The Role of Hedonic Consumption Tendency in Mediating the Influence of Fashion Involvement on Impulse Buying Behavior

Ni Luh Hening Wulan Pratiwi[1], Komang Agus Satria Pramudana[2]

[1,2] Udayana University

[1,2] Faculty of Economics and Bussiness, Bali, Indonesia

Abstract: **This research aims to explain the effect of fashion involvement on impulse buying behavior mediated by hedonic consumption tendency on consumers of H&M Beachwalk Bali. The sample used are 102 respondents which are determined by the purposive sampling method. The data collection technique used is a questionnaire using the Likert scale measurement method and the data is analyzed by path analysis and sobel test. The results of the study show that fashion involvement and hedonic consumption tendency variables have a positive and significant effect on impulse buying behavior. Based on the results of the study, it is recommended for H&M companies that H&M should always update and vary the models, colors and sizes of various fashion, so that consumers can buy and wear their clothes as expected.**

Keywords: **Fashion Involvement, Hedonic Consumption Tendency, Impulse Buying Behavior.**

I. INTRODUCTION

Fashion is a term that is familiar in everyday life and is a thing that has become a lifestyle for everyone. We often identify fashion with clothes, whereas in fact fashion is everything that is trending in society (Trisnawati, 2011). Manufacturers also compete to make goods no longer merely functions, but also how their products can reflect the user's personality, for example H&M. Recognizing the increasing purchasing power of the Indonesian people, H&M decided to expand in Indonesia in 2013 and in 2016, H&M opened its outlets in Bali .

Products that are the target of impulse buying are products with affordable prices, good product arrangement and stimulus stores, and special promo offers such as discounts. This situation will encourage consumers to make unplanned purchases or impulse buying.

Impulse buying according to Paramita *et al.* (2014) is the sudden desire to purchase a product without planning and the desire for previous purchases without going through many considerations in the process of purchasing decisions. Kinasih and Jatra (2018), revealed that not all products can cause impulse buying, but only a number of products, namely, perfume, clothing, make up, and so on.

According to Temaja *et al.* (2015) which becomes an internal factor of impulse buying behavior is fashion involvement. Japarianto and Sugiharto (2011) states that fashion involvement is the involvement of someone with a fashion product because of the needs, interests, interests, and values of the product.

Another important factor that can predict the emergence of impulse buying is hedonic consumption tendency (Liapati, 2015). Hedonic consumption is the consumer consumption experience that is oriented to new pleasures and experiences. Hedonic consumption consists of aspects of consumer behavior related to multisensor, fantasy, and positive emotions from one's experience with products (Alba and Williams, 2012).

II. CONSEPTUAL MODEL AND RESEARCH HYPOTHESIS

The influence of fashion involvement on impulse buying behavior

Consumers with high fashion involvement are more likely to buy clothes with the latest styles or those that have just come out if they see them. Deviana and Giantari (2016) in their study found that there was a positive relationship between the level of fashion involvement and the purchase of clothing. Various articles on Haq *et al.* (2014), Amiri *et al.* (2012), Setiadi and Warmika (2015) which state that there is a relationship between impulsive buying and fashion involvement.

H1: fashion involvement has a positive and significant effect on the impulse buying behavior.

The influence of fashion involvement on hedonic consumption tendency

Fashion involvement is positively associated with hedonic consumption trends, namely consumers involved with the latest fashions, do fashion shopping for hedonic consumption. Research conducted by Alba and William (2012), Haq *et al.* (2014), Saran *et al.* (2016) concluded that fashion involvement has a positive influence on hedonic consumption tendency.

H2: fashion involvement has a positive and significant effect on hedonic consumption tendency.

The Influence of hedonic consumption tendency on impulse buying behavior

Consumers who have a high tendency to consume hedonists will make them more likely to do impulse buying. Research conducted by Marianty (2014), Dananjaya and Suparna (2016), Haq *et al.* (2014) states that hedonic consumption tendency has a positive influence on the impulse buying behavior.

H3: hedonic consumption tendency has a positive and significant effect on the impulse buying behavior.

The influence of fashion involvement on impulse buying behavior mediates hedonic consumption tendency

Consumers with higher fashion involvement make it possible to engage in impulsive purchases that are fashion oriented with the influence of hedonic consumption. Research conducted by Haq *et al.* (2014), Saran *et al.* (2016), Haq and Abbasi (2016) state that the tendency of hedonic consumption is an important mediator in determining the relationship of fashion involvement to the impulse buying behavior.

H4: hedonic consumption tendency has a significant positive effect as a mediation of fashion involvement to the impulse buying behavior
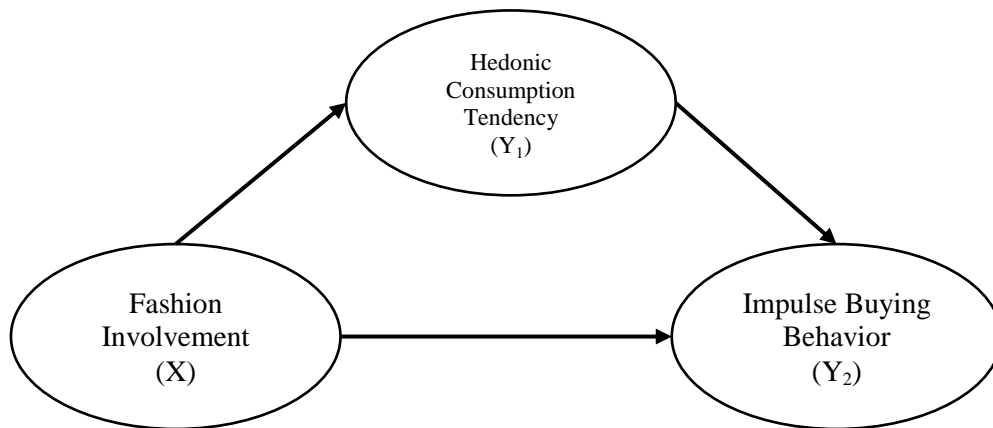

Figure 1: Conceptual Model

III. RESEARCH METHOD

This study includes the type of research using associative methods. The location of this research is Beachwalk Bali. The population in this study are consumers who have purchased H&M products at Beachwalk, Bali, whose numbers cannot be determined (infinite). The method of determining the sample used is non-probability sampling and purposive sampling technique. The sample used in this study were 102 respondents. The data collection method in this study used a questionnaire. Measurement of answers from respondents was measured using a Likert scale. The data analysis technique in this study used the classical assumption test, path analysis and sobel test.

Table 1: Research Instrument Grid

Variable	Indicator		Reference
Eksogen			
Fashion Involvement (X)	1)	Has more than one latest clothing model ($X_{.1}$)	Deviana and Giantari (2016)
	2)	Fashion is important in supporting activities ($X_{.2}$)	
	3)	Nice to use clothing models that are different from others ($X_{.3}$)	
	4)	Clothing can show characteristics ($X_{.4}$)	
	5)	Can predict a person's personality from clothing ($X_{.5}$)	
	6)	Favorite clothes can make confidence ($X_{.6}$)	
	7)	Try clothes before buying them ($X_{.7}$)	
	8)	Always update about the latest fashion ($X_{.8}$)	
Endogen			
Hedonic Consumption Tendency (Y_1)	1)	Want to satisfy curiosity about fashion products ($Y_{1.1}$)	Park *et al.* (2006); Amiri *et al.* (2012)
	2)	Want to feel a new experience when shopping for shopping for fashion products ($Y_{1.2}$)	
	3)	Want to feel like you're exploring a new world while shopping for fashion products ($Y_{1.3}$)	
Impulse Buying Behavior (Y_2)	1)	Response to advertising offer ($Y_{2.1}$)	Deviana and Giantari (2016)
	2)	Purchase the latest outfit ($Y_{2.2}$)	
	3)	Purchase are made without a definite decision ($Y_{2.3}$)	
	4)	Always purchase fashion products when entering the mall ($Y_{2.4}$)	
	5)	Obsessed to spend all the money to buy fashion products ($Y_{2.5}$)	
	6)	Buying fashion products that are not really needed ($Y_{2.6}$)	

Source: previous research study

IV. RESEARCH RESULTS AND DISCUSSION

The validity test aims to examine whether the indicators on the questionnaire as research instruments are appropriate for measuring what should be measured (Sugiyono, 2018: 193). A measured variable is said to be valid if it has a correlation coefficient (r) count ≥ 0.3 (Sugiyono, 2018: 198). The results of the validity test are shown in Table 2.

Reliability test is a research instrument testing, the test is used to determine the accuracy of the questionnaire answers in different periods. A questionnaire is said to be reliable if someone's answer to the statement is consistent or stable over time with the value of Cronbach Alpha> 0.60 (Ghozali, 2013: 47). The results of the reliability test are shown in Table 3.

TABLE 2: VALIDITY TEST RESULT

No	Variable	Indicator	Correlation with Total Score	Description
1	*Fashion Involvement*	$X_{.1}$	0.554	Valid
		$X_{.2}$	0.631	Valid
		$X_{.3}$	0.668	Valid
		$X_{.4}$	0.677	Valid
		$X_{.5}$	0.696	Valid
		$X_{.6}$	0.592	Valid
		$X_{.7}$	0.539	Valid
		$X_{.8}$	0.623	Valid
2	*Hedonic Consumption*	$Y_{1.1}$	0.914	Valid
		$Y_{1.2}$	0.934	Valid

	Tendency		$Y_{1.3}$	0.942	Valid
3	*Impulse* *Buying* *Behavior*		$Y_{2.1}$	0.508	Valid
			$Y_{2.2}$	0.875	Valid
			$Y_{2.3}$	0.798	Valid
			$Y_{2.4}$	0.845	Valid
			$Y_{2.5}$	0.882	Valid
			$Y_{2.6}$	0.889	Valid

Source: Processed data, 2018

TABLE 3: RELIABILITY TEST RESULT

Variable	Alpha Cronbach	Description
Fashion Involvement	0.748	Reliabel
Hedonic Consumption Tendency	0.871	Reliabel
Impulse Buying Behavior	0.800	Reliabel

Source: Processed data, 2018

Testing the data in this study using Path Analysis techniques, where path analysis is an extension of multiple linear regression analysis to test the causality relationship between 2 or more variables. Calculation of path coefficients obtained results shown in Table 4 below.

TABLE 4: RESULT OF PATH ANALYSIS STRUCTURE 1

Variable	*Unstandardized Coefficients*		*Standardized Coefficients*	Statistic t	Sig. t
	B	*Std. Error*	Beta		
(Constant)	0.459	1.534		0.300	0.765
Fashion involvement (X)	0.326	0.047	0.568	6.902	0.000
R Square	0.323				
F Statistic	47.644				
Sig. F	0.000				

Source: Processed data, 2018

Based on the results of analysis of substructure 1 pathways as presented in Table 4, structural equations can be made as follows:

$Y1 = \alpha + \beta_1 X + e_1$

$Y1 = 0.459 + 0.326\ X + e_1$

$Pe_1 = \sqrt{1 - R_1{}^2} = \sqrt{1 - 0.323} = 0.822$

TABLE 5: RESULT OF PATH ANALYSIS STRUCTURE 2

Variabel	*Unstandardized Coefficients*		*Standardized Coefficients*	Statistic t	Sig. t
	B	*Std. Error*	Beta		
(Constant)	-2.392	3.130		-0.764	0.446
Fashion Involvement (X)	0.267	0.117	0.209	2.278	0.025
Hedonic consumption tendency (Y_1)	1.146	0.204	0.516	5.617	0.000
R Square	0.433				
F Statistik	37.848				
Sig. F	0.000				

Source: Processed data, 2018

Based on the results of analysis of substructure 2 pathways as presented in Table 5, structural equations can be made as follows:

$Y_2 = \alpha + \beta_2 X + \beta_3 M + e_2$

$Y_2 = -2.392 + 0.267\ X + 1.146\ M + e_2$

$Pe_2 = \sqrt{1 - R_2{}^2} = \sqrt{1 - 0.433} = 0.753$

Based on the results of Pe1 and Pe2 analysis, the results of the total coefficient of determination are as follows:

$R^2{}_m = 1 - (Pe_1)^2\ (Pe_2)^2$

$= 1 - (0.822)^2\ (0.753)^2$

$= 1 - (0.677)\ (0.567)$

$= 1 - 0.383 = 0.617$

The total determination value of 0.617 means that 61.7% of the impulse buying behavior variation is influenced by variations in fashion involvement and hedonic consumption tendency, while the remaining 38.3% is explained by other factors not included in the model.

The results of the path coefficient in the research hypothesis can be illustrated in Figure 2. The following:
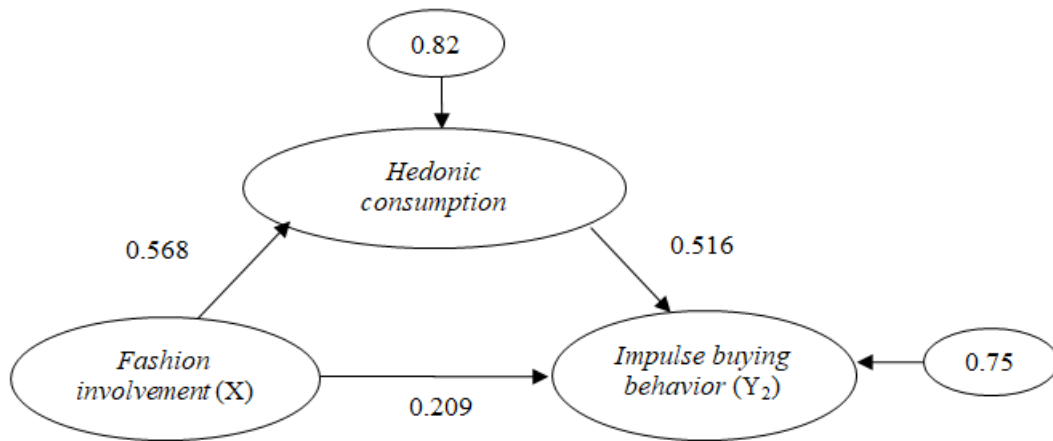

Figure 2. Final Path Diagram Model

Based on the path diagram in Figure 2, the amount of direct influence, indirect influence and total influence in this study can be calculated as follows:

TABLE 6: Direct Effects and Indirect Effects and the Effect of Total Fashion Engagement (X), Hedonic consumption tendency (Y1), and Impulse buying behavior (Y2)

Relationship Between Variables	Direct Effect	Indirect Effect through Hedonic consumption tendency (Y_1) $(\beta1 \times \beta3)$	Total Effect
$X \rightarrow Y_1$	0.568	-	0.568
$X \rightarrow Y_2$	0.209	0.293	0.502
$Y_1 \rightarrow Y_2$	0.516	-	0.516

Source: Processed data, 2018

The sobel test is an analytical tool to test the significance of the indirect relationship between the independent variable and the dependent variable mediated by the mediator variable. If the Z calculation value is greater than 1.96 (with a confidence level of 95 percent), then the mediator variable is assessed to significantly mediate the relationship between the dependent variable and the independent variable.

TABLE 7: SOBEL TEST RESULT

	Value	Description
Z	1.96	Mediated

Source : Data processed, 2018

Because Z count is 4.119> 1.96, it means that hedonic consumption tendency (Y1) is a variable that mediates fashion involvement (X) to the impulse buying behavior (Y2) on consumers of H&M Beachwalk Bali.

The influence of fashion involvement on the impulse buying behavior

The level of significance of fashion involvement is 0.025 <0.05 with a beta value of 0.209, so the research hypothesis H1 accepted this means that fashion involvement has a positive and significant effect on impulse buying behavior on consumers of H&M Beachwalk Bali. This means that the higher fashion involvement will increase the impulse buying behavior of consumers of H&M Beachwalk Bali. The results of this study support the research conducted by Deviana and Giantari (2016), Setiadi and Warmika (2015), Haq *et al.* (2014), Amiri *et al.* (2012).

The influence of fashion involvement on hedonic consumption tendency

The level of significance of fashion involvement is 0.000 <0.05 with a beta value of 0.586, the H2 hypothesis is accepted. This means that fashion involvement has a positive and significant effect on hedonic consumption tendency on consumers of H&M Beachwalk Bali. This means that the better the involvement of fashion in a positive way, the more related to the tendency of consumption of hedonists to believe these consumers to do fashion shopping for hedonic consumption. The results of this study support the research conducted by Haq *et al.* (2014), Saran *et al.* (2016) and Alba and William (2012).

The Influence of hedonic consumption tendency on impulse buying behavior

The significance level of hedonic consumption tendency is 0.000 <0.05 with a beta value of 0.516, the H3 research hypothesis is accepted, this means that hedonic consumption tendency has a positive and significant effect on the impulse buying behavior on consumers of H&M Beachwalk Bali. This means that the higher the level of inclination in hedonic consumption, the higher it is to do impulse buying. The results of this study support the research conducted by Marianty (2014), Dananjaya and Suparna (2016) and Haq *et al.* (2014).

The influence of fashion involvement on impulse buying behavior mediates hedonic consumption tendency

The calculation results obtained by comparison of Z count value of 4.119> Z table of 1.96, then the research hypothesis H4 is accepted which means that hedonic consumption tendency is able to mediate significantly the influence of fashion involvement on impulse buying behavior. This shows that good fashion involvement will increase the hedonic consumption tendency, if the hedonic consumption tendency increases, it will indirectly lead to the impulse buying behavior of consumers of H&M Beachwalk Bali. The results of this study support the research conducted by Haq *et al.* (2014), Saran *et al.* (2016), and Haq and Abbasi (2016).

V. CONCLUSIONS AND SUGGESTIONS

Based on the results of the research analysis and the results of the discussion in the previous chapter, it can be concluded from this study as follows.

1) Fashion involvement has a positive and significant effect on impulse buying behavior on consumers of H&M Beachwalk Bali. This shows that the higher fashion involvement will increase the impulse buying behavior of consumers of H&M Beachwalk Bali.

2) Fashion involvement has a positive and significant effect on hedonic consumption tendency on consumers of H&M Beachwalk Bali. This shows that the better the involvement of fashion is positively, the more related to the tendency of consumption of hedonists to believe that consumers are shopping for fashion products.

3) Hedonic consumption tendency has a positive and significant effect on impulse buying behavior on consumers of H&M Beachwalk Bali. This shows that the higher the level of tendency in hedonic consumption, the higher the impulse buying is.

4) Hedonic consumption tendency significantly mediates the effect of fashion involvement on impulse buying behavior. This shows that good fashion involvement will increase the consumer's hedonic consumption tendency, if the hedonic consumption tendency increases, it will indirectly lead to impulse buying behavior on consumers of H&M Beachwalk Bali.

Suggestions that can be given to companies, especially to H&M Beachwalk Bali, and further researchers who raise similar issues and topics are as follows.

1) H&M must know how to improve the fashion tastes of its customers, that is, by aggressively providing the latest information at any time on the website, on social media such as Instagram and the official H&M application on current developments and changes in fashion, while promoting the latest products.

2) H&M needs to change the store atmosphere and the fashion collection season every 5 to 6 months according to changing modes so that consumers are not bored, considering that consumer demand keeps changing so that consumers feel like they are in a different place while at H&M.

3) H&M must always update and vary the models, colors and sizes of various fashion so that consumers can buy and wear their clothes as expected.

REFERENCES

[1]. Alba, J W., William, E F. (2012). Pleasure principles: A review of research on hedonic consumption. *Journal of Consumer Psychology. 23(1): pp.1-17.*

[2]. Amiri, F., Jasour, J., Shirpou, M., Alizadeh, T. (2012). Evaluation of Effective Fashionism Involvement Factors on Impulse Buying of Costumers and Condition of Interrelation between These Factor. *Journal of Basic and Applied Scientific Research. 2(9), pp: 9413-9419.*

[3]. Dananjaya, I G R A., Suparna, G. (2016). Hedonic Consumption Tendency Dan Impulse Buying Pelanggan Produk Fashion Di Mall Bali Galleria. *E-Jurnal Manajemen Unud*, *5(4). hal*. 2250-2282.

[4]. Dhurup, M. (2014). Impulsive Fashion Apparel Consumption: The Role of Hedonism, Fashion Involvement and Emotional Gratification in Fashion Apparel Impulsive Buying Behaviour in a Developing Country. *Mediterranean Journal of Social Sciences. 5(8). pp 168-177.*

[5]. Deviana. D, Ni P S., Giantari, I G A K. (2016). Pengaruh Shopping Lifestyle Dan Fashion Involvement Terhadap Impulse Buying Behavior Masyarakat Di Kota Denpasar. *E-Jurnal Manajemen Unud, 5(8). hal. 5264-5273.*

[6]. Deveci, G., Ercis, A. (2017). Determining the influence of fanatical tendencies on consumption styles based on lifestyles. *AIMI Journal. 4(1). pp 33-49.*

[7]. Dewi, N R., Suharyono., Kumadji, S. (2015). Pengaruh Fashion Involvement Dan Kecenderungan Hedonic Consumption Dengan Mediator Emosi Positif Terhadap Pembelian Impulsif Berorientasi Fashion (Survei Pada Pembeli Pakaian Di Mal Olympic Garden Kota Malang). *Jurnal Administrasi Bisnis (JAB). 26(2): hal. 1-10.*

[8]. Ferdinand, A. (2014). *Metode Penelitian Manajemen. Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Disertai Ilmu Manajemen*. Semarang: Fakultas Ekonomi dan Bisnis Universitas Diponegoro.

[9]. Ghani, U., Jan, F.A. (2011). An Exploratory Study of the Impulse Buying Behaviour of Urban Consumers in Peshawar. *International Conference on Business and Economics Research. 1. pp: 157-159.*

[10]. Ghozali, I. (2013). *Analisis Multivariate dengan Program SPSS. Edisi Ketujuh*. Semarang. Badan Penerbit Universitas Diponegoro

[11]. Gunawan, M P. (2016). Impulse Buying And Hedonic Consumption Behavior On Three Indonesian Ethenicities. Tesis. *Degree of Sarjana Ekonomi (S1) in International Business Management Program Faculty of Economics Universitas Atma Jaya Jogjakarta.*

[12]. Haq, M A., Khan, N R.., Ghouri, A M. (2014). Measuring The Mediating Impact Of Hedonic Consumption On Fashion Involvement And Impulse Buying Behavior. *Indian Journal of Commerce & Management Studies. 5(3): pp 50-57.*

[13]. Haq, M A., Abbasi, S. (2016). Indirect Impact of Hedonic Consumption and Emotions on Impulse Purchase Behavior: A Double Mediation Model. *Journal of Management Sciences. 3(2): pp 108-122.*

[14]. Hermanto, E Y. (2016). Pengaruh Fashion Involvement Terhadap Impulse Buying Behavior Masyarakat Surabaya Dengan Hedonic Shopping Motivation Dan Positive Emotion Sebagai Variabel Intervening Pada Merek ZARA. *Jurnal Manajemen Pemasaran. 10(1): hal. 11-19.*

[15]. Japarianto, E., Sugiharto, S. (2011). Pengaruh Shopping Lifestyle dan Fashion Invilvement Terhadap Impulse Buying Behavior Masyarakat High Income Surabaya. *Jurnal Manajemen Pemasaran, 6(1): hal. 32-41.*

[16]. Kinasih, I A D., Jatra, I M. (2018). Peran Emosi Positif Memediasi Pengaruh Fashion Involvement dan Hedonic Consumption Tendency Terhadap Impulse Buying. *E-Jurnal Manajemen Unud, 7(6): hal. 3258-3290*

[17]. Liapati, G., Assiouras, I., Decaudin, J M. (2015). The Role of Fashion Involvement, Brand Love and Hedonic Consumption Tendency in Fashion Impulse Purchasing. *Journal of Global Fashion Marketing Bridging Fashion and Marketing. 6(4). hal. 251-261*

[18]. Marianty, R. (2014). Pengaruh Keterlibatan Fashion, Emosi Positif, dan Kecenderungan Konsumsi Hedonik Terhadap Pembelian Impulsif. Tesis. *Pasca Sarjana Universitas Atma Jaya Yogyakarta.*

[19]. Naaentiana, P V., Setiawan, P Y. (2014). Peran Positive Emotion Dalam Memediasi Pengaruh Hedonic Shopping Value Terhadap Impulse Buying (Studi Kasus : Mall Bali Galleria). *E-Jurnal Manajemen Unud. 3(8). hal. 2314-2330.*

[20]. Narsir, M. (2009). Studi Perilaku Konsumen Terhadap Keputusan Pembelian Air Minum Aqua Di Kota Surakarta. *Benefit Jurnal Manajemen dan Bisnis. 12(1). hal. 57-83.*

[21]. Nooreini, A. (2014). The Role Of Fashion Orientated Involvement And Individual Mood On Impulse Buying In Tabriz. *Arabian Journal of Business and Management Review (OMAN Chapter). 3(12): pp 132-138.*

[22]. Paramita, A O., Arifin, Z., Sunarti. (2014). Pengaruh Nilai Belanja Hedonis Terhadap Pembelian Impulsif Pada Toko Online Dengan Emosi Positif Sebagai Variabel Perantara. *Jurnal Administrasi Bisnis (JAB). 8(2): hal. 1-9.*

[23]. Park, E J., Kim, E Y., Forney, J C. (2006). A structural model of fashion-oriented impulse buying behavior. *Journal of Fashion Marketing and Management. 10(4). pp. 433-446.*

[24]. Permatasari, I M., Arifin, Z., Sunarti. (2017). Pengaruh Hedonic Consumption Dan Mediator Emosi Positif Terhadap Pembelian Impulsif (Survei Pada Pembeli Produk Fashion Di Malang Town Square Kota Malang). *Jurnal Administrasi Bisnis (JAB). 43(2): hal. 1-9.*

[25]. Saputri, D L., Yuniati, T. (2017). Pengaruh Gaya Hidup Hedonis, Keterlibatan Fashion Dan Visual Merchandising Terhadap Pembelian Impulsif. *Jurnal Ilmu dan Riset Manajemen. 6(3): hal. 1-19.*

[26]. Saran, R., Roy, S., Sethuraman, R. (2016). Personality and fashion consumption: a conceptual framework in the Indian context. *Journal of Fashion Marketing and Management. 20(2). pp. 157-176.*

[27]. Setiadi, I M W., Warmika, I G K. (2015). Pengaruh Fashion Involvement Terhadap Impulse Buying Konsumen Fashion Yang Dimediasi Positive Emotion Di Kota Denpasar. *E-Jurnal Manajemen Unud. 4(6). hal. 1684-1700.*

[28]. Sugiyono. (2018). *Metode Penelitian Kuantitatif.* Bandung: Alfabeta

[29]. Sujani. (2017). Pengaruh Perilaku Konsumen Terhadap Keputusan Belanja di Indomaret. *Majalah Ekonomi. 22(2). hal. 191-205*

[30]. Sunarto. (2018). Analisis Perilaku Konsumen Terhadap Keputusan Pembelian Handphone Xiaomi Redmi 3S. *Jurnal Moneter. 5(1). hal.35-43*

[31]. Szczepaniak, M. (2015). Fashion Involvement and Innovativeness, Self-Expression through Fashion and Impulsive Buying as Segmentation Criteria: Identifying Consumer Profiles in the Turkish Market. *Entrepreneurship and Innovation Management Journal. 3(1). Pages: 1-14.*

[32]. Temaja, I K W B., Rahanatha, G B., Yasa, Ni N K. (2015). Pengaruh Fashion Involvement, Atmosfer Toko Dan Promosi Penjualan Pada Matahari Departemen Store Di Kota Denpasar. *E-Jurnal Manajemen Unud. 4(6). hal. 1466-1482.*

[33]. Tifferet, S., Herstein, R. (2012). Gender differences in brand commitment, impulse buying, and hedonic consumption. *Journal of Product & Brand Management. 21(3). pp 176– 182.*

[34]. Trisnawati, T Y. (2011). Fashion Sebagai Bentuk Ekspresi Diri dalam Komunikasi. *Jurnal The Messeger. 3(1). Hal. 36-47.*

[35]. Utami, B., Utama, A. (2016). Pengaruh Nilai Belanja Hedonik Terhadap Impulse Buying Dengan Emosi Positif Sebagai Variabel Perantara (Studi Kasus Pada Pelanggan Di Ambarukmo Plaza Yogyakarta). *Jurnal Manajemen Bisnis Indonesia (JMBI). 6(1). hal. 12-22.*

[36]. Vazifehdoost, H., Rahnama, A., Mousavian, S J. (2014). Evaluation of the Influence of Fashion Involvement, Personality Characteristics, Tendency to Hedonic Consumption and Store Environment on Fashion-Oriented Impulse Buying. *Mediterranean Journal of Social Sciences. 5(1): pp 224-231.*

[37]. Wiguna, A A N I., Nurcaya, I N. (2014). Pengaruh Fashion Involvement, Kualitas Produk, dan Kewajaran Harga Terhadap Impulse Buying. *E-Jurnal Manajemen Unud. 3(12): hal. 3695-3706.*

[38]. Wirawan, N. (2014). *Cara Mudah Memahami Statistika Ekonomi dan Bisnis (Statistika Inferensi) Edisi ketiga*. Keraras Emas. Bali.