
The influence of fashion involvement, hedonic consumption, and visual merchandising on impulse buying with positive emotion as mediation variables

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Abstract

This research aims to analyze the influence of fashion involvement, hedonic consumptions, and virtual merchandising on impulse buying with positive emotion as mediator variable at Popies Girls Shop. The population of this study was the female students of Economics and Business Faculty, Jenderal Soedirman University. The researcher used 145 samples. Sampling technique used in this research was random sampling. Data were analyzed using Structural Equation Modeling (SEM). The result of this research analysis shows that: (1) the involvement of fashion had a positive effect on positive emotion, (2) the trend of hedonic consumption did not have effect on positive emotion, (3) visual merchandising had positive effect on positive emotion, (4) positive emotion had positive effect on impulse buying, (5) positive emotion mediates the relationship between involvement fashion and impulse buying, (6) positive emotion does not mediate the relationship between trends in hedonic consumption and impulse buying, (7) positive emotion mediates the relationship between the visual merchandising and impulse buying.

Keywords

Fashion involvement; hedonic consumption; trends; visual merchandising; positive emotions; impulse buying

INTRODUCTION

The varied and increasing needs of consumers requires business people to meet the needs and desires of consumers more effectively than their competitors. Consumer behavior becomes very important basis in marketing and advertising. Consumer behavior study focuses on how individual decides to utilize their available resources (time, money, effort) in order to buy things related to consumption. This includes what, why, when, and where they buy, how often they buy, and how often they use them (Schiffman and Kanuk, 2008:6).

According to Engel, Blackwell, and Miniard (1995:201) purchase of products or services made by the consumer can be classified into three kinds, namely: (1) fully planned purchases, (2) half planned purchase, (3) impulse buying.

Impulse buying is the behavior of a purchase in a store, where purchases are different from what have been planned by the consumer at the time they get into the store. Impulse buying is an act of purchase made without planning, or purchasing decisions are

made at the time in the store. Impulse buying may occur when a consumer is not familiar with the store, under the pressure of time, or someone who is reminded of the need to buy a unit when they look at the rack in the store (Utami, 2010:50).

Setiadi and Warmika (2015) in their research revealed that the involvement of fashion has a positive influence on impulse buying of fashion consumers in Denpasar, the involvement of fashion has a positive effect toward the positive emotion of fashion consumers in Denpasar, positive emotion has a positive effect on impulse buying of fashion consumers in Denpasar, and positive emotion positively mediates the effect of fashion involvement on impulse buying of fashion consumers in Denpasar. The results of the research conducted by Dhurup (2014) indicates that the behavior of hedonism, the involvement of fashion, and emotional satisfaction have positive effect on impulse buying behavior.

Dewi *et al* (2015) in her research suggests that the trend of hedonism consumption has positive effect on impulse

buying and positive emotion. The higher the hedonic consumption experienced by consumers when shopping directly increase positive emotion of consumers when shopping and increase impulsebuying.

In variabel of *visual merchandising* studied by Sari *et al* (2015) suggests that *visual merchandising* has positive effect on impulse buying. Meanwhile, the research conducted by Yanthi and Japariato (2014) suggests that *visual merchandising* has positive effect on positive emotion, and impulse buying. It means that *visual merchandising* affects buyer's emotional condition that make them perform buying. Emotional condition will create two dominant feelings i.e. pleasure and raising desire.

According to Rachmawati (2009: 195), there are two influencing factors in impulse buying, one of them is positive emotion. As an individual, consumers have deep feeling and emotion that affect purchase and ownership of certain products (Utami, 2010:291). According to Donovan and Rossiter in Peter and Olson (2000:251) consumer's positive emotion consists of pleasant feeling, passionate, and dominating feeling that are felt when shopping.

In the competition of fashion product, consumers will buy current trend fashion products. *Popies Girl Shop* Purwokerto provides various female fashion especially for students such as clothes, shoes, sandals, bags, and accessories with up to date models and affordable price. *Visual merchandising* served by *Popies Girl Shop* for consumers is attractive enough. *Popies Girl Shop* is located strategically at Jl. HR. Bunyamin No. 489 and near college.

Based on the explanation above, the effect of fashion involvement, trend of hedonic consumption, and *visual merchandising* on impulse buying with positive emotion as intervening variable is interesting to be studied.

PROBLEM FORMULATION

1. Does fashion involvement have positive effect on positive emotion?
2. Does trend of hedonic consumption have positive effect on positive emotion?
3. Does visual merchandising have positive effect on positive emotion?
4. Does positive emotion have positive effect on impulse buying?
5. Does positive emotion mediate the effect of fashion involvement on impulse buying?

6. Does positive emotion mediate the effect of visual merchandising on impulse buying?

AIMS OF THE RESEARCH

1. To analyze the effect of fashion involvement on positive emotion.
2. To analyze the effect of trend of hedonic consumption on positive emotion.
3. To analyze the effect of visual merchandising on positive emotion.
4. To analyze the effect of positive emotion on impulse buying.
5. To analyze the effect of mediation of positive emotion on causal relationship between fashion involvement and impulse buying.
6. To analyze the effect of mediation of positive emotion on causal relationship between trend of hedonic consumption and impulse buying.
7. To analyze the effect of mediation of positive emotion on causal relationship between visual merchandising and impulse buying.

RESEARCH MODEL

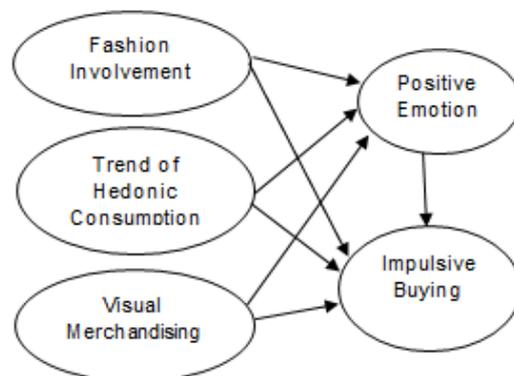


Figure 1. Research Model

HYPOTHESIS

- H1 : Fashion involvement has positive effect on positive emotion.
 H2 : Trend of hedonic consumption has positive effect on positive emotion.
 H3 : Visual merchandising has positive effect on positive emotion.
 H4 : positive emotion has positive effect on impulse buying.
 H5 : Positive emotion mediates the effect of fashion involvement on impulse buying.
 H6 : positive emotion mediates the effect of trend of hedonic consumption on impulse buying.

H7 : Positive emotion mediates the effect of visual merchandising on impulse buying.

METHODS

Population and Sample of the Research

This is descriptive research with observation and survey method. The population of this research was female students of S1 Program, Business and Economy Faculty Jenderal Soedirman University that have performed impulse buying at *Popies Girl Shop* Purwokerto as many as 721 people. The samples of this research were female students of S1 Program, Business and Economy Faculty Jenderal Soedirman that were still active for the class of 2012, 2013, 2014, and 2015 that have performed impulse buying at *Popies Girl Shop* Purwokerto. The appropriate sample size for SEM is 100-200, and using comparison with five observations for each parameter estimation (Hair et.al, 2010). In this research, there were 22 indicators and 7 line coefficients so that *total estimated parameter* were 29 parameters. Thus, the total samples of this research were 145 respondents. The samples were taken using *probability sampling* technique with *simple random sampling* technique i.e. a sampling technique that gives equal opportunity to the population to be a sample (Suliyanto, 2006:113).

The sources of data were primary taken from observation and survey, and secondary data taken from theoretical review, scientific articles, scientific journals, and other sources related to research taken from internet.

Conceptual and Operational Definition

Dependent Variable

Dependent variable used in this research was impulse buying.

Conceptual definition: impulse buying is buying behavior based on impulse or sudden desire without considering the consequence, or being emotionally encouraged (Schiffman and Kanuk, 2008:489)

Operational definition: buying behavior that is not planned due to impulse or sudden desire without considering consequence when customers are at *Popies Girl Shop*.

Indicators: spontaneous buying; not considering consequence; and emotional impulse (Schiffman and Kanuk, 2008:489)

Intervening Variable

The dependent variable used in this research was positive emotion.

Conceptual definition: consumer's positive emotion consists of pleasant feeling, passionate, and dominating feeling that are felt when shopping. (Donovan and Rossiter in Peter and Olson, 2000:251)

Operational definition: individual's mood felt as positive response against environment and situation at *Popies Girl Shop*.

Indicators: pleasant feeling; passionate feeling; and dominating feeling (Donovan and Rossiter in Peter and Olson, 2000:251)

Independent Variable

a. Fashion involvement (X1)

Conceptual definition: *fashion* involvement is level of interest in fashion product (for example: clothes) (Park, 2006:436)

Operational definition: is level of consumer's interest in fashion products at *Popies Girl Shop*.

Indicators: having one fashion product or more with up to date model; Fashion is an important thing that supports activities; and more interested in shopping at fashion store than in department store to meet need for fashion (Park, 2006:439)

b. Trend of hedonic consumption (X2)

Conceptual definition: hedonic consumption is shopping behavior that is related to feeling, imagination, and other aspects related to feeling of someone experience against a product (Utami, 2010:49)

Operational definition: is shopping behavior related to feeling, imagination, and pleasure felt by consumer when shopping at *Popies Girl Shop*

Indicators: shopping is an experience; spending time to shop with family or friends is a pleasing thing; shopping gives positive feeling; shopping makes someone know the latest fashion trend; shopping is special pleasure when buying something for other people; and looking for cheap price or discount when shopping (Utami, 2010:49-50)

c. Visual Merchandising

Conceptual definition: *Visual Merchandising* is a basic element in creating shopping atmosphere in the store since such store performances as view, voice, touching, taste, and smell are components that can create representative form of merchandise in the store (Dale M. Lewison & M. Wayne DeLozier, 1989:647)

Operational definition: Visual Merchandising is an element that creates shopping atmosphere at *Popies Girl Shop*, such as appearance, display, color selection, the music played, lighting, perfume, and assortment of the products.

Indicators: *Display* is attractive product layout that enables consumer to find easily; *Color* is selection, combination, and display of color that creates identity and attraction for consumers; *lighting* is appropriate beam of light against a product so that it is clearly seen and can create buying interest of consumers; *Hear* is relaxing music that gives exciting shopping experience to consumers; *Smell* is aroma that makes shopping comfortable; *assortment* is variety of product that offers more options to consumers to choose.

Data Analysis Technique

1. Measurement of Research Variables

Variable measurement is done using scale measure. Measurement scale is used as the reference standard to determine the length of the interval in order to produce quantitative data. With this measurement scale, the value of variables is measured by certain instrument that can be stated in numbers, so that it will be more accurate, efficient, and communicative (Sugiyono, 2003:127).

This research used Likert scale i.e. scale to measure individual's response to social object, there are five levels of Likert scale (Suliyanto, 2011:10):

- a. SA: Strongly Agree with score = 5
- b. A : Agree with score = 4
- c. N : Neutral with score = 3
- d. D: Disagree with score = 2
- e. SD : Strongly Disagree with score = 1

2. Structural Equational Modelling (SEM)

Model and hypothesis are tested using SEM analysis through the following steps (Ferdinand in Suliyanto (2011:273-275)):

- 1) Development of a model based theory

What should be done is perform a set of scientific exploration through theoretical review in order to obtain theoretical justification on the model developed.

- 2) Development of path diagram.

Theoretical model that has been built will be presented in a path diagram to be estimated.

- 3) Conversion of path diagram into equation.

In this step, model is presented in path diagram which then is converted into series.

- 4) Assess identification problem.

Identification problem is basically an ignorance problem from the model developed in order to generate unique estimation.

- 5) Evaluation of *Goodness-of-fit* criteria.

Suitability of model is evaluated through review of various goodness-of-fit criteria with three kinds of evaluation, they are:

- a) Evaluation of SEM assumption

- Normality, using critical value criteris ± 2.58 at significance level 0,01. If Z-value is higher than the critical value, it can be assumed that the data are not normally distributed.
- *Outliers*, is an observation or data that has unique characteristic which seems to be very much different from observations, either for single variable or combination of variables. Using critical value criteria ± 3 , data will be stated outlier if it has Z-score value > 3 or < -3
- Multicollinearity and Singularity, what to observe is the determinant of covariant matrix of its sample. Lower determinant or close to zero indicates the existence of multicollinearity and singularity, thus the data can be used for research.

- b) Compliance test and statistic test

Here are several compliance indexes and *cut-off value* used to test whether a model is accepted or rejected:

- *X² Chi-Square statistic*, the lower the value of X^2 , the better the model and is accepted based on the probability with cut-off value at $p > 0,05$ or $p > 0,010$.
- RMSEA (*The Root Mean Square Error of Approximation*), is an index used to compensate *chi-square* in big sample. The lower value of RMSEA or equal to 0,08 is an index in order for the model to be accepted based on *degree of freedom*.
- *GFI (Goodness of fit Index)*, is non-statistical measure that has interval from 0 to 1. Higher value in this index shows *better fit*.
- *AGFI (Adjusted Goodness of Fit Index)*, is a criterion that estimates weighted proportion from variant in a covariant matrix of samples. The recommended level is when AGFI is equal to or higher than 0,90.

- *CMIN/DF* (*The Minimum Sample Discrepancy Function Divided with degree of Freedom*), is a statistic of chi-square X^2 divided its degree of freedom so that it is called X^2 relative. Value of X^2 relative $< 2,0$ or $3,0$ is an indication of *acceptable fit* between model and data
- *TLI* (*Tucker Lewis Index*), is incremental index that compares a tested model against a baseline model, where the recommended value as a reference of the acceptance of a model is $\geq 0,95$ and close to 1 value shows a *very good fit*.
- *CFI* (*Comparative Fit Index*), interval between 0-1, where the closer to 1 indicates the highest fit level.

Table 1: Goodness of Fit Index and Cut of Value

Goodness of Fit Index	Cut Of Value
X^2 -Chi Square Significance Probability	Expected to be lower $\geq 0,05$
RMSEA	$\leq 0,08$
GFI	$\geq 0,90$
AGFI	$\geq 0,90$
CMIN/DF	$\leq 2,00$
TLI	$\geq 0,95$
CFI	$\geq 0,95$

c) Validity test in SEM (Ghozali, 2008:134) consists of:

- Convergent Validity
Items or indicators of a latent construct should *harus converge or share* the highest variant proportion and it is called *convergent validity*. Therefore, *standardized loading estimates* should be equal to 0,50 or more.
- Discriminant validity
Discriminant validity measures how far a construct is really different from other constructs. It is done by comparing the square root of AVE (\sqrt{AVE}) and the correlation value among constructs.

- *Variance extract*, where the value that can be accepted is $\geq 0,50$. Here is the formula:

$$\text{Variance Extract} = \frac{\sum \text{Std.Loading}^2}{\sum \text{Std.Loading}^2 + \epsilon_j}$$

Where:

Standar loading is obtained from standardized loading for each indicator that can be obtained from the result of computer calculation.

ϵ_j is *measurement error* of each indicators ($1 - \text{Std.Loading}^2$)

d) *Reliability test and Variance extract*

- Reliability test, where the reliability value that is accepted is ≥ 0.70 . Reliability test in SEM can be obtained from the following formula

$$\text{Construct reliability} = \frac{(\sum \text{Std.Loading})^2}{(\sum \text{Std.Loading})^2 + \epsilon_j}$$

Where:

Standard loading is obtained from *standardized loading* for each indicator that is obtained from the result of computer calculation.

ϵ_j is *measurement error* of each indicator

6) Interpretation and modification of model.

The final step is, interpret model and modify models for those that do not meet the testing requirement. *Cut-off* 2,58 can be used to assess the significance of residual generated by model. Residual value that is higher than or equal to 2.58 is interpreted to be statistically significant at 5%.

7) Criteria of hypothesis testing

Hypothesis is accepted if CR (*Critical Ratio*):

CR \geq t table

Hypothesis is rejected if CR (*Critical Ratio*):

CR $<$ t table

RESULTS AND DISCUSSION

Validity Test

Convergent Validity

Summary of Convergent Validity Test Result

Variable	Indicator	Loading Factor	Cut of Value
KF	x1	0,720	0,500
	x2	0,747	0,500
	x3	0,525	0,500
	x4	0,756	0,500
	x5	0,763	0,500
KKH	x6	0,653	0,500
	x7	0,668	0,500
	x8	0,802	0,500
	x9	0,601	0,500
	x10	0,673	0,500
	x11	0,849	0,500
VM	x12	0,662	0,500
	x13	0,777	0,500
	x14	0,846	0,500
	x15	0,596	0,500
	x16	0,591	0,500
EP	x17	0,804	0,500
	x18	0,699	0,500
	x19	0,585	0,500
PTT	x20	0,545	0,500
	x21	0,506	0,500
	x22	0,748	0,500

The value of *loading factor* for the indicator of fashion involvement, trend of hedonic consumption, *visual merchandising*, positive emotion, and impulse buying was each higher than 0,500. Thus, all indicators of each variable were proven to meet *convergent*

validity so it could be used as data collection instrument of this research.

Discriminant Validity

Table 2. Value of Square Root of AVE

Variable	AVE	\sqrt{AVE}
KF	0,786	0,887
KKH	0,848	0,920
AT	0,853	0,924
EP	0,706	0,841
PTT	0,683	0,826

Table 3. Correlation among Constructs and Square Root of AVE

Construct	KF	KKH	VM	EP	PTT
KF	0,887				
KKH	0,213	0,920			
VM	0,066	0,335	0,924		
EP	0,397	0,250	0,409	0,841	
PTT	0,473	0,494	0,462	0,628	0,826

It can be clearly seen from the table that each latent construct has good *discriminant validity*. It can be seen from the value of square root of AVE of each latent construct is

higher than the correlation coefficient among its constructs (Ghozali, 2008:235)

Reliability Test

Based on the calculation result of reliability test, the reliability coefficient of fashion involvement, trend of hedonic consumption, *visual merchandising*, positive emotion, and impulse buying was each higher than 0,700. Thus, the construct of each variable in this research was reliable and could be used as data collection instrument.

Variance Extract Test

The result of *variance extract* test shows the value of *variance extract* for the indicators of fashion involvement, trend of hedonic

consumption, *visual merchandising*, positive emotion, and impulse buying was higher than 0,500. Thus, construct of each variable in this research was proper to test causal relationship in this research.

Hypothesis Testing

The significance of causal relationship in SEM analysis was tested through null hypothesis which showed that the coefficient of causal relationship among variables was equal to zero using t test commonly used in regression. Here is the result summary of causal relationship among variables:

Table 4. Standardized Regression Weight for Hypothesis Testing

Variable			C.R.	t _{table}
EP	<--	KKH	0,954	1,660
EP	<--	VM	3,748	1,660
EP	<--	KF	3,275	1,660
PTT	<--	EP	2,773	1,660

The value of *critical ratio* (CR) for the effect of fashion involvement variable on positive emotion was 3,275 higher than that of t table (1,660). Thus, it can be concluded that the first hypothesis which states that fashion involvement had positive effect on positive emotion, was **accepted**.

The value of *critical ratio* (CR) for the effect of trend of hedonic consumption variable on positive emotion was 0,954 smaller than that of t table (1,660). Thus, it can be concluded that the second hypothesis which states that trend of hedonic consumption had positive effect on positive emotion, was **rejected**.

The value of *critical ratio* (CR) for the effect of *visual merchandising* variable on

positive emotion was 3,748 higher than that of t table (1,660). Thus, it can be concluded that the third hypothesis which states that *visual merchandising* had positive effect on positive emotion, was **accepted**.

The value of critical ratio (CR) for the effect of positive emotion variable on impulse buying was 2,773 higher than that of t table (1,660). Thus, it can be concluded that the fourth hypothesis which states that positive emotion had positive effect on impulse buying, was **accepted**.

For hypothesis testing with intervening variable, this research used *sobel test*, a method of significance testing of mediation effect. The result is as follows:

Table 5. The result of Sobel test for Hypothesis Testing of Mediation Effect

Variable				t _{sobel}	t _{table}	
PTT	←	EP	←	KF	2,068	1,984
PTT	←	EP	←	KKH	0,850	1,984
PTT	←	EP	←	VM	2,187	1,984

The result of Sobel test for fashion involvement variable on impulse buying through positive emotion was 2,068 higher than that of t table (1,984). Thus, it can be concluded that the fifth hypothesis which states that positive emotion mediated the effect of fashion involvement on impulse buying, was **accepted**.

Trend of hedonic consumption variable on impulse buying through positive emotion was 0,850 smaller than that of t table (1,984). Thus, it can be concluded that the sixth hypothesis which states that positive emotion mediated the effect of trend of hedonic consumption on impulse buying, was **rejected**.

Visual merchandising variable on impulse buying through positive emotion was

2,187 higher than that of t table (1,984). Thus, it can be concluded that the seventh hypothesis which states that positive emotion mediated the effect of visual merchandising on impulse buying, was accepted.

DISCUSSION

The Direct Effect of Fashion Involvement on Positive Emotion

Based on the hypothesis testing, it has been proven that there was positive effect fashion involvement variable. It means the higher the fashion involvement felt by consumers, the more increase the positive emotion felt by consumers when shopping.

From the result of survey based on respondents' perception conducted using three indicators, it can be assumed that most of respondents feel that *fashionis* an important thing that supports their activities. Therefore, respondents are very happy and enthusiastic when they are shopping at *Popies Girl Shop* because the products offered at *Popies Girl Shop* are *up to date*. Wearing *up to date* fashion products can increase respondents' self-confidence during their activities.

This result is relevant with the previous research conducted by Setiadi and Warmika (2015) which states that fashion involvement had positive and significant effect on positive emotion. The result is also consistent with the research conducted by Pattipeilohy et al., (2013) which also proves that fashion involvement has positive effect on positive emotion.

The Direct Effect of Trend of Hedonic Consumption on Positive Emotion

The result of hypothesis testing shows that trend of hedonic consumption does have any effect on positive emotion. The causal effect shows that the higher the level of trend of hedonic consumption is not always followed by the increase in positive emotion.

From the result of survey by research that has been done using six indicators, respondents think that shopping is an experience and when they are shopping they tend to look for products with cheap price or discount. However, it is not the reason why they feel happy, passionate, or have dominating feeling when shopping at *Popies Girl Shop*.

Trend of hedonic consumption does not have positive effect on positive emotion because not every person who has high hedonic personality will increase their positive

emotion. The respondents of this research are female students with limited pocket money especially for those who come from other towns. Thus, when they are shopping with high hedonic consumption personality, it is not always followed by pleasure, passionate nor dominating feeling at *Popies Girl Shop*. When they see the products they like and compare the price and the money they have, they might not buy and it makes them sad. Thus, it does not always increase consumers' positive feeling. It may happen because some products have higher price than the other products sold by *Popies Girl Shop* such as dress, high heels, and bags.

This result is not relevant with the research conducted by Dewi et al., (2015) that trend of hedonic consumption has positive effect on positive emotion. This research does not support the previous research conducted by Pattipeilohy et al (2013) which suggests that trend of hedonic consumption has positive effect on positive emotion.

Direct Effect of Visual Merchandising on Positive Emotion

Based on the result of hypothesis testing, *visual merchandising* has positive effect on positive emotion. The causal relationship shows that the stronger the effect of visual merchandising, the stronger the positive emotion of consumers. *Visual merchandising* felt by consumers at *Popies Girl Shop* makes them excited and gives pleasure shopping experience so that it increases consumer's positive emotion.

Visual merchandising variable has the biggest effect on consumers' positive emotion seen from the result of hypothesis testing. From the result of survey by research that was done using six indicators to evaluate *visual merchandising* based on respondents' perception, it can be assumed that most of respondents think that *visual merchandising* at *Popies Girl Shop* is good because the products are set very well so that it makes them easy to choose.

This result is consistent with the research conducted by Sari et al (2015).

Direct Effect of Positive Emotion on Impulse Buying

Based on the result of hypothesis testing, positive emotion has positive effect on impulse buying. The stronger the positive emotion is, the bigger the possibility of impulse buying done by consumers will be.

This result supports Mowen and Minor (2002) who states that impulse buying can be explained as a choice made at that moment due to strong positive feeling against a product.

From the result of survey by research conducted using three indicators, it can be known that most of respondents will buy products that attract them, without considering the consequence due to being motivated by their passionate feeling when shopping at *Popies Girl Shop*. It is supported by Donovan and Rossiter (in Peter and Olson, 2000:251) which states that enthusiasm caused by shop can lengthen the stay in the shop and willingness to interact with the shopkeepers that will influence consumers to shop more and more beyond what is previously planned.

This result is consistent with the study conducted by Naentiana and Setiawan (2014) that positive emotion has significant positive effect on impulse buying and the research conducted by Amiri et.al (2012) which states that establishing consumer's positive emotion against products or shop environment can increase consumers' motivation to perform impulse buying.

Indirect Effect of Fashion Involvement on Impulse Buying through Positive Emotion

The result of hypothesis testing shows that positive emotion mediates the effect of fashion involvement on impulse buying. The causal relationship shows that the higher the fashion involvement encourage by strong positive emotion will make consumers perform impulse buying

"Positive emotion mediates" means that there is indirect relationship between fashion involvement and impulse buying. The higher the fashion involvement will increase positive emotion, and consumers with positive emotion when shopping at *Popies Girl Shop* finally will trigger impulse buying.

Based on the survey, respondents believe and are confident that fashion is an important thing that supports their activities. By wearing *up to date* fashion product, they will feel more confident in their activities. They are also more interested in shopping at such fashion store as *Popies Girl Shop* that at department store to meet their fashion need. Through positive emotion variable, many respondents fairly agree that they feel happy and enthusiastic shopping at *Popies Girl Shops* since the products offered by *Popies*

Girl Shop are *up to date*. It encourages respondents to perform buying even though they do not plan and consider the consequence. This result is consistent with the findings of the research conducted by Beatty et al., (in Park et al., 2006) that positive emotion during shopping can be a significant mediator in encouraging impulse buying. This result is also consistent with the research conducted by Amiri et al., (2012) that the higher the fashion involvement of consumers will show more positive emotion during shopping and can increase involvement in impulsive buying.

Indirect Effect of Trend of Hedonic Consumption on Impulse Buying Through Positive Emotion

The result of hypothesis testing shows that positive emotion does not mediate the effect of trend of hedonic consumption on impulse buying. The causal relationship shows that in impulse buying performed by consumers with high trend of hedonic consumption is not always caused by strong positive emotion. It means that trend of hedonic consumption has direct effect on impulse buying. This result is supported by Dewi et.al (2015) who suggests that trend of hedonic consumption has positive direct effect on impulse buying. Such behaviors of hedonic consumption as willingness to satisfy curiosity, willingness to obtain new experience, and looking for cheap product or discount can influence their behavior to perform impulse buying.

According to the result of survey, respondents think that shopping is an experience because they can compare prices and products sold in other shops. They also admit that when they are shopping, they will look for product with cheap price or discount especially for those who come from other towns. It can make consumers perform buying for products they want, even though it is not previously planned.

This result is supported by the research by Kusuma (2014) which states that trend for hedonic consumption has positive effect on impulse buying. The higher the trend of hedonic consumption felt by consumers, the higher the impulse buying will be. It is because when someone shops hedonically, s/he will not consider usefulness of the products, so that the possibility of impulse buying will get higher

Indirect Effect of Visual merchandising on Impulse Buying through Positive Emotion

The result of hypothesis testing shows that positive emotion mediates the relationship between *visual merchandising* on impulse buying. The causal relationship shows that the stronger the *visual merchandising* supported by positive emotion will make consumers perform impulse buying at Popies Girl Shop.

'Positive emotion is mediating' means that there is indirect relationship between *visual merchandising* and impulse buying. The increase in impulse buying is caused by a good *visual merchandising* through positive emotion.

Respondents who feel a good *visual merchandising* will have increasing positive emotion. Consumers with high positive emotion when shopping at Popies Girl Shop will finally trigger impulse buying.

This result is consistent with the research conducted by Amiri et al., (2012) which suggests that the establishment of consumers' positive emotion on products or shop environment can increase consumers' motivation to perform impulse buying. This result is also consistent with the research by Donovan and Rossiter (in Peter dan Olson, 2000) that environment stimulus affects the status of consumer's emotion, where in turn it will affect consumer's behavior. In addition, this result also supports the previous research performed by Kurniawan and Kunto (2012) that *visual merchandising* has positive effect on consumer's positive emotion, where *visual merchandising* affects buyer's emotion which finally influences buying.

CONCLUSION

Based on the result of the research, it can be concluded that:

1. Fashion involvement has positive effect on positive emotion, it means that the higher the fashion involvement, the higher the consumer's positive emotion during shopping.
2. Trend of hedonic consumption does not have effect on positive emotion. It means that the higher the trend of hedonic consumption is not always followed by the higher the positive emotion.
3. *Visual Merchandising* has positive effect on positive emotion, meaning that the higher the effect of Popies Girl Shop, the higher the positive emotion felt by consumers during shopping.

4. Positive emotion has positive effect on impulse buying. It means that the higher the positive emotion felt by consumers during shopping will increase impulse buying at Popies Girl Shop.
5. Positive emotion mediates the effect of fashion involvement on impulse buying. It means that there is indirect correlation between fashion involvement and impulse buying through positive emotion.
6. Positive emotion mediates the effect of trend of hedonic consumption on impulse buying. It means that trend of hedonic consumption has direct effect on impulse buying. The higher the trend of hedonic consumption felt by consumers does not affect the positive emotion level of consumers to perform impulse buying at Popies Girl Shop.
7. Positive emotion mediate the effect of *Visual Merchandising* on impulse buying. It means that there is indirect relationship between *Visual Merchandising* and impulse buying through positive emotion.

IMPLICATION

Managerial Implication

Management of Popies Girl Shop should encourage impulse buying and consumer's positive emotion by selling up to date fashion product. To establish trend of consumer's hedonic consumption in order to make them perform impulse buying is by using such marketing strategies as giving discount and *buy 1 get 1 free*. Management should increase *visual merchandising* by giving attention to room design, layout, information boards, lighting, coloring, music, and aroma of Popies Girl Shop in order to give comfort to consumers that can encourage positive emotion and stimulate impulse buying at Popies Girl Shop.

LIMITATIONS

Meanwhile, the limitations of this research is in data collection such as respondents answer dishonestly and carelessly. Limited time and power were problems for the researcher to perform deeper study.

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