

HEDONIC VALUE AS MEDIATING AFFECTS ON STORE ATMOSPHERE AND REFERENCES GROUPS ON IMPULSE BUYING AT DEPARTMENT STORES

ROCHMULYANI

Affiliation: University of Surakarta
Email: rochmulyani.surakarta@gmail.com

Widji ASTUTI

Affiliation: University of Merdeka Malang
Email: widji.unmer@gmail.com

Junianto Tjahyo SUDARSONO

Affiliation: University of Merdeka Malang
Email: junianto.tjahyo.sударsono@gmail.com

Abstract:

This research aims to the hedonic value as mediating influences of store atmosphere and the reference group to impulse buying. Respondents are visitors who are making impulse buying at local department stores that have branches in various provinces in Indonesia, approximately 150 respondents were involved. Data were analyzed using Structural Equation Model (SEM). The results showed that the hedonic value mediates the store atmosphere and the reference group against impulse buying.

Keywords: store atmosphere, reference groups, hedonic value, impulse buying.

1. Introduction

Indonesia is becoming a heaven for retail business, unsurprisingly, if world class retailers, such as Sogo, Carrefour, Giant, and the latest is *Lotte Shopping*, are racing to begin their operations in Indonesia. Local players, such as Hypermart, Ramayana and Matahari Department Store should be able to maintain its market. Likewise, the supermarket or minimarket are kept opening their new outlets. This condition is taking the place of traditional retail which includes retail markets, shops, and cafes. A lifestyle friction, due to modernization and globalization have made some of the consumers more interested in doing the purchase at modern stores rather than traditional stores, modern retail is commonly cheaper, cleaner and more comfortable, the service was satisfactory, and sometimes additional facilities are available e.g. ATM, credit card payments, or kids game zone.

The shoppings tendency of the urban population in modern stores, such as department stores were considered to have a social value or prestige, which able to carry out the impression of self-status, in order to show the impression of luxury, elegance, and glamor attached to the products which are available in department stores. Consumers are also considering that shopping as a form of recreation or relaxation or looking for experiences, therefore, the *Department Stores* make the store atmosphere to be more attractive and comfortable, in order to touch customer's emotions and provide a memorable shopping experience which is led to the

purchase (Ma'ruf, 2006: 201). Various attempts have been made by the department stores management to create the convenient and memorable store atmosphere to stimulate consumer's purchases by performing music and provides air condition for customer's comfort. The arrangement of products display can be made more attractive by giving the appropriate lighting to improve products appearance. The Layout was arranged in such way to facilitate consumers traffic in stores and allows visitors to search for the required products (Ma'ruf, 2006: 208). According to a survey conducted by *Point of Purchase Advertising International*, it is found that about 75 percent of purchases in the supermarket are impulse buying (POPAL, 2012).

Several impulse studies have been conducted. Abdolvand, et al. (2011: 212) states that *impulse buying* is an important and vital aspect for retailers, while Khandai et al. (2012) states that the impulse buying that related to ease for purchasing products. The cause of impulse buying by Christina (2010: 69) is a stimulus effect from a shopping store. *Impulse buying* behavior and emotional motivations are closely related to each other. Park (2006) mentions impulse buying is a hedonic experience which is associated with multi-sensory aspects, fantasy, and emotion in an experience that is controlled by a variety of pleasure benefits by using the products. In line with Silvera et al. (2008) which stated that pleasure is driven by the achievement of hedonistic objectives. Hausman (2000: 411) states that the hedonic value can be satisfied with the emotional feelings that arise from social interaction when shopping, it could be in form of pleasure, discovery and the experiencing of new things, fantasy, social interaction, and emotional. Hedonic value reflects the value of the shopping experiences as fantasies, arousal, sensory-stimulation, enjoyment, pleasure, curiosity, and entertainment (Scarpi, 2006). The value of hedonic consumption approach is associated with the consumption experience feelings, fantasies, pleasure, and sensory perception, which affects person's emotional experiences (Johnstone and Conroy, 2005). Samuel (2005) found that the emotional value had a direct positive impact on the trend of impulse buying behavior. Silvera et al. (2008) suggest that impulse buying behavior is often made to satisfy the hedonistic motives. Harmancioglu et al. (2009) and Tirmizi et al. (2009) found that consumers' emotional values such as pleasure, will increase the tendency of impulse buying behavior. Emotional value (hedonic) is created from the role of store atmosphere. The atmosphere is a key for attracting consumers and makes them impressed with the experience of shopping at the outlets (Coley and Burgess, 2003; Coley and Burgess, 2003; Ballantine et al., 2010; Levy and Weitz 2012: 82). Rohman Research, 2009; Arnold and Reynolds, 2003; Mattila and Wirtz, 2008 found the social environment affects a person consume in a hedonic value. Consumers who shop with a person will have the stronger desire to shop impulsively, compared to self-shopping (Cote-Hamel, 2012; Miladani, 2003; Zhuang et al., 2006).

Under these conditions, a hedonic value is assessed as a mediation influence to store atmosphere and group reference on impulse buying.

2. Literature Review

2.1. Impulse Buying

Impulse buying is defined as a sudden and immediate buying without any interest in the purchase before (Strack, 2006), "*an unplanned purchase*" (Hausman, 2000), states that *Impulsive Buying has been Described as an unplanned purchase behavior Characterized by the sudden, powerful and persistent. Often, urge to*

purchase that is initiated spontaneously upon confrontation with a particular item, and accompanied by feelings of pleasure and excitement. (Verplanken, et al, 2009).

Hausman (2000) disclose the measurement of impulse buying, namely (1). Spontaneous, consumers tend to make decisions spontaneously. (2). Direct purchase, consumers tend to make an immediate decision. (3). Acting without thinking, consumers tend to make decisions without thinking, and (4). Buy now, consumers tend to make decisions at their will.

2.2. Store Atmosphere

Store Atmosphere is the creation of the atmosphere of the store through the visual, structuring, light, music and aromas to create a purchase with the convenient environment that influences the perceptions and emotions of consumers to make purchases (Levy, 2001), the atmosphere was planned in accordance with the market target and attract consumers to buy (Kotler, 2008: 238). Thus, *the Store Atmosphere* is the planned circumstances in accordance with the market target and attract consumers to buy. *Store Atmosphere* leads or influences the purchase. The emotional state will create two dominant feeling, namely, pleasure feelings and arouse desire. *Store Atmosphere* has all the elements that affect the creation of store environment. According to Berman and Evan (2009: 545-550), *Store Atmosphere* element consists of *store exterior, general interior, store layout and interior display.*

2.3. Reference Group

According to Angel, *et al* (1994) reference group is defined as a person or group of persons who significantly influence individual behavior. Reference group provides a standard (norm) and the value which can be a decisive perspective on how someone thinks or behaves. Hawkins and Mothersbaugh (2013: 216), "*reference group as a group whose presumed perspectives or values are being used by the individual as a basis for his or her current behavior*". Yang, *et al* (2007: 124) identifies three main types of measure *informational influence, utilitarian influence, and value-expressive influence.*

2.4. Hedonic Value

Zhang *et. al* (2011) found that the hedonic value is the realization of stimuli store environment (store atmosphere and service facilities available in stores). Hedonic value of consumption is the consumption experience dealing with feelings, fantasies, pleasure, and sensory perception, which affects a person's emotional experiences (Hirsman and Holbrook, 1986). Hedonic consumption reflects the value of the shopping experience as fantasies, arousal, stimulation-sensory, comfort, pleasure, curiosity, and entertainment (Scarpi 2006). Park *et. al* (2006) stated that the hedonic consumption is one of the consumer's behaviors which is associated with multi-sensory aspect, fantasy, and emotion in an experience controlled by variety of benefits, in such a pleasure by using the products. Hausman (2000) stated that the hedonic value is an emotional feeling arise from social interaction which is obtained from shopping. Consumers are more oriented to the hedonic motive, assume that outlets are not only seen as a place for shopping, but also a place for recreation and entertainment Zhang *et. al* (2011).

Hausman *et al*, (2000) revealed hedonic value that measured by indicators: 1. Search for a new pleasure, consumers shopping for seeking an enjoyable experience, 2. Satisfying curiosity, consumers shopping to satisfy the shopping desires. 3. A new experience, consumers shopping around for a new experience. 4. Meet with others, consumers shopping to get interacted with others. 5. Looking for

entertainment, consumers shopping to cheer themselves. 6. Forgetting the issues, consumers shopping to eliminate their problems.

3. Research Objectives

Coley and Burgess (2003) and Ballantine et al. (2010) found that the outlet atmosphere evoke emotions and create consumers hedonic value. Park et al. (2006) showed that the emotional value (hedonic) encouraging impulse buying. Rohman, (2009) and Sastradhi and Widagda K (2014) concluded that the pressure of reference group brings positive and significant impact on the hedonic value. Park et al. (2006) show that the emotional value (hedonic) encourage impulse buying. Therefore the research objective is:

- Store Atmosphere and Reference Group influence the impulse buying through hedonic value.

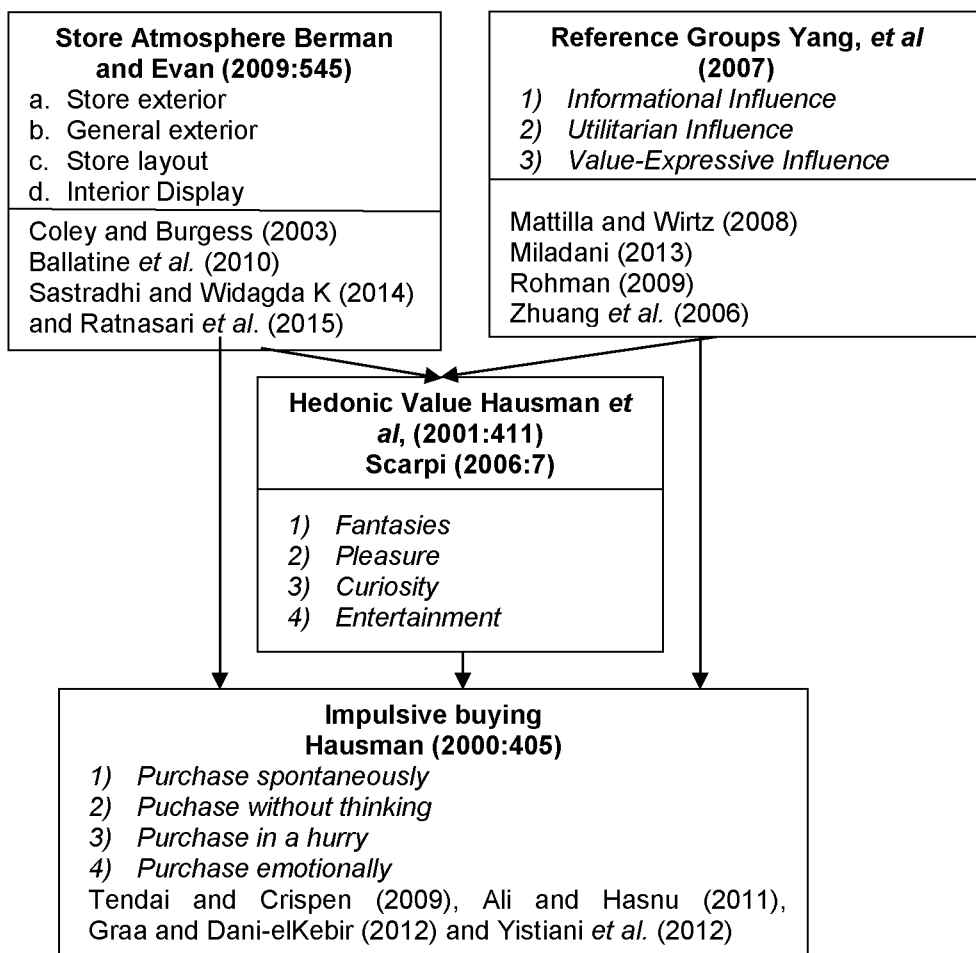


Figure 1. Conceptual Model of Research

3.1 Methodology of Research

Population and Research Sample

The population study is coming from visitors who make an impulse buying at Department Store which has branches in various cities in Indonesia with local ownership. The measure of a population has a very large numbers and those numbers could not be identified in certainty, thus, the amount of the sample is 150 people (Hairs, 2006). A sampling is taken from the purposive sampling technique toward impulse buying visitors within the age of at least 18 years old.

Data analysis method

Data analysis by *Structural Equation Modeling* (SEM) Amos 6.0. Hypothesis testing is using the *critical ratio (CR) coef* which is analogous to the t-test with a value prob. (P) and if $p > 0.05$, then H_0 is accepted, if $p \leq 0.05$, then H_0 is rejected. As a basis to test the hypothesis, the *CR* is used from the result of *output regression weight*. The research hypothesis will be accepted, if the *p-value* < from 5 % significance, then, a null hypothesis is rejected. By testing whether hypothesis of store atmosphere and the reference group significantly affects on the impulsive buying through hedonic value by comparing the total affect with immediate affect. If the total affect is greater than the direct affect, then the hypothesis is accepted, thus, hedonic value variable mediates the affects of store atmosphere and reference group significantly affect the impulse buying.

4. Results and Discussion

4.1. Validity and reliability

Store atmosphere is measured by four indicators: store exterior, general interior, store layout and interior display. References Groups is measured by three indicators: Informational influence, Utilitarian influence, and Value-expressive influence. Hedonic value is measured by four indicators: Fantasies, Pleasure, Curiosity, Entertainment; and then Impulsive buying is measured by four indicators: Purchase a spontaneous, Purchase without thinking, Purchase a hurry, Purchase Emotional.

The correlations coefficient for all items on four research variable (Table 1) $>0,3$; means that all variable are valid. Alpha value for the Store atmosphere, References Group, Hedonic value, and Impulsive buying : 0.929, 0.838, 0.902, and 0,944 is greater than 0.6; Means that the measuring instrument for research has a hight consistency.

Table 1

Validity and Reliability Instrument

Variable	Item	Correlation		Coefficient	Variable	Item	Correlation		Coefficient
		r	status	alpha			r	status	alpha
Store Atmosphere	X1.1.1	0.763	Valid	0.929	Hedonic Value	Y1.1.1	0.813	Valid	0.902
	X1.1.2	0.697	Valid			Y1.1.2	0.812	Valid	
	X1.1.3	0.842	Valid			Y1.2.1	0.647	Valid	
	X1.2.1	0.651	Valid			Y1.2.2	0.608	Valid	
	X1.2.2	0.769	Valid			Y1.3.1	0.836	Valid	
	X1.2.3	0.802	Valid			Y1.3.2	0.85	Valid	
	X13.1	0.861	Valid			Y1.4.1	0.792	Valid	
	X13.2	0.892	Valid			Y1.4.2	0.757	Valid	
	X1.3.3	0.857	Valid		Impulse Buying	Y2.1.1	0.866	Valid	0.944
	X1.4.1	0.589	Valid			Y2.1.2	0.74	Valid	
	X1.4.2	0.564	Valid			Y2.2.1	0.892	Valid	
	X1.4.3	0.691	Valid			Y2.2.2	0.896	Valid	
						Y2.3.1	0.892	Valid	
References Groups	X2.1.1	0.565	Valid	0.838	Y2.3.2	0.896	Valid		
	X2.1.2	0.613	Valid		Y2.4.1	0.866	Valid		
	X2.1.3	0.626	Valid		Y2.4.2	0.737	Valid		
	X2.2.1	0.629	Valid						
	X2.2.2	0.666	Valid						
	X2.2.3	0.713	Valid						
	X2.3.1	0.742	Valid						
	X2.3.2	0.68	Valid						
	X2.3.3	0.734	Valid						

4.2. Feasibility Analysis of The Model

Relationship among research variable shows a high level of significance is $0.00 < 0.05$; that means the linearity assumption is met. The resultt goodness of FIT analysis:

Table 2

Goodness of FIT

Criteria	Cut-off value	Result	Description
Chi-Square	small	134.988	Model Marginal
p-value	≥ 0.05	0.000	
CMIN/DF	≤ 2.00	1.607	Good
GFI	≥ 0.90	0.900	Good
AGFI	≥ 0.90	0.857	Model Marginal
TLI	≥ 0.95	0.919	Good
CFI	≥ 0.95	0.936	Good
RMSEA	≤ 0.08	0.064	Good

Table 2 shown overall goodness of FIT Model, means that the overall model is very good (Solimun, 2013). The hypothesis testing results and path model are presented below:

Table 3

Result on Regression Analysis

	Relations	Coefficient	C.r.	p-value
Hedonic Value	<- Store Atmosphere	0.590	5.465	0.000*
Hedonic Value	<- Reference Group	0.216	2.374	0.018*
Impulse buying	<- Store Atmosphere	0.278	2.109	0.035*
Impulse buying	<- Reference Group	0.310	2.542	0.011*
Impulse buying	<- Hedonic Value	0.412	2.907	0.004*

* Significant at the level of 0.05

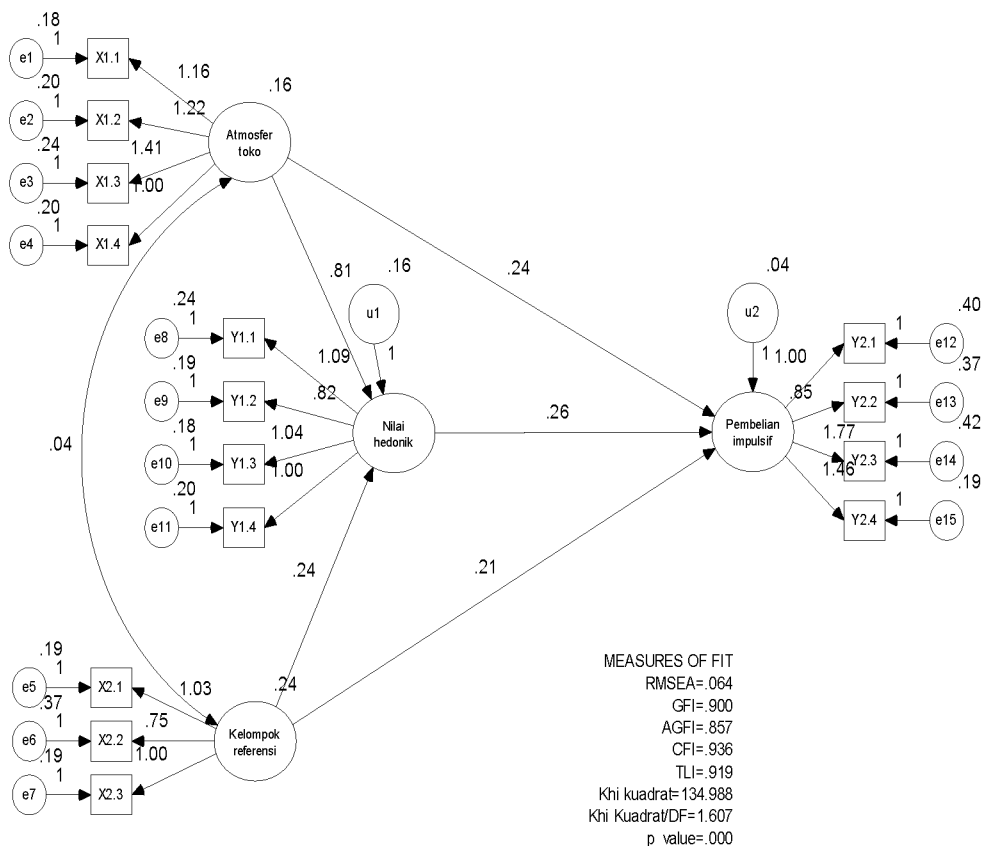


Figure 2. Analysis Path

The influence of store atmosphere on hedonic value

Based on the hypothesis test results, it has been proved that store atmosphere directly affects hedonic value by generating CR value of 5.465 with a *p-value* of 0.000. It can be said that, the better management of store atmosphere, a hedonic value which is perceived by consumers will be higher. In which means, the emotional (hedonic) value will be created by the role of the retail atmosphere. The retail atmosphere is one the element of mix marketing retail in related to terms of creating an atmosphere of shopping. The atmosphere is a key to attracting and impress the consumers through shopping experience at the outlets (Coley and Burgess, 2003).

The creation of hedonic value toward consumers at Matahari *Department Store* Surakarta is because of the store atmosphere through the *interior display*, such as clearly visible cashier instruction signage, products installation signage and installation marks on discounted products to find the location of the products easier. From those three existing instruments, the installation of products signage instrument is the most powerful perspective in designing the *interior display*.

These results affirm the study by Levy and Weitz (2012: 82) by defining that the better management of retail atmosphere, then the hedonic value perceives by consumers be higher. Coley and Burgess (2003) who found that the outlet

atmosphere could create consumers hedonic value as well as research by Ballantine *et al.* (2010) who found that the elements of the outlet atmosphere made the consumer's shopping experience more enjoyable by evoking emotions and creating hedonic value. Ratnasari *et al.*(2015) concluded that the better atmosphere would enhance the hedonic value.

The influence of the reference group to hedonic value

The reference group was able to contribute to generating value CR hedonic value of 2.374 with a *p-value* of 0.018. Means that, the greater pressure felt by the consumers from the reference group, then hedonic value perceive by the consumers is higher. According to Angel, *et al* (1994) *reference group* is defined as a person or group of persons who significantly influence individual behavior. Reference group provides a standard (norm) and the value that could be a decisive perspective on how someone thinks or behaves.

Hedonic value to consumers at Matahari *Department Store* Surakarta, it had been created by the *informational influence* from the reference group, it means that, Matahari *Department Store* Surakarta will get hedonic value by considering the advice, knowledge, and experiences from friend or relative. From those three existing instruments consider the experiences of friend or relative is the most powerful instrument in designing *Informational influence*.

The results of this study affirm the study by Rohman, (2009) stated that the influence of social environment, in this case, the shoppers proved to have a significant affect on hedonic value consumption. Consumers who shop with family or friends said that they do shopping to get closer to each other. On that occasion, they gather with family or friends to spend their spare time and have fun (Jamal *et al.*, 2006). Sastradhi and Widagda (2014) concluded that the pressure of reference group brings positive and significant impact on the hedonic value.

The influence of stores atmosphere on impulse buying

The store atmosphere affects the impulse buying by producing CR value of 2.109 with a *p-value* of 0.035. It can be interpreted that retail business, especially in modern retail, the atmosphere of the store is one of the elements of retail marketing mix which related in terms of creating shopping atmosphere. The atmosphere is a key for attracting consumers and make them impressed with the experience of shopping at the outlets (Coley and Burgess, 2003). Retailers must be able to manage the atmosphere in outlets, in this regard, the aim of increasing customer visits, increasing sales, and stimulating customer's positive image can be achieved.

Impulse buying happens when consumers feel a strong urge to buy something immediately because of store atmosphere role through *store exterior, general interior, store layout* and *interior display*.

From those four indicators of store atmosphere, the *interior display* is the strongest indicator in designing the store atmosphere which is reflected visible cashier instruction signage, products installation signage and installation marks on discounted products to find the location of the products easier. From those three existing instruments, the installation of products signage instrument is the most powerful perspective in designing the interior display.

As disclosed by Utami (2010), there are two kinds of motivation for shopping, it becomes the retailer's concern in providing the appropriate atmosphere in the outlets. The first is a group-oriented utilitarian motive more concerned with the functional aspects. Nonetheless, the group at least will choose a well-organized

store, clean, and air-cooled. Visual appeal and additional facilities are not essential for these consumers. The second group is a group-oriented recreation, ambiance factor, visual merchandising, and complete facilities become defining factors for consumer's to make a decision for visiting the store.

Gillani (2012: 324) explained on recent competitive business, the stores atmosphere is considered as one of the important things to the retail stores. The Research conducted by Tendai and Crispin (2009), Ali and Hasnu (2011), Graa and Dani-elKebir (2012) which states that the retail atmosphere has a positive and significant affect on impulse buying. Youn and Faber (2000) found that atmospheres of outlets increase the likelihood of impulse behavior. Park and Lennon (2006) stated that impulse buyer fond of outlet atmosphere stimulus to response on a sudden purchase.

The influence of the reference group to impulse buying

Reference group influencing the impulse buying produces value CR of 2.542 with a *p-value* of 0.011. It can be said that the influence degree can be given by the reference group toward individual behavior which depends on how the individual circumstances and a product of the social specific factors (Schiffman and Kanuk, 2004). According to Belk (1975), the presence of others will affect consumer's decision to buy more products, rather than shopping alone.

Impulse buying occurs because the role of a reference group, reflected on the *informational influence*, *utilitarian influence* and *value-expressive influence*. From those three indicators of the reference group, the *informational influence* is the strongest indicator which is reflected in the reference group by considering the advice, knowledge, and experiences from friend or relative. The experiences of them are the most powerful instrument in designing the *Informational influence*.

Studies conducted by Nicholls *et al.* (1996) about the presence of others at the time of shopping for consumers in India and in different States. In India, the presence of others did not significantly affect the food and beverage products bought by consumers, but in the US, it affects consumers decisions to buy food and drink products. Zhuang *et al.* (2006) show that the presence of a friend or relative has an influence on buying decisions made by consumers in Hong Kong, while in China and in America the presence of a friend or relative does not have any influence on buying decisions.

Hedonic value affect on impulse buying

Hedonic value affectson impulse buying which produces value Cr of 2907 with a *p-value* of 0.004. Hedonic consumption reflects the value of the shopping experience as fantasies, arousal, stimulation-sensory, comfort, pleasure, curiosity, and entertainment (Scarpi, 2006). Park *et al.* (2006) stated that the hedonic consumption is one of the consumer's behaviors which is associated with multi-sensory aspect, fantasy, and emotion in an experience controlled by a variety of benefits, in such a pleasure by using the products.

Hausman (2000) stated that the hedonic value can be satisfied with the emotional feelings that arise from social interaction when shopping, it could be in form of pleasure, discover and experience new things, fantasy, social interaction, and emotional. Park *et al.* (2006) research showed that the emotional value (hedonic) encourage the impulse buying. Samuel (2005) found that the emotional value has a direct positive impact on the trend of impulse buying behavior. Silvera *et al.* (2008) suggested that impulse buying behavior is commonly made to satisfy the hedonic motives. Harmancioglu *et al.* (2009) found that consumers' emotional values, such as pleasure, will increase the tendency of impulsive buying behavior.

Tirmizi *et al.* (2009) also found that emotional value has a positive relationship with impulse buying behavior.

The indirect impact testing is taken by some results of direct impact testing.

The complete test results of indirect impact presented in the following table 2.

Table 4

Hypothesis result on indirect impact

Inter variable impact	Direct impact	Indirect impact by Y_1	Total impact
X_1 to Y_1	0.590	-	0.590
X_2 to Y_1	0.216	-	0.216
X_1 to Y_2	0.278	$0.590 \times 0.412 = 0.243$	0.521
X_2 to Y_2	0.310	$0.216 \times 0.412 = 0.089$	0.399
Y_1 to Y_2	0.412	-	0.412

Hedonic value mediates the impact of the store atmosphere and reference group to impulse buying

Based on the results of an inferential statistical analysis, the hedonic value is generated from the mediate impact between the store atmospheres to impulse buying, so that, if the retailers pay attention to store exterior, the impulse buying will exist. *General interior, store layout, and interior display may affect person's emotion.*

According to Gottet *et al* (2006), structurally, consumers shopping typology is based on *product-oriented consumers*, in reality, the consumers combine products oriented and approach-experiences oriented, it seems, and consumer's experiences are the most relevant.

The opinion Gottet *et al.* (2006) according to Kotler (1973), who argued that to develop business in the retail business, managers should recognize consumers in making decisions. In defining conclusion, consumers not only observe the products, but also pay attention to other things. Consumers responded to the total of products including service, warranty, packaging, payment systems, pleasure, imagination-fantasy, and other characteristics besides the products itself. One significant characteristic of the total products is the place where the goods are purchased or consumed, called the physical environment/*atmosphere*. The physical environment according to Mehrabian and Russel (1974) in Turley and Milliman (2000), it may create the shopping experience for consumers which in turn will affect the emotions of consumers by providing a positive response or a negative response. The consumers who give a positive response will shop longer, thus, it will affect the occurrence of impulse buying, while consumers based on the results of inferential statistical analysis, the hedonic value is generated from the mediate impact between the reference group to impulse buying, thereby the existence of impulse buying will be influenced by their decision to choose items to consider the advice of friends and was able to create a sense of curiosity associated with feelings, fantasies, pleasure, and sensory, where the experiences affect person's emotion. As disclosed by Rohman, (2009) the influence of social environment, in this case, the shopper's proved to have a significant effect on hedonic value consumption. Consumers who shop with family or friends said that they do shopping to get closer to each other. On that occasion, they gather with family or friends to spend their spare time and have

fun (Jamal *et al.*, 2006). According to Harmacioglu *et al.* (2009) and Gultekin and Ozer (2012) hedonic motives have a positive effect on impulse buying.

5. Conclusion

The store atmosphere and reference groups significantly influence the hedonic value. It means that the better store atmosphere management, so the hedonic value which is perceived by the consumers will be higher and stronger pressure of reference group felt by the consumers, then consumers will perceive more hedonic values. Store atmosphere and the reference group significantly affect the impulse purchases. It means that, the better management of the store and the bigger pressure felt by the consumers from the reference group will cause the decisions of consumers to make impulse buying. Hedonic value is significantly influenced higher impulse buying. The emotional value would be able to improve the consumers' decisions to make impulse buying. Store atmosphere and the reference group is significantly affected on impulsive buying through hedonic value. These results indicate that the store atmosphere and a reference group influence hedonic emotional to increase the consumers by making impulse buying.

The management of Matahari *Department Store* Surakarta is advised to maintain and improve the *merchandising* activities, promotions and store atmosphere to survive in tight competition. Future studies should use the retailing mix variables thoroughly to create a theoretical generalization about the factors that influence *impulse buying*.

REFERENCES

- Abdolvand, Mohamad Ali., Kambiz Heidarzadeh Hanzae., Afshin Rahnama., & Khospanjeh. 2011. The Effect of Situational and Individual Factors on Impulse Buying. *World Applied Sciences Journal*, 13(9), pp. 2108-2117.
- Ali, A., dan Hasnu, S. A. F., 2011., An Analysis Of In-Store Shopping Environment On Consumers' Impulse Buying: Evidence From Pakistan, *Proceedings of 3rd SAICON*, pp. 1-9.
- Arens, William F. 2006. *Contemporary Advertising*. New York: McGraw-Hill Companies.
- Arnold, Mark J. dan Reynolds, Kristy. E., 2003. Hedonic Shopping Motivation. *Journal of Retailing*, Vol. 79 No. 2, pp. 77-95.
- Backstrom, Kristina and Ulf Johanson, 2006. Creating and Consuming Experiences in Retail Store Environments: Comparing Retailer and Consumer Perspectives. *Journal of Retailing and Consumer Services*, Volume 13, pp. 417-430.
- Belk, Russell W., 1975, Situational Variables and Consumer Behavior, *Journal of Consumer Research*, Vol 2 December, pp. 157-164.
- Berman, Barry and Joel R. Evans, 2007, *Retail Management A Strategic Approach*, Tenth Edition, Prentice Hall, New Jersey.
- Cho, J. Ching, Gregory S. Luong, Thai-Ha. 2014. Impulse buying behavior of Vietnamese consumers in supermarket setting. *International Journal of Research Studies in Management*, Volume 3, Number 2, 33-50.

- Carroll, Barbara, A, 2004, An Empirical Test of Contingency Theory, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*; 17; pp 171-181.
- Carpenter, Jason M., Marguerite Moore, Ann. E. Fairhurst, 2005. Consumer Shopping Value for Retail Brands, *Journal of Fashion Marketing and Management*, Vol 9, No 1, 2005, p. 43-53.
- Christina Whidya Utami. 2010. *Manajemen Ritel: Strategi dan Implementasi Operasional Bisnis Ritel Modern di Indonesia*. Edisi ke 2. Jakarta: Salemba Empat.
- Graa, Amel and Dani-elKebir, Maachou. 2012. Application of Stimulus and Response Model To Impulse Buying Behaviour of Algerian Consumers. *Serbian Journal of Management*, Vol. 7, pp. 53-66.
- Gultekin, Beyza dan Leyla Ozer. 2012. The Influence of Hedonic Motives and Browsing On Impulse Buying. *Journal of Economics and Behavioral Studies*. Vol. 4 (3): pp. 180-189.
- Hadjali, Hamid Reza., Meysam Salimi., & Masomeh Sadat Ardestanis. 2012. Exploring Main Factors Affecting on Impulse Buying Behaviours. *Journal of American Science*, 8(1), pp. 245 – 251.
- Harmancioglu, N., Finney, R. Z., dan Joseph, M. 2009. Impulse Purchases of New Product: An Empirical Analysis. *Journal of Product and Brand Management*. Vol. 18 (1): pp. 27-37.
- Hausman, Angela, 2000, A Multi Method Investigation of Consumer Motivation in Impulse Buying Behavior, *Journal of Consumer Marketing*, Vol 17, No 5, pp. 403-419.
- Jamal, Ahmad, Fiona Davies, Farooq Chudoy, Mohammad Al-Marri, 2006. Profiling Consumers: A Study of Qatari Consumers' Shopping Motivation. *Journal of Retailing and Consumer Services*, vol. 13, pp. 67-80.
- Johnstone, Micael-Lee and Denise M. Conroy, Dressing for the Thrill: An Exploration of Why Women Dress up to Go Shopping, *Journal of Consumer Behavior*, Vol 4, 4, pp. 234-245.
- Kacen, J. J and Julie Anne Lee, 2002, The Influence on Consumer Impulse Buying Behavior, *Journal of Consumer Psychology*, 12 (2), pp. 162 – 176.
- Khandai, Sujata., Bhawna Agrawal., & Anju Gulla. 2012. Visual Merchandising As An Antecedent to Impulse Buying: An Indian Perspective. *International Journal of Business and Management Studies*, 1(1), pp. 267–277.
- Levy M., dan Weitz A. Barton. 2004. *Retailing Management Edisi 5*. New York: McGraw Hill, Irwin.
- Mattila, Anna S. dan Jochen Wirts. 2008. The Role of Store Environmental Stimulation and Social Factors on Impulse Purchasing. *Journal of Services Marketing*. Vol. 22 (7), hal. 562-567.
- Ma'ruf Hendri. 2005. *Retail Marketing*. Penerbit PT. Gramedia Pustaka Utama. Jakarta.

- Muhammad, N. Shahrulliza, Musa, R. and Ali, N. Sadar. 2014. Unleashing the Effect of Store Atmospherics on Hedonic Experience and Store Loyalty. *Procedia - Social and Behavioral Sciences* 130, 469 – 478.
- Nicholas, J.A.F., Sydney Roslow, Sandipa Dublish, and Lucette B. Comer, 1996a, Relationship Between Situational Variables and Purchasing in India and the USA, *International Marketing Review*, Vol 13, No 6, pp. 6-21.
- Nicholas, J.A.F., Sydney Roslow, Sandipa Dublish, 1996b, Time and Companionship: Key Factors in Hispanic Shopping Behavior, *Journal of Consumer Marketing*, Vol 14, No 3, pp. 194-205.
- Park, Eun Joo, Euan Young Kim, and Judith C.F, 2006, A Structural Model of Fashion-Oriented Impulse Buying Behavior, *Journal of Fashion Marketing and Management*, Vol 10, No 4, pp. 433-446.
- Ratnasari, Vika Ary, Srikandi Kumadji, dan Andriani Kusumawati. 2015. Influence Store Atmosphere on Hedonic Shopping Value and Impulse Buying (Surveyon Consumer Hypermart Malang Town Square). *Jurnal Administrasi Bisnis (JAB)*. 1. 1.
- Rintamaki, T., Kanto, A., Kuusela, H., and Spencer, M. T. 2006. Decomposing the value of department store shopping into utilitarian, hedonic and social dimensions, *International Journal of Retail & Distribution Management* Vol. 34, No.1, pp. 6-21.
- Rohman, Fatchur. 2009. Peran Nilai Hedonik Konsumsi dan Reaksi Impulsif sebagai Mediasi Pengaruh Faktor Situasional terhadap Keputusan Pembelian Impulsif di Butik Kota Malang. *Jurnal Aplikasi Manajemen*. Vol. 7 (2), pp. 251-261.
- Samuel, H. 2005. Dampak Respon Emosi Terhadap Kecenderungan Perilaku Pembelian Impulsif Konsumen Online Dengan Sumberdaya Yang Dikeluarkan Dan Orientasi Belanja Sebagai Variabel Mediasi, *unpublished journal, Universitas Kristen Petra*.
- Schiffman, Leon G., & Leslie Lazar Kanuk,. 2000. *Consumer Behavior*, 7th ed., Prentice Hall: International.
- Solimun, 2002, *Multivariate Analysis Structural Equation Modelling (SEM) Lisrel dan Amos*, Universitas Negeri Malang, Malang.
- Tendai, Mariri dan Chipunza Crispen. 2009. In-store Shopping Environment and Impulsive Buying. *African Journal of Marketing Management*. Vol. 1 (4), pp. 102-108.
- Tirmizi, A. M., Rehman, Ur, Kashif dan Saif. M. Iqbal, 2009, an Empirical Study Of Consumer Impulse Buying Behavior In Local Markets, *European Journal of Scientific Research*, Vol. 28, no 4, pp. 522-532.
- Verplanken, B., Herabadi, A., & Knippenberg, A. Van. 2009. Consumption Experience of Impulse Buying in Indonesia: Emotional Arousal and Hedonic Considerations. *Asian Journal of Social Psychology*, 12, 20-31
- Zhuang , Guijun, Alex S.L. Tsang, Nan Zhou, Fuan Li, and J.A.F. Nicholls, 2006, Impacts of Situational Factors on Buying Decision in Shopping Malls, *European Journal of Marketing* Vol 40, No 1/ 2, pp. 17-43.