ABSTRACT

Objectives
The purpose of this paper is to explore whether there are any significant correlation and positive causative relationships among fashion involvement, positive emotion, hedonic consumption tendency and fashion-oriented impulse buying behavior.

Method
The analysis was based on self-administered questionnaires based on the literature that were administered to 220 college students at one metropolitan university in Jakarta. The methodologies that were used were Descriptive, Cronbach’s Alpha, Chi Square, Regression Analysis and Correlation Analysis.

Results and Conclusions
The research discovered that fashion involvement, positive emotion, and hedonic consumption tendency have direct effects on and are important predictors of consumers’ fashion-oriented impulse buying with fashion involvement having the greatest effect.

Practical Implications
Retailers will be able to better design their marketing strategy to encourage consumers’ positive emotion through focus on entertainment, interest, and excitement to generate impulse buying and in turn increase their market share.

Keywords
Fashion, Marketing, Buying behaviour, Consumer behaviour, Jakarta, Indonesia