Millennia's impulsive buying behavior: does positive emotion mediate?

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A R T I C L E I N F O

A B S T R A C T

Indonesian buying behavior, especially on generation Y or millennialism, tends to be impulsive, and the rapid development of the retail fashion business allows marketers to learn and formulate the strategy. As a group of people, millennialism is a potential market segment. This study tries to investigate the role of hedonic shopping motives, fashion involvement, and store atmosphere toward positive emotion and impulsive buying. The study also tests the mediating role of positive emotion. Judgmental sampling was employed to collect data from 220 respondents of millennialism in Surabaya, and the relationships were analyzed using path analysis. The study confirms that hedonic shopping motives have no significant effect on impulsive buying, whereas both fashion involvement and store atmosphere have a significant effect on impulsive buying. All hedonic shopping motives, fashion involvement, and store atmosphere have a significant effect on positive emotion. On the contrary, positive emotion has no significant effect on impulsive buying. It also does not mediate the effect of hedonic shopping motivation, fashion involvement, and store atmosphere towards impulsive buying. This study provides novel and useful insights into the complex impulsive buying by millennial by expanding the application of both fashion involvement and store atmosphere for fashion marketers.

A B S T R A K

Perilaku belanja masyarakat Indonesia khususnya generasi Y atau milenial yang cenderung impulsif dan semakin bertumbuhnya bisnis ritel di bidang fashion membuat para pemasar terus mempelajari dan membuat berbagai strategi. Sebagai salah satu kelompok masyarakat, milenial adalah segmen pasar yang menjanjikan. Tujuan dari penelitian ini adalah meneliti peran motivasi belanja hedonis, keterlibatan pada fashion, dan atmosfer toko terhadap emosi positif dan pembelian impulsif. Penelitian ini juga menganalisis peran mediasi dari emosi positif. Judgemental sampling digunakan untuk menghimpun data dari 220 milenial Surabaya dan pengaruh hubungan dianalisis menggunakan analisis jalur. Hasilnya menunjukkan bahwa tidak ada hubungan yang signifikan antara motivasi belanja hedonis dan pembelian impulsif, sedangkan keterlibatan pada fashion dan atmosfer toko berpengaruh signifikan terhadap pembelian impulsif. Motivasi belanja hedonis, keterlibatan pada fashion, dan atmosfer toko berpengaruh signifikan terhadap pembelian impulsif. Namun, emosi positif tidak memediasi hubungan motivasi belanja hedonis, keterlibatan pada fashion, dan atmosfer toko terhadap pembelian impulsif. Penelitian ini memberi pengetahuan baru dan berguna dalam pembelian impulsif yang kompleks dengan mengembangkan aplikasi dari keterlibatan pada fashion dan atmosfer toko bagi pemasar bidang fashion.

1. INTRODUCTION
Indonesia's Modern Retail Business is overgrowing. In 2019, Indonesia is ranked eighth in the Global Retail Development Index (Kearney, 2019). The total value of modern retail sales in Indonesia could grow 15% from the past year, only 7% in 2018. The Conference Board® Global Consumer Confidence Survey, in collaboration with Nielsen in 2018, released its research and showed that Indonesia was among the ten most optimistic countries in the

world by issuing the biggest Consumer Confidence Index with the score of 127 (Liliyah 2018). Surabaya, as the second-largest city in Indonesia, is the promising city for retail businesses due to the abundance of new retail space of 92,000 m2 (Ardiyanto 2017). Among the sixteen creative economy sub-sectors in Indonesia, the fashion retail business is one of the three rapid growing subsector (BPS, 2018). Fashion is something that will never escape the attention of each because it could be as real as someone's character (Michon, Chebat, Yu, and Lemarié 2015). Barnard (2011) mentions that fashion is used to determine social values or someone's status based on what the individual uses. Šeinauskienė, Maščinskienė, and Jucaitytė (2015) state that impulsive buying is a pleasant purchase (happiness).

Darma and Japarianto (2014) state that seven of ten people in Surabaya are impulsive buyers. Instagram Story Marketers in 2018 showed that millennial or generation Y become the generation that belongs to the impulsive buyer cohort. It is very potential for millennialism to become the target of the promotion of fashion products because they are so much involved in clothes or fashion that have well- known brands, good quality, modern, up to date, and other things that make them valued by the environment (Khan, Hui Hui, Booi Chen, & Yong Hoe 2016). Data from databoks.id showed that millennial also becomes the target of many companies nowadays in Indonesia because they are the most populous (32.03%).

Previous studies have shown that hedonic shopping motivation (Dey and Srivastava 2017; Khan, Hui, Chen, and Hoe 2016; Nandha, Andriani, and Edriana 2017; Nooreini 2014) and fashion involvement (Andani and Wahyono 2018; Park, Kim, and Forney 2006) as the internal factors often affect consumers when shopping fashion product impulsively (Amiri, Jasour, Shirpour, and Alizadeh 2012; Andani and Wahyono 2018; Park et al. 2006). Positive emotion is also a factor that could mediate the relationship between those two factors (Amiri et al. 2012; Park et al. 2006). Besides, environmental factor such as store atmosphere affects consumers when shopping fashion products impulsively (Akram, Hui, Khan, Hashim, and Rasheed 2016; Hetharie 2012; Ukpabi, Enyindah, Gwere, and Ejire 2015).

Accordingly, instead of merely assuming that hedonic shopping motivation, fashion involvement, and store atmosphere have only a direct effect on impulsive buying, there is also an indirect effect of mediating factor through positive emotion. It means that the relationship between the four determinants could be more complex and thus warrant further examination, especially in Indonesian fashion. Therefore, this study examines the influence of hedonic shopping motivation, fashion involvement, and store atmosphere on the impulsive buying of millennial through positive emotion. Past researchers never investigate hedonic shopping motives, fashion involvement, and store atmosphere on impulsive buying simultaneously. Previous studies only examined the relationship between two of the three variables (hedonic shopping motives, fashion involvement, and store atmosphere). The three variables have never been in one research.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Impulsive Buying

Consumers do not always plan their purchases. They will face the three types of purchase, such as thoroughly planned, partially planned, and unplanned (Blackwell, Miniard, and Engel 2012; Troilo 2015). Sometimes they make an unplanned buying when they go to the shopping center caused by the stimulation of a shopping environment and mood. Impulsive buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfill a particular buying task. Impulsive buying is, therefore, a spur-of-the-moment purchase (Mohan, Sivakumaran, and Sharma 2013). Chang, Yan, and Eckman (2014) define three items (bought items that hadn't planned to purchase, felt a sudden urge to buy something, and felt excitement of the hunt), and another researcher interpreted five indicators to measure impulsive buying (buying this that are not on shopping list, buy things that hadn't intended a buying, a person who makes unplanned purchases, buy without considering the consequences, and fun to buy spontaneously (Mohan et al. 2013).

Hedonic Shopping Motives

The motivation for shopping could be classified into the two dimensions of utilitarian and hedonic (Babin, Darden, and Griffin 1994). Park et al. (2006) state that other consumers visit malls for pleasure, which is similar to hedonist experience or recreation. Hedonist behavior is indicated by the tendency to have fun, the importance of its luxury goods, and the power one has possessed (Rahmawati 2018). On the contrary, when shopping, hedonic shopping motives play a significant role in satisfy-

ing impulsive buying, unplanned buying of the product (Vazifehdoost, Rahnama, and Mousavian 2014). A hedonic shopping motive is multidimensional. Therefore, this study adopted the five dimensions (novelty, fun, praise from others, escapism, and social interaction) of Dey and Srivastava (2017) and six dimensions (adventure, gratification, role, value, social and idea shopping) of Kang and Park-Poaps (2010).

Fashion Involvement
Involvement is one the determinants of consumer behavior (Blackwell et al. 2012). According to Solomon and Rabolt (2009), fashion needs consumer involvement in the product. In fashion marketing, fashion involvement refers to the interest level of consumers with specific fashion products (Easey 2009). Fashion involvement is stated as an individual's apparent peculiar significance or importance toward fashion clothing (Vieira 2009). Furthermore, fashion involvement is similar to fashion consciousness and refers to the extent to which an individual is caught up in many fashion-related concepts, including awareness, knowledge, interest, and reactions (Pentecost and Andrews 2010). It is also associated with product knowledge, which is viewed as the knowledge of brands in the product class, product-use contexts, product attributes, frequency of use, and experience with fashion clothing (Vieira 2009). Razzaq, Ansari, Razzaq, and Awan (2018) identify six items (more interested in fashion than most people, pro-vide fashion advice, keep wardrobe up to date, regard self as a fashionable person, like fashion shopping, and spend a large portion of discrete income on fashion) of fashion involvement. Amiri et al. (2012) later propose four indicators of fashion involvement (have one or some newest fashion clothes, be ritzy, interested in buying products of shops that present fashion clothes, and select fashion rather than relief).

Store Atmosphere
Creating a shopping atmosphere is essential. Widyastuti (2018) proposes that atmospherics are significant in situations where the seller can control the service environments. When consumers buy fashion products in the store, they tend to consider the store environment. According to Instagram of Marketers, the store environment is divided by three such as store atmosphere, sign, and symbol. The sum of all the physical features of a retail environment refers to the store atmosphere or environment (Mothersbaugh 2016).

Another definition of store atmosphere is that it is the physical characteristics and surrounding influence of a retail store used to attract customers (Akram et al. 2016). Roy (2018) classifies four components for the store atmosphere (scent, promotional signage, music, layout, and window display), and another researcher explains the five dimensions (lightning settings, music, air set-tings, layout, and display).

Positive Emotion
When consumers go to the shopping center, the attitude will affect their behavior. According to Park et al. (2006), an emotion that encompasses affect and mood is a significant factor in customer decision making. Typically, emotion classified in two orthogonal dimensions (e.g., positive, negative). Emotion strongly influences actions, including impulsive buying, specifically positive emotion (Beatty and Ferrell 1998; Park et al. 2006). Positive emotions are defined as effects and moods, which determine the intensity of consumer decision making (Amiri et al. 2012; Tirmizi, Rehman, and Saif 2009). Therefore, positive emotion while shopping can be a significant mediator in encouraging impulsive buying. This study uses two indicators of positive emotion (excited and satisfied) of Park et al. (2006) and four indicators (excited, satisfied, happy, and full of emotions) of Amiri et al. (2012).
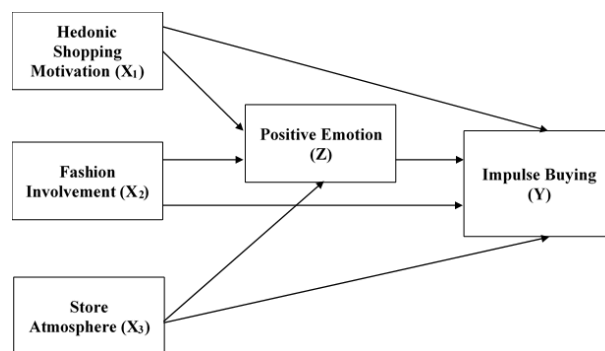

Figure 1
Conceptual Framework of Research Model

Hedonic Shopping Motives toward Impulsive Buying
Hedonic shopping motivation is always owned by everyone. Hedonic shopping motivation is an excessive shopping activity to get a specific pleasure (Kosyu 2014). They found that there was a significant effect of hedonic shopping motivation on impulsive buying. All dimensions of hedonic shopping motivation fun, namely novelty,

escapism, praise from others, and social interactions, have a significant effect on impulsive buying (Dey and Srivastava 2017). Some researchers also found similar results, so it can be concluded that hedonic shopping motives affect impulsive buying (Darma and Japarianto 2014; Makal 2018).

H1: Hedonic shopping motives have a significant effect on impulsive buying.

Fashion Involvement toward Impulsive Buying
Consumer fashion involvement could be a consideration when they want to buy fashion product(s) even the prices or other factors are sometimes less rational. Many researchers have found that consumers with high involvement in fashion will often do impulsive buying (Solomon and Rabolt 2009). This result is supported by Japarianto and Sugiharto (2012), stating that fashion involvement has a significant effect on impulsive buying. Pattipeilohy and Rofiaty (2013) found that the level of dependence on fashion has a positive relationship with impulsive buying. Therefore, consumers would be more impulsive in buying fashion products with the latest models and designs. From the explanation above, it can be stated that that the higher consumer fashion involvement, the more the consumers acquire fashion products impulsively (Dananjaya and Suparna 2016; Haq, Khan, and Ghouri 2014; Nooreini 2014).

H2: Fashion involvement has a significant effect on impulsive buying.

Store Atmosphere toward Impulsive Buying
According to Utami (2017), the influence of stimulus in the store could be the cause of impulsive buying. The stimulus in the shop-ping area refers to the store atmosphere, made by marketers to create attractiveness of the store. In a retail store, the store atmosphere is very significant because it plays a vital role in making consumers enjoy while shopping or remind them of what products they need to buy (Rosyida and Anjarwati 2016). Nindyakirana and Maftukhah (2016) and Kwan (2016) state that a comfortable store atmosphere would cause consumers to be more enjoy and hopefully increase their impulsive buying. Thus, it can be stated that the store atmosphere affects impulsive buying (Kwan 2016; Nindyakirana and Maftukhah 2016; Rosyida and Anjarwati 2016).

H3: Store atmosphere has a significant effect on impulsive buying.

Hedonic Shopping Motives toward Positive Emotion
Shopping in modern retail is fun and full of adventure at the moment. It could be seen from the way consumers shopping emotionally (Foroughi, Buang, and Sadeghi 2012). The hedonic shopping motivation of Indonesian people can create positive emotions as well (Utami 2017). Amiri et al. (2012) show that hedonic shopping motivation has a positive and significant effect on positive consumer emotion. Utami (2017) states fun motivation when shopping could be caused by fulfilling emotional desires (reduce or eliminate negative feelings). Therefore, it can be concluded that there is a significant effect of hedonic shopping motivation on impulsive buying (Darma and Japarianto 2014; Utami 2017; Yanthi 2014).

H4: Hedonic shopping motives have a significant effect on positive emotion.

Fashion Involvement toward Positive Emotion
Consumers who shop for fashion products always involved in fashion. According to Amiri et al. (2012), marketing fashion involvement related to impulsive buying. If purchases are supported by fashion involvement, the consumers will be influenced emotionally (irrationally) rather than rationally. Setiadi and Warmika (2015) prove that there is a high direct effect of fashion involvement on positive emotion than the other variables. Therefore, it can be concluded that fashion involvement has a significant influence on positive emotions.

H5: Fashion involvement has a significant effect on positive emotion.

Store Atmosphere toward Positive Emotion
The store environment is one of the most significant factors in a retail business, especially fashion (Nindyakirana and Maftukhah 2016). To increase consumer interest to generate positive emotion, the retailers must display an attractive store environment with design, color, lighting, product layout, and music (Widiartaka et al. 2014). Kurniawati and Restuti (2014) state that the store atmosphere unconsciously felt by consumers is influenced by their emotions in shopping. They will stay at the store for a longer time. Hetharie (2012) requires a partial relationship of each dimension of the store atmosphere, and all of them are significant

towards positive emotion. For that reason, it can be concluded that the store atmosphere has a significant effect on positive emotion (Kwan 2016; Rosyida and Anjarwati 2016).

H6: Store atmosphere has a significant effect on positive emotion.

Positive Emotion toward Impulsive Buying Mehrabian and Russell Model state that the emotional state that is induced by the physical environment is a pleasure and arousal (Baker, Levy, and Grewal 1992). That model examined when consumers have the desire to buy, this positive emotions become variable that can increase impulsive buying (Amiri et al. 2012; Park et al. 2006). Hetharie (2012) also argues that positive emotions perceived by consumers would encourage consumers to acquire a product immediately without prior consideration. Rosyida and Anjarwati (2016) found a direct effect of positive emotion on impulsive buying. It is because consumers emotionally feel happy and excited at the same time when shopping so that they will buy even there is no plan to buy the product(s). Therefore, it can be concluded that positive emotion affects impulsive buying (Andani and Wahyono 2018; Andriyanto, Suyadi, and Fanani 2016; Hetharie 2012; Purwanto 2014; Setiadi and Warmika 2015).

H7: Positive emotion has a significant effect on impulsive buying.

3. RESEARCH METHOD
Population and Sample
The population of this study is the millennial generation in Surabaya, Indonesia. They are between 19 until 39 years old. The sampling technique used is non-probability sampling with the judgmental sampling method (Malhotra, Nunan, and Birks 2017). A total of 250 shoppers of H&M store agreed to participate in the study. The respondents were divided into two parts; 30 respondents for validity and reliability test and 220 respondents for the path analysis. Two hundred twenty respondents were chosen by the researchers because, as Malhotra (2016) said that in the market study, the minimum sample to observe is 200. The 20 respondents or 10% of the sample were also added to the study to keep the target respondents fulfilled in case there might be some data that could not be used (Sarwono and Martadiredja 2008).

Measurement and Data Collection
The study used a single-stage mall intercept survey method to collect data by using a process similar to previous studies (Beatty and Ferrell 1998; Mohan et al. 2013). This study used 10 items to measure hedonic shopping motives (Dey and Srivastava 2017; Kang and Park-Poaps 2010; Purnomo and Riani 2018), five indicators to analyze fashion involvement (Amiri et al. 2012; Razzaq et al. 2018), five dimensions to measure store atmosphere (Roy 2018; Widyastuti 2018), and four items to analyze positive emotion (Amiri et al. 2012; Park et al. 2006; Razzaq et al. 2018). It also used four indicators to measure impulsive buying (Chang et al., 2014; Mohan et al., 2013). This study used a Likert scale with the scale between 1 (strongly disagree) until 5 (strongly agree) to assess the indicators of the degree of agreement or disagreement with each of a series of statements about the stimulus (Malhotra et al. 2017).

Questionnaires are first tested on 30 respondents to measure the validity and reliability, to verify that the respondents understood all proposed statements and whether there were any writing errors or wrong choices of words and ambiguous statements (Malhotra et al. 2017). The analysis used in this study is descriptive and path analysis.

4. DATA ANALYSIS AND DISCUSSION
Respondents Characteristics
Descriptive statistics classified of the respondents. This study, millennials or generation Y, into five characteristics. The results show that the majority of respondents are female (53.6%), aged between 19 – 25 years old (54.5%), working in private companies (47.3%), with income range between IDR 3,000,000 – IDR 4,500,000 per month (32.7%) and spending their money on fashion products on range between IDR 500,000 – IDR 1,250,000 per month (42.7%).

Validity and Reliability Test
Validity and reliability could be seen in the Cronbach's α value for the reliability of the data collected along with the factor loadings of the items, as shown in Table 1. When the factor loading > r table and positive, so the items or statements are valid (Ghoazali 2016). The formula to find r table is df = n-2, so the r table is 0.361 in df = 28 and significant 0.05. Table 1 shows that the factor loadings of each item of the constructs are well above 0.361, which means they are all valid. The Cronbach's Alpha (α) value for the reliability of the data is re-

cording above 0.70 and 0.80 (Zikmund, Carr, Babin, and Griffin 2013). They mentioned that scale with a coefficient α be-tween 0.70 and 0.80 are considered to have good reliability, and α between 0 .80 and 0.95 are considered to have excellent reliability. The final questionnaires were distributed directly to respondents in a mall or shopping center, with a total of 220 respondents participated.

Table 1
Result of Validity and Reliability

| Item Code	Loading factors	Cronbach α value
Hedonic Shopping Motives		**0.812**
HSM7	0.829	
HSM5	0.776	
HSM8	0.739	
HSM9	0.739	
HSM6	0.644	
HSM3	0.640	
HSM10	0.495	
HSM2	0.428	
HSM4	0.404	
HSM1	0.396	
Fashion Involvement		**0.849**
FI5	0.884	
FI1	0.835	
FI2	0.829	
FI3	0.724	
FI4	0.672	
Store Atmosphere		**0.885**
SA7	0.823	
SA3	0.801	
SA10	0.763	
SA1	0.734	
SA8	0.733	
SA6	0.672	
SA4	0.665	
SA5	0.647	
SA9	0.626	
SA2	0.529	
Positive Emotion		**0.737**
PE2	0.812	
PE1	0.756	
PE3	0.744	
PE4	0.678	
Impulsive Buying		**0.876**
IB2	0.947	
IB4	0.896	
IB3	0.888	
IB1	0.680	
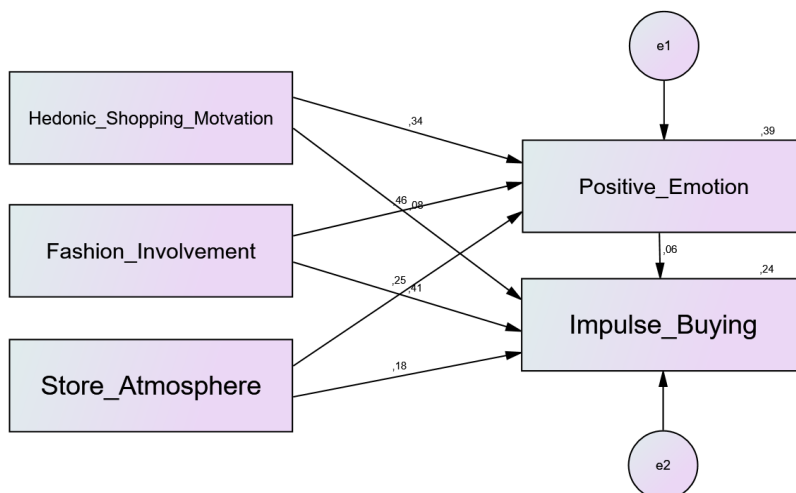
Figure 2
Path Coefficient Model Results

Path Analysis Result

The normality test using path analysis showed that the data from the five variables are normal because the value of critical ratio skew-ness and the multivariate critical ratio are still between -2.58 and 2.58. Also, those data are not outlier because the Mahalanobis dsquared values are under the critical value of chisquare, 20,515. Furthermore, there is also no multicollinearity or singularity in this study because the determinant of the sample covariance matrix is 19,768.432, and it far from 0. The path coefficient model results (standardized estimates) could see in Figure 2. Hypothesis analysis tested by path analysis, and the results are shown in Table 2.

Table 2
Hypotheses Test Result

				C.R.	P
H1	Impulsive Buying	←	Hedonic Shopping Motivation	1.318	0.187
H2	Impulsive Buying	←	Fashion Involvement	5.933	0.000
H3	Impulsive Buying	←	Store Atmosphere	2.955	0.003
H4	Positive Emotion	←	Hedonic Shopping Motivation	6.417	0.000
H5	Positive Emotion	←	Fashion Involvement	8.764	0.000
H6	Positive Emotion	←	Store Atmosphere	4.754	0.000
H7	Impulsive Buying	←	Positive Emotion	0.817	0.414

The first hypothesis examines influence of hedonic shopping motivation on the impulsive buying. The findings of path analysis does not support this hypothesis with the critical ratio of hedonic shopping motivation insignificantly associated with the dependent variable of impulsive buying of millennial (C.R. < 2.00, p > 0.05). Therefore, H1 proposing a significant influence of hedonic shopping motivation on the impulsive buying of millennial is not proven correct. The hedonistic theory stated that every human action is to find some pleasant things and avoid painful things. Hedonists consider pleasure as equal to happiness (Rahmawati 2018). This result does not support Kang and Park-Poaps (2010), who state that there is a significant relationship between hedonic shopping motives on impulsive buying.

This result supports Dhurup (2014) studying University students in South Africa. A plausible reason for this may be that university students are driven mainly by fashion-orientation and involvement, motivated primarily by the desire to have new designs and styles of clothing as part of their collection, and they seem to align more towards unplanned purchases which are linked more with emotional gratification. Because the subject of this study included in shopping goods, when consumers have tried to find fashion products but its fashion

does not match with their personality, consumers would not buy it.

The second hypothesis examines the association between fashion involvement and the impulsive buying of millennial. The findings of path analysis support this hypothesis with the critical ratio of fashion involvement significantly associated with the dependent variable of impulsive buying of millennial (C.R. > 2.00, p < 0.05). The finding tells us that for consumers who involved in fashion, consumers willing to spend their money and time to buy impulsively. They instead compared the fashion products based on their knowledge of fashion, product uniqueness, and the up to date products.

Consumers with high fashion involvement were more likely to buy clothing with a new style, or that just came out if they saw it (Park et al., 2006). This result supports some prior studies which stated that there is a significant influence between fashion involvement on impulsive buying (Amiri et al., 2012; Andani & Wahyono, 2018; Park et al., 2006). If it is associated with the majority of characteristics, females tend to be involved with fashion than the male because they want to update their fashion. Females also spend their time for shopping more than male. Moreover, aged between 19 – 25 years old tend to pay attention to fashion as a representation of themselves to their group or environment

The variable of store atmosphere is found to be significantly influencing the dependent variable of impulsive buying of millennial (C.R. > 2.00, p < 0.05) as hypothesized. Thus, proving H3. This result proves to support the prior studies stating that there is a significant influence between store atmosphere on impulsive buying (Akram et al. 2016; Roy 2018). It, therefore, behooves retailers to create a store ambiance that will trigger impulsive buying by seizing power each of the five-store atmospheric components offered (Ukpabi et al. 2015). Although the store atmosphere could not affect personally on impulsive buying, store atmosphere plays the most crucial thing on the impulsive buying process. When the store atmosphere designed as attractive as possible, consumers will come to the store, and the impulsive buying would occur. Impulsive buying usually happen in a short period due to purchases made decisions sometimes are not balanced with consideration and information and alternative options. Therefore, store atmosphere is very influential for impulsive consumer buying.

A similar significant association is observed between hedonic shopping motivation and impulsive buying of millennialism (C.R. > 2.00, p < 0.05). Hence, H4 is supported. It means that the higher hedonic shopping motivation of consumers will increase their positive emotions as well. Hedonists mean that consumers may rely on a product to find their needs for excitement, self-confidence, delusion, or emotional responses, and so on. Based on that statement, hedonic shopping motivation included in shopping motivation seeks positive consumer feelings such as excitement and avoiding negative and painful feelings. Consumers feel more excited and satisfied during their shopping trips when they expressed curiosity, the need for new experience, and feeling like they were exploring new worlds (Park et al. 2006).

By shopping, consumers also eliminate fatigue, and they are more able to explore their experiences in the fashion world. Therefore, consumers' positive experiences when shopping could affect their emotional shopping. In other words, hedonic shopping motives could affect positive emotion. This result supports the prior studies stating that there is a significant influence between hedonic shopping motives on positive emotion (Amiri et al. 2012; Andani and Wahyono 2018; Park et al. 2006).

Fashion involvement is found to be significantly affecting the impulsive buying of millennial due to the C.R > 2.00 and p < 0.05. Therefore, H5 is supported. This finding suggests that consumers' fashion involvement can increase emotional experiences when shopping (Park et al. 2006). Consumers who have been high involvement in fashion hope that the store or the boutique they aim to provide fashion products with the latest fashion update. Also, as consumers who understand fashion, consumers who have interest fashion also want fashion products that are different from others. While consumers' positive emotions will be created after they find the fashion product(s) they want in the fashion store or boutique. That hope and the reality in the store are very significant because positive consumers' emotions could show up and increase as well.

Generally, consumers with high fashion involvement show more positive emotion in shopping time (Amiri et al. 2012). Consumers with high involvement show more positive emotion because they felt satisfied with the quality of the product. If it is associated with the majority of characteristics in this study, females tend to more involved than the male because they like fashion. Moreover, females who spent their money on fashion products on the range between IDR 500,000 – IDR 1,250,000 per month is considered they shop at a high level.

The sixth hypothesis is proposing a significant

influence of store atmosphere on impulsive buying of millennialism. Table 2 shows that H6 is supported (C.R. > 2.00, p < 0.05). Unless a store has a distinct product offering or pricing strategy, retailers can distinguish their store by building on the relationship between the store's atmosphere and the consumer's emotional state (Park et al. 2006). This finding supports Khairani (2018), stating that there is an influence of store atmosphere on positive emotion. Diah, Pristanti, and Aspianti (2019) also state that there is an influence of store atmosphere on positive emotion. Consumers may feel better through suitable layout, cleanliness, colors, the neatness of the shelf, and smell good or natural.

When consumers decide to stay longer in the store, consumers will unconsciously look around. This condition is expected to cause impulsive buying, whether they buy because they want it for themselves or as a gift. If it is associated with the majority characteristics of this study, females who work in a private company is a subjective person who knew where is the only store that has the best store atmosphere. Moreover, they have a broad perception of the aesthetic from itself. The appropriate-ness, suitability, and the aesthetic of a store will be felt "right" by them if possible to touch the positive consumers' emotions.

According to Table 2, the influence of positive emotion on impulsive buying is not proven correct (C.R. < 2.00, p > 0.05). Thus, H7 is not supported. It is shown that even consumers felt happy or excited; it did not mean that they want to buy impulsively. Impulsive buying carried out by consumers are not caused by feeling statement of feeling happy. Feel happy does not mean they will buy every fashion product they intend to buy. This finding does not support Pattipeilohy and Rofiaty (2013), mentioning that impulsive buyer often shows higher positive emotions and spends more money when shopping. Likewise, when positive emotions down, so impulsive buying also falls. Those statements do not always happen in fashion products. The positive emotion while shopping is not always necessary.

Furthermore, because fashion included in the category of shopping goods (Soloman 2018), consumers need more effort and time to find fashion products that they want to buy. Even consumers have tried to find "their" fashion products and cause positive emotion; consumers who do not have much time would not buy impulsively. If it is associated with the majority characteristics of this study, the woman who works in the private company, mostly, do not have enough time, both compare and find "their" fashion products in one store.

Baron and Kenny (1986) state that there are some conditions that make mediation is proven. The path of independent to the mediator, mediator to dependent, and previously significant relation between the independent and dependent variables are no longer significant. The third condition contains two conditions: the path independent to dependent variables directly must be significant; the path independent to dependent variables through a mediator (indirect effect) must be not significant.

The result of this study shows that the mediator variable – positive emotion – has no significant effect on impulsive buying (C.R.=0,817 < 2.00, p=0,414 > 0.05). Thus, the mediation test could not continue, and the researchers could say that the mediator variable – positive emotion – does not mediate the relationship between hedonic shopping motivation, fashion involvement, and store atmosphere on impulsive buying.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

This study results in some conclusions. Hedonic shopping motives, fashion involvement, and store atmosphere all have a significant effect on positive emotion. Both fashion involvement and store atmosphere have a significant effect on impulsive buying. However, it was not so with hedonic shopping motives and positive emotion. They both have no significant effect on impulsive buying.

There are two significant theoretical implications that result from this study. First, the study supports the theoretical framework of impulsive buying by including two significant variables: fashion involvement and store atmosphere as essential factors in millennia's impulsive buying behavior. Second, it includes the mediating effects of the positive emotion in the same model. Even in the previous studies, it showed that there was a significant effect of positive emotion on impulsive buying, this study proves the opposite. The fact is that positive emotion does not mediate the relationship between hedonic shopping motivation, fashion involvement, and store atmosphere on impulsive buying. Therefore, it could be said that there will be any mediation variables that can be used in research. Given the dynamic market-based changes in the current scenario, this study suggests that impulsive buying among millennial is a relevant and beneficial phenomenon. More specifically, this study shows that Indonesian millennial try to update their fashion knowledge about whether to buy or not through their shopping behavior.

Furthermore, positive emotion does not always affect consumers when buying fashion products. These findings will allow other researchers to apply this study's framework to other circumstances of consumers' buying intention, such as compulsive buying. Moreover, this framework can be applied to impulsive buying among millennial for any fashion, such as luxury fashion and sports fashion.

The implications of this study to company or marketers are, first, based on the respondent's characteristics, there is a difference between males and females when buying impulsively. It might be useful to increase product varieties which spur males to buy impulsively more than before because males nowadays are more involved in fashion or metrosexual. Second, marketers need to serve consumers with both information and updated style in media (digital or print). Third, marketers also have to concern the positive emotion of consumers by giving those friendly employees, updated style, and another stimulus.

While working on this study, the researchers faced many obstacles. The researchers spent a long time to collect questionnaires because researchers used a single-stage mall intercept, which means questionnaires given to the consumers directly on a mall/shopping center. It was so difficult too to find respondents who match with research characteristics. Most of the shopping center visitors were not generation Y or millennial but generation X (58 – 40 years old) or generation Z (18 – 9 years old) who buys impulsively. The researchers also spent much time to work on this study because there are several hypotheses. Besides that, the researchers had to gather much information to support the discussion of this study.

This study has the main factor when millennial shops for some fashion products. Since hedonic shopping motives do not affect the impulsive buying behavior of millennial nowadays, consumers fashion involvement could be one of the factors that can improve the impulsive buying. Marketers must realize that the store atmosphere and their marketing mix strategy are not the only factors that could affect impulsive buying. However, marketers must always pay attention to their store atmosphere along with consumers' fashion involvement.

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APPENDICE: QUESTIONNAIRE

Hedonic Shopping Motivation	SDA	DA	N	A	SA
I am excited about looking for unique fashion products at the H&M store					
I went shopping at the H&M shop to find the perfect gift.					
I feel more admired by others when shopping for H&M fashion products.					
I get excited when I shop for H&M fashion products for others.					
I went shopping at the H&M shop to maintain a new fashion.					
I shop when there is a sale/discount at the H&M store					
I can forget my problems while shopping at the store H&M					
I felt that I could change my mood, which was initially bad to good when shopping at H&M stores					
I like shopping with other people at H&M stores.					
I follow other people's judgment or judgment when shopping at an H&M					
Fashion Involvement	SD	D	N	A	SA
I chose to shop at H&M rather than another department store for fashion					
I consider myself a fashionable person.					
I have at least more than one H&M fashion with the latest models.					
I feel H&M fashion is one of the essential things that support the activity.					
I know of the latest H&M fashion compared to others.					
Store Atmosphere	SD	D	N	A	SA
The H&M shop uses bright lighting					
The lighting in the H&M store accentuates the product being sold.					
I love music in the H&M store.					
The music rhythm inside the H&M shop added to my shopping conven-					
The layout of the H&M shop makes it easy for me to choose products.					
I am free to shop at H&M stores.					
The fragrance of the H&M shop added to my shopping pleasure.					
The fragrance of the H&M store makes me tend to linger in the shop.					
The H&M store neatly arranges fashion products for sale on the shelves.					
I entered the H&M store because I saw an exciting display of fashion					
Positive Emotion	SD	D	N	A	SA
I feel excited when shopping at H&M stores					
I feel satisfied when shopping at H&M stores.					
I feel happy when shopping at H&M stores.					
I am compelled to buy products when shopping at H&M stores.					
Impulsive Buying	SD	D	N	A	SA
I can buy H&M fashion products without my prior plans					
I do not care about any risk when buying H&M fashion products					
I have a hard time controlling myself from the urge to buy H&M fashion products when I see attractive offers.					
I bought H&M fashion products without thinking.					