THE INFLUENCE OF IMPULSE BUYING TOWARD CONSUMER STORE LOYALTY AT HYPERMARKET IN JAKARTA

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ABSTRACT

The rapid growth of the world economy driven by globalization and well supported by information technology results in economic boom across all the business throughout the world virtually leading to significant cross border transactions. The distribution and trading business in particular has no protection in the emerging countries like Indonesia. Hypermarket is one of the very popular concepts in distribution industry which has been developing rapidly in Indonesia and other emerging markets. The sustainable growth of Hypermarket industry largely attributed to consumers’ loyalty driven by marketing strategies and tactics supported by advanced information technology networking. Understanding Consumer behavior is one of the key successes of maintaining consumer loyalty. In this research, Consumer Impulse Buying Behavior and its influence on consumer loyalty has been dealt in detail. The main objective of this study was identifying the influence of Personal Antecedents, In-store Stimuli, In-store Browsing, Shopping Enjoyment, Convenience Orientation, and Perceived Time Pressure to Consumer Impulse Buying Behavior of Hypermarket in Jakarta to assess whether Impulse Buying influence the Consumer Store Loyalty. A conceptual model has been developed to test the relationships among these constructs. The findings expected to enrich the local traditional markets or small and medium enterprises to equip themselves as their competitive edge against the modern retailers and the hypermarkets as well. A new structural model devised to explain the various influences of the relationship among the variables. From the proposed seven hypotheses, there were four hypotheses significantly supportive, while three hypotheses were not supportive. Results and analysis show an interesting hypermarket consumer behavior in Jakarta which consistently enjoy shopping despite having time pressure, insufficient cash availability and lack of attention to in-store stimuli and store convenience. Interestingly this consumer segment was very impulsive in buying decisions and the empirical analysis shows that they were loyal to the store they visit to enjoy shopping as a simple means of recreation.

Keywords: Hypermarket, impulse buying, personal antecedents, in-store stimuli, in-store browsing, shopping enjoyment, convenience orientation, perceived time pressure, consumer store loyalty.
INTRODUCTION

From the aspect of market segment, in 2005 alone hypermarkets had dominate 38.5% of total retail market in Indonesia Rp 87.5 trillion (Business Intelligence Report - BIRO, 2005). This condition of hypermarkets growth is inevitable because revolution of changes in business strategy of modern retails is supported by latest organizations that that provide latest and complete services so that hypermarkets create maximum added value as distribution facility for industry of manufacture of primary, secondary or tertiary products from the side of suppliers (Kasali, 2007). This condition also creates spectacular added value for consumers because it provides one-stop shopping service (Bliss, 1988). Hypermarkets as a result of natural evolution of traditional small retail shops, which initially only sell daily need goods, is logical consequence of development of modern retail industry (Kasali, 2007). On the other side, this condition is also caused by increasing market demands for best, most complete and most efficient services in terms of prices and shopping time for consumers. Hypermarkets also have strength of sophisticated computer network technology called Efficient Consumer Response (ECR) to control stocks, integrated with Electronic Data Interchange (Henky, 2008).

Researches in 2004 were emphasized more on category of determinants of impulse buying in financial ability of community connected with impulse buying behavior (Piron III and Robert, 2004). Coley, Burges, Shoham and Brencic (2003) studied predictor categories of gender factor toward impulse buying tendency. Only few researches in 2000’s focused on impulse buying, however, Kacen and Lee (2002) gave a significant contribution, because their study focused on element of the difference between ethical individualism culture in America and Hispanic ethnical collectivism culture in impulse buying behavior. Mattila and Wirtz (2001); Kacen and Lee (2002) emphasized their study from the aspect of cultural differences as factor of predictors that affect impulse buying, completed by shops’ attempt to give stimulus in improving consumers’ satisfaction. A research conducted by Hausman (2000), frequently quoted, basically discussed consumers’ motivations in impulse buying behavior, which are grouped as predictor categories. Shivand and Fedorikhin (1999) conducted a study on the role of cognition in comparison with factors that stimulate consumers in deciding product choice. Robert and Sepulveda (1999) studied aspect of community economic level as source of positive support against Compulsive Buying. In 1998 there were two significant publications, namely Bayley and Nancarrow (1998); Beatty and Ferrell (1998) about the significance of impulse buying that is related with Felt Urge To Buy Impulsely. Edward and Desarbo (1996); O’Guinn and Faber (1983) defined Compulsive Buying from the aspect of psychology science as consumers’ behavior that is improper and unhealthy, just like a chronic disease, this abnormal addiction to shopping, uncontrolled action, is a trait from birth. Based on the explanation of the background, the research questions area formulated as follows: (1) Is there any effect of personal antecedents on impulse buying?; (2) Is there any effect of in-store stimuli on impulse buying?; (3) Is there any effect of in-store browsing on impulse buying?; (4) Is there any effect of shopping enjoyment on impulse buying?; (5) Is there any effect of convenience orientation on impulse buying?; (6) Is there any effect of perceived time pressure on impulse buying?; (7) Is there any effect of impulse buying on consumers’ loyalty?
THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Consumers that visit a store without a shopping plan are generally always supported by personal precondition such as: life quality and lifestyle that form psychology of each their personal characteristic and behavior. most part of the precondition requires available time and money. However, age, gender, family composition and local culture factors in relation with particular ethnical background also form such psychological precondition and play an important role as consumers’ Personal antecedents. Niu and Wang (2009), who studied young age consumer community, prove that young people (adolescents) in Taiwan who work part time are more impulsive than people in general. The findings of the research conducted by Tirmizi, Rehman and Saif (2009) are also in line with Niu and Wang (2009), that young people with high income in Rawalpindi and Islamabad also have higher impulse buying tendency compared with people in general. The factors of age, available time and money are important factors for consumers to perform their self-actualization (Yin and Long, 2008). the more time and money they have, the bigger the stimulus to make impulse buying (Kathleen and Ronald, 2007). In addition, other individual psychological factors also particular encourage impulsive tendency called Compulsive Buying. Ergin (2008) put forward findings of his analysis that women are more compulsive (Compulsive Buying Tendencies) than men. Lin and Lin (2005) prove that the older women get the more impulsive they become. Similarly, the richer women get the more impulsive they become, compared to men. Women and men also have significantly different impulsive characteristic toward particular product group, such as: shirts and sweaters, pants and skirts, dresses, underclothes, accessories, shoes, cosmetic products, books and magazines as well as music entertainment products (Coley and Burgess, 2003). Age-wise, the younger young people are the more hedonistic and consumeristic they are (Ebster, Wagner and Neumueller, 2000).

Henson and Olsen (2007) through the model that they built analyzed and proved that precondition of consumers who have high orientation toward convenience give positive impact to impulse buying tendency. Behavior of consumers who are oriented to time efficiency in the attempt related with shopping plan or product and service consumption are among elements in convenience orientation (Berry, 2002; Scholderer and Grunert, 2005). Several scales of convenience that are expected to be related with consumers’ behavior have been designed by Candel (2001); Luqmani (1994) and Steptoe (1995). Nevertheless, first consumers must have financial readiness (Jeon, 1990), so that they have urge to make impulse buying when they have enough money and are supported with enough spare time to enjoy shopping activity (Iyer, 1989), then consumers can begin to look for something other than their urgent needs. It is at this stage the initial initiative process takes place that causes possible impulse buying. At the next stage consumers are attracted to browse the store (in-store browsing), either physically in conventional store or via internet or television, to get an attractive product that makes them feel the urge to shop before realizing what products they actually need (Beatty and Ferrell, 1998). Accordingly, without adequate time available, consumers cannot browse the store and stroll through the store alleys to shop (Iyer, 1989). Shopping time can be planned or not planned, but the most important thing is that there is enough time available to perform in-store browsing and shopping enjoyment and to find the needed products or only browsing around spending.
spare time. However, short time, in a certain situation can also urge consumers to become more impulsive (Patrevu and Ratchford, 1997). A purchase requires available money or ability to make money available when needed, for example through credit card. With money basic necessities can be fulfilled, and then consumers will only be able to think about secondary necessities and then tertiary necessities. Consumers need to work hard to make money available to actualize their interests and needs comprehensively.

According to Katelijn (2008), atmosphere and atmospheric perception either outside or inside a store can give shopping experience that is difficult to forget to consumers, and even store atmosphere can affect mood, consumers’ behavior to make impulse buying and causes consumers to feel more comfortable to stay longer in the store. According to Mattila and Wirtz (2007), in-store stimuli program becomes more effective if done beyond consumers’ expectation (self-reported impulse buying was maximized when the store environment was perceived as over-stimulating i.e., higher than desired in terms of excitement and stimulation). Furthermore, Matilla and Wirtz (2007) also proved that impulse buying is affected significantly by store environment, perceived crowding, and employee friendliness while its environment dimension can be in the form of an atmosphere created by scent, vision and hearing and activity (arousal). Semuel (2007), in Surabaya also studied and found that advertising media through animated audio-visual technique is an effective stimulus that affects impulse buying in supermarket industry. Singh (2006) analyzed a model that he built regarding the effect of store environment cues to consumers’ response with mediation of customer internal evaluation. Singh (2006) explained the presence of social cues, design cues and ambient cues are dimensions of store environment cues. Anic and Radas (2006) conducted a research on hypermarket consumers’ behavior in Croatia, proving that attractive in-store stimuli have positive effect to in-store browsing by consumers to stay longer in a store, thus in turn improving impulse buying value of consumers significantly. Abratt and Goodey (1990) added that in-store stimulus is a promotional technique that is used to improve consumers’ unplanned shopping toward particular product groups. This technique includes floor display, traffic design, shelf display, lighting, scent, discount program, sampling program, display of points of purchase, shopping coupon program, arousal activities and demonstrations in the store (Mehribian and Russell, 1974; Donovan and Rossiter, 1982).

In the attempt to the products needed, consumers usually browse through the store alleys by passing through and observing sets of displayed products. According to Katelijn (2008) convenient store atmosphere attracts consumers to perform in-store browsing longer, and furthermore allows consumers to have more time to observe product display that is eye-catching and attractive, thus it is one of the steps in the process to stimulate impulse buying in addition to other stimuli. The longer consumers are in the store doing in-store browsing the more goods they buy and the higher their shopping value (Anic and Radas, 2006). While spending their money or at least enjoying the store atmosphere during their visit to the store with the purpose of shopping enjoyment, it is expected to improve shopping value impulsively and spontaneously. Nevertheless, there area also particular groups of consumers that due to time pressure experience purchasing failure, and are also often interested in products they do not expect to buy before (Beatty and Ferrell, 1998). Explorative search through in-store browsing indicates that consumers are less focused and less detailed and even maybe
do not consider to make purchases during that activity, but browsing tend to be not focused and more stimulus-driven than goal-driven (Janiszewski, 1998).

Shopping Enjoyment is defined by Grayson (1999) as a pleasure that is gained by a person in shopping activity, and as an experience from shopping process that he or she enjoys, rather than satisfaction obtained from buying a product or service. So, the enjoyment comes from shopping process intrinsically within themselves due to their shopping activity, and this shopping activity is also done spontaneously to escape temporarily from routine boredom while looking for pleasure. Therefore the finding of the research conducted by Beatty and Ferrell (1998) indicated that Shopping Enjoyment helps in the creation of positive feeling for consumers in shopping atmosphere, which then affects condition of the feeling of urge to buy impulsively. A person who has high characteristic of shopping enjoyment tends to perform in-store browsing longer and then will feel the stronger urge to make impulse buying. In contrast, a consumer who does not enjoy his/her shopping process will tend to shorten his/her in-store browsing time, thus less likely to make impulse buying (Beatty and Ferrell, 1998). According to Bellenger and Korgaonkar (1980), consumers who like shopping enjoyment prefer to go on a shopping trip without any plan. Rook and Hoch (1985) state that many consumers in fact intentionally plan to behave impulsive with approach through shopping activity. Furthermore, according to Punj and Steward (1983), certain individuals even build their own characteristic pattern to have shopping trip self-reflection in the attempt to control their own behavior by designing a certain environment for the atmosphere. According to the findings of research conducted by Wesbrook and Black (1985), consumers who like shopping enjoyment (recreational shoppers) will be more satisfied with their shopping activity than the goods they buy. Therefore, if a person enjoys his or her shopping activity entirely, he or she will likely to browse longer in the store, and enjoys every shopping activity opportunity specifically.

Hansen and Olsen (2008) analyzed and proved that there is a positive effect of consumers’ perceived time pressure toward impulse buying tendency. Nevertheless, the findings of a research conducted by Anic and Radas (2006) in hypermarkets in Croatia indicated that good in-store stimuli are in the form of readiness of attractive environmental dimensions in the store, which can provide convenient atmosphere in the store, which causes consumers to stay longer in the store while doing further in-store browsing, which in turn make them make impulse buying more than in a store with poor in-store stimuli. Even Anic and Radas (2006) proved that weekends or holidays give more opportunities to consumers to have shopping enjoyment and impulse buying tendency. Donovan (1994) stated that a convenient environment gives a contribution to extra time for unplanned shopping enjoyment. It has been proven by Beatty and Ferrell (1998) and Sprott and Miyasaki (1995) that whether or not consumers spend a long time to do in-store browsing in the attempt to look for information of goods price and information of goods promotional program has a positive correlation toward low perceived time pressure. Similarly, other researches also proved that perceived time pressure does not affect in-store browsing (Putrevu and Ratchford, 1997; Urbany, 1996). However, Bowes (2000), who conducted a research on passengers in an airport, found a significant correlation between the factor of time pressure accompanied with arousal can improve impulse buying in retail industry in retail stores in international airports.
Previous researchers have successfully formulated impulse buying into five categories, namely: first, impulse buying characteristic by Virvilaite, Saladiene, Bagdonaite (2009); Rick, Cryder, Loewenstein (2008); Ridgway, Kukar-Kinney, Monroe (2008); Saraneva and Saaksjarvi (2008); Sharma, Sivakumaran, Marshall (2006); Verplanken, Herabadi, Perry, Silvera (2005); Kwak, Zhinkan, Roushanzamir (2005). Impulse buying characteristic is sometimes seen as a disorder behavior due to which a person often make a spontaneous and unplanned decision as well as hurry decision called compulsive buying, said to be a psychological trait, like a chronic disease, an action without thinking about further further consequences. The second category is predictors of impulse buying, studied by Herabadi, Verplanken, and Knippenberg (2009); Zhang and Shrum (2009); Hansen and Olsen (2008); Silvera, Lavack, and Kropp (2008); Arocas (2008); Lee and Yi (2008); Chen (2008); Piron III and Robert (2007); Park (2006); Lin and Lin (2005). Predictors of impulse buying are taken from the factors that are attached to a person, for example age, gender, ethnicity, shopping enjoyment, emotion, subjective considerations, affective, cognitive, social esteem, self esteem, self discrepancy and so forth. Third, category of determinants of impulse buying that are affected by various external factors, such as environment stimulus, social factor, extrinsic goal, mass media, promotional programs in the store, arousal, as well as other normative effects. Fourth, category of types of impulse buying classified as Pure Impulse Buying, Reminder Impulse Buying, Suggestion Impulse Buying, and Planned Impulse Buying, by Liau, Shen, and Chu (2009) and Stern (1962). Fifth, category of usefulness and impacts of impulse buying that are assumed to give benefit for marketing decision and give impacts to patronage of consumers’ loyalty (Hansen and Olsen, 2008).

According to Sterns (1962), impulse buying is a purchase that made by consumers without being intentionally planned before. This consumers’ behavior is influenced by several factors such as income level, personality, time available, location, and local shopping culture. This behavior is not only shown by different people toward the same product, but also by the same people in different situations and conditions. A purchase that is well and wisely planned through thorough evaluation generally results in a rational and accurate purchase and is a good decision. In contrast to planned shopping, impulse buying is a sudden and spontaneous decision, in which consumers do not thoroughly see specification of the products purchased (Kollat and Willet, 1967; Rook, 1987; Rook and Fisher, 1995; Verplanken and Herabadi, 2001). Furthermore regarding spontaneity, Rook (1987) described impulse buying as an anxious condition, purchase made in a hasty condition, as if under time pressure, without considering further consequences after purchase decision is made. Rook (1987) emphasized further that consumers may be in an irrational condition in shopping.

Compulsive buying is synonymous with impulse buying. Only, compulsive buying is seen from the perspective of psychology, while impulse buying is seen from the aspect of marketing science, namely consumers’ behavior. Compulsive behavior is related with psychological trait in shopping action done due to urge to fulfill consumers’ deviating appetites, lack of self–control and so forth without considering further consequences and affected by deviating subjectivity (Edward and Desarbo, 1996). The term compulsive buying is a little different from impulse buying. Compulsive is categorized as unhealthy behavior and habit or shopping addiction behavior (Thomas and Ronald, 2001; Shoham and Maja, 2003). Compulsive shopping behavior as chronic disease,
abnormal shopping habit, abnormal money spending, more extremely called as overpowering cannot control oneself, repeating feeling of the urge to shop, without considering its consequences, even by having to owe to someone else (Edward and Desarbo, 1996). Compulsive shopping behavior is associated with psychological trait such as dependent feeling, feeling of being ignored, depression, lack of impulsive control ability, low self-esteem, pursuit of self-recognition, pursuit of temporary protection, escape from general tendency, general compulsive, materialism (envy), feeling of being isolated, pursuit of temporary enjoyment, and perfectionism (Briney, 1989; Christy, 1993; Edwards, 1992, 1994a; Faber, 1992; Faber and O’Guinn, 1988a, 1988b, 1989; Hanley and Wilhelm, 1992; O’Guinn and Faber, 1987a, 1987b, 1989; Scherhom, 1990; Valence, 1988). Compulsive behavior emerges from consumers’ inability to control themselves psychologically. Compulsive buying is also an addiction, as a behavior stimulated by internal psychological tension and accompanied with the need to neutralize self frustration with addiction habit namely through compulsive shopping (Valence, 1988), or as a shopping behavior disorder done repeatedly without considering further negative consequences (Faber, 1987; Krych, 1989). Like other addictions, compulsive buying is characterized as lack of self-control ability and ignoring of further negative consequences (Faber, O’Guinn, and Krych, 1987; Rook, 1985; Rook and Hoch, 1987). Hirschmann (1992) characterized compulsive buying as a person’s addictive characteristic, and compulsive consumption as the main cause inability feeling as behavior that is used to met emotional needs, which causes an individual to escape from one substance to another, and this is a repeated habit and addiction.

While impulse buying is classified into four types (Stern, 1962). First, Pure Impulse Buying, namely pure impulse buying behavior when a person does not have a plan before purchase decision is made, and this is assumed as deviating shopping behavior as opposed to normative shopping behavior. Second, Reminder Impulse Buying, namely shopping behavior that is stimulated by reminder factor for example when a potential consumer is reminded that that he has run out of household stocks when he happens to be in a store and sees a special offer for particular products. Third, Suggestion Impulse Buying, namely shopping behavior that is stimulated by a promotional program in the store or when consumers find visualization of an attractive promotion in the store although they are not yet too familiar with the promoted product, however, they are influenced to buy because of suggestion of the promotional program. Fourth, Planned Impulse Buying, namely shopping behavior in which purchase decision is based on planning although the purchase action itself is not in accordance with the plan, because consumers are stimulated by promotional campaign or a special offer, for example discount program, new product feature of the same type of product or substitute products. While Kacen and Lee (2002) defined impulse buying as unplanned purchase, categorized as: (1) Decision making that is always relatively repeated; (2) As deviating subjectivity in the attempt to have something as soon as possible. The theoretical background is that consumers are assumed to not have sufficient rational reason to buy, and consumers are encouraged by personal appetite for particular product without considering further consequences, for example fund availability and so forth. Furthermore, impulse buying is done by consumers spontaneously, either because of lack of planning or from because of stimulation from attractive offer or because of action caused by other reminder factors, such as personal trait or due to impulse buying addiction.
Researches on impulse buying is seen from perspective of personal control in terms of consumers’ responsiveness, ethics measurements, sources of shopping support and so forth (Rook, 1987). Rook and Fisher (1995) analyzed factors of the individual differences that stimulate different tendencies toward impulse buying decision making, because consumers have different backgrounds, such as effect of normative life in their environment or realistic subjective decision that becomes the background of impulse buying behavior. Self-regulatory resources allow consumers to support weak responsiveness to particular action with stronger response is seen as unfocused individual ability (Vohs and Faber, 2007). Every person has an absolute self-control over every resource within himself, although a different person with different ability may use the resource in order to fulfill his life needs. The less resource a person has to consume goods and services, or the weaker his ability to have control over resources that he has, thus the easier for him to be extravagant without plan or the more impulsive he is. Factors of age, gender, and ethnic group have effect on different self-control resources.

According to Lee and Murphy (2005) if relation between consumers and a store is not strong, consumers will feel bored quickly and are not loyal to the store (switching brand). Condition of consumers’ loyalty is very important for retail business, thus retailers can be more focused on strengthening the relation (Beatty, 1996) because increase in the number of loyal consumers will improve profit for company value as a whole (Heskett, Reichfelt, and Sasser, 1990; Sasser and Schlesinger, 1997; Holbrook, 1994). Consumers who are satisfied tend to come back to the same store that has given him added value, not only from the aspect of attractive price, but also from the aspect of series of attractive products, as well as added value from the aspect of good relation (Arnold, 1996). Findings of research conducted by East, Lomax, Willson and Haris (1994) indicate that consumers in England have the same shopping time pattern as loyalty toward what is bought (what) related with brand loyalty, where they shop (where) related with in which store they shop or store loyalty, and shopping time, or related with time loyalty. After going through frequent and regular transaction process, customers expect their presence to be always appreciated, thus values of good relationship can be maintained and customers’ loyalty begins to grow.

Brand loyalty is among others caused by awareness of time importance and increased cost if consumers switch brand (time lags and switching cost). The first brand loyalty is called inertial loyalty, while the second loyalty is called cost-based loyalty. It is found that inertial loyalty results in equilibrium between price and product dispersion, while cost–based brand loyalty results in equilibrium of single price. In case of loyalty, there is a difference among average prices and those prices do not cause brand loyalty (Wernerfelt, 1990). Formation of brand loyalty is caused by price dispersion, either temporary or programmed, because product price is significant effect on consumers’ shopping behavior (Abratt and Goodey, 1990). Maybe consumers can ignore their knowledge about market condition, because they always want to find a better place to shop in their neighborhood, especially seen from the aspect of price of goods; in relation with switching cost (Jones, Mothersbaugh and Beatty, 2000; Sharma and Peterson, 2000; Burnham, Frels and Mahajan’s, 2003). As long as consumers feel convenient and feel that they will not be given added value if they switch store, they will usually be loyal to one particular store. Retail shops usually have national
network, then if a promotional program is made it is always followed by their network in all regions nationally, even usually the program is in cooperation with manufactures as suppliers. Most of the time, large retail network organize store loyalty program for their regular consumers. Findings of some researches prove that consumers’ loyalty program further increases consumers’ loyalty (Warden, 2006; Gomes, Arrantz and Cillan, 2006). Consumers’ loyalty program is implemented by Carrefour-BCA Card; Giant-Citibank Card; Hypermart-Mandiri Card complete with its discount program. The objective is to improve consumers’ satisfaction. The higher the satisfaction level of consumers the more loyal they will be (Anderson and Sullivan, 1993; Bearden and Teel, 1983; Bolton and Drew, 1991; Boulding, 1993; Fornell, 1992; La Barbera and Mazursky, 1983; Oliver 1980, Oliver and Swan, 1989). Therefore, retail companies should fulfill consumers’ satisfaction beyond their expectation by making attempts to make them loyal, and then becoming regular and loyal consumers.

According to Jung and Lim (2006) and Beatty and Ferrell (1998) Personal antecedents is personal precondition of potential consumers before going shopping, which is assumed by the previous researchers, at least must have time available and money available in order to realize such precondition. Time Available and Money Available are dimension of Personal antecedentssss (Jung and Lim, 2006; Beatty and Ferrell, 1998). Consumers are viewed as a party that are reluctant to look for information, and make evaluation on alternatives in the decision making process or also called as characteristic of majority consumers who have bounded rationality in decision making (Bettman, 1979). Consumers need much time to make decision after information is collected, therefore time must be available before consumers go having shopping enjoyment. Shopping enjoyment activity is determined by level of money available, especially when making spontaneous impulse buying. When consumers perform in-store browsing, consumers are attracted to particular product groups caused by in-store stimuli or other causes, then consumers usually have particular condition in that momentum, which is psychologically called Felt Urge To Buy Impulsively a moment before consumers make purchase decision and have positive mood to make impulse buying (Jung and Lim, 2006; Beatty and Ferrell, 1998)

H1: Personal antecedents have positive effect on Impulse Buying.

According to Jung and Lim (2006) and Beatty and Ferrell (1998) store management always prepares programs and certain atmosphere in the store that are intended to stimulate consumers’ psychological trait, emotion, appetite, and so forth in order for consumers to make impulse buying. Products that are displayed at special price are one of important aspects of stimuli in the store (Jones, 2003; Dittmar and Beatie, 1998; and Bellenger, 1978). The in–store stimuli attempt is understood as a tactic or strategy that is intentionally designed to improve consumers’ interest to make impulse buying (Abratt and Goodey, 1990). The stimulus techniques are achieved by displaying series of attractive products in cooperation with vendors (Chevalier, 1975; and Anderson, 1979). Physical design atmosphere (cues and ambient) in a store and merchandising completeness in the store are also factors of in-store stimuli (Machleit, Eroglu, and Mantel, 2000). Promotional activity and friendly service in the store are also among in-store stimuli activities (Bellenger and Korganonkar, 1980; Kollat and Roland, 1979). These in-store stimuli are one of factors causing Felt Urge To Buy Impulsively for consumers and then causing impulse buying (Jung and Lim, 2006; Beatty and Ferrell, 1998).
H2: In-store stimuli have positive effect on Impulse buying.

According to Jung and Lim (2006) and Beatty and Ferrell (1998) that combination of personal antecedentss and the attempt made by store management through In-Store Stimuli gives convenience and enjoyment to consumers to browse the store (in-store browsing) in order to find products and services in addition to recreation, through which sometimes consumers find goods that they do not plan to buy but attracted to buy them anyway. While in-store browsing happens due to precondition of Money Available and Time Available and other psychological factors of consumers’ readiness (Jung and Lim, 2006; Beatty and Ferrell, 1998). During process of searching for goods, consumers like to browse store alleys casually, because they enjoy the store atmosphere. Impulse buying tendency is a mood that encourages consumers to browse further for products and stay longer in the store (Beatty and Ferrell, 1998). In-store browsing is a shopping activity that has a motive to have amusement without particular planning (Earl and Potts, 2000), and browsing itself is activity looking for products while enjoying amusement (Gupta and Chatterje, 1977). The longer consumers are in a store, the longer they do in-store browsing, and then the bigger the possibility that they Feel Urge To Buy Impulsively and spontaneously make impulse buying (Anic and Radas, 2006).

H3: In-Store Browsing activity has positive effect on Impulse buying.

Beatty and Ferrell (1998); Jung and Lim (2006) stated that before consumers go to hypermarkets to do in-store browsing and have shopping enjoyment, because consumers do not only want to buy products but also look for recreation (Jin and Kim, 2003), then consumers should already have precondition, namely Time Available and Money Available as dimension of consumers' Personal antecedentss. While variables of Impulse Buying Tendency, Personal antecedentss and Shopping Enjoyment influence Felt Urge To Buy Impulsively and then causes consumers to make impulse buying. Factor of age is another personal antecedentss of factor of personal background that influences impulse buying (Lin and Lin, 2005). Lin and Lin (2005) stated that adolescents group are more impulsive than adult group. Factor of culture and level of sensitivity of particular community group also gives effect to formation of Personal antecedentss, such as culture of individualistic community has different effect from collectivistic community (Kacen and Lee, 2002). Lifestyle is also another factor of Personal antecedentss (Sanchez and Thomson, 1997), such as extravagant lifestyle due to factor of establishment, compared with group of community who live below poverty line. Other factors such as age and gender also play important role toward Personal antecedentss that influences impulse buying (Niu and Wang, 2009; Lin and Lin, 2005).

H4: Shopping Enjoyment has positive effect on Impulse buying.

According to Henson and Olsen (2007), in addition to Convenience orientation, Perceived time pressure also has positive effect on Impulse Buying Tendency. While the findings of research conducted by Beatty and Ferrell (1998); Jung and Lim (2006) indicate that Impulse Buying Tendency has positive effect on Felt Urge To Buy Impulsively before having positive effect on Impulse buying. Shopping time becomes an important factor, therefore particular group of consumers feel more convenient shopping for small quantity of goods everyday. However, some particular groups of
consumers feel convenient shopping weekly or monthly in larger quantity (East, Lomax, Willson and Patricia, 1994). Some consumers do not mind lining up at cashier counter because they have much spare time or because the quantity of goods they buy is relatively small, however, most of them do not like standing in a long line at cashier counter in hypermarkets because the condition is not convenient (East and Lomax, 1991; Hui and Bateson, 1991). This among others is because most of consumers do not like delay, because consumers know that there are other alternatives, consumers do not have problem with changing shopping time. Milgram (1970), stated that consumers avoid standing in line at cashier counter because psychologically they do not like or not feel convenient with crowdedness (crowding avoidance). Hypothetical testing conducted by Hansen and Olsen (2008) concluded that variable of consumers’ Convenience orientation is the factor that most strongly influences consumers’ impulse buying tendency compared with other variables.

H5: Convenience orientation has positive effect on Impulse buying.

Hansen and Olsen (2008) analyzed and proved that there is positive and significant effect of Perceived time pressure on Impulse Buying Tendency. While findings of research conducted by Beatty and Ferrell (1998), Jung and Lim (2006) indicate that Impulse Buying Tendency has positive effect on Felt Urge To Buy Impulsively. Findings of research conducted by Anic and Radas (2006) indicate that store convenient atmosphere causes consumers to stay longer in the store while doing in-store browsing, which in turn give contribution to extra time to make impulse buying. In relation with duration of in-store browsing in the attempt to find information on price of goods and goods promotion has been proven by Beatty and Ferrell (1998) and Sprott and Miyasaka (1995) that in-store browsing has low positive correlation with perceived time pressure. Similarly, other researches prove that perceived time pressure does not affect in-store browsing (Putrevu and Ratchford, 1997; Urbany, 1996). While perceived time pressure can also be seen as external cause of the difference of individuals (Iyer, 1989). Shopping time is influenced by arrangement of convenient music style (Yalch and Spangenberg, 1990).

H6: Perceived time pressure has positive effect on Impulse buying.

According to Hansen and Olsen (2007) Impulse Buying Tendency is caused by convenience orientation and perceived time pressure as antecedents of Impulse Buying Behavior that influence Consumer Store Loyalty. Lee and Murphy (2005) stated that if relating between consumers and the store is not strong, consumers will feel bored easily and not loyal to the store thus they will switch store. Consumers’ loyalty is very important for retail business, therefore retailers must be more focused on strengthening their relation and service to consumers (Beatty, 1996), because even small increase in the number of loyal consumers will improve profit significantly and value of company as a whole (Heskett, Reichfert, and Sasser, 1990; Sasser and Schlesinger, 1997; Holbrook, 1994). Consumers who are satisfied will tend to come to and shop again and again in the same store that has given them added value not only from attractive price but also from attractive series of products, as well as good relation (Arnold, 1996). The store performance can be improved by building good relation with consumers in context of consumers’ loyalty to the store. However, in contrast, negative
impacts of impulse buying cause consumers to feel disappointed with a store. The choice of a store is similar to that of a brand. Loyalty toward a particular brand in a store network is actually low. From time to time, consumers divide their shopping portion extensively to various brands and various store networks. In other words, consumers become more and more disloyal everyday (Keng and Ehrenberg, 1984). Keng and Ehrenberg (1984) show that consumers are not actually loyal to a particular brand, because of tight competition among brands. Therefore, it gets more difficult for retailers to find competitive edges. Based on the above explanation, the following hypothesis can be developed:

**H7: Impulse buying has positive effect on Consumer Store Loyalty.**

**METHODS**

Determination of research samples is through the use of survey on consumers in three largest hypermarkets in Indonesia, namely Carrefour, Giant, and Hypermart located in Central Jakarta, North Jakarta, East Jakarta, South Jakarta, and West Jakarta. The three hypermarkets are chosen as place of data collection because of some reasons. First: the three hypermarkets are the largest in Indonesia. Second, Carrefour represents hypermarket the majority shares of which are held by foreign party, while Giant is hypermarket whose shares are held jointly by foreign and local parties, and the shares of Hypermart are 100% owned by local business group, namely Matahari Putra Prima (MPP, Lippo Group). Sampling is done by way of non–probability purposive sampling, meaning that samples meet the criteria determined by the researcher (Sekaran, 2003). Samples were taken from active consumers who were shopping in hypermarkets that are determined as survey targets when the survey was conducted, by using direct interview technique, and the interview team helped consumers fill in list of questions provided in the stores.

Hair et al. (1998) stated that the size of samples plays an important role in estimating and interpreting research findings. Samples that are too small, for example 50, are not recommended. However, samples that are too large, for example more than 400 until 500 are also not recommended. According to Hair et al. (1998), there is no correct size of samples. Hair et al. (1998: 604) gives recommendation of range of samples between 100-200 or minimum 5 (five) samples for each parameter (indicator) being observed. Hair et al. (1998) stated that there are four factors that affect size of samples of Structural Equation Modeling (SEM), namely (1) Model misspecification, (2) Model measure, (3) Departures from normality, and (4) Estimation procedure. This research is conducted through quantitative study by using questionnaire given to respondents. In accordance with recommendation from Hair et al. (1998) as mentioned above, the number of respondents that are used is adjusted with the number of parameters. This research model has 61 (sixty one) observed indicators, thus minimal samples as respondents needed is $5 \times 61 = 305$ samples as respondents.

In the implementation in the field, the researcher formed a working group consisting of 8 (eight) students of tourism department of Pelita Harapan University, each of whom visited maximally two hypermarkets out of the three targets, namely Carrefour, Hypermart, and Giant located in five regions of Jakarta, namely Central Jakarta, North Jakarta, East Jakarta, South Jakarta, and West Jakarta. Before
implementing their task the students were given instruction regarding the aims and objectives of this research and provided with letter of introduction from Trisakti University. The students distributed 500 (five hundred) questionnaires to the hypermarket consumers directly and helped the respondents in answering each question in the questionnaire, and 492 (four hundred ninety two) questionnaire or 98.5% of them that were returned could be used to be analyzed.

RESULTS AND DISCUSSION

This research is conducted empirically and deductively by verifying data of hypermarket consumers in Jakarta and testing hypotheses on correlation between variables of Personal Antecedents, In-Store Stimuli, In-Store Browsing, Shopping Enjoyment, Convenience Orientation, Perceived Time Pressure that have positive effect on Impulse buying behavior, and then have positive effect on Consumers’ Loyalty. The finding of this research indicates several things that are very interesting and useful to practitioners of modern retails or traditional retails. Similarly, they are very useful to future researches.

The first hypothesis tests data that are collected to obtain answers if there is positive effect of variable of Personal Antecedents on impluse buying. Analysis on data collected from hypermarket consumers in Jakarta indicates that consumers’ Time Available and Money Available, as dimension of Personal Antecedents, do not give significant effect on consumers’ impluse buying behavior. This is indicated by Standardized Solution figure = 0,09 and t-value = 1,730, below minimum standard t-value 1,960, meaning that it is not significant, although there is positive effect but it is not adequate. This finding in fact does not supports the previous researches (Beatty and Ferrell, 1998) on of consumers shopping malls and the research by Jung and Lim (2006) on internet consumers, stating that variable of Money Available has direct positive effect on Impulse Purchase.

From the aspect of financial readiness and time readiness of consumers that in fact do not have significant effect on impluse buying, this is caused by some reasons, among others: First, facility of payment with credit card from bank causes consumers to not think about money available too much when they make impulse buying. In other words, hypermarket consumers in Jakarta are very consumeristic and impulsive without thinking about further consequences after shopping. This means that marginal propensity to consume is greater compared with marginal propensity to save. Second, from the aspect of consumers composition, 60% of them are young women below 40 years who work in private companies and included in middle class community, have opinion that shopping is the simplest and cheapest recreation, although money available is not enough and this is not significant to merely escape from work routine and from daily household works.

The second hypothesis verifies and tests data of consumers to obtain answers if there is positive correlation between variable of In-Store Stimuli and consumers’ impluse buying. Data that are collected and analyzed from hypermarket consumers in Jakarta indicate that in–store stimuli do not significantly affect consumers’ impluse buying. This is proven with the figure of Standardized Solution 0,03 and t-value = 0,64 (<1,960), meaning that it does not have significant effect although
it is positive. This finding nullifies findings of many pervious researches in different countries stating that Cue, Ambient, Music, Scent that create atmospheric cues in the store as dimensions of in-store stimuli give strong and positive effect on consumers’ impulse buying (Katelijn, 2008; Mattila and Wirzt, 2007). Similarly, price discount program, cooperation of product launching with attractive display, arousal activities, and product range completeness have positive effect on impulse buying (Singh, 2006; Abratt and Goodey, 1990). Similarly, strategic location, traffic design, floor display, sampling, point of purchase in the store have positive effect on consumers’ impulse buying behavior (Mehribian and Russell, 1974).

The result of survey and analysis on data of hypothesis of hypermarket consumers in Jakarta indicates that the abovementioned in-store stimuli dimensions do not have significant effect on consumers’ impulse buying. This can be caused by several reasons, namely: First, segment of middle to low class consumers of hypermarkets do not have high demand, so that basic condition of hypermarkets that exist right now have adequately fulfilled consumers’ appetite for shopping enjoyment, so that the store’s attempts with various exaggerated in-store stimuli are not required too much and do not affect middle and low class consumers to make impulse buying. Nevertheless, economic progress in a few next years allows consumers’ appetite to change and improve. Similarly, the appetite of consumers of higher segment is not in accordance with condition of current condition of hypermarkets, so that only very few higher segment consumers visit current hypermarkets. This is proven from demographic data in chapter III indicating that only 2.6% of the consumers with income above Rp 20 millions visit the hypermarkets. This proves that there is a gap of retail market for high economic class consumers, with emergence of high class supermarkets in Jakarta, such as: Food Hall; KemChick; RanchMart; Gourmet Market to meet the demands of these high class consumers. Second, the fact in the field indicates that group of private employee consumers and small private business consumers who shop in hypermarkets (56%) some of the consumers are traders, or in other words, small retail business consumers. However, this of course requires advanced researches. Third, some of consumers who shop in the hypermarkets are group of consumers who are managers of rich families, rather than the housewives of the family themselves, and this suggestion also requires advanced researches.

The third hypothesis analyzes if there is positive correlation between in-store browsing and impulse buying. The result of data analysis indicates that there is positive and significant effect of in-store browsing on impulse buying of hypermarket consumers in Jakarta. This is revealed with the result of analysis shown by Standardized Solution figure = 0.40 and t–value reaching 7.28, meaning that it has very strong significant positive effect. The finding of this research are in fact in line with many findings of previous researches stating that there is positive effect of in-store browsing on consumers’ impulse buying, among others by Beatty and Ferrell (1998); Jung and Lim (2006) stated that in-store browsing is caused by positive effect from Personal Antecedents, so that consumers are willing to stay for a long time in the store, which then psychologically feel the urge to make impulse buying, which eventually have positive effect on consumers’ impulse buying. Other researchers, Anic and Radas (2006) stated that the longer consumers are in the store doing in-store browsing the more goods they will buy and the higher their shopping value will be. Even this variable of In-
Store Browsing is not only important in analyzing impulsive buying behavior but also very important to study effectiveness of word-of-mouth advertisement, peer influencers and trend setters, especially for particular products (Jarboe and McDaniel, 1987).

The fourth hypothesis is intended to get answers if there is a positive effect of variable of Shopping Enjoyment on consumers’ impulsive buying. The result of market data analysis proves that in fact there is strong and significant effect of shopping enjoyment on consumers’ impulsive buying. This is revealed from quantitative data analysis that results in Standardized Solution as much as 0.35 and t-value reaching 5.81 (> 1.960), meaning that this hypothesis has a very significant positive effect on impulsive buying behavior of hypermarkets consumers in Jakarta. This finding is in line findings of many other previous researches, among others: Grayson (1999) defining Shopping Enjoyment as a recreation obtained from shopping activity, and as an experience from shopping process that they enjoy, rather than satisfaction obtained from buying a product or service. A person who has high characteristic of shopping enjoyment tends to perform in-store browsing longer and then will feel the stronger urge to make impulsive buying. In contrast, a consumer who does not enjoy his/her shopping process will tend to shorten his/her in-store browsing time, thus less likely to make impulsive buying (Beatty and Ferrell, 1998). According to Bellenger and Korgaonkar (1980), consumers who like shopping enjoyment prefer to go on a shopping trip without any plan. Rook and Hoch (1985) state that many consumers in fact intentionally plan to behave impulsive with approach through shopping activity.

The fifth hypothesis is intended to know if there is a positive effect of variable of consumers’ Convenience Orientation on consumers’ impulsive buying. The finding of data analysis reveals that factor of Convenience Orientation does not have a positive effect on consumers’ impulsive buying. This is revealed with quantitative figure of Standardized Solution = -0.02 and t-value = -0.48 (< 1.960), meaning that this hypothesis does not have significant effect, even has negative effect. This finding is in contrast with findings of the research conducted by Hansen and Olsen (2007) stating that consumers’ Convenience Orientation have positive and very strong effect on consumer’s impulsive buying tendency. Similarly, findings of the research conducted by Fitch (2004) and Jones (2003) who observe increasingly important role of Convenience Orientation in consumers’ shopping behavior and patronage to the store. While Jin and Kim (2003) classified store convenience into three groups, namely: convenience caused by hypermarket facilities, for example parking lot, store’s convenient temperature, connection facilities from floor to floor, facilities for kids; convenience caused by service (service convenience), for example a store accept payment with credit card, shuttle bus availability, payment with member card; and convenience caused by store atmosphere and condition at the time of shopping (shopping convenience), for example length of the line in the cashier counter, store crowding level, and availability of complete products to reduce time spent for browsing in the store.

The finding of this research reveals empirically that hypermarket consumers in Jakarta are not too concerned with factor of convenience in shopping, among others for example consumers ignore long queue at cashier counter, narrow alleys and other conveniences created by hypermarkets management. The finding of this consumers’ behavior ternyata also confirns the finding in the previous hypotheses, that hypermarket consumers in Jakarta do not have high demand, because this is in accordance with
the segment where they belong.

The sixth hypothesis is intended to know if there is positive effect of variable Perceived Time Pressure on consumers’ impulse buying. The finding of empirical data analysis indicates that in fact there is strong positive and significant effect of variable of Perceived Time Pressure on consumers’ impulse buying. This finding is in line with findings of the research conducted by Hansen and Olsen (2007), stating that there is positive effect of variable of Perceived Time Pressure on consumers’ impulse buying. Bowes (2000) conducting a research on airplane passengers at airports found significant correlation that factor of time pressure accompanied with arousal can improve impulse buying in retail stores at international airports. The result of analysis in this hypothesis indicates Standardized Solution = 0.35 and t-value = 6.77, meaning that there is positive effect with very strong significance between the two abovementioned variables.

Consumers’ daily lives hari in Jakarta causes most of people in Jakarta to be in hasty condition, this psychological condition is very similar to airplane passengers at the airports, although it should not be so. This factor is much influenced by condition of traffic jam in Jakarta, numerous activities that they have to do everyday in their careers and also for the household, which causes middle class economic group, particularly women, always have perception that they do not have enough everyday. However, this condition in fact has has positive effect on consumers’ behavior to shop impulsively.

The seventh hypothesis is intended to find answer if there is positive effect of variable of Impulse buying on Consumers’ Loyalty. The result of empirical data analysis reveals that in fact there is very significant positive effect of impulse buying on consumers’ loyalty to shops. This is revealed with Standardized Solution of 0.49 and t-value of 9.57, far above 1.960. These figures automatically explains that variable of Impulse buying has very significant positive effect on consumers’ loyalty. This is in line with the finding of Hansen and Olsen (2007), who although stated that impulse buying tendency affects consumers’ loyalty, which is actually the only research that discusses correlation or impacts of impulse buying on loyalty. Although Lee and Murphy (2005) stated that if relation between consumers with the store is not strong, consumers will be easily get bored and not loyal to the store thus brand switching will happen. The other researches not clearly reveal this correlation, but stating that consumers who are satisfied tend to have high loyalty to return to the same store that give them added value (Arnold, 1996).

The finding of this research clearly and explicitly reveal in the seventh hypothesis that confirms that hypermarket consumers in Jakarta are increasingly impulsive, thus their loyalty will increase to hypermarkets that they usually visit, namely hypermarkets located near their residence, as summarized in supporting data in Chapter III, that most of consumers do not like shopping activity in various places, instead they tend to go shopping in the place closest to their residence. This also happens due to frequent traffic jam condition in Jakarta.
CONCLUSION

The main objective of this research is to verify and test hypothesis on correlation between variables of Personal Antecedents, In-Store Stimuli, In-Store Browsing, Shopping Enjoyment, Convenience Orientation and Perceived Time Pressure that have positive effect on Impulse Buying, and then has positive effect on loyalty of hypermarkets consumers in Jakarta. The final result is expected to find one new model that fits to be applied in researches on retail consumers’ impulse buying behavior especially in Jakarta and generally consumers in Indonesia. In addition, it is expected that the finding of this research are also useful and can be applied to enrich strategy and tactic of competition of traditional retails and small and medium-sized business all over Indonesia in the attempt to face increasingly tight competition with modern large foreign retail businesses.

Out of seven hypotheses that are built and analyzed and summarized from data of hypermarket consumers in Jakarta, 3 (three) hypothesis do not support the model, namely: Hypothesis 1, indicating that Personal Antecedents does not have significant effect on consumers’ impulse buying; Hypothesis 2, indicating that stimulus activity by hypermarkets management (in-store stimuli) also does not have significant effect on consumers’ impulse buying, and hypothesis 5, indicating that consumers’ Convenience Orientation also does not have positive effect, even has negative effect on consumers’ impulse buying, although not significant. While 4 (four) other hypotheses support the model, as follows: Hypothesis 3, indicating that in-store browsing activity by consumers has positive and significant effect on on consumers’ impulse buying; Hypothesis 4, indicating that consumers’ Shopping Enjoyment has positive and significant effect on impulse buying behavior of hypermarkets consumers in Jakarta; Hypothesis 6, indicating that consumers’ hasty characteristic or consumers’ perceived time pressure also have positive and significant effect on impulse buying behavior of hypermarkets consumers in Jakarta; Hypothesis 7, indicating that consumer’s impulse buying has positive and very significant effect on loyalty of hypermarket consumers in Jakarta. This is in line with the research estimation in the beginning of formation of this model and also in line with the finding of Henson and Olsen (2008) although they stated that Impulse Buying Tendency has positive effect on Consumer Store Loyalty, rather than Impulse Buying has explicit effect. The final result of this hypothetical test result in a new model that can be used for research on consumers’ impulse buying behavior that is suitable for retail consumers especially in Jakarta, and retail consumers in Indonesia in general.

The conclusion is that Jakarta consumers like to go shopping (Shopping Enjoyment), so that consumers often and like browsing in hypermarket alleys, although psychologically most of consumers in Jakarta everyday have perceived time pressure, or always feel that they are in a hurry, in fact this consumers’ behavior has positive and significant effect on impulse buying. Furthermore, the more intensive impulse buying activity is done, the more loyal the consumers to return to the same hypermarket, as shown in the consumers profile in chapter – III. First, this research has contributed new finding empirically toward behavior of hypermarket consumers in Jakarta, which is also applicable for retail consumers all over Indonesia, that in fact variable of consumers’ Personal Antecedents that has dimensions of Time Available and Money Available, variable of In-Store Stimuli and variable of
Convenience Orientation do not have positive effect on consumers’ impulse buying behavior, while in fact many previous researches, such as Beatty and Ferrell (1998); Jung and Lim (2008) have revealed that there is significant effect among these latent variables. This finding confirms a fact empirically that a research model that is supported by a strong theory does not necessarily give the same final result, if applied to community with different cultural backgrounds and behaviors, economic levels with proportion of balance between propensity to consume and propensity to save that is different between consumers in developing countries and developed countries. Second, variable of In-Store Browsing, Shopping Enjoyment, Perceived Time Pressure in fact have positive effect on consumers’ impulse buying behavior, which in this case in line with the previous researches, although this research is conducted in Indonesia, which has different cultural background and economic ability level (propensity to consume) with proportion that is different from the previous researches that are conducted in developed countries. This confirms that the three variables of the model of the previous researches can consistently confirm the new model built in this research, although not all variables support the hypothesis. Third, the result of the seventh hypothesis found that impulse buying has positive and significant effect on consumers’ loyalty, which supports the only previous research, yang stating that impulse buying tendency influences consumers’ loyalty to shops. This is a new finding in this research that Impulse Buying can be presented as measurement instrument toward Consumer Store Loyalty. Finally, that the model of this research, after through a long process of Goodness of Fit Test and applied as analysis model in data of hypermarket consumers in Jakarta, in fact empirically fits to be used untuk complete academic literatures related with process of learning in the topic of consumers’ behavior, especially in relation with topic of consumers’ impulse buying.

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