

## REFERENCES

- Amiri, F., Jasour, J., Shirpour, M., & Alizadeh, T. (2012 ). Evaluation of Effective Fashionism Involvement Factors Effects on Impulsive Buying of Customers and Condition of Interrelation between these Factors. *Journal of Basic and Applied Scientific Research*, 9413 - 9419.
- Amos, C., Holmes, G. R., & Kenneson, C. W. (2014). A Meta-Analysis of Consumer Impulse Buying. *Journal of Retailing and Consumer Services vol 21*, 86 - 97.
- Andani, K., & Wahyono. (2018). Influence of Sales Promotion, Hedonic Shopping Motivations, and Fashion Involvement toward Impulse Buying through the Positive Emotion. *Management Analysis Journal*, 449-457.
- Andika, C., & Artha, A. (2020). Fashion Involvement mempengaruhi Positive Emotion dan Hedonisme terhadap Impulsive Buying di Gerai ZARA Bali. *E-Jurnal Manajemen Vol. 9, No. 10*, 3443-3462.
- Anitha, V., & Krishnan, D. A. (2020). Situational Factors Ascendant Impulse Purchase Behavior of Private Label Brands with Special Reference to Modern Trade Retail Outlets in Chennai. *International Journal of Management Vol 11*, 178 - 187.
- Badgaiyan, A. J., & Verma, A. (2014). Intrinsic factors affecting impulsive buying behaviour—Evidence from india. *Journal of Retailing and Consumer Services*, 537-549.
- Brosekha, A., & Velayutham, M. C. (2013). An Empirical Study on Consumers Buying Behaviour towards Selected Home Appliance Products in Ramanathapuram. *Journal of Business and Management*.
- Busser, J., & Shulga, L. (2019). Involvement in consumer-generated advertising; Effects of Organizational Transparency and Brand Authenticity on Loyalty and Trust. *International Journal Contemporary Hospitality Management*.
- Chang, J. H., Eckman, M., & Yan, N. R. (2011). Application of the Stimulus-Organism-Response Model to the Retail Environment: the Role of Hedonic Motivation in Impulse Buying Behavior. *The International Review of Retail Distribution and Consumer Research Vol 21*, 233 - 249.
- Chaudhuri, A., & Hoolbrok, M. B. (2002). Product-class effects on brand commitment and brand outcomes: The role of brand trust and brand affect. *Journal of Brand Management*, 33 - 58.

- Choirul, A., & Artanti, Y. (2019). Millennia's impulsive buying behavior: does positive emotion mediate? *Journal of Economics, Business, and Accountancy Ventura Vol. 22, No. 2, August - November 2019*, 223 – 236.
- Citra, L., & Kusuma, C. (2015). Pengaruh Hedonic Shopping Motivation terhadap Impulsive Buying pada Toko Online: Studi pada Toko Online Zalora. *Bina Ekonomi Volume 19*.
- David, Anne, & Fredric. (2008). Impulse buying: the role of affect, social influence, and subjective wellbeing. *Journal of Consumer Marketing*, 23 - 33.
- Dian, Imam, & Dahlan. (2016). Pengaruh Fashion Involvement dan Positive Emotion terhadap Impulsive Buying. *Jurnal Administrasi Bisnis (JAB) Vol. 31 No. 1*, 42 - 49.
- Erna, A., & Pertiwi, A. (2020). Pengaruh Promosi, Atmosfer Toko, dan Motivasi Belanja Hedonis terhadap Pembelian Impulsif Konsumen Ritel Modern di kota Batam. *Journal of Applied Business Administration*, 18 - 22.
- Etikan, I., Alkassim, R., & Abubakar, S. (2016). Comparison of Snowball Sampling and Sequential Sampling Technique. *Econometrics and Biostatistics International Journal*, 55.
- Ghouri, A. (2014). Measuring the Mediating Impact of Hedonic Consumption on Fashion Involvement And Impulse Buying Behavior. *Indian Journal of Commerce & Management Studies*, 50 - 57.
- Graa, A., & Dani-elKebir, M. (2012). Application of Stimulus & Response Model to Impulse Buying Behavior of Algerian Consumers. *Serbian Journal of Management* 7, 53 - 64.
- Hausman, A. (2000). A Multi-Method Investigation of Consumer Motivations in Impulsive Buying Behavior. *Journal of Consumer Marketing*.
- Irdiana, S., & Suhermin. (2019). Impulsive Buying : What Do You Feel? *Proceeding Book 7th Asian Academic Society International Conference*.
- Irdiana, S., & Suhermin. (2019). The impact of the hedonic shopping motives, shopping lifestyle and positive emotion on purchasing impulsif : A Study on the matahari department store in the city of Surabaya Indonesia. *Proceeding Book 7th Asian Academic Society International Conference*.
- Jeffrey, S. A., & Hodge, R. (2007). Factors Influencing Impulse Buying during an Online Purchase. *Electron Commerce Res*, 367 - 379.
- Kaceen, J. J., & Lee, A. J. (2002). The Influence of Culture on Consumer Impulsive Buying Behavior. *Journal of Consumer Psychology vol 12 (2)*, 163 - 176.
- Karbasivar, A., & Yarahmadi, H. (2011). Evaluating Effective Factors on Consumer Impulse Buying Behavior. *Asian Journal of Business Management Studies* 2 , 174-181.

- Khare, A., & Rakesh, S. (2010). Predictors of fashion clothing involvement among Indian youth. *Journal of Targeting, Measurement and Analysis for Marketing*, 209-220.
- Kim, H.-S. (2006). Using Hedonic and Utilitarian Shopping Motivations to Profile Inner City Consumers. *Journal of Shopping Center Research*.
- Koski, N. (2004). Impulse Buying on the Internet: Encouraging and Discouraging Factors. *Frontiers of E-Business Research eBRF*, 20-22.
- Lo, L. Y.-S., Lin, S.-W., & Hsu, L.-Y. (2016). Motivation for online impulse buying: A two-factor theory perspective. *International Journal of Information Management*, 759–772.
- Merima Cinjarevic, K. T. (2011). See It, Like It, Buy It! Hedonic Shopping Motivations. *Economic Review: Journal of Economics and Business*, 3-15.
- Mirza, Naveed, & Arsalan. (2014). Measuring the Mediating Impact of Hedonic Consumption on Fashion Involvement And Impulse Buying Behavior. *Indian Journal of Commerce & Management Studies*, 50-57.
- Muruganantham, G., & Shankar, R. (2013). A Review of Impulse Buying Behavior. *International Journal of Marketing Studies; Vol. 5*.
- O'Cass, A. (2014). Fashion clothing consumption: antecedents and consequences of fashion clothing involvement. *European Journal of Marketing Vol. 38*.
- Octaria, L., & Kusuma, C. (2015). Pengaruh Hedonic Shopping Motivation terhadap Impulsive Buying pada Toko Online: Studi pada Toko Online Zalora. *Bina Ekonomi Volume 19 Nomor 2*.
- Ozen, H., & Engizek, N. (2014). Shopping online without thking: being emotional or rational? *Asia Pasific Journal of Marketing and Logistics*.
- Permatasari, I. M., Arifin, Z., & Sunarti. (2017). Pengaruh Hedonic Consumption dan Mediator Emosi Positif terhadap Pembelian Impulsif. *Jurnal Administrasi Bisnis (JAB) Vol. 43 No. 2, 1-9*.
- Pramestya, N. L. (2020). The Role of Positive Emotion mediates Fashion Involvement on Impulse Buying. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 1-8.
- Ramya, N., & Ali, D. S. (2016). Factors Affecting Consumer Buying Behavior. *International Journal of Applied Research* , 76 - 80.
- Sangadji, M., & Sopiah. (2013). The Effect of Organizational Culture on Lecturers' Job Satisfaction and Performace. *International Journal of Learning and Development*.
- Sharma, P., Sivakumaran, B., & Marshall, R. (2010). Impulsive Buying and Variety Seeking: A trait-correlates perspective. *Journal of Business Research*.

- Silvera, Lavack, A. M., & Kropp, F. (2008). Impulsive Buying; the Role of Affect, Social Influence, and Subjective Wellbeing. *Journal of Consumer Marketing*.
- Solomon, M., & Rabolt, N. (2009). Consumer Behavior in Fashion. *Saddle River*.
- Sugiyono. (2018). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D (27th ed.)*. Bandung: ALFABETA CV.
- Suliyanto. (2011). *Ekonometrika Terapan: Teori dan Aplikasi dengan SPSS*. Yogyakarta: Andi.
- Tirtayasa, S., Nevianda, M., & Syahrial, H. (2020). The Effect of Hedonic Shopping Motivation, Shopping Lifestyle And Fashion Involvement With Impulse Buying. *International Journal of Business Economics (IJBE)*, 18-28.
- Verhagen, T., & Dolen, W. v. (2011). The influence of online store beliefs on consumer online impulse buying: a model and empirical application. *Information & Management* 48.
- Verplanken, B., & Herabadi, A. (2001). Individual Differences in Impulse Buying Tendency. *European Journal of Personality* , S71-283.
- Widagdo, B., & Roz, K. (2021). Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction. *Journal of Asian Finance, Economics and Business Vol 8 No 1*, 395–405.
- Zeb, H., Rashid, K., & Javeed, M. (2011). Influence of Brands on Female Consumer's Buying Behavior in Pakistan. *International Journal of Trade, Economics and Finance, Vol. 2, No. 3*, 225-231.