

**THE EFFECT OF STORE ATMOSPHERE, FASHION INVOLVEMENT, AND SHOPPING ENJOYMENT ON IMPULSIVE BUYING FOR FEMALE IN MANADO CITY
(CASE AT STROBERI)**

*PENGARUH SUASANA TOKO, KETERLIBATAN MODE, DAN KESENYANGAN BELANJA TERHADAP PEMBELIAN IMPULSIF BAGI PEREMPUAN DI KOTA MANADO
(KASUS DI STROBERI)*

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Abstract: Impulsive buying is the tendency of a customer to buy goods and services without planning in advance, it is usually triggered by emotions and feelings. There are some factors that affected customers to buy something impulsively such as Store Atmosphere, tangible part of store includes theme colors, store layout, and eye-catching decoration. Fashion Involvement also has good impact to make customers buy goods by following the trends. In the other hand, customers are usually buy things impulsively with their feelings, and emotion of joy which called Shopping Enjoyment. The aim of this research is to find out the effect of Store Atmosphere, Fashion Involvement, and Shopping Enjoyment on Impulsive Buying for female in Manado city. This is a quantitative research and using Multiple Linear Regression as method to analyze the data. The population of this research is female customers of Stroberi. This research use questionnaire as an instrument to get the data, with the sample size is 100 respondents. This research showed that Store Atmosphere, Fashion Involvement, and Shopping Enjoyment simultaneously influence to impulsive buying while partially, fashion Involvement have significant influence to impulsive buying and Store Atmosphere and Shopping Enjoyment do not have a significant influence to Impulsive Buying. This study suggest that the manager of Stoberi to improve their Store Environment and services to make customers make unplanned purchases.

Keywords: Impulsive buying, store atmosphere, fashion involvement, shopping enjoyment

Abstrak: Pembelian impulsif merupakan kecenderungan seorang pelanggan untuk membeli barang dan jasa tanpa perencanaan sebelumnya, biasanya dipicu oleh emosi dan perasaan. Ada beberapa faktor yang mempengaruhi konsumen untuk membeli sesuatu secara impulsif seperti suasana toko, bagian yang nyata dari toko meliputi warna tema, tata letak toko, dan dekorasi yang menarik perhatian. Fashion Involvement juga berdampak baik untuk membuat konsumen membeli barang dengan mengikuti trend. Di sisi lain, pelanggan biasanya membeli barang secara impulsif dengan perasaan, dan emosi kegembiraan yang disebut kesenangan belanja. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh suasana toko, keterlibatan mode, dan kesenangan belanja terhadap pembelian impulsif wanita di Kota Manado. Ini adalah penelitian kuantitatif dan menggunakan Regresi Linier Berganda sebagai metode untuk menganalisis data. Populasi dalam penelitian ini adalah pelanggan wanita Stroberi. Instrumen pengumpulan data menggunakan kuesioner dengan jumlah sampel sebanyak 100 responden. Hasil penelitian ini menunjukkan bahwa pengaruh suasana toko, keterlibatan mode, dan kesenangan belanja secara simultan berpengaruh terhadap pembelian impulsif sedangkan secara parsial keterlibatan mode berpengaruh signifikan terhadap pembelian impulsif sedangkan suasana toko dan kesenangan belanja tidak berpengaruh signifikan terhadap pembelian impulsif. Studi ini menyarankan bahwa manajer Stoberi untuk meningkatkan Lingkungan Toko dan layanan untuk membuat pelanggan melakukan pembelian yang tidak direncanakan.

Kata kunci: Pembelian impulsif, suasana toko, keterlibatan mode, kesenangan berbelanja

INTRODUCTION

Research Background

Since there are some specific factors of buying behaviors, sellers are trying to create strong and long-lasting positive relationship with customers. Starting to create innovatives strategy and learn the customer buying behavior especially as the target market in order to get new customers, keep old customers by giving value and good perception. Sellers are also dividing their target market based on gender between male and female. Salsabeel Nazir (2018) mentioned that women who are considered to be playing a major role in shopping, it is rightly said that "Men buy, women shop".

Sellers also developing some strategies to fit customer's preferences and to influence people to make a purchase. In term of marketing, some sellers applied innovative strategy which is to create and distribute relevant and valuable content that customers want by make the atmosphere of store comfortable, design the new product by following the fashion trend, and create excitement in customer's mind to enjoy shopping. In the other hand, sellers also used other marketing strategy where a company initiates the conservation and sends its message out to an audience, by make an advertisement to reach out some potential customers. This strategies succeed making people buy things that they want instead of need or we called it impulsive buying. Therefore, there are so many stores are selling products for women such as fashion accessories brand.

There are so many fashion accessories brand in the world that applied marketing strategy and have biggest achievement in term of selling their products. One of World's 10 top selling brand is Louis Vuitton as the most highly valued brand in the world which manufactures bags, accessories, jewelry, clothing, shoes, and other luxury items with its brand worth reaching \$28.1 Billion USD. In Manado, fashion accessories brand has increased rapidly through increasing of demand. The consumptive behavior of people in Manado especially women who are following trends and fashion mode make fashion accessories brand become a really good choice in supporting their outfit. There are several famous fashion accesories brand. One of examples, Stroberi, a fashion accesories brand which provide bags, accesories, make up, and other fashion things for women and it designed with colorful, fancy, and girly interior that make customer comfortable to stay in long time.

Research Objectives

The research objectives are to identify the effect of:

1. To identify if store atmosphere affect female of making impulsive buying.
2. To identify if Fashion Involvement affect female of making impulsive buying.
3. To identify if shopping Enjoyment affect female of making impulsive buying.
4. To identify if store atmosphere, fashion involvement, and shopping enjoyment affect female of making impulsive buying simultaneously.

THEORETICAL REVIEW

Marketing

Kotler and Keller (2012) stated that marketing is about identifying and meeting and social needs. One of the shortest good definitions of marketing is 'marketing is about the value'.

Consumer Behavior

According to Hawkins, Best, and Coney (2001) Consumer behaviour can be defined as "the study of individuals, groups or organisations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Store Atmosphere

According to Young and Faber (2009), the tangible part of a store atmosphere includes the equipment, store cleanliness, theme colors, store layout, merchandise display and eye-catching décor etc. On the other hand the intangible factors comprise of the temperature, scent, music, and lighting etc.

Fashion Involvement

Fairhurst (1989) pointed that fashion involvement is primarily used to predict behavioral variables related to apparel products such as; product involvement, buying behavior, and consumer characteristic.

Shopping Enjoyment

According to Jin and Sternquist (2004), Shopping has been referred to as a fun, pleasurable activity that leads to feelings of “joy”.

Impulsive Buying

Engel and Blackwell (1982) pointed that an impulse purchase was anything you did not intend to buy when you first entered a shop.

Previous research

Dyan D D. Muhammad (2018) investigate the analysis of fashion-oriented impulse buying on college students. The result of this research showed that there were positive influences both directly and indirectly on fashion involvement toward fashion-oriented impulse.

Ahsan Iqbal (2017) revealed that store environment drove impulse buying through urge. Results showed that individual variable shopping enjoyment tendency influenced impulse buying through urge.

Mihic and Milakovic (2017) defined that personal factors influence shopping enjoyment, exhibiting different significance and intensity.

Conceptual Framework

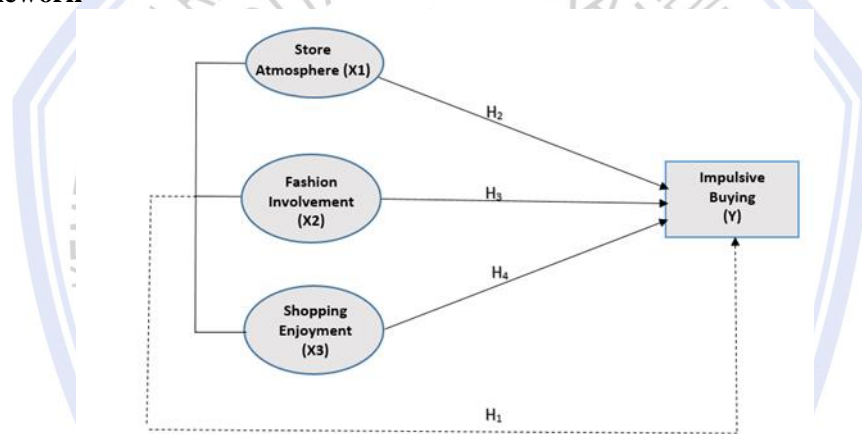


Figure 1. Conceptual Framework

Source: Data Processed, 2020

Research Hypothesis

H0: Store Atmosphere, Fashion Involvement, and Shopping Enjoyment do not have significant influence to Impulsive Buying simultaneously

H1: Store Atmosphere, Fashion Involvement, and Shopping Enjoyment have significant influence to Impulsive Buying simultaneously

H2: Store Atmosphere has a significant influence to Impulsive Buying partially

H3: Fashion Involvement has a significant influence to Impulsive Buying partially

H4: Shopping Enjoyment has a significant influence to Impulsive Buying partially.

RESEARCH METHOD

Type of Research

Type of this research is Causal Research. According to Hair *at.al* (2010) that the primary focus of causal research is to obtain data that enables researchers to assess “cause-effect” relationship between two or more variables

Place and Time of Research

The research will be conducted in Manado, North Sulawesi, Indonesia and will be occurred in public areas such as Manado Town Square, Mega Mall, and Samratulangi University. Those places are suitable to do the research because some women were involved in buying activities especially as customers of Stroberi. The study has conducted in March to April 2020.

Population and Sample

This research will be conducted with 100 respondents which are female who were customers of Stroberi.

Operational Definition and Measurement of Research Variables

1. Store Atmosphere (X1): the store's physical characteristics that project an image to customers.
2. Fashion Involvement (X2): defined as the perceived personal relevance or interest from the consumer by fashion clothing (Engel et al, 2000)
3. Shopping Enjoyment (X3): consumers who enjoy shopping tend to spend more time shopping per visit.
4. Impulse Buying (Y): Unplanned purchases.

Data Analysis Method

Validity and Reliability Test

Reliability and validity are concepts used to evaluate the quality of research. Both indicate how well a method technique or test measures something. Reliability is about the consistency of a measure, and validity is about the accuracy of a measure.

Normality Test

Normality Test is a test of data distribution to see whether the distribution of data is below the normal curve or not.

Multicollinearity Test

Multicollinearity Test is aimed to test if there is correlation between independent variables in a regression model. There are several method to detect multicollinearity problem in a regression model such as:

1. Comparison between individual determination coefficient (r^2) value with value of simultaneously determination (R^2)
2. Do the regression of every independent variable with the other independent variable individually to count the value of r^2 coefficient.
3. Compare the value of R^2 and the value of determination coefficient (r^2)

Heteroscedasticity Test

Heteroscedasticity is a residual variant that is not same in all observation in regression model.

Autocorrelation Test

Autocorrelation test aimed to test whether a linear regression model was no correlation between bullies error in period t with an error in period $t - 1$. Durbin Watson test, to examine whether there is an autocorrelation or not. The Durbin Watson test is comparing the DW value with the value in the table at level of k (the number of independent variables), n (number of samples), and α (significance level) that exist.

Multiple Linear Regression

Variables in this research (Store Atmosphere, Fashion Involvement, and Shopping Enjoyment) and the data that collected by researcher will be analyzed using Multiple Linear Regression in a software named IBM Statistical Package for the Social Science (SPSS).

Multiple Correlation Coefficient and Coefficient Determination Test

Determination coefficient is to measure the ability of a model to explain the variation of independent variables towards dependent variable or can be said as the proportion of the influence of all independent variable towards dependent variable. The value of Correlation Coefficient can be measured by the value of R as multiple correlation. The value of determination coefficient can be measured by the value of R -Square or Adjusted R

Square. R Square is used if there is just one independent variable and Adjusted R Square is used if there is more than one independent variables.

The value of Correlation Coefficient and Determination Coefficient are between zero to one. If the value of Correlation Coefficient is close to 0, so the relationship between independent variable and dependent variable is not too tight, and if the value of Correlation Coefficient is close to 1 so there is a tightly relationship between independent variables and dependent variables.

Hypothesis Testing

F-Test

F-test is aimed to test the hypothesis of all independent variables in regression model whether simultaneously influence dependent variable or not. The hypothesis can be test by:

1. The test of significant level. If the significant level ≤ 0.05 , it means that independent variable simultaneously influence the dependent variable. If the significant level ≥ 0.05 , it means that independent variables do not simultaneously influence the dependent variable.
2. The comparison of Fcount value and Ftable value. If Fcount \leq Ftable, it means that independent variables simultaneously influence the dependent variable. If Fcount \geq Ftable, it means that independent variables do not simultaneously influence the dependent variable.

T-Test

T-Test is used to test the hypothesis of each independent variable in regression model whether partially influence the dependent variable or not and can be tested by:

1. The test of significant level. If the significant level ≤ 0.05 , it means that independent variable partially influence the dependent variable.
2. The comparison of tcount value and ttable value. If tcount \leq ttable, it means that independent variable partially influence the dependent variable.

RESULT AND DISCUSSION

Table 1. Validity Test

Variable	Indicators	Person Correlation	Sig. (2-tailed)	N	r table	Status
Store Atmosphere (X1)	X _{1,1}	0.746	0.000	100	0.196	Valid
	X _{1,2}	0.823	0.000	100	0.196	Valid
	X _{1,3}	0.791	0.000	100	0.196	Valid
Fashion Involvement (X2)	X _{2,1}	0.859	0.000	100	0.196	Valid
	X _{2,2}	0.887	0.000	100	0.196	Valid
Shopping Enjoyment (X3)	X _{3,1}	0.747	0.000	100	0.196	Valid
	X _{3,2}	0.843	0.000	100	0.196	Valid
Impulsive Buying (Y)	Y _{1,1}	0.851	0.000	100	0.196	Valid
	Y _{1,2}	0.836	0.000	100	0.196	Valid
	Y _{1,3}	0.882	0.000	100	0.196	Valid

Source: Data Processed, 2020

Based on the data above, the Pearson Correlation value of every indicators (rcount) of variables Store Atmosphere (X1), Fashion Involvement (X2), Shopping Enjoyment (X3), and Impulsive Buying (Y) have higher value than rtable value that is 0.196. The significant level of each indicators of variables also below than significant level of 5% or 0.05. It means that every indicator in questionnaire in this research is valid and can be used for further analysis.

Tabel 2. Reliability Test

Cronbach's Alpha	N of Items	Status
0.622	4	Reliable

Source: Data Processed, 2020

The findings shows, the value of Cronbach’s Alpha that is > 0.60 which is 0.622 and this value is close to 1, it means that this measuring instrument is reliable and can be used for further analysis.

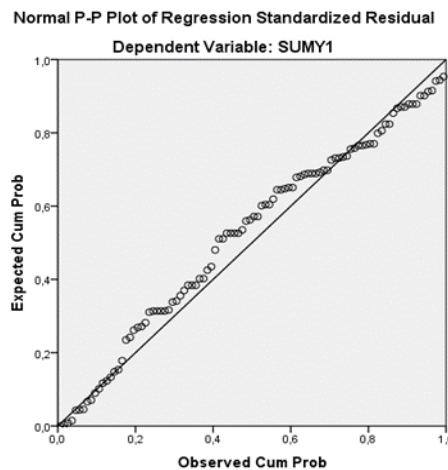


Figure 3. Normality Test
Source: Data Processed, 2020

The findings shows that the dots spread near the line and follow the diagonal line of Normal P-Plot. It means that the distribution of this data in this research is normally distributed.

Tabel 3. Multicollinearity Test

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Store Atmosphere	0.929	1.076	No Multicollinearity
Fashion Involvement	0.800	1.250	No Multicollinearity
Shopping Enjoyment	0.840	1.190	No Multicollinearity

Source: Data Processed, 2020

The findings shows the result of Multicollinearity test using Variance Inflation Factor (VIF). The tolerance of three independent variable that are Store Atmosphere (X1), Fashion Involvement (X2), and Shopping Enjoyment (X3) are greater (>) than 0.100 and also the value of Variance Inflation Factor (VIF) is below 10. If the value of VIF is below 10, so it means that there is no symptoms of multicollinearity between independent variable in the regression model.

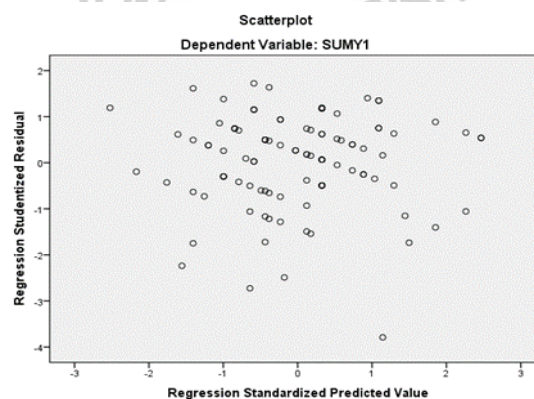


Figure 4. Heteroscedasticity Test
Source: Data Processed, 2020

The findings shows the result of heteroscedasticity test using scatterplot the dots in the scatterplot spread above and below 0 in Y axis and not form in a clear pattern. It means that there is no heteroscedasticity in this regression model and can be used to predict the influence between dependent variable and independent variables.

Autocorrelation Test

The result of Durbin Watson is: $du (1.7364) < \text{Durbin Watson} (2.210) < 4-du (2.2636)$. If the value of Durbin Watson is in between du and the value of $(4-du)$, it means that there is no autocorrelation.

Table 4. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.166	1,774		1,785	,077
Store Atmosphere	.208	,125	,153	1,665	,099
Fashion Involvement	.569	,156	,363	3,660	,000
Shopping Enjoyment	.208	,154	,131	1,354	,179

a. Dependent Variable: *revisit_intention*

Source: *Data Processed, 2020*

The result from this table above can be shown through the regression equation as follows:

$$Y = 3.166 + 0.208X_1 + 0.569X_2 + 0.208X_3 + e$$

The result of Multiple Linear Regression Analysis, the influence between independent variables (X_1 , X_2 and X_3) and dependent variables (Y). The unstandardized beta coefficient value will be explained below.

1. The constant shows value of 3.166 means if there is no change in Store Atmosphere (X_1), Fashion Involvement (X_2), and Shopping Enjoyment (X_3) or (X_1 , X_2 , and X_3 are 0) so value of Impulsive buying towards Stroberi is in 3.166.
2. Regression coefficient of Store Atmosphere (X_1) is 0.208 means that if there is one unit increase in Store Atmosphere (X_1), then the Impulsive Buying (Y) is increasing by 0.208 assuming the other variables are constant (*ceteris paribus*).
3. Regression coefficient of Fashion Involvement (X_2) is 0.569 means that if there is one unit increase in Fashion Involvement (X_2), then the Impulsive Buying (Y) is increasing by 0.569 assuming the other variables are constant (*ceteris paribus*).
4. Regression coefficient of Shopping Enjoyment (X_3) is 0.208 means that if there is one unit increase in Shopping Enjoyment (X_3), then the Impulsive Buying (Y) is increasing by 0.208 assuming the other variables are constant (*ceteris paribus*).

Table 5. Multiple Correlation Coefficient and Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.495 ^a	.245	.221	1.815

a. Predictors: (Constant), store atmosphere, fashion involvement, shopping enjoyment

b. Dependent Variable: Impulsive Buying

Source: *Data Processed, 2020*

The coefficient correlation (R) value is 0.495. It means that the correlation relationship between Store Atmosphere (X_1), Fashion Involvement (X_2) and Shopping Enjoyment (X_3) to Impulsive Buying is 0.495. If the coefficient correlation value tends to be close to 1, it means there is tightly relationship between independent variables and dependent variables. Because the R value is 0.495 and this value tends to be close to 1, it means there is tightly relationship between Store Atmosphere (X_1), Fashion Involvement (X_2), and Shopping Enjoyment as independent variables with Impulsive Buying (Y) as dependent variables.

The coefficient of determination (R^2) measures the ability of a model in explaining the variation of dependent variables. The value of R^2 is 0.245. It means the value of Impulsive Buying (Y) as dependent variables is explained at 0.245 or 24.5% by Store Atmosphere (X_1), Fashion Involvement (X_2), and Shopping Enjoyment as independent variables. The rest 75.5% is influenced by other variable which is not explained in this research.

Tabel 6. F-test Result

ANOVA						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	102.603	3	34.201	10.385	.000 ^p
	Residual	316.147	96	3.293		
	Total	418.750	99			

a. Dependent Variable: Impulsive Buying

b. Predictors: (Constant), Store Atmosphere, Fashion Involvement, Shopping Enjoyment

Source: Data Processed, 2020

The result of F-test in ANOVA output using the level of significance of 5% ($\alpha=0.05$). On the table, the significant level is 0.000 means below 0.05. Degree of freedom (df) of 3;96, the value of Fcount from the table above is 10.385 and the Ftable is 2.700. The result shows that $10.385 > 2.700$, $F_{count} > F_{table}$. Based on the result, it shows that Store Atmosphere (X1), Fashion Involvement (X2) and Shopping Enjoyment (X3) as independent variables have significant influence on the Impulsive Buying as dependent variable simultaneously. The 1st hypothesis (H1) that states Store Atmosphere (X1), Fashion Involvement (X2), and Shopping Enjoyment (X3) have significant influence to Impulsive Buying (Y) simultaneously is accepted and Hypothesis 0 (H0) that states Store Atmosphere (X1), Fashion Involvement (X2) and Shopping Enjoyment (X3) does not have significant influence to Impulsive Buying (Y) is rejected.

Tabel 7. T-Test Result

	Model	T	t _{table}	Sig.	Status
1	(Constant)	1.785		.077	
	Store Atmosphere	1.665	1.984	.099	Rejected
	Fashion Involvement	3.660	1.984	.000	Accepted
	Shopping Enjoyment	1.354	1.984	.179	Rejected

a. Dependent Variable: Impulsive buying

Source: Data Processed, 2020

The result of t-test. tcount of Store Atmosphere (X1) is 1.665 and ttable of Store Atmosphere (X1) is 1.984 means $t_{count} < t_{table}$ with the significant level is 0.099, more than 0.05. It means that Store atmosphere (X1) does not have significant influence on Impulsive Buying (Y). However, tcount of Fashion Involvement (X2) is 3.660 and ttable of Fashion Involvement (X2) is 1.984, means $t_{count} > t_{table}$ with the significant level is 0.000, which is below 0.05. It means that Fashion Involvement (X2) have significant influence on Impulsive Buying (Y) partially. While, tcount of Shopping Enjoyment (X3) is 1.354 and ttable of Shopping Enjoyment (X3) is 1.984, means $t_{count} < t_{table}$ with the significant level is 0.179, which is above 0.05. It means that Shopping Enjoyment (X3) does not have significant influence on Impulsive Buying (Y) partially.

Discussion

All the respondents in this research were the customers of Stroberi, because the study case in this research was Stroberi. The result and discussion in the previous chapter, it can be concluded that Fashion Involvement has influenced Impulsive Buying in partially and simultaneously based on the T-test and F-test which $t_{count} > t_{table}$. It means that Stroberi as the fashion accessories brand succeed to attract people especially female to buy product based on the trends as their marketing strategies. Compare with other variables, which are Store Atmosphere and Shopping Enjoyment, were not have the same result in T-test, which were not influenced impulsive Buying partially. In the other hand, in the result above, it showed positive result in the F-test, stated that all variables were influenced impulsive buying simultaneously.

CONCLUSION AND RECOMMENDATIONS

Conclusion

1. Store Atmosphere has not influenced Impulsive Buying partially. It means that when female is making Impulsive buying does not based on the store layouts, theme, colors, and its atmosphere.

2. Fashion Involvement has influenced impulsive Buying partially. It means that fashion trend has a great impact for female in making Impulsive Buying.
3. Shopping Enjoyment has not influenced impulsive Buying partially. It means that feeling of joy and pleasures are not able to affect female in making Impulsive Buying.
4. Store Atmosphere, fashion Involvement, and Shopping Enjoyment affect female of making impulsive buying in Stroberi simultaneously. It means that If the store combined these three factors, which are Store atmosphere, fashion Involvement, and Shopping Enjoyment, will make female do unplanned purchases or Impulsive Buying.

Recommendations

From all the findings and conclusion, here are recommendations that can be given, to the business manager Stroberi fashion accessories brand, it is important to make a comfortable environment which is improve the store environment like add more attractive decorations for the customers to make them stay longer in the store and keep following the fashion trends since fashion involvement has influenced impulsive buying based on this research, so there will be more chances for unplanned purchases to happen which can give a huge contribution for the business.

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