

# Comparative Study of Fashion-Oriented Impulse Buying Online and Offline Purchases On Teenagers in Indonesia

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# Table of Contents

Message from the BISM Conference Chair.....	v
<b>1</b> <b>On the Three Major Economic Reforms in China -- A Case Study of Great Leap Forward, Third Front Movement and Reform and Opening-up</b> Hsiung-Shen Jung .....	1
<b>The Effects of Leadership Behaviors on Job Satisfaction in Health Care</b> Selma Söyük, Gülçin Dalan, Melih Erol .....	8
<b>Organizational Commitment of Nurses</b> Melih Erol, Selma Söyük.....	10
<b>Combine Qualia Elements of Service Experience and Information System Success Model for Studying Repurchase Intention of Online Shopping Platform</b> Kai-I Hunag, Wei-Che Hsu.....	11
<b>Local Economic Growth: New Evidence from China</b> Shu-hen Chiang.....	12
<b>1</b> <b>The Patterns of Patent Transaction Markets</b> Hsin-Yu Shih, Hung-Chun Huang .....	31
<b>Information System Application: Exploring Consumer's Purchase Intention for Convenience Store</b> Hung-Fu Huang, Ching-Chang Lee.....	36
<b>Information and Communication Technology (ICT) and the Potential Emergence of Direct Democracies throughout the World</b> Hakem Ghasemi.....	48
<b>The Impact of Knowledge Sharing through Social Networks on Students' Academic Perfor- mance</b> Manal M. N. Sharabati.....	49
<b>A Study on the Relationships among Innovation Orientation, Processes of Value Co-creation, and Relational Performance</b> Pei Hung Ju, Jing Yi Chen, Hsiao Lan Wei .....	71
<b>Applying Neuroscience to Talent Management:A Literature Review on Neuro Talent Manage- ment</b> Dinçer Atli.....	76
<b>Determinants of Foreign Portfolio Investment in Emerging Marketsapplication on Saudi Stock Market</b> Ahmed Badawi, Anas AlQudah .....	80

<b>Impact of Digitalization on Automotive Industry: Challenges &amp; Opportunities</b> Shubh Mehta, Ankur Kumar Rastogi.....	81
<b>Complexity Dynamics of Entrepreneurial Creativity</b> Chiayu Tu, Suechin Yang.....	93
<b>The Evaluation of Health Expenditures and Health Outlets of Medium Upper Income Groups Countries</b> Selma Soyuk, Canser Boz, Sumeyye Arslan Kurtulus, Ibrahim Gun.....	94
<b>Social Media Marketing Practices and Entrepreneurship: Evidence from Malaysian Small and Medium Enterprises</b> Noor Fadhiha Mokhtar.....	95
<b>Application of Fuzzy Analytical Hierarchal Process in Multi-criteria Decision-making of Venture Capitalists: Evidence from Emerging Markets</b> Anil Kumar Sharma, Monika Dhochak.....	107
<b>Branding Indigenous Silks of India: Causal Models Using Consumer Data</b> Anjula Gurtoo .....	121
<b>Business Model Innovation And Corporate Sustainability: A Mediated Moderation Model</b> M.K.Rao, Nitin Simha Vihari .....	122
<b>The Impact of Safety Climate and Co-Worker Support on Intention of Using Near-Miss Incident Reporting System</b> Wenjiwan Su .....	141
<b>The Antecedents of The Islamic Bank Socialization Model are Viewed from Reference Groups (Islamic Scholar, Islamic Religious Education Teachers, and Community Leaders) in Indonesia</b> Suryo Budi Santoso, Herni Justiana Astuti.....	156
<b>Exploring the Influential Factors of Cluster Cooperation in Taiwan's Biotechnology Industry</b> Yun Wang, Wenhsiang Lai.....	167
<b>Comparative Study of Fashion-Oriented Impulse Buying Online and Offline Purchases On Teenagers in Indonesia</b> Pramita Mutiara Dewi, Herni Justiana Astuti .....	169
<b>The Impact of Motivations for Using Facebook on Response of Messages</b> Lai, Yen-Ru, Chang, Ting-Ting.....	182
<b>Teaching Business Law for Better Consumer Behaviorism and Financial Responsibility for Adult Learners</b> Bob Barrett.....	183

**How Social Media Boost a Flipped Classroom: A Case Study of Computer Programming Course**

Piyanuch Tangkittipon, Firouz Anaraki ..... 184

**Applying the Business Ecosystem Perspective in Analyzing TenCent’s Strategy on its Expansion of Internet Finance Service Industry**

Chien-Liang Kuo, Li-Li Zhang..... 198

**How the digital lifestyle influences mobile shopping behaviors**

Chian-Son Yu ..... 209

**The Role of Consumption Values in Evaluation on Shopping Mall Attributes: Comparison of On/Off-line Channel**

Seong-soo Cha, Cheol Park ..... 210

## Comparative Study of Fashion-Oriented Impulse Buying Online and Offline Purchases On Teenagers in Indonesia

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### ABSTRACT

*The purpose of this study was analyzed the comparison positive emotion, fashion involvement, and sales promotion on fashion-oriented impulse buying offline and online on teenagers. Questionnaire was used as data gathering instrument. Purposive sampling method was used to pick 188 sample members with some criteria that has been settled. Data were analyzed in two separate but sequentially related stages using structural equation modeling with partial least squares approach. Investigation of research revealed that positive emotion and also sales promotion have positive and significant effect on both offline and online fashion-oriented impulse buying. Fashion involvement has a positive and significant effect directly on offline fashion-oriented impulse buying, however, did not have a significant effect on online fashion-oriented impulse buying indirectly through positive emotion but has a positive effect tendency.*

*Keywords: Impulse buying, positive emotion, fashion involvement, sales promotion*

### INTRODUCTION

Impulsive buying has become an important phenomenon in the world of marketing and is considered one of the main aspects of consumer behavior not only in traditional markets or offline stores but also affects online stores because in the contemporary world, online shopping trend is also increasing, day by day. According to Lukito and Tulipa (2016) Impulse buying is the desire to buy a product at sudden, the desire to buy without any prior planning, the desire to buy merely based on emotion. This purchase model occurs when a customer sees a product in a store and an inner feeling strongly urges customers to buy and bring it to ownership. In addition, impulsive buying behavior is a puzzle in the marketing world, because here is a behavior that literature and consumers like are normal, but that accounts for a large number of items sold annually across different product categories. (Bellenger et al., 1967; Cobb and Hoyer, 1986; Han et al., 1991; Kollat and Willet, 1967; Rook and Fisher, 1995; Weinberg and Gotwald, 1982). Apparel and textile are among the World's largest industries, operating in a rapidly changing environment (Chun et al., 2014). It is therefore hardly surprising that fashion industry has attracted the attention of several researchers investigating various issues of impulse buying in the fashion context (e.g. Han et al., 1991; Liapati et al., 2015; Timizi, 2009; Park, 2006).

Many researchers have examined that impulse buying behavior related to positive emotion, fashion involvement, and sales promotion. Park (2006) and Dewi (2015) found out that positive emotion had positive effects on consumers' fashion-oriented impulse buying, Park (2006) on the same research also found that fashion involvement had an important role on fashion-oriented impulse buying behavior and Han et al. (1991) Vazifehdost (2014) Liapati et al. (2015) also found out that fashion involvement had a positive effects on impulse buying. On the other research Kchaou and Amara (2014) and Temaja et al. (2015) found out that sales promotion has positive effects on impulse buying behavior. However no research has

yet investigated the comparative study between fashion impulse buying behavior of offline and online shop. Therefore, the aim of our study is to compare the fashion impulse buying behavior of offline and online shop.

## LITERATURE REVIEW

### Impulse Buying Behavior

Impulse buying is usually described as a sudden, compelling, hedonic complex purchasing behavior without deliberate consideration of all information and choice alternative (Rook, 1987). An impulse purchase by definition is unplanned but it is more, too---it involves experiencing an urge to buy. This urge is felt suddenly and strongly and is often irresistible (Beatty, 1998). Impulse purchase is usually accompanied with strong emotional responses like strong need to purchase or feeling of excitement and pleasure feeling. Impulse buying often happens without realization and the product that purchased impulsively is usually the product that has a strong bargaining power for the consumer to buy the product at the moment.

Many researchers have already examining the factors that can triggered the impulse buying behavior. There are two factors that can impact the impulse buying behavior it is the internal and external factor. First, internal factor is what's coming from the inside of the person that can affect the decision he made. Consumer impulse buying is an important concept along with product involvement as they are involved with a specific product (Jones et al, 2003). For clothing, fashion-oriented impulse buying refers to a person's awareness or perception of fashionability attributed to an innovative design or style (Park, 2003). Han et al. (1991) has examined strong evidence of fashion-oriented impulse buying for college students majoring in the textiles and clothing compared to students in other majors. Their findings suggested that fashion-oriented impulse buying might be related more significantly to students with majors having high fashion involvement. Lots of studies have reported that consumers are likely to be motivated to impulse purchase by high involvement and emotional of the product. Second, external factor is the urge from the outside of the person.

In this research we would like to find out the factors that can affect the fashion impulse buying behavior in general people without a limitation of only the people with high involvement of fashion and not limited only by the internal factor of the person but also the external factor that come from the outside of the person.

### Fashion Involvement

Involvement is a helpful metric for explaining consumer behavior and segmenting consumer markets (Kapferer and Laurent, 1985; Kim, 2005; Martin, 1998). In general, involvement is conceptualized by the interaction between an individual (consumer) and an object (product) (Park, 2006). In fashion marketing, fashion involvement refers to the extent of interest with the fashion product category (e.g. apparel)

Fashion involvement refers to the extent to which an individual is caught up in a number of fashion-related concepts, including awareness, knowledge, interest, and reactions. Fashion involvement used as a measurement of customer involvement to the fashion product to find the relationship between the consumer's fashion involvement to the fashion impulse buying behavior.

Many researchers have examined that fashion involvement has a positive influence on fashion impulse buying behavior. Park (2006) found out that consumers with high fashion involvement were more likely to experience positive emotion during shopping which can be positive affect on fashion impulse buying behavior. The findings of Han et al. (1991) quoted in response to fashion involvement of consumers, that it might enhance fashion-oriented

impulse buying behaviors among those who habitually wear fashion outfits. Fairhurst et al. (1989) and Seo et al. (2001) found a direct association among fashion involvement and apparels purchase and their findings suggested consumers with high fashion involvement were more likely to be apparel buyers.

The previous findings lead the following hypothesis:

H1A: Fashion Involvement has a positive effect on offline impulse buying

H1B: Fashion Involvement has a positive effect on online impulse buying

### Positive Emotion

Emotion that can affect someone's mood and behavior is an important factor in consumer behavior making. Positive emotions are defined as affects and moods, which determine intensity of consumer decision-making (Watson and Tellegen, 1985). Hausman (2000) defines positive emotion as an antecedent that strongly influences a number of actions including impulse buying in decision making.

Beatty and Ferrel (1998) found that positive feelings of purchasers have positive correlations with their motivation for purchase. Consumers with high fashion involvement more likely to have a positive emotion which can lead to do the fashion-oriented impulse buying. Vazifehdoost et al., (2014) found that fashion involvement had a positive effect on positive feeling. Park (2006) also found that Fashion involvement had a positive causal effect on positive emotion. Consumers with high fashion involvement were more likely to experience positive emotion (e.g. excited, satisfied) during shopping and suggested consumers' fashion involvement can increase emotional experiences while shopping. Also, positive emotion while shopping can be a significant mediator in encouraging impulse buying (Beatty and Ferrel, 1998; Sherma et al., 1997).

Based on the previous findings, the following hypothesis was proposed:

H2A: Fashion Involvement has a positive effect on offline Positive emotion

H2A: Fashion Involvement has a positive effect on online Positive emotion

Watson and Tellegen classified emotion into two orthogonal dimension (e.g. positive and negative). Emotion represents a critical factor in creating consumption experiences and consumer reactions (Babin et al., 1998). Rook (1987) reported that consumers felt uplifted or energized after a shopping experience. Consumer's positive emotion may leads to positive shopping mood that can leads to impulse purchasing. Consumer who has positive emotion after impulse purchase tend to use simple processes for making purchase decision (Isen, 1984). Ko (1993) reported that positive emotions may result into fashion related impulse purchase.

Hausman (2000) and Park (2006) also found that positive emotion has influence on consumer buying behavior which leads to consumer impulse buying. Beatty and Ferrell (1998) found consumer's positive emotion was associated with the urge to buy impulsively. This supports earlier findings that impulse buyers are more emotional compared to buyers who make pre-planned purchases (Weinberg and Gottwald, 1982). Because impulse buyers exhibit greater positive feelings (e.g. pleasure, excitement, joy), they often over spend when shopping (Donovan and Rossiter, 1982).

Based on the previous findings, the following hypothesis was proposed:

H3A: Positive emotion has a positive effect on offline impulse buying

H3A: Positive emotion <sup>2</sup> has a positive effect on online impulse buying

### Sales Promotion

Sales promotion is the core substance in promotion campaign, consisting the collection of intensive tools, mostly short-term, which design to stimulate faster or bigger amount of purchases of certain product or services (Keller and Kotler). Advertisement offers reasons to purchase while sales promotion offers intensive. Seller used intensive kind of promotion to attracts new buyer, value loyal consumer, and raised the re-purchases amount from the consumer who rarely do the purchases. Sales promotion can also stimulate the impulse purchase behavior because of the value and the benefits from the sales promotion which can stimulate consumer to purchase thing <sup>7</sup> without prior planning.

Sales promotion normally used as marketing tool by manufacturers as well as retailers. Manufacturers use them to increase sales to retailers (trade promotions) and to consumers (consumer promotions). Retail promotions are, used by retailers to increase sales to consumers such as temporary price reductions, features, and displays. Such activities enhance the value of product either by reducing cost or adding benefits.

Sales promotion influences buying decisions of customers and simply exists to have a direct impact on their behavior. Sales promotion techniques are classified as price and non-price based on the nature (Nagadeepa, et al., 2015)

Cuizon (2009) reported that sales promotion techniques used by the marketer are not only effective in attaining short-term sales but are also more cost effective <sup>10</sup> than advertising. Banks & Moorthy (1999) also reported that sales promotion led to sudden increase of sales experienced by retailers due to price-consciousness of consumer <sup>21</sup>

The findings of Weerathunga and Pathmini (2016) shows that sales <sup>27</sup> promotion has a significant effect on consumers' impulse buying behavior. Nagadeepa et al., (2015) and Temaja et al., (2015) also found that sales promotion has a significant effect on consumers' impulse buying behavior towards apparel.

Based on previous findings, the following hypothesis was proposed:

H4A: Sales promotion <sup>2</sup> is a positive effect on offline impulse buying

H4A: Sales promotion has a positive effect on online impulse buying

## DATA AND METHODOLOGY

### Research Design

This study was designed <sup>16</sup> to test the associations among fashion involvement, positive <sup>33</sup> emotion, sales promotion and impulse buying behavior as well as to examine is there any effect of fashion involvement, positive emotion, and sales promotion on consumers' impulse buying behavior towards fashion product.

Research was conducted mostly at one university (University of Muhammadiyah Purwokerto) and around one city (Purwokerto) in Indonesia. Questionnaires were distributed to teenagers who have done impulse buying before.

### Operational Definitions of Research Variables and Indicators:

Conceptualization of fashion involvement: the definition of fashion involvement basically relates to apparel associated with fashionable outfits (Tirmizi et al., 2009)

Operationalization of fashion involvement: fashion involvement was defined as someone's involvement to fashion which relates to apparel associated with fashionable outfits that can effect the impulse buying behavior on fashion product. This study used I usually have one or more outfits (41) the very latest style, an important part of my life and activities is dressing smartly, and I usually dress for fashion, not comfort, if I must choose between two as indicators in this regard.

Conceptualization of positive emotion: Watson and Tellegen (1985) defined positive emotions as affects and moods, which determine intensity of consumer decision-making.

Operationalization of positive emotion: positive emotion was defined as someone's affects and mood which can impact consumer's decision on impulse buying. This study used happy, energetic, excited and relaxed as the indicator of positive emotions.

Conceptualization of sales promotion: Sales promotion is the core substance in promotion campaign, consisting the collection of intensive tools, mostly short-term, which design to stimulate faster or bigger amount of purchases of certain product or services (Kotler & Keller, 2009)

Operationalization of sales promotion: sales promotion was defined as the collection of intensive tools which can stimulate purchase behavior including impulse purchase behavior. This study used member card, discounted price, buy 2 get 1 promotion, and shopping voucher as indicators in this regard.

Conceptualization of impulse buying: Rook (1987) described impulse buying as a sudden, compelling, hedonically complex purchasing behavior without deliberate consideration of all information and choice (40) alternatives.

Operationalization of impulse buying : impulse buying was defined as a sudden purchasing behavior without considering of (9) all information and choice alternative and occurs without prior planning. This study used I often buy things spontaneously, "Buy now (29) think about it later" Sometimes I feel like buying things on the spur of the moment, and If I see something I want, I buy it as indicators in this regard.

### Data Collection

The population of this research are the students in Universitas Muhammadiyah Purwokerto and the teenagers in Purwokerto, Indonesia. The criteria to be respondents is those who aged 19-21 years, and have done impulse buying on fashion product before.

We collected data through questionnaires to those who had the criteria. In total, 200 questionnaire sets were distributed. However, only 188 were completed and returned to the researcher. Five respondents did not complete all questions, and seven did not return their questionnaires.

### Data Analysis

Data were analyzed in two separate but sequentially related stages using structural equation modeling (SEM) with a partial least squares (Smart PLS 2.0) (32) approach. First, we must designed the measurement model (outer model) to determine the validity and reliability of the indicators of the latent variables. Second, the structural model was tested by designing the inner model. Once the model was judged to meet the criteria, the next outer model was tested. During this stage, the relationships among (28) the latent variables were addressed based on the theoretical assumptions of the study. The structural model of the relationships among the latent variables was based on the formulation of the research problem or hypothesis. Structural equation modeling (SEM) involves generalizations and extensions of first-

generation procedures, such as principal component analysis, factor analysis, discriminant analysis, and multiple regressions. The application of certain constraints or assumptions in SEM allows for more flexibility (Chin, 1998).

#### Measurement model (outer model)

In designing the measurement model (outer Model), there are several measures that are used, first, convergent validity. Correlation can be said to be valid if it has a value  $> 0.7$ . A load of 0.5 or 0.6 is acceptable if research is still in the early stages of developing a Scales measurement (Chin, 2010). Second, assessed and compared the discriminant and quadratic validity. The root of the extracted average variance (AVE). Recommended is value  $> 0.5$  (Fornell and Larcker, 1981). The next evaluation is composite reliability. A value  $> 0.6$  indicates that the construction is reliable (Bagozzi and Yi, 1988). Reliability tests were assessed using Cronbach's, which assessed goods consistency; Its value acceptable if  $> 0.5$ .

#### Designing the structural model (inner model)

After taking measurements at the outer models, new structural models were tested. Figure 1 shows the structural equation modeling with PLS of impulse buying from the perspective of fashion involvement, positive emotion and selling promotion.

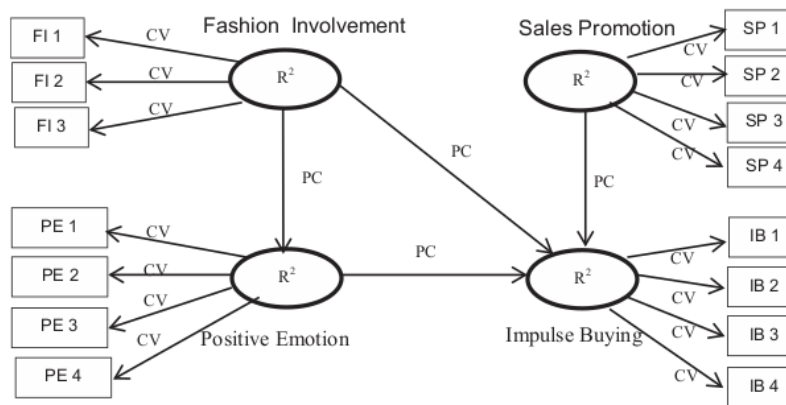


Figure 1. Model of Impulse Buying through Fashion Involvement, Positive Emotion, and Selling Promotion. FI: Fashion Involvement; PE: Positive Emotion; SP: Sales Promotion; IB: Impulse Buying. R2: R square of the variables; CV: convergent validity (loading factor); PC: path coefficient.

## RESULT AND DISCUSSION

### Results

The population of this research is the students in Universitas Muhammadiyah Purwokerto and the teenagers in Purwokerto, Indonesia. The criteria to be respondents is those who aged 19-21 years, and have done impulse buying on fashion product before.

We collected data through questionnaires to those who had the criteria. In total, 200 questionnaire sets were distributed. However, only 188 were completed and returned to the researcher. Five respondents did not complete all questions, and seven did not return their questionnaires.

Data regarding sex, age and purchasing ways were obtained. In terms of age, the largest group of respondents consisted of those aged 19–21 years and the smallest group consisted of those aged younger than 19 years and older than 21 years. There were 43 male respondents and 145 female respondents. In terms of purchasing ways, there were 117 offline shoppers respondents and 71 online shoppers respondents.

### Outer model

Table 1. Convergent validity (Loading Factor) for Offline and Online fashion-oriented impulse buying.

Indicators	Offline		Online	
	Loading factors	Result	Loading factors	Result
FI1	0.905	Accepted	0.803	Accepted
FI2	<b>0.345</b>	<b>Rejected</b>	0.620	Accepted
FI3	0.706	Accepted	0.738	Accepted
PE1	0.809	Accepted	0.768	Accepted
PE2	0.772	Accepted	0.806	Accepted
PE3	0.875	Accepted	0.807	Accepted
PE4	0.785	Accepted	0.672	Accepted
SP1	0.567	Accepted	0.732	Accepted
SP2	0.843	Accepted	0.828	Accepted
SP3	0.864	Accepted	0.896	Accepted
SP4	0.883	Accepted	0.662	Accepted
IB1	0.782	Accepted	0.731	Accepted
IB2	0.756	Accepted	0.813	Accepted
IB3	<b>0.465</b>	<b>Rejected</b>	<b>0.368</b>	<b>Rejected</b>
IB4	0.730	Accepted	0.788	Accepted

Table 1 shows convergent validity (loading factor) for offline and online fashion-oriented impulse buying. Refer table below, convergent validity. Refer table above, convergent validity for all indicators more than 0.50 both fashion-oriented impulse buying except FI2 and IB3 of Offline and also IB3 of Online purchases. Therefore, FI2 and IB3 are not continued in analyzing offline fashion-oriented impulse buying. Likewise IB3 is rejected in analyzing online fashion-oriented impulse buying.

Table 2. Discriminant validity (AVE), composite reliability, and Cronbach's  $\alpha$  for Offline fashion-oriented impulse buying.

Discriminant validity (AVE), composite reliability, Cronbach's $\alpha$	Fashion Involvement	Positive Emotion	Sales Promotion	Impulse Buying
AVE	0.677	0.658	0.639	0.598
Composite reliability	0.805	0.885	0.874	0.817
Cronbach's $\alpha$	0.552	0.827	0.804	0.668

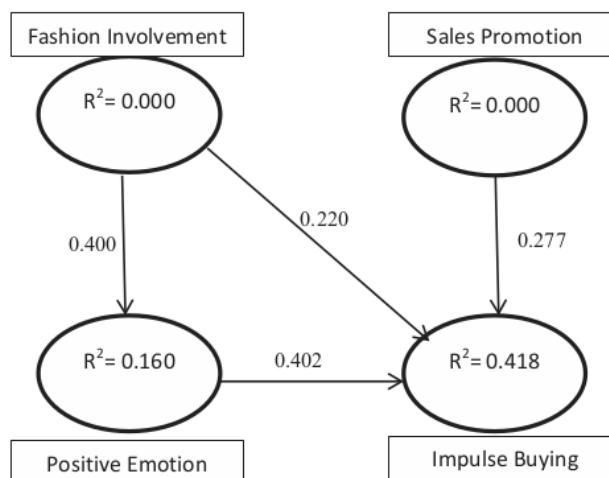
Based on table 2 above and table 3, It can be seen that a model of impulse buying based on mode of offline and online fashion- oriented meet all the criteria.

Table 3. Discriminant validity (AVE), composite reliability, and Cronbach's  $\alpha$  for online fashion-oriented impulse buying

Discriminant validity (AVE), composite reliability, Cronbach's $\alpha$	Fashion Involvement	Positive Emotion	Sales Promotion	Impulse Buying
AVE	0.525	0.584	0.613	0.621
Composite reliability	0.765	0.848	0.812	0.830
Cronbach's $\alpha$	0.542	0.764	0.791	0.695

### Inner Model

Figure 2 shows the result of structural equation modeling with PLS of impulse buying from the perspective of fashion involvement, positive emotion and selling promotion for Offline fashion-oriented impulse buying.



According to figure 2, it can be seen that the evaluation goodness of fit ( $R^2$ ) of positive emotion and impulse buying are 0.160 and 0.418, respectively. The  $R^2$  value of 0.160 indicates that 16% of the variability in the positive emotion construct was explained by fashion involvement. The  $R^2$  value of 0.418 indicates that 41.8% of the variability in the impulse buying construct was explained by fashion involvement, positive emotion and sales promotion.

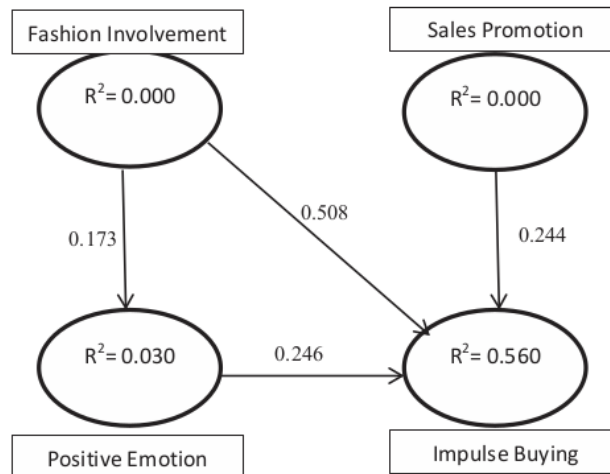
Table 4. Path Coefficients, t Statistics and Results for Offline fashion-oriented impulse buying

Relationships	Path Coefficients	t Statistics	Hipotesis	Results
Fashion Involvement → Impulse Buying	0.220	2.920	1A	Accepted
Fashion Involvement → Positive Emotion	0.400	5.158	2A	Accepted
Positive Emotion → Impulse Buying	0.402	5.476	3A	Accepted
Sales Promotion → Impulse Buying	0.277	3.604	4A	Accepted

Based on Table 4, all relationships have positive direction (see path coefficients), indicates that if fashion involvement increases rises will cause the impulse buying also to rise. So also for relationships that have a positive direction. Table 4 also provides information that all

relationships have a significant effect. It can be seen from the comparison between t statistics and t table. All relationships are positively significant because all t statistics > 1.658.

Figure 3 shows the result of structural equation modeling with PLS of impulse buying from the perspective of fashion involvement, positive emotion and sales promotion for Online fashion-oriented impulse buying.



Based on figure 3, we can see that the evaluation goodness of fit ( $R^2$ ) of positive emotion and impulse buying are 0.030 and 0.560, in sequence. The  $R^2$  value of 0.030 shows that 3% of the variability in the positive emotion construct was explained by fashion involvement. The  $R^2$  value of 0.560 shows that 56% of the variability in the impulse buying construct was explained by fashion involvement, positive emotion and sales promotion.

Table 5. Path Coefficients, t Statistics and Results for Offline fashion-oriented impulse buying

Relationships	Path Coefficients	t Statistics	Hipotesis	Results
Fashion Involvement → Impulse Buying	0.508	7.165	1B	Accepted
Fashion Involvement → Positive Emotion	0.173	1.308	2B	Rejected
Positive Emotion → Impulse Buying	0.248	2.116	3B	Accepted
Sales Promotion → Impulse Buying	0.244	3.109	4B	Accepted

The results in Table 5 above conclude that fashion involvement, positive emotion and sales promotion have a positive direction. This indicates that if all three independent variables increase, they will cause an increase in impulse buying for online purchases. The three variables also influence impulse buying significantly because t statistics > t table (1.667). However, the influence test between fashion involvement toward positive emotion has no significant effect because t statistics < t table, although the direction of its influence is positive.

## Discussion

Teenager as respondents in this study were those aged 19-21 years. There were 43 male respondents and 145 female respondents. In terms of purchasing ways, there were 117 offline shoppers respondents and 71 online shoppers respondents.

A positive relationship of fashion involvement with the impulse buying behavior of the consumers was reported by Park (2006). Where as, in our study, we also found that fashion involvement has a positive and significant effect on impulse offline and also online impulse buying behavior. involvement to fashion which relates to apparel associated with fashionable outfits that can effect the impulse buying behavior on fashion product. This study used search indikator: I usually have one or more outfits of the very latest style, an important part of my life and activities is dressing smartly, and I usually dress for fashion, not comfort, if I must choose between two as indicators in this regard. All indicators effect to impulse buying just for offline purchases, while the indicator of “an important part of my life and activities is dressing smartly” cannot be used in analysis of online impulse buying behavior because not meets the criteria convergent validity.

We found a positive and significant relationship between fashion involvement and positive emotion both on offline but not for online impulse buying behavior. This finding is related with the prior study by Park (2006) who found that fashion involvement had a positive causal effect on positive emotion. Fashion involvement that basically relates to apparel associated with fashionable outfits effect toward positive emotion that affects and moods, which determine intensity of consumer decision-making for teenager shoppers. However, this research only effect for teenager offline shoppers.

We have explained that positive emotion has a positive and significant effect on both offline and online impulse buying behavior. This finding is supported by the study of Hausman (2000) and Park (2006) who found that positive emotion has influence on consumer buying behavior which leads to consumer impulse buying. Teenager shoppers have positive emotion as affects and moods, which determine intensity of consumer decision-making which can impact consumer’s decision on impulse buying. All indicators of positive emotion influence impulse buying for both teenager shoppers group (offline and online purchases). There are happy, energetic, excited and relaxed.

We found that sales promotion has a positive and significant effect on both offline and online impulse buying behavior. This finding is supported prior study of Weerathunga and Pathmini (2016) who showed that sales promotion has a significant effect on consumers’ impulse buying behavior and also supported by the study of Nagadeepa et al., (2015) and Temaja et al., (2015) who also found that sales promotion has a significant effect on consumers’ impulse buying behavior towards apparel.

## Limited Finding

We have several limitations of this study. First, the data were collected only in one city, Purwokerto which limits generalizations. Another limitation was using only three variables (fashion involvement, positive emotion, and sales promotion) related to fashion-oriented impulse buying. Furthermore, the study is limited only for general fashion product and not based on types or brand.

26

For the further research are advised to first, use more representative samples that include broader geographic locations and cross-national comparisons. Second, develop model and support results using other variables which influence on impulsive buying of customers like enough time accessibility, social factors, and the availability of money. Third, emphasize impulse buying of specific typer or brands and what these brands mean to the impulse buying consumers.

## CONCLUSION

37

Research investigations reveal that positive emotion and sales promotion have a positive and significant impact directly on offline and online fashion impulse buying. Fashion involvement has a positive and significant effect directly on fashion-oriented impulse buying but no significant effect to positive emotion on online purchase. Teenager shoppers create impulse buying was influenced directly by fashion involvement and positive emotions, fashion involvement cannot influence impulse buying if through positive emotions for online purchase.

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