

THE ANALYSIS OF FASHION-ORIENTED IMPULSE BUYING ON COLLEGE STUDENTS

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ABSTRACT

The aim of this research was to determine the role of fashion involvement, positive emotion, and hedonic consumption in explaining college students' fashion-oriented impulse buying toward fashion products. This research was conducted in Indonesia. The sample of the research was college students who follows fashion trend and have experiences regarding impulse buying. The data was collected by using questionnaire based on Likert scale. The method of sample was purposive sampling with 219 respondents that were chosen to represent overall users. The data was analyzed by using Structural Equation Modeling analysis with the help of SPSS and AMOS. The result of this research showed that there were positive influences both directly and indirectly on fashion involvement toward fashion-oriented impulse. There were positive influence of positive emotion and hedonic consumption as mediating variables toward fashion-oriented impulse buying.

Keyword: *Fashion Involvement, Positive Emotion, Hedonic Consumption, Fashion-oriented Impulse Buying*

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui peran keterlibatan fashion, emosi positif, dan konsumsi hedonis dalam menjelaskan perilaku impulse buying mahasiswa terhadap produk fashion. Penelitian ini dilakukan di Indonesia. Sampel penelitian adalah mahasiswa yang mengikuti perkembangan fashion dan pernah mengalami impulse buying. Data dikumpulkan dengan menggunakan kuesioner berdasarkan skala Likert. Metode sampel menggunakan purposive sampling dengan 219 responden yang dipilih untuk mewakili keseluruhan pengguna. Data kemudian dianalisis dengan menggunakan analisis Structural Equation Modeling dengan bantuan SPSS dan AMOS. Hasil penelitian ini menunjukkan bahwa keterlibatan fashion berpengaruh positif baik secara langsung maupun tidak langsung pada impulse buying, terdapat dampak positif pada emosi positif dan konsumsi hedonis sebagai mediating variables terhadap impulse buying.

Kata Kunci: *Keterlibatan Fashion, Emosi Positif, Konsumsi Hedonis, Impulse Buying*

INTRODUCTION

As in many other countries in South East Asia, economic growth in Indonesia continues to be driven by private or household consumption (Sugandi, 2017). According to Indonesian Synthetic Fiber Producers Association (APSyFI), the purchasing power continues to increase, where textile consumption rose from 1.21 million tons in 2009 to 1.75 million tons in 2014, and encouraged by increases in population, consumer spending also caused by the increase in per capita consumption, which rose from 5.03 kg in the year 2009 to 6.82 kg in the year 2014 (Maizer, 2016). This resulted in the growth of textile and fashion industry in Indonesia. The

vast rise of fashion trends and product has opened up an alternative for teenager to young adult to express themselves, through fashion.

Nowadays, shopping is not only an activity to acquire necessary goods or to fulfill needs, instead shopping has become a leisure and lifestyle activity (Lury, 1996; Bayley and Nancarrow, 1998), it may also fulfill psychological needs (Dittmar, Beattie, and Friese, 1996; Dittmar, 2005). Therefore, contrary to the 'rational economic man' view, it has been recognized that many consumer behaviors are not carefully considered at all. One particular spontaneous consumer style is known as impulse buying.

Impulse buying is a pervasive and distinctive lifestyle phenomenon that has been on a significant growth, thus; it received increasing attention from consumer researchers (Rook and Fisher, 1995). The increasing of personal disposable incomes and the availability of credit has made impulse buying behavior a common consumer behavior (Dittmar and Drury, 2000). Moreover, many store purchases are made when consumer follow their urge and give in to impulse buying (Underhill, 1999). Impulse buying behavior are more likely to occur when consumer evaluate their purchase which happened when consumer experienced an impulse buying stimulus (O'Guinn and Faber, 1989). Impulse buying has been suggested as an important field of study because of its powerful influence on consumer behavior (Bayley and Nancarrow, 1998 and Hausmann, 2000).

Researchers who studied impulse buying has been focused on defining the difference between impulse and non-impulse buying behavior (Cobb and Hoyer, 1986 and Piron, 1991). Many previous studies also provide theoretical framework for examining impulse buying related to psychological variables, hedonic experiences, and situational variables in shopping context (Beatty and Ferrell, 1998; Burroughs, 1996; Rook and Fisher, 1995; Park and Kim, 2008 and Herabadi *et al.*, 2009). Generally, researchers found that impulse buying satisfied hedonic or emotional needs for fun, social interaction, and gratification (Hausmann, 2000 and Piron, 1991).

Previous studies have implied that consumer impulse buying can be encouraged by a hedonic consumption tendency and emotional factors. An aligned issue with hedonic consumption is to determine product-specific impulse buying behavior. Jones *et al.* (2003) stated that product-specific impulse buying is affected significantly by product involvement and it is an important factor supporting impulse buying tendencies. Impulse buying of fashion products (e.g. clothing, apparel) shows a variety of pattern that include pure, reminded, emotional, and fashion-oriented impulse buying behaviors (Cha, 2001; Han *et al.*, 1991 and Ko, 1993).

Han *et al.* (1991) found that textile and clothing students had significantly higher impulse buying scores than students in other major. Thus, their findings clearly revealed that fashion-oriented impulse buying is related strongly to fashion involvement. It also supports the notion that sensory and experiential cues of fashion product might affect fashion involvement. Therefore, it encourages fashion-oriented impulse buying. Fashion-oriented impulse buying can also be predicted by hedonic consumption tendency (Hausmann, 2000) and positive emotion which occurs when shopping (Mattila and Enz, 2002; Herabadi *et al.*, 2009).

Sensory experiential products (e.g. apparel, accessories, jewelry) have a major role in symbolic interaction with consumers' hedonic or emotional experiences in market environments (Park *et al.*, 2006). The importance of experiential aspect of consumption

shows that it is important for marketers to understand impulse buying behavior for fashion products from an experiential perspective.

This research explored a model of fashion-oriented impulse buying related to product involvement and experiential aspect of consumption including hedonic consumption tendency and positive emotion among college students. Understanding fashion impulse buying behavior can help marketers or retailers in developing strategies that create shopping opportunities. These marketing strategies may help retailers manage highly involved fashion customers and encourage their purchase intentions. The benefits include an increased market share for fashion retailers and positive perceptions of impulse buying by fashion consumers.

LITERATURE REVIEW

Impulse Buying Behavior

Impulse buying behavior is a sudden, compelling, hedonically complex buying behavior in which the fastness urge of an impulse decision process moves past thoughtful and deliberate consideration of other information (Bayley and Nancarrow, 1998). Several previous studies have reported that consumer might not view impulse buying as a wrong act, instead consumer feel favorable toward their impulse buying behavior (Dittmar *et al.*, 1996; Hausmann, 2000 and Rook, 1987). Researchers have treated impulse buying behavior as an individual's variables differences that is likely to influence their decision making process (Beatty and Ferrell, 1998; Rook and Fisher, 1995 and Weun *et al.*, 1997). Impulse buying is considered as a reasonable unplanned behavior when it is related to objective evaluation and emotional preferences when shopping (Ko, 1993).

Fashion Oriented Impulse Buying

According to Jones *et al.* (2003), consumer impulse buying is an important concept as well as product involvement as they are involved with a specific product. Fashion-oriented impulse buying refers to an individual's awareness or perception of fashionable attributes, design, or style of clothing (Park *et al.*, 2006). Thus, fashion-oriented impulse buying is more likely to occur when consumers see or find new fashion products and buy it because they are motivated by the suggestion to buy new products which has new design or style (Han *et al.*, 1991). Early researches on impulse buying behavior are more concentrated on the typology of impulse buying behavior. According to Han *et al.* (1991), impulse buying is classified into four types: (1) planned impulse buying, (2) reminded impulse buying, (3) fashion-oriented impulse buying, and (4) pure impulse buying. Han *et al.* (1991) found high evidence of fashion-oriented impulse buying for college students majoring in related field of fashion (e.g. textile and clothing) compared to students in other major. Thus, their findings suggested that fashion-oriented impulse buying might be related and more likely to occur on students with majors having high fashion involvement. Subsequent research focused on impulse buying which was based on consumers' decision making process. Impulse buying behavior on apparel products was distinguished from reasonable unplanned buying that was based on emotional preference or objective evaluation rather than rational evaluation (Ko, 1993). Ko's (1993) finding implied that emotional factors might lead to fashion-oriented impulse buying behavior when shopping. According to Park *et al.*, (2006) limited studies have reported that consumers are likely to be motivated to impulse buying by high involvement and emotional preference of products. The lack of research focused on the experiential aspects of

consumption underscore the need to understand how fashion-oriented impulse buying relates to hedonic consumption tendency or the emotional factor in retail environments.

Fashion Involvement

Involvement is a helpful metric for examining and explaining consumer behavior and segmenting consumer market (Kapferer and Laurent, 1985; Martin, 1998 and Kim, 2005). Involvement is the motivational arousal or interest triggered by a particular stimulus or situation, and displayed through drive (O’Cass, 2004). To simplified, involvement is a conceptualized interaction between an individual (consumer) and object (product).

In marketing, involvement refers to the extent interest with a certain product. Specifically, in fashion marketing, involvement refers to the interest toward fashion product (e.g. apparel) (Park *et al.*, 2006). According to Fairhurst, *et al.* (1989), fashion involvement is primarily used to predict behavioral variables related to apparel products such as; product involvement, buying behavior, and consumer characteristic. O’Cass (2000, 2004) found that fashion involvement related highly to personal characteristic and fashion knowledge which influenced consumers’ confidence in making purchase decision which is positive relation between fashion involvement and apparel purchasing. Fairhurst *et al.*, 1989 and Seo *et al.*, 2001, suggested that consumers with high fashion involvement were more likely to buy apparel. Thus, it can be assumed that consumers with high fashion involvement are more likely to induce themselves in fashion-oriented impulse buying. Haq *et al.* (2014) found that there is a mediating relationship between fashion involvement and impulse buying. Therefore, it is suggested that there is a positive relationship between fashion involvement and hedonic consumption.

H1: Fashion involvement has a positive influence on positive emotion during shopping.

H2: Fashion involvement has a positive influence on fashion-oriented impulse buying during shopping.

H3: Fashion involvement has a positive influence on hedonic consumption tendency.

Hedonic Consumption

Hirschman and Holbrook (1982) defined hedonic consumption as behavioral aspect related to multi-sensory fantasy, and emotional consumption, which is driven by benefits such as fun (using the product) and aesthetic appeal. Moreover, Sherry (1990) stated that bargaining and haggling are two shopping experiences associated with shopping enjoyment. These suggest that the experiences while shopping may be more important than the product acquisition.

Impulse buying has an important role in fulfilling hedonic desires associated with hedonic consumption (Hausman, 2000; Piron, 1991 and Rook, 1987). Haq *et al.* (2014) stated that hedonic consumption fully mediates the relationship between fashion involvement and impulse buying. These findings support a conceptual link between hedonic shopping motivation, impulse buying behavior, and also fashion involvement. Consumers are more likely to engage in impulse buying when they are motivated by hedonic desire or by non-economic reasons, such as fun, fantasy, and social or emotional gratification (Hausman, 2000 and Rook, 1987).

Since shopping experiences goals are mostly referred as an activity to satisfy hedonic needs, the products purchased during these excursions appear to be selected without prior planning and they represent an impulse buying event. Moreover, Goldsmith and Emmert (1991) stated that fashion-oriented impulse buying behavior is motivated by new versions of fashion styles and brand image salience which drives consumers' hedonic desires toward hedonic shopping experiences.

H4: Hedonic consumption tendency has positive influence on positive emotion during shopping.

H5: Hedonic consumption tendency has a positive influence on fashion-oriented impulse buying behavior during shopping.

Positive Emotion

Emotion that encompasses affect and mood is an important factor in consumer decision making. Typically, emotion is classified into two orthogonal dimensions, which are positive and negative (Watson and Tellegen, 1985). Several previous studies reported that consumers felt uplifted or energized after shopping experiences (Bayley and Nancarrow, 1998; Dittmar *et al.*, 1996 and Rook, 1987). Emotion especially positive emotion can be generated by an individual's pre-existing mood, affective disposition, and reaction toward current environmental encounters (e.g. desired items, sales promotions).

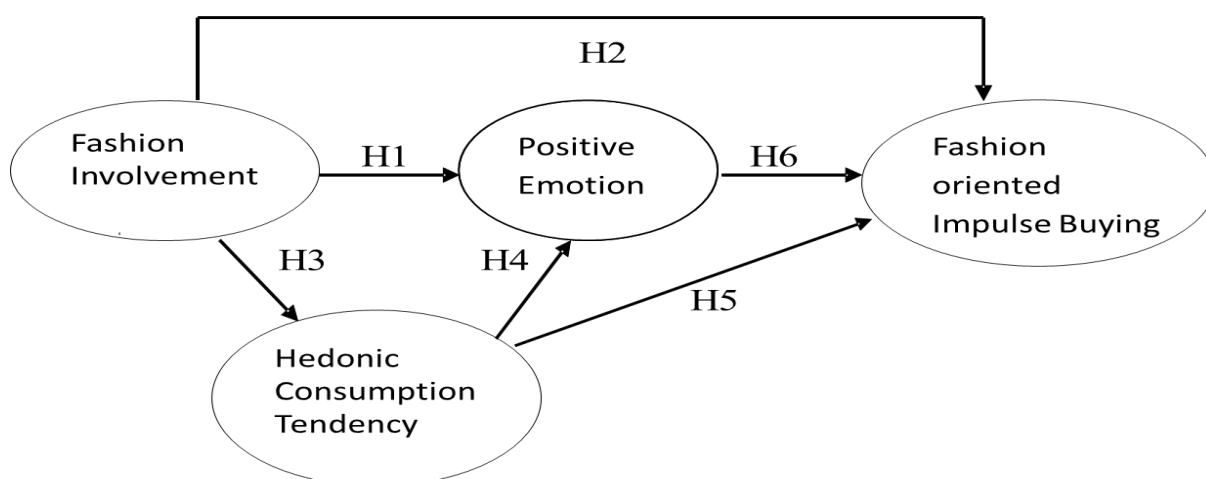
Several previous studies stated that emotion strongly influences actions including impulse buying (Beatty and Ferrell, 1998; Hausman, 2000; Rook and Gardner, 1993 and Youn and Faber, 2000). Consumers in more positive emotional states are more likely to have reduced decision complexity and shorter decision time (Isen, 1984). Moreover, on comparison with negative emotion, consumers with positive emotion exhibited greater impulse buying because of feeling of beings unconstrained, a desire to reward themselves, and higher energy levels (Rook and Gardner, 1993).

While shopping, in-store emotion can influence purchase intentions and spending as well as perceptions of quality, satisfaction, and value (Babin and Babin, 2001). Beatty and Ferrell (1998) found that consumer's positive was associated with the urge to buy impulsively. This support earlier finding that impulse buyers are more emotional compared to non-impulse buyers (Weinberg and Gottwald, 1982). Moreover, because impulse buyers exhibit greater positive feelings (e.g. pleasure, excitement, joy). They often over spend when shopping (Donovan and Rossiter, 1982). Furthermore, unplanned apparel purchases satisfy the emotional need derived from the social interaction inherent in the shopping experience (Cha, 2001). Thus, consumer emotion can be an important determinant for predicting impulse buying in a retail store.

H6: Positive emotion has a positive influence on fashion-oriented impulse buying behavior during shopping.

Theoretical Framework

Figure 1. Framework Model



RESEARCH METHOD

The purpose of this research is to examine the causal relationship and to test the hypothesis. This research examined the relationship and/or correlation among fashion involvement, positive emotion, and hedonic consumption tendency in influencing college students' fashion-oriented impulse buying. The results of this research were expected to give a better understanding about the relationship among variables, and provide an insight for fashion marketing based on the variables. The approach used in this research was quantitative approach, conducted by spreading questionnaire as the research instrument and Likert scale was used as the itemized rating scale to assess data from 219 respondents who were familiar with fashion.

The location of this research was Yogyakarta, Indonesia, without specific regional characteristics. Yogyakarta was chosen for its number of students and universities. With a high population of students, the fashion trend around students has shown to be significant. Moreover, Yogyakarta area is undergoing a very significant development regarding with business retail, especially fashion retails which will be a great circumstance for this research.

In this research the samples that were selected knew about the phenomenon under investigation and involve actively in the fashion trend. The sample in this research was 219 people which familiar with fashion. Other respondent who does not familiar with fashion was not selected, as the selection done by purposive sampling.

The data used in this research was both primary and secondary data. The primary data obtained directly using a questionnaire distributed to 400 respondents, 200 in a private university the other half in public university. However, questionnaire that passed the purposive sampling was only 219. All questions in the questionnaire were translated into

Bahasa Indonesia to help the respondent understand the questions. The questionnaires were distributed both offline or directly (print out) and online (Google forms) to the respondents. The secondary data used in this research was obtained from previous literature review and journal relevant to the research.

A six-point Likert scale, ranging from strongly unlikely=1 to strongly likely=6 was used to measure each variable, in order to avoid neutral answer. Demographic items were measured using multiple choices formats. All instructions and consent information were included in the questionnaire both offline and online.

The variables that was be analyzed in this research were fashion involvement as the independent variables and 3 dependent variables which were positive emotion, hedonic consumption and fashion-oriented impulse buying which affected by the independent variable. Then, to measure those variables, this research used Six-Points Likert Scale, where 1 indicated very unlikely and 6 showed very likely.

Validity test indicates the extent to which an indicator could explain the observed variables. A valid indicator is an indicator with a value corrected item of total correlation equal or more than .30. An indicator which has a value corrected item total correlation below .30 it will be considered as an invalid indicator. The reliability test was conducted to analyze the consistency of the measurement tool. The value of Cronbach Alpha need to be greater than .60 to be considered reliable (Sekaran, 2000).

DATA ANALYSIS AND DISCUSSION

The respondents in this research were mostly women as much as 129 respondents or 58.9% and men by 90 respondents or 41.1%. It showed that the majority of the respondent that familiar with fashion was women. The respondents in this research were mostly between 20 - 22 years old with 122 respondents or 55.7%. Based on amount of fashion product bought every year by the respondents in this research were mostly more than 10 or 46.1%. The respondents in this research were mostly private university students. There were 150 respondents from private universities or 68.5% of the total respondents. It showed that the majority of the respondent that familiar with fashion were private university's students. Based study field taken, the respondents in this research mostly were non-social science students, there were 133 respondents or 68.5%. The respondents in this research mostly had expenses per month below Rp. 1,000,000 of 70 respondents or 32%.

Validity and reliability test of the data was done by using AMOS. In this test, 219 responses were used as the sample. This test was used to determine whether the data were reliable and valid or not. In this test, the software of AMOS version 22.0 was used. The evaluation was assessed using Confirmatory Factor Analysis or CFA. The objective was to understand how good variables could be used to measure the construct. If the value of loading factor from each construct was more than 0.5 ($\lambda > 0.5$), it was considered as valid. Moreover, if the value of construct reliability from each construct was more than 0.7, it was considered as reliable.

Table 1. Validity and Reliability Test

Variable	Indicator	Loading Factor (λ)	Standard Error (ϵ)	$\Sigma (\lambda)$	$\Sigma (\epsilon)$	Construct Reliability	Label
Fashion Involvement				3.045	1.318	0.87	Reliable
	FI1	0.54	0.26				Valid
	FI2	0.62	0.25				Valid
	FI3	0.58	0.32				Valid
	FI4	0.72	0.18				Valid
	FI5	0.56	0.29				Valid
Positive Emotion				3.581	1.184	0.91	Reliable
	PE1	0.74	0.20				
	PE2	0.65	0.23				Valid
	PE3	0.68	0.32				Valid
	PE4	0.76	0.19				Valid
	PE5	0.73	0.23				Valid
Hedonic Consumption				2.975	1.719	0.83	Reliable
	HC1	0.52	0.35				Valid
	HC2	0.50	0.45				Valid
	HC3	0.60	0.32				Valid
	HC4	0.69	0.28				Valid
	HC5	0.65	0.30				
Fashion-Oriented Impulse Buying				3.276	1.417	0.88	Reliable
	IB1	0.60	0.29				Valid
	IB2	0.67	0.28				Valid
	IB3	0.74	0.24				Valid
	IB4	0.73	0.21				Valid
	IB5	0.51	0.37				

HYPOTHESIS TESTING

In the first hypothesis, fashion involvement has a significant and positive influence on positive emotion. In Table 4.14, it could be seen that p-value of fashion involvement on positive emotion while shopping was .000 ($p < .05$) and the path estimate was .439 (H1 was supported) which means that the hypothesis was **accepted**.

Figure 2. Structural Equation Model

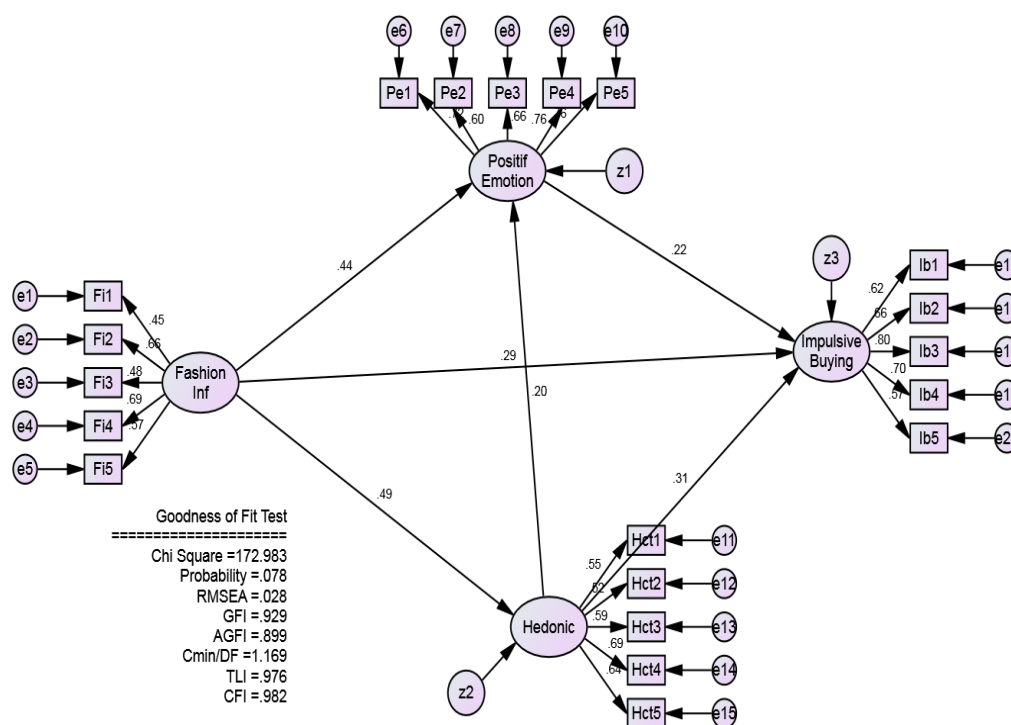


Table 2. Hypothesis Testing

Hypothesis	Variable Relationship	Estimate	p-Value	Status
H1	Positive_Emotion <--- Fashion_Involvement	.439	***	Supported
H2	Impulse_Buying <--- Fashion_Involvement	.285	.005	Supported
H3	Hedonic <--- Fashion_Involvement	.487	***	Supported
H4	Positive_Emotion <--- Hedonic	.203	.039	Supported
H5	Impulse_Buying <--- Hedonic	.307	***	Supported
H6	Impulse_Buying <--- Positive_Emotion	.222	.016	Supported

In the second hypothesis, fashion involvement has a positive influence on fashion-oriented impulse buying. In table 4.14, it could be seen that the p-value of fashion involvement on fashion-oriented impulse buying was .005 ($p < .05$) and the path estimate was .285 (H2 was supported), which means that the hypothesis was **accepted**. However, the value of the p-value shows that the direct influence of fashion involvement on fashion-oriented impulse buying is not significant.

In the third hypothesis, fashion involvement has a positive influence on hedonic consumption. In table 4.14, it could be seen that the p-value of fashion involvement on hedonic consumption was .000 ($p < .05$) and the path estimate was .487 (H3 was supported), which means that the hypothesis was **accepted**.

In the fourth hypothesis, hedonic consumption has a positive influence on positive emotion while shopping. In Table 4.14, it could be seen that p-value of hedonic consumption on positive emotion was .039 ($p < .05$) and the path estimate was .203 (H4 was supported), which means that the hypothesis was **accepted**. However, the influence of hedonic consumption on positive emotion while shopping was not significant.

In the fifth hypothesis, hedonic consumption has a positive influence on fashion-oriented impulse buying. In Table 4.14, it could be seen that p-value of hedonic consumption on fashion-oriented impulse buying was .000 ($p < .05$) and the path estimate was .307 (H5 was supported), which means that the hypothesis was **accepted**.

In the sixth hypothesis, positive emotion has a positive influence on fashion-oriented impulse buying. In table 4.14, it could be seen that the p-value of positive emotion on fashion-oriented impulse buying was .016 ($p < .05$) and the path estimate was .222 (H6 was supported), which means that the hypothesis was **accepted**. However, the influence was not significant.

RESULT AND DISCUSSION

H1: Fashion involvement has a positive influence on positive emotion during shopping

The result was in line with the previous research by O’Cass (2000, 2004), which found that fashion involvement related highly to personal characteristic and fashion knowledge, which influenced consumers’ confidence in making purchase decision. Therefore, the higher of confidence the more positive the emotion will be. Previous research suggested that there is a mediating relationship between fashion involvement and impulse buying (Haq *et al.*, 2014). Fashion involvement and positive emotion had positive influence on consumers’ fashion-oriented impulse buying behavior with fashion involvement having the greatest influence. Fashion involvement can lead toward a positive emotion during shopping which can trigger an impulsive buying behavior (Park *et al.*, 2006). Moreover, the more positive the items within fashion involvement such as “I’m interested in fashion trend every year” the more positive the influence on positive emotion will be.

H2: Fashion involvement has a positive influence on fashion-oriented impulse buying during shopping.

The result was in line with Park *et al.* (2006), which found that both fashion involvement and positive emotion had a positive influence on fashion-oriented impulse buying. Rather than maximizing product functionality, consumers tend to look for a more personal, experimental and symbolic gain in high involvement situations, (Solomon *et al.*, 1985). Thus, consumers were more likely to have the urge on fashion-oriented impulse buying when they have a higher fashion involvement (Nooreini, 2014). Moreover, the more positive the items

within fashion involvement such as “I usually have one or more outfits of the very latest style.” the more positive the influence on fashion-oriented impulse buying will be.

H3: Fashion involvement has a positive influence on hedonic consumption tendency.

When consumers are motivated by hedonic desire or by non-economic reasons, such as fun, fantasy, and social or emotional gratification they are more likely to have the urge to buy impulse (Hausman, 2000 and Rook, 1987). Consumers who had high involvement with the latest fashion, shopping for their fashion needs, or dressing for fashion are more likely to exhibit a hedonic tendency (e.g. sense of curiosity, new experiences, exploring new worlds) during their shopping trip (Park *et al.*, 2008). This finding implied that clothing as an experiential sensory product plays an important role in fulfilling hedonic needs (e.g. novelty, diversion, stimulation) for shopping (Hausman, 2000). Moreover, the more positive the items within fashion involvement such as “I am interested in shopping at boutique or fashion specialty stores rather than at department stores for my fashion needs” the more positive the influence on hedonic consumption will be.

H4: Hedonic consumption tendency has positive influence on positive emotion during shopping.

Consumers felt more excited and satisfied during their shopping trips when they expressed curiosity, the need for new experience, and feeling like they were exploring new worlds (Park *et al.*, 2006). This finding supported the involvement of hedonic or experiential shopping motivations in satisfying emotional or expressive needs, such as fun, relaxation, and gratification (Bloch *et al.*, 1991 and Roy, 1994). Moreover, this finding was consistent with previous research that found consumers’ positive feelings (e.g. fun, psychological lift) were associated with hedonic shopping experiences and the novelty aspects of hedonic shopping (Hausman, 2000). Moreover, the more positive the items within hedonic consumption such as “Shopping is one of activity to spend my leisure time” or “Shopping is an exciting activity” the more positive the influence on positive emotion will be.

H5: Hedonic consumption tendency has a positive influence on fashion-oriented impulse buying behavior during shopping.

The result did not support a notion that hedonic consumption may only be a mediating variable in order to influence impulse buying (Park *et al.*, 2006). This result did support a notion that impulse buying behavior is a form of hedonically-related consumption (Bayley and Nancarrow, 1998). It showed that impulse buying behavior as a sudden, compelling, hedonically complex buying behavior in which the fastness urge of an impulse decision process moves past thoughtful and deliberate consideration of other information (Bayley and Nancarrow, 1998) that led toward the impulsive decision to purchase a product. Moreover, fashion-oriented impulse buying is much likely motivated by consumers’ perception of a new design or style (Han *et al.*, 1991) through their fashion involvement. Furthermore, hedonic consumption tendency is more likely to increase consumers’ shopping motivations to fulfill their hedonic desires (Hausman, 2000; Piron, 1991), such as an in-store emotional experience (Yoo *et al.*, 1998) that eventually leads to impulse buying behavior. This supported the importance of consumers’ emotional response in encouraging apparel impulse buying.

Moreover, the more positive the items within hedonic consumption such as “I want to satisfy my sense of curiosity” or “I want to be offered new experiences” the more positive the influence on fashion-oriented impulse buying will be.

H6: Positive emotion has a positive influence on fashion-oriented impulse buying behavior during shopping.

The result was in line with Isen (1984), which found that positive emotional state is more likely to have a shorter decision time, in which it will more likely to act impulsively. Thus, the more positive the emotional state of the consumers in, the more likely they have the urge to buy impulsively (Beatty and Ferrell, 1998). In this case, positive emotion showed that it had an influence as a mediating variable that led fashion involvement toward impulse buying (Park *et al.*, 2008). Several previous studies also showed a similar result (Nooreini, 2014; Chang *et al.*, 2011; Donovan and Rossiter, 1982). Moreover, the more positive the items within positive emotion such as “I tend to feel excited when and after shopping” or “I tend to feel happy when and after shopping” the more positive the influence on fashion-oriented impulse buying will be.

CONCLUSIONS AND IMPLICATIONS

These conclusions and suggestions are the result of a research entitled "College students' fashion-oriented impulse buying in relation to fashion involvement, positive emotion, and hedonic consumption". This research examined whether Fashion involvement has a positive influence on positive emotion, hedonic consumption and fashion-oriented impulse buying on college students. Then, this research also examined whether positive emotion and hedonic consumption have a positive influence on fashion-oriented as mediating variables between fashion involvement and fashion-oriented impulse buying. Based on the data analysis results, from the six hypotheses that proposed, all hypotheses were supported.

Fashion involvement positively affect positive emotion, hedonic consumption, and fashion-oriented impulse buying. Thus, it can be interpreted that the attributes contained within fashion involvement have an influence on college students' positive emotion, hedonic consumption and even directly affect college students' fashion-oriented impulse buying.

The result of this research also showed that fashion involvement had a positive influence on fashion-oriented impulse buying, both directly and indirectly through positive emotion and hedonic consumption as mediating variables. Positive emotion and hedonic consumption tendency also had a positive influence on fashion-oriented impulse buying. According to the results of this research, fashion marketers need to pay attention on their after sales service and their customers in order to develop a sense of involvement between the company or brand and the customers themselves. Moreover, fashion marketer can emphasize the ambient of their company or brand whether the brand image, the store layout, or the product itself to create a fun, interesting, and positive influence on the customers' emotional state.

Researcher suggests the future study to examine the other variables that might affect positive emotion, hedonic consumption, and fashion-oriented impulse buying beside or in

addition to fashion involvement. More varieties on population and sample might provide a better result or insight. Moreover, as this research was conducted in Indonesia, different location may also provide a different result. A Comparative study to further understand fashion-oriented impulse buying will also be a great additional insight for empirical studies.

For marketers and retailers, firstly, this research will contribute in giving the understanding about the decision making to create an environment in which the customers' will be triggered to have impulse buying, especially for customers that following the fashion trends. The marketers can start by creating the attributes that will affect consumers' sense of involvement and emotion, such as product innovation, product line that create a new trend, trend setter products, entertainment and information disclosure. Thus, the users will be more attracted to the company or brands. Secondly, it is important for marketers to consider the strong role of fashion involvement that is currently affecting consumers especially customers that follow the fashion trend.

LIMITATIONS

This research has some limitations regarding the results which were based on a selected sample that only consisted of college students, by providing other sample from different background might produce different result. There might be other variables that influence positive emotion, hedonic consumption and fashion-oriented impulse buying which were not included in this research. Lastly researcher did not limit which brand of fashion product that the sample usually buy on impulse.

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