

## References

- Aouinti1, Mansali, & Zghal (2013). Social environment, Emotions, and Impulse Buying: A Meditational analysis. *Journal of Research in Marketing*, Vol. 1 No.2 October 2013.
- Dameyasani and Abraham (2013). "Impulsive buying, cultural values dimensions, and symbolic meaning of money: A study on college students in Indonesia's capital city and its surrounding", *International Journal of Research Studies in Psychology*. Volume 2 Number 4, 35-52, October 2013.
- Graa, Dani-Elkebir, Bensaid (2014). The impact of Environmental Factors on Impulse Buying Behavior Using the Mehrabian and Russell's Framework. *Leonardo Journal of Sciences*, Vol. 3 No.1 April 2014.
- Hafez, Sahn, and Rahman(2013). The Effect of Egyptians' Money Attitudes on Compulsive Buying with the Role of Credit Card Use. *The Macrotheme Review*, SI-IMT 2013.
- Jean & Yazdanifard (2015). "The Review of how Sales Promotion Change the Consumer's Perception and Their Purchasing Behavior of a Product" *Global Journal of Management and Business Research: E Marketing*, Vol. 15 Issue 5 Ver. 1.0 2015.
- Kchaou,Amara (2014). The Role of Sales Promotion in inducing Impulse Purchases, *International Journal of Management Excellence*. Edisi 13. Jilid 1. Penerbit : Erlangga.
- Kurniawan & Kunto (2013). Pengaruh Promosi dan Store Atmosphere terhadap Impulse Buying dengan Shopping Emotion sebagai variabel Intervening Studi Kasus di Matahari Department Store cabang Supermall Surabaya. *Jurnal Manajemen Pemasaran Petra*, Vol. 1, No. 2, (2013) 1-8.
- Kurniawati & Restuti (2014). Pengaruh Sales Promotion dan Store atmosphere terhadap Shopping Emotion dan Impulse Buying pada GIANT Pekanbaru, *Jurnal Tepak Manajemen Bisnis*, Vol. VI No. 3 September 2014.
- Lai, W. (2010), "How Financial Attitudes and Practices Influence the Impulsive Buying Behavior of College and University Students". *Journal of Social Behavior and Personality*, Vol. 38, No. 3.
- Leba (2015). Pengaruh Atmosfer Gerai dan Promosi terhadap Pembelian Impulsif yang dimediasi Emosi Positif, *Jurnal Ilmu dan Riset Manajemen*, Volume 4, Nomor 1, Januari 2015.
- Marketing.co.id(2013).<http://www.marketing.co.id/brand-switching-analysis-dalam-industri-ritel-modern/>, Accessed on January 3rd 2013

- Monica, 2013. "Analisis Pengaruh Money Attitude (Perilaku Terhadap Uang) terhadap Personal Financial Education (Pendidikan Keuangan Pribadi) Pada Mahasiswa Jurusan Ekonomi Strata I Di Yogyakarta", *Final Report of Economics of Atma Jaya University Yogyakarta*.
- Nagadeepa, Selvi, & Pushpa (2015). Impact of Sale Promotion Techniques on Consumers' Impulse Buying Behaviour towards Apparels at Bangalore. *Asian Journal of Management Sciences & Education*, Vol. 4(1) January 2015.
- Rita & Argentina (2015). Money Attitude And Impulse Buying, *The 3rd IBEA International Conference on Business, Economics and Accounting*. 15-17 April 2015.
- Rook & Fisher (1995). Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, Vol. 22, pp. 305-313.
- Sabir, Sheikh, & Shahnawaz (2015). Determinants of Impulsive buying for clothing: A case of Sahiwal shopping malls. *Global Journal of Research in Business & Management*, Vol. 1, No. 1, May 02, 2015.
- Saraswat & Prakash (2012). "Review of Literature on Factor Affecting Impulse Buying Behavior of Consumers" *Journal of Technology and Science*. Vol.1, Issue1, 2013
- Sekaran, U. (2000), *Research Method for Business-A skill- Building Approach*, John Wiley and Sons Inc, New York.
- Suliyanto. (2005), *Analisis Data Dalam Aplikasi Pemasaran*, Ghalia Indonesia, Bogor.
- Suliyanto. (2006), *Metode Riset Bisnis*. Yogyakarta: Penerbit ANDI.
- Suliyanto. (2011), *Ekonometrika Terapan: Teori dan Aplikasi dengan SPSS*. Yogyakarta: Penerbit ANDI.
- Zhou & Gu (2015). The Effect of Different Price Presentations on Consumer Impulse Buying Behavior: The Role of Anticipated Regret, *American Journal of Industrial and Business Management*, 2015, 5, 27-36.