

THE INFLUENCE OF SHOPPING LIFESTYLE AND FASHION INVOLVEMENT ON IMPULSE BUYING BEHAVIOR OF UNIQLO PRODUCT AT SHOPEE

PENGARUH GAYA HIDUP BERBELANJA DAN KETERLIBATAN MODE TERHADAP PERILAKU PEMBELIAN IMPULSIF PADA PRODUK UNIQLO DI SHOPEE

By :

Natacsya L. B. Mawara¹
Frederik G. Worang²
Ferdinand J. Tumewu³

¹²³Management Department, Faculty of Economics and Business
Sam Ratulangi University, Manado

Email :

¹tasyamwr24@gmail.com

²fworang@gmail.com

³tumewufj@gmail.com

Abstract: There are many factors that trigger impulse buying, some of which are shopping environment factors, in-store promotion factors, and service quality factors. The purpose of this study is to see the influence of shopping lifestyle and fashion involvement on impulse buying behavior of Uniqlo products at shopee, this study is a quantitative study and uses a multiple linear regression method. The findings of this study shows that the independent variables which are shopping lifestyle and fashion involvement influence the impulse buying behavior, in this case of Uniqlo product at Shopee. Based on the result, the researcher provided several recommendations which are for the application to do priority setting in term of shopping preferences, by doing so it will create a better prospect especially in term of reducing the sense of hedonistic traits. Also adding direct sense of involvement into other activities, meaning that it will reduce the involvement regarding the fashion sense.

Keywords: shopping lifestyle, fashion involvement, impulse buying behavior

Abstrak: Ada banyak faktor yang memicu pembelian impulsif, beberapa diantaranya adalah faktor lingkungan belanja, faktor promosi di dalam toko, dan faktor kualitas layanan. Tujuan dari penelitian ini adalah untuk melihat pengaruh gaya hidup berbelanja dan keterlibatan mode terhadap perilaku pembelian impulsif produk uniqlo di shopee, penelitian ini merupakan penelitian kuantitatif dan menggunakan metode regresi linier berganda. Hasil penelitian ini menunjukkan bahwa variabel bebas yaitu gaya hidup berbelanja dan keterlibatan mode berpengaruh terhadap perilaku pembelian impulsif, dalam hal ini produk uniqlo di shopee. Berdasarkan hasil penelitian, peneliti memberikan beberapa rekomendasi yaitu aplikasi melakukan pengaturan prioritas dalam hal preferensi belanja, dengan demikian akan menciptakan prospek yang lebih baik terutama dalam hal mengurangi rasa sifat hedonistik. Juga menambahkan rasa keterlibatan langsung dalam kegiatan lain, artinya akan mengurangi keterlibatan mengenai selera mode.

Kata Kunci: gaya hidup berbelanja, keterlibatan mode, perilaku pembelian impulsif

INTRODUCTION

Research Background

Along with the modern era, business in Indonesia growth rapidly. Currently, shopping is not only to meet needs, the influence of trends in the community creates an impulse to view that shopping is a necessity and demands to buy the product or item. Fashion nowadays keep on evolving and that is why the terms such as shopping lifestyle and fashion involvement came up, because people already made shopping as part of lifestyle and the idea of keeping up with current trends also made part of fashion involvement.

Mobile platform Shopee is the first in Asia Southeast which offers a variety of kinds of products ranging from fashion products to product for daily needs through online buying and selling transactions by means of fun, free, and reliable via cell phone. According to the world market research company, Ipsos, released research results

related to competition in the e-commerce industry in Indonesia at the end of 2021, Shopee is the most memorable e-commerce platform by 54 percent of respondents. Through this indicator, it can be interpreted that the Shopee brand is the top of mind in the minds of the majority of Indonesian consumers especially teenagers and young adult when shopping online.

Uniqlo Co., Ltd. is a Japanese casual wear designer, manufacturer and retailer. As of 30 November 2021, the company reported that 2,358 Uniqlo stores were operational worldwide. Uniqlo become the main object for this research because of its popularity among people and the sense of ease in acquiring the products, also act as a unique brand in clothing industry because it is one of the brands from Asian countries that able to break through in international market. Uniqlo also become one of the brands that become popular among students, because of their simplicity in design and affordable prices. On the Shopee platform, there are lots of products from Uniqlo's that being offered within the platform as well.

There are many factors that trigger impulse buying, some of which are shopping environment response factors, shopping lifestyle factors and fashion involvement factors, in-store promotion factors, and service quality factors. Of these factors, the researcher focused on two factors, namely the shopping lifestyle and fashion interest (Japarianto dan Sugiharto, 2013). According to Prastia (2013: 3), Shopping lifestyle is defined as behavior aimed by buyers in connection with a series of responses and personal opinions about product purchases. They found that shopping lifestyle and impulse buying were closely related. Involvement refers to the consumer's perception of the personal importance of an object, event, or activity.

There are several studies that have examined Impulse Buying Behavior and then linked it to Shopping Lifestyle and Fashion Involvement. There are research results that find the influence between variables is positive and significant, there are those who find the effect is not significant. On these two different findings, the researcher wants to reexamine the relationship in Uniqlo product at Shopee with the current conditions which are still in the Covid-19 Pandemic era. Based on the description above, the researcher wants to conduct further research to analyze, "the influence of shopping lifestyle and fashion involvement on impulse buying behavior of Uniqlo product at Shopee".

Research Objectives

The objectives of the research are as follows:

1. To find the influence of Shopping Lifestyle and Fashion Involvement on Impulse Buying Behavior of Uniqlo Product at Shopee.
2. To find the influence of Shopping Lifestyle on Impulse Buying Behavior of Uniqlo Product at Shopee.
3. To find the influence of Fashion Involvement on Impulse Buying Behavior of Uniqlo Product at Shopee.

THEORETICAL FRAMEWORK

Marketing

Marketing is a series of processes carried out in marketing a product to be introduced to the public so that the product is in demand by the public. Marketing itself is not only the process of marketing but also what strategies are used to market a product and customer satisfaction with that product. According to Kotler (1997), Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering, and exchanging valuable products to others.

Buying Behavior

Buyer behavior refers to the decision and acts people undertake to buy products or services for individual or group use. It's synonymous with the term "consumer buying behavior," which often applies to individual customers in contrast to businesses. Buyer behavior is the driving force behind any marketing process. Understanding why and how people decide to purchase this or that product or why they are so loyal to one particular brand is the number one task for companies that strive for improving their business model and acquiring more customers (Blackwell, Miniard and Engel, 2006).

Shopping Lifestyle

According to Prastia (2013:3), shopping lifestyle as a lifestyle consumers in the fashion category who show their attitude towards the brand, influence of advertising and personality. According to Kotler and Keller (2018:224) lifestyle is a pattern of life a person in the world that is revealed in his activities, interests, and opinions.

Style life describes the whole person who interacts with environment.

Fashion Involvement

Fashion Involvement defined by Prastia (2013:3) as a person's involvement with a product fashion (accessories) because of a person's needs, values, and interests in the product. O'Cass (2005) as cited by Japarianto and Sugiharto (2013) defines involvement as an interest or a motivational part that is generated by a certain stimulus or situation and is addressed through appearance characteristics.

Impulse Buying Behavior

Prastia (2013:56) defines impulse buying behavior as an unplanned and spontaneous purchase. According to Rook in Kim (2015), it means that impulse buying behavior can be described as behavior that is spontaneous, intense, passionate, has a strong desire to buy and is usually a consumer ignore the consequences of the purchase. According to Utami (2016:51), Purchase Impulsivity (impulse buying behavior) is a purchase that occurs when consumers see a certain product or brand, then consumers become interested in getting it, usually because of a stimulus what's interesting about the shop.

Previous Researches

Dinesha (2014) investigated impulse buying behavior of clothes by young women from Norway and Sri Lanka; two very different cultures. Using a quantitative approach, the study was conducted with a sample of 150 undergraduates representing both countries. A self-administered questionnaire was used to test five variables influencing impulse buying behavior. The results indicated that availability of time and in-store promotion had no any significant relationship on impulse buying while influence from reference groups, shopping emotion and availability of money for shopping trips significantly impact on impulse buying.

Kim (2003) examined the relationship between college students' apparel impulse buying behaviors and visual merchandising. The result of the present study proves that there is a pivotal relationship between college students' impulse buying behaviors and two type of visual merchandising practices: instore form/mannequin display and promotional signage. This study provides information as to why visual merchandising should be considered an important component of a strategic marketing plan in support of sales increase and positive store/company image. This study also provides insights to retailers about types of visual merchandising that can influence consumers' impulse buying behaviors.

Kaseger, Massie, and Tumewu (2020) aimed 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.

Conceptual Framework

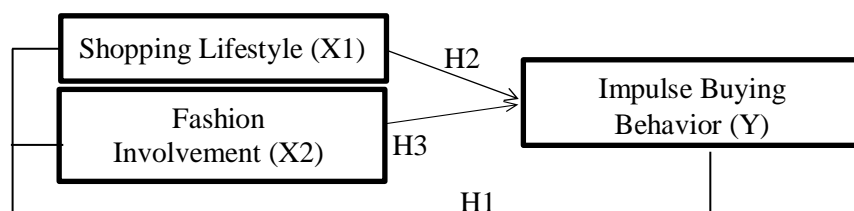


Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

- H1: Shopping Lifestyle and Fashion Involvement are considered to have an influence on Impulse Buying Behavior
- H2: Shopping Lifestyle is considered to have an influence on Impulse Buying Behavior.

- H3: Fashion Involvement is considered to have an influence on Impulse Buying Behavior.

RESEARCH METHOD

Research Approach

In this research, the author uses quantitative method. According to Sugiyono (2018: 11), Quantitative method can be interpreted as a research method based on the philosophy of positivism, used to examine specific populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim to test hypotheses which has been set.

Population and Sample

According to Sugiyono (2018), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions. The population in this research is Uniqlo customers at Shopee, especially the students of Faculty of Economic and Business Unsrat. According to Sugiyono (2018: 67) the sample is part of the number and characteristics possessed by the population. The sampling technique in this research is by using purposive sampling technique. Because the number of population is not know with certainty, to determine how large the number of samples in this research is using the Purba formula. Because there is an element rounding to simplify calculations, the researcher took a sample of 100 respondents with the terms, the number of samples is not less than a predetermined minimum sample. The reason for taking samples was rounded up to 100 because if the sample was larger the results would be better, so the result of the calculation of the 96 sample were rounded up to 100.

Data Collection Method

1. Primary data is data obtained by the writer through observation or direct observation from the company, whether through observation, questionnaires, and interviews directly with customers in accordance with the needs of this study.
2. Secondary data is data obtained indirectly, i.e. the data obtained by the author from company documents and literature books that provide information.

Validity Testing

Before the research instrument is used to collect data, it is necessary to test the validity. It is used to obtain valid data from valid instruments. Research results are valid if there are similarities between the data collected and the data that actually occurs in the object under study. Validity test is used to measure the validity of a questionnaire. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire. The criteria for the validity of the questionnaire: If $r_{\text{count}} > r_{\text{table}}$ means the question is valid and the other way is $r_{\text{count}} < r_{\text{table}}$ means the question is not valid. If r_{count} is below 0.05 means the question is valid.

Reliability Testing

Reliability test is an index that shows whether a measuring instrument can be trusted or relied upon, if a measuring instrument is used twice to measure the same symptoms and the measurement results obtained are relatively consistent then the measuring instrument is reliable. In other words, reliability shows consistent results of measuring instruments in measuring the same symptoms repeatedly. Reliability relates to trust in a test tool. Reliability is actually a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answer to a question is consistent or stable over time. SPSS provides facilities to measure reliability with *cronbach alpha* (α) statistic test. *Cronbach's alpha* statistical test, the instrument is said to be reliable to measure a variable if it has an alpha value greater than 0.6. Look at the value of *cronbach's alpha* and each variables. The level of reliability is generally acceptable at a value of 0.6.

Test of Classical Assumption

Data analysis is the process of simplifying data into a form that is easier to read and interpret. In this process, statistics are often used. The main function of statistics is to simplify research, besides its function is to allow researchers to test whether there is a relationship or relationship that is observed is really happening.

1. Normality test, aims to test whether in the regression model a confounding variable or residual has a normal

distribution.

2. Multicollinearity test is a situation whether the independent variables are correlated with one another.
3. Heteroscedascity test, aims to test whether in a regression model, there is an inequality of residual variance from another observational observation.

Multiple Linear Regression

Multiple linear regression analysis is an analysis used by researchers with the intention of predicting how the condition of the dependent variable will be, if two or more independent variables as predictor factors are manipulated (increase in value). The multiple linear regression analysis will be carried out if the number of independent variables is at least two. The regression equation in this research is to determine how much influence the independent variables, which is Shopping Lifestyle (X1) and Fashion Involvement (X2) have on Impulse Buying Behavior (Y). The formula of multiple regression models in this research as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Hypothesis testing

F-Test

This test is intended to determine whether the independent variables simultaneously influence to dependent variable.

T-Test

The T-Test was conducted to test the significant correlation coefficient or to find out whether each variable (X1,X2) has an influence on the dependent variable.

RESULT AND DISCUSSION

Result

Table 1. Validity Test Result

Variable	Pearson Correlation	Sig. (2-tailed)	N	R table	Status
Shopping Lifestyle (X1)	.898	0.000	100	0.195	Valid
Fashion Involvement (X2)	.824	0.000	100	0.195	Valid
Impulse Buying Behavior (Y)	.720	0.000	100	0.195	Valid

Source: SPSS Output (2022)

From the result in table it can be seen that value of correlation index for relationship the independent variables (Shopping Lifestyle and Fashion Involvement) with the dependent variable (Impulse Buying Behavior) are greater than R_{table} which is 0.195 and below the significant level of 5% (0.05). Therefore, the data is valid.

Table 2. Reliability Test Result

Reliability Statistics	
Cronbach's Alpha	N of Items
.725	3

Source: SPSS Output (2022)

The output of SPSS shows that the value of Cronbach's Alpha of 3 items (variables) used in this research is 0.725. The data is considered as reliable since the value of Cronbach's Alpha is above the minimum value which is 0.6.

Testing Classical Assumption

Normality Test

The figure 2 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

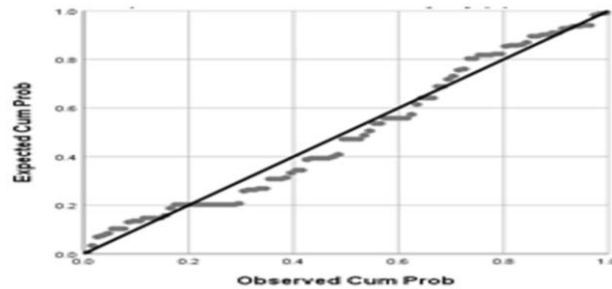


Figure 1 Normality Test Results

Source: SPSS Output (2022)

Table 3. Heteroscedascity Testing

Variable	Sig.
Shopping Lifestyle	0.422
Fashion Involvement	0.319

Source: SPSS Output (2022)

The table shows that the significant totals are all >50% (0.05). By the standard from Glejser test used for this research, it can be concluded that there is no heteroscedasticity in this regression model.

Table 4. Multiple Linear Regression Analysis

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	7.746	.935		8.284	.000
	Shopping Lifestyle (X ₁)	.205	.065	.287	3.147	.002
	Fashion Involvement (X ₂)	.221	.059	.340	3.729	.000

a. Dependent Variable: Impulse Buying Behavior (Y)

Source: SPSS Output (2022)

From the results in the table above, the model define as:

$$Y = 7.746 + 0.205 x_1 + 0.221 x_2 + e$$

The multiple linear regression equation can be interpreted as follow:

1. Constant value of 7.746 means that in a condition of ceteris paribus, if all independent variables equal to zero, then Impulse Buying Behavior (Y) as dependent variable will be 7.746.
2. X₁'s coefficient value of 0.205 means that if there is one unit increase in Shopping Lifestyle (X₁) then the Impulse Buying Behavior (Y) will improve and increase by 0.205.
3. X₂'s coefficient value of 0.221 means that if there is one unit increase in Fashion Involvement (X₂) then the Impulse Buying Behavior (Y) will improve and increase by 0.221.

Table 5. F-test Result

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	33.651	2	16.826	16.105	.000 ^b
	Residual	101.339	97	1.045		
	Total	134.990	99			

a. Dependent Variable: Impulse Buying Behavior

b. Predictors: (Constant), Shopping Lifestyle, Fashion Involvement

Source: SPSS Output (2022)

Table 4.10 shows the value of F_{count} is 16.105. The value of F_{table} is found on the F Distribution Table by determining the degree of freedom 1 (numerator) is 2 and degree of freedom 2 (denominator) is 97 with level of significance is 0.05 ($\alpha = 0.05$) and the level of confidence is 95% then F_{table} is 3.087. The result is F_{count} (16.105) $>$ F_{table} (3.087). Therefore, since F_{count} is greater than F_{table} , Hypothesis 1 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

Table 6. T-test Result

Variable	t_{count}	t_{table}	Description
Shopping Lifestyle (x1)	3.147	1.984	Accepted
Fashion Involvement (x2)	3.729	1.984	Accepted

Source: SPSS Output (2022)

Based on the calculation results, it is obtained:

1. The value of t-count of X_1 is 3.147 with the level significant of 0.002. Since the value of $t_{\text{count}} = 3.147 > t_{\text{table}} = 1.984$ meaning that H_2 is accepted. The result of this declares that X_1 (Shopping Lifestyle) partially does have a significant effect on Impulse Buying Behavior (Y).
2. The value of t-count of X_2 is 3.729 with the level significant of 0.000. Since the value of $t_{\text{count}} = 3.729 > t_{\text{table}} = 1.984$ meaning that H_3 is accepted. The result of this declares that that X_2 (Fashion Involvement) partially does have a significant effect on Impulse Buying Behavior (Y).

Discussion

The influence of Shopping Lifestyle and Fashion Involvement on Impulse Buying Behavior

From the research it can be noted that $F_{\text{count}} = 16.105 > F_{\text{table}} = 3.087$, meaning that simultaneously shopping lifestyle and fashion involvement influence the impulse buying behavior of people. This result is supported by previous research from Sari and Hermawati (2020), which stated that shopping lifestyle have the biggest influence toward impulse buying behavior. It can be assumed that according to the research, the idea of shopping lifestyle has strong attachment toward impulse buying behavior. Other research also supported this finding, Maryadi et al (2021) stated that there is a significant effect of fashion involvement on impulse buying behavior. Fashion involvement also tend to have more dominant influence toward impulse buying behavior because of the sense of attachment within it, meaning that fashion involvement may very well be influential in a big way regarding impulse buying behavior. The idea of shopping lifestyle and fashion involvement correlated close with impulse buying behavior, when the customer already made shopping as lifestyle the tendency of involving in the fashion aspect will increase. In the end because of these driving forces people will have a more impulse buying behavior, because there is an urgency to follow the current lifestyle and fashion as well.

The Influence of Shopping Lifestyle on Impulse Buying Behavior

From the research it can be noted that brand image with $T_{\text{count}} = 3.147 > T_{\text{table}} = 1.984$, meaning that partially Shopping Lifestyle significantly influences Impulse Buying Behavior as the dependent variable. This result is supported by previous research from Sari and Hermawati (2020), which stated that shopping lifestyle have the biggest influence toward impulse buying behavior. It can be assumed that according to the research, the idea of shopping lifestyle has strong attachment toward impulse buying behavior. With previous research that already be done, there are similarities in which prove that shopping lifestyle can significantly influence impulse buying behavior. The theory within shopping lifestyle is the people that portray themselves as those who make shopping as lifestyle, it means when something became a lifestyle it also become a necessity for the person or people. Just like needs and wants, in this case lifestyle need to be catered by those who has this kind of traits in their daily lives. The idea of shopping lifestyle are common to be found within students which eventually lead them to be more impulsive in terms of buying products. This is also happened to the users of Shopee App that want to buy Uniqlo product, the company itself provides variations of certain products such as bags and other. Meaning that when a person developed a lifestyle of shopping in this case to buy Uniqlo product, it will eventually lead to those people to do impulse buying to the products. These explanations also backed up by findings from Karim et al (2019) that stated there is a personal motivation of those who develop shopping lifestyle, most commonly is regarding the idea of satisfying the wants of certain product. Concluding all the explanations, it basically shows how strong the influence of shopping lifestyle to impulse buying behavior.

The Influence of Fashion Involvement on Impulse Buying Behavior

From the research it can be noted that promotion with $T_{count} = 3.729 > T_{table} = 1.984$, meaning that partially fashion involvement significantly influences impulse buying behavior as the dependent variable. This result is supported by previous research from Maryadi et al (2021), it stated that there is a significant effect of fashion involvement on impulse buying behavior. Fashion involvement also tend to have more dominant influence toward impulse buying behavior because of the sense of attachment within it, meaning that fashion involvement may very well be influential in a big way regarding impulse buying behavior. Other research done by Kaseger, Massie and Tumewu (2020) stated that fashion involvement has significant influence to impulse buying behavior, which mainly caused by the urge of following current trend that exist in the modern era. Judging by the current condition of fashion world, it can be seen that fashion itself change in quick pace every year and it also develop new types of fashion every year. It caused by the demand of people that want a high-end products and new types of trends that can be followed by many people, fashion involvement means following these trends in order to satisfied the trait that can be found within a person. In regards of college students, fashion involvement even become one of the necessities for them in daily lives. College students tend to put attention regarding outer appereance, which caused these students to look upon the newest trend that can be found. In the end students have more knowledge regarding fashion involvement and more tendency to follow it, leading to them doing impulsive buying in order to keep up with the current trend. This is also what happen to Uniqlo products, in order to keep up with other competitors the company also created new products according to the new trends. The people that have high fashion involvement will most likely do impulse buying behavior because the users want to be as updated as possible regarding the newest products and newest trends that can be found in the market nowadays, in the end it shows that fashion involvement has a critical role that really influence the impulse buying behavior of the people. As long as the consumers able to keep up with the current trends, the side effect of impulse buying behavior usually will not matter for these consumers. In the end, the explanations show how great the influence of fashion involvement especially in order to keep up with the current trends with the correlation of impulse buying behavior.

CONCLUSION AND RECOMMENDATION

Conclusion

1. The independent variables which are Shopping Lifestyle and Fashion Involvement influence the Impulse Buying Behavior. The findings shows that both variables can simultaneously give significant influence toward Impulse Buying Behavior, it is because when both variables come to equation it directly impacted the buying behavior of customers, in which the customers develop a more impulsive behavior.
2. Shopping lifestyle as one of independent variables partially have a positive influence toward impulse buying behavior as dependent variable. Shopping lifestyle has close relation with impulse buying behavior. When shopping became a lifestyle, people tend to buy more things in order to satisfied their needs and wants. Shopping lifestyle itself has a hedonistic trait which is in line with impulse buying, people tend to do shopping just for the sake of wants and not because of the need for the specific products.
3. Fashion Involvement as one of independent variables partially have a positive influence toward impulse buying behavior as dependent variable. Fashion involvement in its core basically talk about the trait of people that want to have a certain attachment toward products, it can be seen that fashion itself change in quick pace every year and it also develop new types of fashion every year. It caused by the demand of people that want a high-end products and new types of trends that can be followed by many people, fashion involvement means following these trends in order to satisfied the trait that can be found within a person.

Recommendation

1. As discussed above, shopping lifestyle has positive influence on the impulsive buying behavior. The suggestion for the people that use the application is to do priority setting in term of shopping preferences, by doing so it will create a better prospect especially in term of reducing the sense of hedonistic traits. By doing priority setting with the lifestyle, it will halt the urge to buy from the customers. Customers will eventually start to think more clearly by seeing the priority list regarding the shopping lifestyle.
2. Based on the discussion, fashion involvement has positive influence to impulse buying behavior. The suggestion for the users of the application is to direct the sense of involvement into other activities, meaning that it will reduce the involvement regarding the fashion sense. It can be seen that fashion involvement will

cost a lot for the customers, therefore there is a need of a certain barrier to hold the urge to follow the current fashion trend. Shifting the sense of involvement to other activities will be the solution for the current problem.

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Pkchamari Dinesha

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