
ANALYZING FACTORS THAT DRIVE IMPULSIVE BUYING BEHAVIOR TOWARD FASHION PRODUCTS IN MANADO TOWN SQUARE**ANALISA FAKTOR-FAKTOR YANG MENDORONG PERILAKU PEMBELIAN IMPULSIF TERHADAP PRODUK FASHION DI MANADO TOWN SQUARE**

By:

Nathania Lontoh¹
David P. E. Saerang²
Maria V. J. Tielung³^{1,2,3} Faculty of Economics and Business, International Business Administration, Management Program
Sam Ratulangi University Manado

E-mail:

¹nathanielontoh@yahoo.com²d_saerang@lycos.com³mariatielung@gmail.com

Abstract: The fashion industry has a great influence and is a significant driver in Indonesia's creative economy. Manado Town Square is the social and shopping center of Manado; therefore, it presents a huge opportunity for marketers to provoke impulsive buying behavior of consumers. This research aims to analyze and define the factors that drive impulsive buying behavior toward fashion products in Manado Town Square. Knowing these factors, marketers can enhance and take advantage of these factors in order to instigate consumers to purchase more items than planned generating more revenue. In order to define these factors this research takes a quantitative approach by obtaining data through questionnaires using convenience sampling in which 100 buyers of fashion products in Manado Town Square are the respondents. To analyze the data this research uses Factor Analysis as the research method. There are 20 variables included in the analysis, and the results show that 19 variables correlate with the other factors. From the results of the factoring process there are 5 factors formed which are: Environmental Factors, Multisensory Atmospheric Stimuli Triggering Mood and Emotion, Promotional Techniques, Situational Factors and Marketing Strategies. Marketers should take advantage of these factors to trigger consumers' impulsive buying behavior.

Keywords: *fashion products, impulsive buying behavior, factor analysis*

Abstrak: Industri fashion mempunyai sebuah pengaruh besar dan sebagai pengantar yang signifikan dalam kreatifitas ekonomi Indonesia. Manado Town Square adalah sosial dan pusat pembelian di Manado; karena itu, juga menyediakan kesempatan yang besar pemasar untuk memprovokasi perilaku pembelian impulsif dari konsumen. Penelitian ini bertujuan untuk menganalisa dan menetapkan faktor-faktor yang mendorong perilaku pembelian impulsif terhadap produk fashion di Manado Town Square. Dengan mengetahui faktor-faktor ini, pemasar bisa meningkatkan dan mengambil keuntungan dari faktor-faktor ini dengan tujuan untuk menghasut konsumen untuk membeli barang lebih banyak dari yang direncanakan untuk menghasilkan lebih banyak pendapatan. Dengan tujuan untuk menentukan faktor-faktor tersebut penelitian ini mengambil pendekatan kuantitatif dengan mendapatkan data melalui kuesioner dan convenience sampling dimana menggunakan 100 pembeli dari produk fashion di Manado Town Square sebagai responden. Untuk menganalisa data penelitian ini menggunakan analisis faktor sebagai metode penelitian. Ada 20 variabel yang termasuk dalam analisis ini, dan hasil menunjukkan 19 variabel berhubungan dengan faktor lain. Hasil dari proses analisa faktor ada 5 faktor yang mendorong perilaku pembelian impulsif terhadap produk fashion di Manado Town Square. Kelima faktor tersebut adalah faktor lingkungan, faktor atmosfer dan emosi memicu multisensory, faktor teknik promosi, faktor situasional, dan faktor strategi pemasaran. Pemasar harus memanfaatkan faktor-faktor ini untuk mendorong perilaku pembelian impulsif dari konsumen.

Kata Kunci: *produk fashion, perilaku pembelian impulsif, analisis faktor*

INTRODUCTION**Research Background**

Fashion is a creative way for people to express themselves. People in Manado are stereotyped as good-looking, stylish and proud, so they will try to be as up to date with everything and as in style as they can. The social and shopping center of Manado is located on Jalan Pierre Tendean Boulevard at the shopping mall Manado Town Square (Mantos). Manado Town Square is the top mall in Manado that opened in 2006. It is where everyone goes to socialize and shop especially when it comes to popular international brand stores. Manado Town Square is full with a wide variety of fashion stores. Since the people in Manado often go to Manado Town Square, there is a good chance that they will be tempted to go shopping even when they do not plan on it. Actions of this kind are described as impulse buying behavior. Early marketing literature defined impulse buying in a simple way as unplanned purchasing (Cobb and Hoyer, 1986). Impulsive buying behavior is a mystery to marketers as well as consumers, so marketers should know the factors that drive impulsive buying behavior to use them to their maximum advantage to attract consumers and generate more revenue.

Research Objective

The objective that be achieved by this research: To define the factors that drive impulsive buying behavior toward fashion products in Manado Town Square.

THEORETICAL REVIEW**Marketing**

Marketing, more than any other business function, deals with customers. Marketing is managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value and keep growing current customers by delivering satisfaction (Kotler and Armstrong, 2006:34).

Impulsive Buying Behavior

Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict. Also, impulse buying is prone to occur with diminished regard for its consequences (Rook, 1987).

There are several factors that drive impulsive buying behavior. Personal selling is the process that is used as a strategy to persuade consumers to purchase products or services through personal communication. A celebrity endorsement is any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989). Loyalty programs are an offer provided by a retailer to customers who frequently make purchases, by giving them a unique identifier such as a numerical ID or membership card (Nagadeepa, Selvi, and Pushpa, 2015). Price packs are where several products, services, or any combinations of them are presented to the customers as a single package with a single price (Al-Salamin and Al-Hassan, 2016). A discount is the offer when products are sold at a price lower than the original price (Nagadeepa, Selvi and Pushpa, 2015). Odd even pricing is a pricing strategy based on the theory that certain prices have a psychological impact. Money availability has been defined as the amount of in the budget or surplus funds at the moment of purchase and has an important role in the process of impulsive buying (Beatty and Ferrell, 1998). Economic well-being refers to the general condition of the financial health of individuals (Ronaghi and Rahimpour, 2017). Time availability refers to how much time can be spent in a store (Ronaghi and Rahimpour, 2017). The process of examining a store's merchandise for recreation of getting information regarding the interested products in the absence of intention to buy immediately is called in-store browsing (Bloch, Sherrell and Ridgway, 1986). A brand is a name, phrase, design, symbol, or combination of these used to identify a product and distinguish it from those of its competitors (Kotler, Armstrong, Ang, Leong, Tan and Tse, 2005). Window displays refer to any sort of visual presentation of merchandise at the front level so as to attract the attention of shoppers and finally to come into the store. Product attractiveness is how eye catching a product is to consumers which can include the product's color, pattern, style, design and features. Product physical quality towards fashion products can be measured by the material of which the product is made from and by its features. Music can be defined as a pleasant sound that impacts consumers' conscious and unconscious decisions (Banat and Wandebori, 2012). Store lighting refers to the proper amount of lighting availability inside the store for the customers to better view the products available in the store and helps to get the customer's attention to the key sales points (Herath, 2014). Scent is a pleasant fragrance that influences

customers' mood and emotions which make the customers stay more time and feel excited (Banat and Wandebori, 2012). Shopping enjoyment tendency is defined as the pleasure one obtains in the shopping process (Beatty and Ferrell, 1998). Social desirability is a personality trait rendering the individual acceptance in social or interpersonal relations. Novelty-fashion consciousness is a characteristic that describes individuals who are fashionable with novelty conscious and love to experience new things, while impulse buyers are labeled as individuals' tendency to have spontaneous, unreflective, immediate and kinetic buying motives (Bae, 2004).

Previous Research

Muruganantha and Bhakat (2013) made a literature review of impulsive buying behavior explaining the external stimuli, store atmosphere, internal stimuli, situational and store related factors, and demographics and socio-cultural factors that drive impulsive buying behavior. After the content analysis of the literature, it was possible to clarify the impulse buying concept, its various dimensions, and its relationship with the consumers. Vishnu and Raheem (2013) took a quantitative approach for their research on factors influencing impulse buying behavior. They analyzed store environment, window displays, visual merchandising, income level and credit card as their variables. This research suggests that from all the variables income level and visual merchandising have the most impact on consumer's impulsive buying behavior. Khuong and Tran (2015) did an analysis on factors affecting impulse buying toward fashion products in Ho Chi Minh City. Their research confirmed the important roles of optimum stimulation level, hedonic purchase, consumer's need for uniqueness, novelty-fashion consciousness and consumer self-spending-control.

Conceptual Framework

From this Conceptual Framework, this study aims to find out the factors that drive impulsive buying behavior. There are 20 variables in this research.

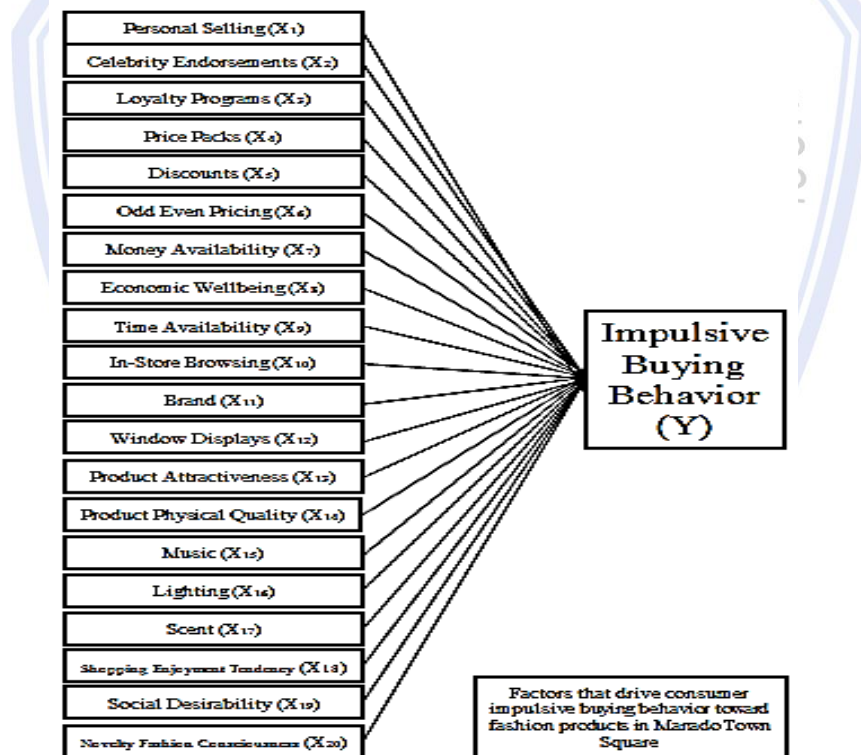


Figure 1. Conceptual Framework

Source: Articles and Journals, 2017

RESEARCH METHOD

Type of Research

Quantitative method is used to collect the data in this research. Aliaga and Gunderson (2002) states that quantitative research is explaining a phenomena by collecting numeric data that are analyzed using

mathematically based methods (in particular statistics). This research in the field of marketing management analyzed the factors that drive impulsive buying behavior toward fashion products in Manado Town Square.

Place and Time of Research.

This research had been conducted in Manado with the period time from July 2017 – September 2017.

Population and Sample

The population of this research is all buyers of fashion products in Manado Town Square. Gorsuch (1983) recommended that sample should be at least 100, and Kline (1979) supported this recommendation. Based on the recommendation, the sample of this research is 100 buyers of fashion products in Manado Town Square.

Operational Definition

There are 20 variables that will be used in this research. Those variables are personal selling, celebrity endorsements, loyalty programs, price packs, discounts, odd even pricing, money availability, economic wellbeing, time availability, in-store browsing, brand, window displays, product attractiveness, product physical quality, music, lighting, scent, shopping enjoyment tendency, social desirability and novelty-fashion consciousness.

Data Analysis Method

Validity and Reliability Test

Validity test is used to measure the legitimacy or validity of a questionnaire. A reliability test is done to get the level of accuracy of the data collection tool (instrument used) (Riduwan and Kuncoro, 2012:220). The main usage of reliability test is to make sure that the used measurement tool (questionnaire) is really consistent in measuring some cases, even though the observation has been conducted frequently at the same object. To ensure that all questions in the questionnaire are truly reliable, the measurement of the internal consistency is made.

Confirmatory Factor Analysis

According to Child (1990), confirmatory factor analysis (CFA) is a statistical technique used to verify the factor structure of a set of observed variables. CFA allows the researcher to test the hypothesis that a relationship between observed variables and their underlying latent constructs exists.

RESULT AND DISCUSSION

Factor Analysis

There are 4 steps for conducting factors analysis, (1) data collection method and generate the correlation matrix, (2) extraction or initial factor solution, (3) rotation and interpretation, and (4) construction of scales or factor scores to use in further analysis. For this factor analysis, there are 20 variables in this research with 20 indicators.

Table 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.844
Bartlett's Test of Sphericity	Approx. Chi-Square	902.762
	Df	193
	Sig.	0

Source: IBM SPSS S22 Output, 2017

The value of KMO and Bartlett's Test for correlation between required variables is over 0.5. The significance of the study required is over 0.05. From the above results obtained the KMO value is 0.844. The results of the SPSS calculation calculated the Bartlett Test of Sphericity value as 902.762 with a significance value of 0.000. The Bartlett Test of Sphericity meets the requirements because the significance value is below 0.05 (5%). With the results above, it can be said that the variables and samples are allowed for further analysis.

Table 2. Measures of Sampling Adequacy (MSA)

	Initial
Personal Selling (X1)	.806 ^a
Celebrity Endorsements (X2)	.819 ^a
Loyalty Programs (X3)	.850 ^a
Price Packs (X4)	.825 ^a
Discounts (X5)	.831 ^a
Odd Even Pricing (X6)	.825 ^a
Money Availability (X7)	.798 ^a
Economic Wellbeing (X8)	.798 ^a
Time Availability (X9)	.890 ^a
In-Store Browsing (X10)	.915 ^a
Brand (X11)	.809 ^a
Window Displays (X12)	.863 ^a
Product Attractiveness (X13)	.898 ^a
Product Physical Quality (X14)	.873 ^a
Music (X15)	.783 ^a
Lighting (X16)	.779 ^a
Scent (X17)	.836 ^a
Shopping Enjoyment Tendency (X18)	.919 ^a
Social Desirability (X19)	.811 ^a
Novelty-Fashion Consciousness (X20)	.879 ^a

Source: IBM SPSS 22 Output, 2017

Based on Table 2, the initial value of all the variables that have been processed through IBM SPSS Statistic are all more than 0.5; therefore, all 20 variables are correlated and can proceed to further tests and analysis.

Table 3. Communalities (Principal Component Analysis)

	Initial	Extraction
Personal Selling (X1)	1,000	.709
Celebrity Endorsements (X2)	1,000	.513
Loyalty Programs (X3)	1,000	.693
Price Packs (X4)	1,000	.677
Discounts (X5)	1,000	.697
Odd Even Pricing (X6)	1,000	.523
Money Availability (X7)	1,000	.805
Economic Wellbeing (X8)	1,000	.710
Time Availability (X9)	1,000	.403
In-Store Browsing (X10)	1,000	.665
Brand (X11)	1,000	.669
Window Displays (X12)	1,000	.619
Product Attractiveness (X13)	1,000	.736
Product Physical Quality (X14)	1,000	.553
Music (X15)	1,000	.585
Lighting (X16)	1,000	.790
Scent (X17)	1,000	.771
Shopping Enjoyment Tendency (X18)	1,000	.588
Social Desirability (X19)	1,000	.570
Novelty-Fashion Consciousness (X20)	1,000	.597

Source: IBM SPSS 22 Output, 2017

Based on Table 3, it can be seen from the results of extraction that the variance of Personal Selling (X1) is 0.709 which means that 70.9% of variance from this variable can be explained by the factors to be formed, and so on until the last variable. The extraction value of Time Availability (X9) of 0.403 does not meet the suggested minimum of 0.5, so this variable will be eliminated for further tests and analysis.

In total variance explained, there were 5 components formed from 19 variables. The cumulative percentage of variance accounted for the current and all proceeding principal components. The first factor formed accounts for 36.862% of total variance, second factor 47.326%, third factor 54.513%, fourth factor 60.693% and fifth factor 66.171% of total variance.

Table 4. Component Matrix^a

	Component				
	1	2	3	4	5
Personal Selling (X1)	.453	.448	.360	.416	-.010
Celebrity Endorsements (X2)	.540	.080	.194	.380	.196
Loyalty Programs (X3)	.641	.286	.442	.064	.024
Price Packs (X4)	.631	-.202	.470	-.134	.050
Discounts (X5)	.602	-.300	.471	-.129	-.060
Odd Even Pricing (X6)	.397	.197	-.126	.535	.156
Money Availability (X7)	.595	-.363	-.161	.059	.517
Economic Wellbeing (X8)	.590	-.430	-.056	.105	.382
In-Store Browsing (X10)	.695	-.410	.014	.009	-.176
Brand (X11)	.572	-.212	-.427	.324	-.077
Window Displays (X12)	.533	.155	-.061	.317	-.532
Product Attractiveness (X13)	.770	-.143	-.214	-.038	-.296
Product Physical Quality (X14)	.669	-.147	.059	-.158	-.263
Music (X15)	.513	.409	.149	-.279	.239
Lighting (X16)	.554	.597	-.300	-.108	.122
Scent (X17)	.589	.599	-.168	-.201	.076
Shopping Enjoyment Tendency (X18)	.655	.128	-.240	-.301	-.023
Social Desirability (X19)	.652	-.076	-.285	-.245	-.003
Novelty-Fashion Consciousness (X20)	.756	-.166	-.038	-.062	-.053

Source: IBM SPSS 22 Output, 2017

Based on the data output on Table 4 of the component matrix, the size of the correlation of each variable with the factor that has been formed can be determined. The component matrix results are appropriate and variables have to be correlated to each variable. This table contains components loading, which are the correlation between the variable and component. There still variables that have no significant difference with some other indicators and there is still a value of loading or a large correlation of less than 0.5; therefore, it is necessary to rotate factors to clarify the position of these variables. From these results, there are no variables that need to be eliminated.

Table 5. Rotated Component Matrix^a

	Component				
	1	2	3	4	5
Personal Selling (X1)	.027	.243	.294	.120	.741
Celebrity Endorsements (X2)	.105	.130	.275	.289	.575
Loyalty Programs (X3)	.113	.416	.617	.043	.352
Price Packs (X4)	.168	.117	.753	.241	.112
Discounts (X5)	.249	.009	.766	.202	.061
Odd Even Pricing (X6)	.166	.137	.116	.247	.634
Money Availability (X7)	.166	.150	.178	.831	.101
Economic Wellbeing (X8)	.227	.026	.270	.744	.124

In-Store Browsing (X10)	.610	-.007	.434	.346	.056
Brand (X11)	.634	.051	-.117	.416	.271
Window Displays (X12)	.660	.104	.114	-.211	.438
Product Attractiveness (X13)	.754	.258	.249	.207	.086
Product Physical Quality (X14)	.552	.209	.454	.111	.013
Music (X15)	-.056	.666	.337	.091	.138
Lighting (X16)	.197	.813	-.086	.062	.262
Scent (X17)	.184	.833	.065	-.003	.221
Shopping Enjoyment Tendency (X18)	.431	.579	.172	.202	-.048
Social Desirability (X19)	.493	.426	.161	.337	-.090
Novelty-Fashion Consciousness (X20)	.517	.261	.381	.339	.110

Source: IBM SPSS 22 Output, 2017

Based on Table 5, all the variables have loading values higher than 0.5 which means all 19 variables will be used for the next analysis. Variables X 10, 11, 12, 13, 14, 19 and 20 all are under factor 1. Variables X 15, 16, 17 and 18 are all independent variables of factor 2. Variables X 3, 4 and 5 fall under factor 3. Variables X 7 and 8 are both part of factor 4. Variables X 1, 2 and 6 are under factor 5.

Result of Regression Analysis

This research is aim to answer research question: what are the factors that impulsive buying behavior

Table 6. Regression Models and Variables

Regression Model	Dependent Variable	Independent Variables
First Factor	Environmental Factors	In-Store Browsing, Brand, Window Displays, Product Attractiveness, Product Physical Quality, Social Desirability, Novelty-Fashion Consciousness
Second Factor	Multisensory Atmospheric Stimuli Triggering Mood and Emotion	Music, Lighting, Scent, Shopping Enjoyment Tendency
Third Factor	Promotional Techniques	Loyalty Programs, Price Packs, Discounts
Fourth Factor	Situational Factors	Money Availability, Economic Wellbeing
Fifth Factor	Marketing Strategies	Personal Selling, Celebrity Endorsements, Odd Even Pricing

Source: Data Processed, 2017

Discussion

The sampling technique used in this research is convenience sampling. While conducting the required tests and analyses, there was one variable that was eliminated after the communalities analysis which was Time Availability (X9). After eliminating this variable from the test, 19 variables that had an extraction value above 0.5 continue on until the last test and analysis. Based on the result of the output from the 19 variables, those 19 variables can be grouped into 5 factors. According to the Principal Component Analysis, there are 5 components with an eigenvalue above 1. Therefore, the factoring process will be based off of 5 factors.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the analysis and discussion, there are 5 factors that drive impulsive buying behavior towards fashion products in Manado Town Square.

1. Environmental Factors

- There are 7 independent variables categorized in this factor which are: In-Store Browsing, Brand, Window Displays, Product Attractiveness, Product Physical Quality, Social Desirability and Novelty-Fashion Consciousness.
2. Multisensory Atmospheric Stimuli Triggering Mood and Emotion
This factor has 4 independent variables grouped together which are: Music, Lighting, Scent and Shopping Enjoyment Tendency.
 3. Promotional Techniques
Included in this factor are 3 variables which are: Loyalty Programs, Price Packs and Discounts.
 4. Situational Factors
There are 2 variables that are part of this factor which are: Money Availability and Economic Wellbeing.
 5. Marketing Strategies
Categorized in this factor are 3 variables which are: Personal Selling, Celebrity Endorsements and Odd Even Pricing.

Recommendations

The researcher provided recommendations that can be concluded from the overall results of this research in hope that these inputs will be beneficial to marketers in Manado Town Square. Personal Selling, employees should be friendly and not hesitate to help customers and offer options that would complement the customer's look, thus they will make unplanned purchases of fashion products to complete their outfit. Celebrity Endorsements, stores in Manado Town Square that have celebrities wearing their products should use that to their advantage and expose it. Loyalty Programs, membership cards should be available with offers of rewards or marked down prices. Price Packs, put two or more fashion products together and sell those items for a single price. Discounts, stores at Manado Town Square should give more exposure when having sales on fashion products. Odd Even Pricing, fashion products should be priced using odd even pricing, so consumers think they are saving money or spending less money than they actually are. Money Availability, stores in Manado Town Square should offer payment options such as being able to pay with a debit card or credit card. Economic Wellbeing, stores should offer marked down prices on fashion products and expose them in a way that catches consumers' attention, so that consumers who are only doing fairly well in the economy will not feel guilty when making impulse purchases. In-Store Browsing, create a comfortable store environment that will please the consumers' senses. Brand, brands in Manado Town Square should represent their brand image to the maximum through the store environment. Window Displays, design creative window displays making them as attractive as possible with the best and latest fashion products. Product Attractiveness, the appearance and features of fashion products should be enhanced by displaying them together as one complete look, so consumers will be inspired to buy the whole outfit instead of just one item. Product Physical Quality, a fashion product's physical quality can be highlighted with lighting bright enough for consumers to be able to see the product material and its quality. Music, fast tempo music should be played in stores to make consumers feel happy making them spend more time and money than planned in the store. Lighting, the lighting system should be designed to add dimension to the interior and guide consumers to the key sales points. Scent, have the presence of a pleasant aroma around the store creating positive effects on consumers making them want to stay in the store longer. Shopping Enjoyment Tendency, stores in Manado Town Square should make consumers' shopping experience more enjoyable by creating a fun, positive atmosphere from the employees to ambient factors like music, scent and lighting. Social Desirability, display best-selling fashion collections because those are most likely what people in a popular circle are wearing, and those are the kinds of products consumers who want to be socially desirable are interested in purchasing. Novelty-Fashion Consciousness, the newest arrivals of fashion products should be displayed in the front of the store, so it will catch the eyes of consumers who are always up to date with the latest fashion trends and fads and will end up purchasing them impulsively.

REFERENCES

- Aliaga, M. and Gunderson, B. 2002. *Interactive Statistics*. New Jersey: Prentice Hall.
- Al-Salamin, Hussain and Al-Hassan, Eman. 2016. The Impact of Pricing on Consumer Buying Behavior in Saudi Arabia: Al-Hassa Case Study. *European Journal of Business and Management*, Vol. 8, No. 12. <https://www.researchgate.net/publication/301753990>. Accessed on November 25, 2017. Pp. 62-73.

- Bae, S. 2004. Shopping Pattern Differences of Physically Active Korean and American University Consumers for Athletic Apparel. *Florida State University*. <http://diginole.lib.fsu.edu/islandora/object/fsu:169056/datastream/PDF/view>. Accessed on November 25, 2017.
- Banat, A. and Wandebori, H. S. T. 2012. Store Design and Store Atmosphere Effect on Customer Sales per Visit. *2nd International Conference on Business, Economics, Management and Behavioral Sciences*. <http://psrcentre.org/images/extraimages/10%201012545.pdf>. Accessed on November 25, 2017. Pp. 84-89.
- Beatty, S. E. and Ferrell, M. E. 1998. Impulse Buying: Modeling its Precursors. *Journal of Retailing*, Vol. 74, No. 2. [http://dx.doi.org/10.1016/S0022-4359\(99\)80092-X](http://dx.doi.org/10.1016/S0022-4359(99)80092-X). Accessed on November 25, 2017. Pp. 161-167.
- Bental, B., and Spiegel, M. 1995. Network Competition, Product Quality, and Market Coverage in the Presence of Network Externalities. *Journal of Industrial Economies*, Vol. 43, No. 2. <http://dx.doi.org/10.2307/2950481>. Accessed on November 25, 2017. Pp. 197-208.
- Bloch, P., Sherrell, D. and Ridgway, N. 1986. Consumer Search: An Extended Framework. *Journal of Consumer Research*, Vol. 13, No. 1. https://www.researchgate.net/publication/24098449_Consumer_Search_An_Extended_Framework. Accessed on November 25, 2017. Pp. 119-126.
- Child, D. 1990. *The Essentials of Factor Analysis, second edition*. London: Cassel Educational Limited.
- Cobb, C. J. and Hoyer, W. D. 1986. Planned Versus Impulse Purchase Behavior. *Journal of Retailing*, Vol. 62, No. 4. <http://psycnet.apa.org/record/1988-12512-001>. Accessed on November 25, 2017. Pp. 384-409.
- De Angelis, M., and Carpenter, G. S. 2010. The Effects of Adding Feature on Product Attractiveness: The Role of Product Perceived Congruity. *Alma Mater Studiorum – Università di Bologna*. <https://core.ac.uk/download/pdf/11011782.pdf>. Accessed on November 25, 2017.
- Gorsuch, R.L. 1983. *Factor Analysis (2nd ed)*. Hillsdale, NJ: Erlbaum.
- Herath, S. 2014. The Impact of In-Store Environment on the Impulse Buying Behavior in at Supermarkets in Sri Lanka. *University of Sri Jayewardenepura*. http://www.academia.edu/10740640/The_Impact_of_In-store_Environment_on_the_Impulse_Buying_Behavior_in_at_Supermarkets_in_Sri_Lanka. Accessed on November 25, 2017.
- Khuong, Mai N. and Tran, Ta B. 2015. Factors Affecting Impulse Buying toward Fashion Products in Ho Chi Minh City — A Mediation Analysis of Hedonic Purchase. *International Journal of Trade, Economics and Finance*, Vol. 6, No. 4. <http://www.ijtef.org/vol6/473-BT0008.pdf>. Accessed on November 25, 2017. Pp. 223-229.
- Kline, P. 1979. *Psychometrics and Psychology*. London: Academic Press.
- Kotler, P. and Armstrong, G. 2006. *Principles of Marketing*. Prentice Hall, One Lake Street, Upper Saddle River, New Jersey 07458, Pp. 1-740.
- Kotler, P., Armstrong, G., Ang, S. H., Leong, S.M., Tan, C. T. and Tse, D. K. 2005. *Principles of Marketing: An Asian Perspective*. Singapore: Person Prentice Hall.
- McCracken, G. 1989. Who is the Celebrity Endorser? Cultural Foundation of the Endorsement Process. *Journal of Consumer Research*, Vol. 16, No. 3. <https://www.researchgate.net/publication/24098613>

- [Who Is the Celebrity Endorser Cultural Foundations of the Endorsement Process](#). Accessed on November 25, 2017. Pp. 310-321.
- Muruganatham, G. and Bhakat, Ravi S. 2013. A Review of Impulse Buying Behavior. *International Journal of Marketing Studies*, Vol. 5, No. 3. https://www.researchgate.net/publication/280298147_A_Review_of_Impulse_Buying_Behavior. Accessed on November 25, 2017. Pp. 149-160.
- Nagadeepa, C., Selvi, J.T and A., Pushpa. 2015. Impact of Sale Promotion Techniques on Consumers' Impulse Buying Behaviour towards Apparels at Bangalore. *Asian Journal of Management Sciences & Education*, Vol. 4, No. 1. [http://www.ajmse.leena-luna.co.jp/AJMSEPDFs/Vol.4\(1\)/AJMSE2015\(4.1-13\).pdf](http://www.ajmse.leena-luna.co.jp/AJMSEPDFs/Vol.4(1)/AJMSE2015(4.1-13).pdf). Accessed on November 25, 2107. Pp. 116-124.
- Ronaghi, Toktam and Rahimpour, Amir. 2017. The Study of the Impact of Individual Factors on the Urge to Buy Impulsively and Consumers' Impulsive Buying Behavior. *International Business Management*, Vol. 11, No. 1. <http://docsdrive.com/pdfs/medwelljournals/ibm/2017/271-280.pdf>. Accessed on November 25, 2017. Pp. 271-280.
- Riduwan and Kuncoro, E. A. 2012. *Cara Menggunakan dan Memakai Path Analysis (Analisa Jalur)*. Bandung: alfabeta.
- Rook, D. W. 1987. The Buying Impulse. *Journal of Consumer Research*, Vol. 14, No. 2. <http://www.psych.ualberta.ca/~msnyder/p486/read/files/R1987.pdf>. Accessed on November 25, 2017. Pp. 189-199.
- Vishnu, Parmar and Raheem, Ahmed R. 2013. Factors Influencing Impulse Buying Behavior. *European Journal of Scientific Research*, Vol. 100, No. 3. https://www.researchgate.net/publication/264383676_FACTORS_INFLUENCING_IMPULSE_BUYING_BEHAVIOR. Accessed on November 25, 2017. Pp.67-79.