawati (2009) which states that hedonic motivation has an influence on impulsive buying. Shopping behavior that aims to fulfill hedonic needs alone can lead to impulsive shopping behavior. The results of this research point to the high or low level of impulsive buying in consumers which can be determined by the high or low level of Hedonic Shopping Motivation in consumers.

Scarpi (2006) argues that Hedonic Shopping Motivation describes the shopping experience which includes fantasy, excitement and curiosity so that the feeling of joy that arises from consumers who shop hedonically can give rise to a behavior of buying goods that consumers do not really need. This means that consumers' Hedonic Shopping Motivation is one of the most important aspects in forming impulsive behavior. When consumers feel happy and excited when they want to buy a product, impulse buying can arise by itself.

#### 4. CONCLUSION

Based on the research that has been conducted, it can be concluded that Hedonic Shopping Motivation and store atmosphere together influence impulsive buying among young women in Tasikmalaya. Hedonic shopping motivation has a significant influence on impulse buying among young women in Tasikmalaya. Store atmosphere has a significant influence on impulse buying among young women in Tasikmalaya. The majority of hedonic shopping motivation among young women in Tasikmalaya is high with a percentage of 50%. The shop atmosphere among young women in Tasikmalaya is mostly high with a percentage of 62%. The majority of impulsive purchases among young women in Tasikmalaya are 39%. The Hedonic Shopping Motivation variable has a greater influence on impulse buying among young women in Tasikmalaya compared to the store atmosphere variable.

Based on the conclusions that have been presented, suggestions can be made for related parties, namely that teenagers, especially young women, are expected to be able to use more self-control to determine the items to be purchased so that they suit their needs and also by making various considerations before deciding to buy so that with This method is expected to reduce impulse purchases when shopping. The results of this research indicate that impulsive buying among young women in Tasikmalaya is at a moderate level. This means that the tendency of young women to make impulsive purchases is still within normal limits, where young women are expected to be more careful in making purchasing decisions so that they are not easily influenced by peers and are not easily influenced by advertising.

Suggestions for future researchers are that they can be more specific regarding the distribution of questionnaires. Distribution of research questionnaires should be carried out directly in malls in the city of Tasikmalaya so that the results obtained are more objective. For future researchers who want to research impulsive buying, they can add other independent variables besides hedonic motivation and store atmosphere because of the possibility of other factors that can influence impulsive buying behavior in order to obtain more varied results. Future researchers are expected to be able to conduct research on different types of products apart from fashion products so that they can make comparisons between several products, so that the results can show which products have a higher level of impulse buying.

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