



TABLE OF CONTENTS

ENDORSEMENT PAGE	3
STATEMENT PAGE	4
Preface	6
TABLE OF CONTENTS.....	6
Abstract.....	8
Introduction.....	9
Methods	13
Research Design	13
Research Participant.....	13
Procedure	16
Instruments.....	17
Results.....	19
Descriptive Analysis	19
Assumption Test	23
Regression Analysis.....	24
t-test Analysis	25
Discussion.....	26
Insights from Score Distributions	26
The Role of Happiness on Impulsive Buying Behavior	29
Gender and Age	27
Conclusion	31
Implications	31
Limitations and Recommendation	32
References.....	34
Appendices.....	39