

DAFTAR PUSTAKA

- Aaker, J. (1999). The Malleable Self: The Role Of Self-Expression In Persuasion. *Journal Of Marketing Research*, Vol. 36 No. 1, 45-57.
- Ahmad, A., Rahman, O., & Khan, M. (2017). Exploring The Role Of Website Quality And Hedonism In The Formation Of E-Satisfaction And E-Loyalty: Evidence From Internet Users In India”,. *Journal Of Research In Interactive Marketing*, Vol. 11 No. 3, 246-267.
- Ahmadova, E., & Nabiyeva, A. (2024). Impulse Buying Intentions Of Young Consumers From A Hedonisme Shopping Perspective. *Journal Of Islamic Marketing Vol. 15 No. 2*, 314-337.
- Ahuvia, A., Lacobucci, D., & Thompson, C. (2005). Beyond The Extended Self: Loved Objects And Consumers Identity Narratives. *Journal Of Consumer Research* 32(1), 171–84.
- Alaoui, M., Valette-Florence, P., & Cova, V. (2022). How Psychological Distance Shapes Hedonisme Consumption: The Moderating Role Of The Need To Justify. *Journal Of Business Research*, Vol. 146, 57-69.
- Amalia, K. A., Vita, P., & Rahman, F. (2019). Values as drivers of luxury brand consumption for young MAC consumers. *Pertanika Journal of Social Sciences & Humanities*, 27(4), 2313–2332.
- Arghashi, V., & Yuksel, C. A. (2022). Interactivity, Inspiration, And Perceived Usefulness! How Retailers’ Ar-Apps Improve Consumer Engagement Through Flow. *Journal Of Retailing And Consumer Services*, 64.
- Arnett, J. J. (2000). Emerging Adulthood: A Theory Of Development From The Late Teens Through The Twenties. *American Psychologist*, 55(5), 469–480.
- Aw, E., Chuah, S., Sabri, M., & Basha, N. (2021). Go Loud Or Go Home? How Power Distance Belief Influences The Effect Of Brand Prominence On Luxury Goods Purchase Intention. *Journal Of Retailing And Consumer Services*, Vol. 58.
- Awad, S. H., & Wagoner, B. (2020). Protest Symbols. *Current Opinion In Psychology Volume 35*, 98-102.
- Bagozzi, R. (1986). Attitude Formation Under The Theory Of Reasoned Action And A Purposeful Behaviour Reformulation. *British Journal Of Social Psychology*, Vol. 25 No. 2, 95-107.
- Bailey, E. J., & Ivory, J. D. (2018). Bailey, E. J., & Ivory, J. D. (2018). The Moods Meaningful Media Create: Effects Of Hedonisme And Eudaimonic Televisionclips On Viewers’ Affective States And Subsequent Program Selection. *Psychology Of Popular Media Culture*, 7(2), 30–145.

- Bakar, R., Fauziyah, N., & Rahmat, A. (2025). Do Consumers Perceive Impulsive Buying And Pain Of Payment? *E-commerce Transactions Using Pay Later, E-Wallet, And Cash-On-Delivery. Gadjah Mada International Journal Of Business*, 27(1), 31–59.
- Bandyopadhyay, N. (2024). Unveiling Promotion-Induced Variety-Seeking: The Roles Of Various Types Of Promotional Rewards And Shopping Motivations. *Marketing Intelligence & Planning*, 42(7), 1257–1273.
- Bandyopadhyay, N., Sivakumaran, B., Patro, S., & Kumar, R. S. (2021). Immediate Or Delayed! Whether Various Types Of Consumer Sales Promotions Drive Impulse Buying?: An Empirical Investigation. *Journal Of Retailing And Consumer Services Volume 61*, 1-10.
- Barta, S., Gurrea, R., & Flavian, C. (2021). The Role Of Flow Consciousness In Consumer Regret. *Internet Research, Vol 32 (3)*.
- Baumeister, R., & Vohs, K. (2007). Self-Regulation, Ego Depletion, And Motivation. *Social And Personality Psychology Compass*, 1(1), 115–128.
- Beatty, S., & Ferrell, M. (1998). Impulse Buying: Modeling Its Precursors. *Journal Of Retailing*, 169-191.
- Beckker, K. D., Witte, K. D., & Campenhout, G. V. (2021). The Effect Of Financial Education On Students' Consumer Choices: Evidence From A Randomized Experiment. *Journal Of Economic Behavior & Organization Volume 188*, , 962-976.
- Belk, R. W. (1988). Possessions And The Extended Self. *Journal Of Consumer Research*, 15(2), 139–168.
- Belk, R. W. (2013). Extended Self In A Digital World. *Journal Of Consumer Research*, 40(3), 477–500.
- Berger, J., & Heath, C. (2007). Where Consumers Diverge From Others: Identity Signaling And Product Domains. *Journal Of Consumer Research*, 34(2), 121–134.
- Bhat, S., & Reddy, S. (1998). Symbolic And Functional Positioning Of Brands. *Journal Of Consumer Marketing 15(1)*, 32–43.
- Bigcommerce. (2022, 2024). *How Can Ecommerce Stores Drive Impulse Buying?* Retrieved From Bigcommerce: <https://www.bigcommerce.com/glossary/impulse-buying/>
- Blumer, H. (1969). *Symbolic Interactionism: Perspective And Method*. Englewood Cliffs. Englewood Cliffs: Prentice-Hall.
- Braithwaite, N. J. (2019). Fesyen, Fantasy, Power And Mystery: Interpreting Shoes Through The Lens Of Visual Culture. *At The Interface: Probing The Boundaries*, 205–216.

- Bryman, A. (2012). *Bryman, A. (2012). Social Research Methods*. Oxford: University Press.
- Callahan, S. P., & Ledgerwood, A. (2016). On The Psychological Function Of Flags And Logos: Group Identity Symbols Increase Perceived Entitativity. *Journal Of Personality And Social Psychology*, *110*(4), 528–550.
- Calver, S., & Page, S. (2013). Enlightened Hedonism: Exploring The Relationship Of Service Value, Visitor Knowledge And Interest, To Visitor Enjoyment At Heritage Attractions. *Tourism Management*, *Vol. 39*, 23-36.
- Candi, M., Jae, H., Makarem, S., & Mohan, M. (2017). Consumer Responses To Functional, Aesthetic And Symbolic Product Design In Online Review. *Journal Of Business Research*, *81*, 31–39.
- Cassia, F., & Magno, F. (2024). The Value Of *Self-Determination Theory* In Marketing Studies: Insights From The Application Of Pls-Sem And Nca To Anti-Food Waste Apps. *Journal Of Business Research* *172* , 1-21.
- Chen, B., Wang, L., Rasool, H., & Wang, J. (2022). Research On The Impact Of Marketing Strategy On Consumers' Impulsive Purchase Behavior In Livestreaming E-Commerce. *Frontiers In Psychology*.
- Chen, C. F., & Chou, S. H. (2019). Antecedents And Consequences Of Perceived Coolness For Generation Y In The Context Of Creative Tourism-A Case Study Of The Pier 2 Art Center In Taiwan. *Tourism Management*, *72*, 121–129.
- Chen, J., & Wang, Y. (2021). Impact Of Payment Methods On Consumer Purchase Behavior In E-Commerce: A Review. *Journal Of Digital Commerce*, *12*(3), 103-115.
- Chen, Y., & Zhang, L. (2015). Influential Factors For Online Impulse Buying In China: A Model And Its Empirical Analysis. *International Management Review*, *11*(2), 57–69.
- Chen, Z. X., Wan, C., & Zheng, Z. C. (2015). The Characteristics Of Emerging Hedonistic Consumers In China: An Empirical Investigation. *Developments In Marketing Science: Proceedings Of The Academy Of Marketing Science*.
- Chen-Yu, J. H., Kincade, D. H., & Rhee, Y. (2022). Effects Of Consumer Characteristics And Product Presentations On Online Apparel Impulse Buying. *Journal Of Global Fesyen Marketing*, *13*(3), 205–220.
- Cherrier, H. (2009). Nti-Consumption Discourses And Consumer-Resistant Identities. *Journal Of Business Research*, *62*(2), 181–190.
- Cho, E., Yu, U.-J., & Kim, J. (2020). Either Bandwagon Effect Or Need For Uniqueness? Motivational Factors Driving Young Adult Consumers' Luxury Brand Purchases: An Abstract. *Developments In Marketing Science: Proceedings Of The Academy Of Marketing Science*, 233–234.

- Cho, S., & Workman, J. E. (2013). Shopping Orientations Of Young South Korean And U.S. Consumers. *Journal Of International Consumer Marketing* , Journal Of International Consumer Marketing Volume 25, No. 5.
- Cramer, L., & Antonides, G. (2011). Endowment Effects For Hedonisme And Utilitarian Food Products. *Food Quality And Preference Volume 22, Issue 1,* 3-10.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, And Mixed Methods Approaches (4th Ed.)*. Thousand Oaks, Ca: Sage.
- Deci, E. L., & Ryan, R. M. (1985). *Intrinsic Motivation And Self-Determination In Human Behavior*. New York: Plenum Press.
- Deci, E., & Ryan, R. (2002). *Self-Determination Research: Reflections And Future Directions*. In: Deci, E.L., Ryan, R.M. (Eds.), *Handbook Of Self-Determination Research*. University Of Rochester Press.
- Dennis, A., & Smith, G. (2015). Interactionism, Symbolic. *International Encyclopedia Of The Social & Behavioral Sciences (Second Edition)*, 352-356.
- Dey, D. K., & & Srivastava, A. (2017). Impulse Buying Intentions Of Young Consumers From A Hedonisme Shopping Perspective. *Journal Of Indian Business Research*, 9(4), 266–282.
- Dhar, R., & Gorlin, M. (2013). A Dual-System Framework To Understand Preference Construction Processes In Choice. *Journal Of Consumer Psychology*, 23(4), 528–542.
- Dittmar, H., Long, K., & Bond, R. (2004). When A Better Self Is Only A Button Click Away: Associations Between Materialistic Values, Emotional And Identity-Related Buying Motives, And Compulsive Buying Tendency Online. *Journal Of Social And Clinical Psychology*, 23(5), 532–561.
- Djamhari, S. I., Mustika, M. D., Sjabadhyni, B., & Ndaru, A. R. (2024). Impulsive Buying In The Digital Age: Investigating The Dynamics Of Sales Promotion, Fomo, And Digital Payment Methods. *Cogent Business & Management Vol. 11, No. 1,* 1-16.
- Duarte, P., Silva, S. C., Magro, M., & Dias, J. C. (2024). Beyond The Myth: Understanding Women's Impulsive Retail Footwear Shopping. *International Journal Of Retail & Distribution Management Vol 53 Ino 1,* 16-37.
- Ebrilia, I., & Warokka, A. (2021). Consumer Traits And Situational Factors: Exploring The Consumer's Online Impulse Buying In The Pandemic Time. *Social Sciences & Humanities Open*, 4(1).
- Elgeka, H. W., Jianhong, M., & Manuaba, I. A. (2025). From Self-Gratification To Practicality: Examining The Role Of Materialism And Personality Traits In

- Consumer Decision-Making. *International Journal Of Innovative Research And Scientific Studies*, 8(1) , 956-964.
- Erikson, E. H. (1968). *Identity: Youth And Crisis*. New York: W. W. Norton & Company.
- Erikson, M. S., & Eriksson, H. (2023). Hospital Shoes And Their Owners: Expressed Team Identity Among Healthcare Staff By Signs Of Their Footwear. *International Journal Of Fesyen Design, Technology And Education* 2024, Vol. 17, No. 1, 115–122.
- Evans, J., & Stanovich, K. (2013). Dual-Process Theories Of Higher Cognition: Advancing The Debate. *Perspectives On Psychological Science*, 8(3), .223–241.
- Fadhilah, I., & Aruan, D. T. (2023). Understanding Consumer Adoption And Actual Usage Of Digital Payment Instruments: Comparison Between Generation Y And Generation Z. *International Journal Of Electronic Marketing And Retailing (Ijemr)*, Vol. 14, No. 1, 39-60.
- Falahat, M., Migin, M. W., Chuan, C. S., & Kai, S. B. (2017). Determinants Of Consumer Impulse Buying Behaviour In Context Of Footwear Industry. *Advanced Science Letters, Volume 23, Number 4*, 3068-3070.
- Flügel, J. C. (1930). *The Psychology Of Clothes*. Lndon: London Press.
- Francis, T., & Hoefel, F. (2018). *'True Gen': Generation Z And Its Implications For Companies*. Mckinsey & Company.
- Fromm, J., & Read, A. (2021). Marketing To Gen Z: The Rules For Reaching This Vast--And Very Different--Generation Of Influencers. *Harvard Business Review*, 99(1), 52-57.
- Goel, P., Parayitam, S., Sharma, A., Rana, N., & Dwivedi, Y. (2022). A Moderated Mediation Model For E-Impulse Buying Tendency, Customer Satisfaction And Intention To Continue E-Shopping. *Journal Of Business Research*, Vol. 142, , 1-16.
- Guan, D., Lei, Y., Liu, Y., & Ma, Q. (2024). The Effect Of Matching Promotion Type With Purchase Type On Green Consumption. *Journal Of Retailing And Consumer Services*, Vol. 78.
- Gulfraz, M. B., Sufyan, M., Mustak, M., Salminen, J., & Srivastava, D. K. (2022). Understanding The Impact Of Online Customersâ€™ Shopping Experience On Online Impulsive Buying: A Study On Two Leading E-commerce Platforms," . *Journal Of Retailing And Consumer Services, Elsevier*, Vol. 68.
- Hair, J., Hult, G., Ringle, C., Sarstedt, M., Danks, N., & Ray, S. (2021). *A Primer On Partial Least Squares Structural Equation Modeling (Pls-Sem)*. Classroom Companion: Business. Cham: Springer.

- Hanaysha, J. R. (2020). Marketing Mix Elements And Corporate Social Responsibility: Do They Really Matter To Store Image? *Jindal Journal Of Business Research* 9(1), 56–71.
- Hansen, K. B. (2015). Exploring Compatibility Between “Subjective Well-Being” And “Sustainable Living” In Scandinavia. *Social Indicators Research Vol* 122, 175–187.
- Hashmi, H., Shu, C., & Haider, S. (2020). Moderating Effect Of Hedonism On Store Environment-Impulse Buying Nexus. *International Journal Of Retail And Distribution Management, Vol. 48 No. 5*, 465-483.
- Hausman, A. (2000). A Multi-Method Investigation Of Consumer Motivations In Impulse Buying Behavior. *Journal Of Consumer Marketing*, 17(5), 403–419.
- Hermawan, D. A., F, Ibrahim, M., Jacqueline, Chineza, J. R., Rahman, R. A., & Alamsyah, D. P. (2023). Development Of Hedonism Value On E-Commerce. *Aip Conference Proceedings*.
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonisme Consumption: Emerging Concepts, Methods And Propositions. *Journal Of Marketing*, 46(3), 92-101.
- Holmqvist, J., Ruiz, C., & Penaloza, ~. L. (2020). Moments Of Luxury: Hedonisme Escapism As A Luxury Experience. *J. Bus. Res.* 116, 503–513.
- Huang, L., Siddiqui, R. A., & Ghosh, A. P. (2024). More Of The Same: Painful Payment Methods Decrease Variety Seeking . *Marketing Letters* 35, 33–545.
- Hwang, S., Youn, N., & Koo, M. J. (2017). Creative Power Of Fesyen That’s Unique For Yourself Yet Identifiable For Others: An Abstract. *Developments In Marketing Science: Proceedings Of The Academy Of Marketing Science*, 381–382.
- Inman, J. J., Winer, R. S., & Ferraro, R. (2009). The Interplay Among Category Characteristics, Customer Characteristics, And Customer Activities On In-Store Decision Making. *Journal Of Marketing*, 73(5), 19–29.
- Itani, O. S., Kalra, A., & Riley, J. (2022). Complementary Effects Of Crm And Social Media On Customer Co-Creation And Sales Performance In B2b Firms: The Role Of Salesperson Self-Determination Needs. *Information & Management Volume* 59, 3.
- Iyer, G., Blut, M., Xiao, S., & Grewal, D. (2020). Impulse Buying: A Meta-Analytic Review. *Journal Of The Academy Of Marketing Science*, Vol. 48 No. 3, 384-404.
- Japutra, A., Ekinci, Y., & Simkin, L. (2019). Self-Congruence, Brand Attachment And Compulsive Buying. *Journal Of Business Research Volume* 99, 456-463.

- Juanim, J., Alghifari, E. S., & Setia, B. I. (2024). Exploring Advertising Stimulus, Hedonisme Motives, And Impulse Buying Behavior In Indonesia's Digital Context: Demographics Implications. *Cogent Business & Management*, Vol. 11, No. 1, 1-21.
- Kabir, S. M., Maulan, S., Manaf, N. H., & Nasir, Z. W. (2022). The Influence Of Direct-To-Physician Promotion Towards Physicians' Prescription Behaviour In Malaysia. *International Journal Of Pharmaceutical And Healthcare Marketing Vol. 16 No. 1*, 101-122.
- Kathuria, A., & Bakshi, A. (2024). Influence Of Website Quality On Online Impulse Buying Behaviour: A Systematic Review Of Literature. *Marketing Intelligence & Planning Vol. 42 No. 5*, 816-849.
- Kholis, N., Saifuddin, M., & Arif, N. A. (2023). The Role Of Positive Emotional Response In The Relationship Between Store Atmosphere, Sales Promotion, Hedonisme Shopping Motivation, And Impulsive Buying In Indonesia's Largest Department Store. *Kasetsart Journal Of Social Sciences 44*, 823–832.
- Kim, J., & Park, E. (2019). Beyond Coolness: Predicting The Technology Adoption Of Interactive Wearable Devices. *Journal Of Retailing And Consumer Services*, 49, 114–119.
- Knott, E., Ra, A. H., K. S., & Teeger, C. (2022). Interviews In The Social Sciences. *Nature Reviews Methods Primers Volume 2, No. 73*.
- Koay, K. Y., & Lim, W. M. (2024). Congruence Effects In Social Media Influencer Marketing: The Moderating Role Of Wishful Identification In Online Impulse Buying Intentions. *Journal Of Product & Brand Management Volume 34 Issue 3*, 265–278.
- Kock, N. (2015). Common Method Bias In Pls-Sem: A Full Collinearity Assessment Approach. *International Journal Of E-Collaboration*, 11(4), 1–10.
- Kovacheva, A., Nikolova, H., & Lamberton, C. (2020). Consumers' Response To Promotional Gifts: The Role Of Gender, Transactional Value, And Reciprocity. *Psychology & Marketing Volume 38, Issue 1*, 196-211.
- Kshatriya, K., & Shah, P. S. (2023). A study of the prevalence of Impulsive And Compulsive Buying Among consumers in the apparel And accessories Market. *Vilakshan- Ximb Journal Of Management Vol. 20 No. 1*, 2-24.
- Kuhnle, J. S., Stokburger-Sauer, N. E., & Hebborn, H. M. (2023). Designed For Success: The Role Of Long-Term User-Product Interaction For Product Design Success: An Abstract. *Developments In Marketing Science: Proceedings Of The Academy Of Marketing Science*, 203–204.
- Kunitake, Y. (2025). Gender-Based Pricing In Japan: Changes In Consumer Perception And Reputational Risks. *Gender-Based Pricing In*

Japan: Changes In Consumer Perception and Reputational Risks yuto Kunitake faculty Of Environment And Information Studies, Keio University, Tokyo, Japan abstract purpose – The Purpose Of This Study Is To Elucidate The Risks And Changes I, 474-484.

Kwan, M.-Y., Yick, K.-L., & Wang, Y.-Y. (2019). Impact Of Co-Creation Footwear Workshops On Older Women In Elderly Centers In Hong Kong. *Asia Pacific Journal Of Health Management* 2019; 14(1), 1-6.

Lampe, K. (2014). *The Birth Of Hedonism: The Cyrenaic Philosophers And Pleasure As A Way Of Life*. Princeton, New Jersey: Princeton University Press.

Leboeuf, R. A., & Simmons, J. P. (2010). Branding Alters Attitude Functions And Reduces The Advantage Of Functionmatching Persuasive Appeals. *Journal Of Marketing Research*, Vol 47, No 2.

Levy, S. J. (1959). Symbols For Sale. *Harvard Business Review*, 37, 117-124 .

Li, L., Kang, K., Zhao, A., & Feng, Y. (2023). The Impact Of Social Presence And Facilitation Factors On Online Consumers' Impulse Buying In Live Shopping – Celebrity Endorsement As A Moderating Factor. *Information Technology & People* Vol. 36 No. 6, 2611-2631.

Ling, J., Wang, Y., & Chen, H. (2024). Applications Of *Self-Determination Theory* Across Domains: Education, Sports, Workplace, And Business. *Journal Of Applied Psychology*, 109(3), 456–478.

Lissitsa, S. A. (2021). Four Generational Cohorts And Hedonisme M-Shopping: Association Between Personality Traits And Purchase Intention. *Electronic Commerce Research*, Vol. 21 No. 2, 545-570.

Liu, F., C, E. T., D, H. L., Tan, C.-W., & Cyr, D. (2020). Disentangling Utilitarian And Hedonisme Consumption Behavior In Online Shopping: An Expectation Disconfirmation Perspective. *Information & Management Volume 57, Issue 3*.

Liu, Y., Zheng, H., Yang, S., & Wang, J. (2023). How Pop-Ups Drive Online Sales: Moderating Effects Of Online Promotions. *European Journal Of Marketing*, 57(8), 2112–2141.

Luan, C.-C. (2023). The Differential Effects Of Self-Identity Appeals On Consumers' intentions To Purchase Socially Responsible Products Withhedonisme And Utilitarian Values. *Social Influence*, Vol. 18, No. 1,, 1-19.

Luo, X. (2005). How Does Shopping With Others Influence Impulsive Purchasing? . *Journal Of Consumer Psychology* Vol. 15, No. 4, 288-294.

- Mahendra, F. A., Jayadi, R., & Halim, E. (2024). Examining Drivers Of Urge To Purchase In Video Game Microtransactions. *Journal Of System And Management Sciences Vol. 14 5*, 131-147.
- Mandolfo, M., Bettiga, D., Lamberti, L., & Noci, G. (2022). Influence Of Sales Promotion On Impulse Buying: A Dual Process Approach. *Journal Of Promotion Management Volume 28, Issue 8*, 1212-1234 .
- Martinen, E., Dietrich, J., & Salmela-Aro, K. (2016). Dark Shadows Of Rumination: Finnish Young Adults' Identity Profiles, Personal Goals And Concerns. *Journal Of Adolescence Volume 47*, 185-196.
- Mashilo, L. S., Hab, R. D., & Redda, E. H. (2025). The Influence Of Hedonisme Shopping Motivation On Online Impulse Buying Behavior In The Fesyen Industry. *Innovative Marketing, Volume 21, No 1* , 248-258.
- Matthews, D., Cryercoupet, Q., & Degirmencioglu, N. (2021). I Wear, Therefore I Am: Investigating Sneakerhead Culture, Social Identity, And Brand Preference Among Men. *Fesyen And Textiles, 8(1)*, 1–13.
- Mehrabian, A., & Russel, J. A. (1974). *An Approach To Environmental Psychology*. Cambridge,. Mass: Mit Pres.
- Melati, I., Purwanto, B. M., Caturyani, Y., Irliane, P. O., & Widyaningsih, Y. A. (2024). The Mediation Effect Of The Urge To Buy Impulsively On Grocery Online Impulse Buying Decisions. *Cogent Business & Management, 11(1)*, 1-15.
- Milakovic, I. K. (2023). Online Impulse Buying And Cognitive Appraisal Theory: Two Countries Comparison. *International Journal Of Retail & Distribution Management, 51(12)*, 1637-1655.
- Millan, E., & Reynolds, J. (2014). Self-Construals, Symbolic And Hedonisme Preferences, And Actual Purchase Behavior. *Journal Of Retailing And Consumer Services Volume 21, Issue 4*, 550-560.
- Miller, L. A. (2018, Agustus 20). *Gen Z Is Set To Outnumber Millennials Within A Year*.. Retrieved Oktober 9, 2024, From <https://www.bloomberg.com/news/articles/2018-08-20/gen-z-to-outnumber-millennials-within-a-year-demographic-trends>
- Mishra, M., Kushwaha, R., & Gupta, N. (2024). Impact Of Sales Promotion On Consumer Buying Behavior In The Apparel Industry. *Cogent Business & Management, Vol. 11 No. 1*.
- Naeem, M., Ozuem, W., Ranfagni, S., & Howell, K. (2025). User Generated Content And Brand Engagement: Exploring The Role Of Electronic Semiotics And Symbolic Interactionism On Instagram. *Computers In Human Behavior 168* , 1-14.

- Neuman, W. L. (2014). Social Research Methods: Quality And Quantitative Approaches. *In Teaching Sociology Vol. 30, 3*.
- Nöth, W. (1988). The Language Of Commodities Groundwork For A Semiotics Of Consumer Goods. *International Journal Of Research In Marketing Volume 4, Issue 3*, 173-186.
- O'shaughnessy, J., & O'shaughnessy, N. (2002). Marketing, The Consumer Society And Hedonism. *European Journal Of Marketing, Vol. 36 Nos 5/6*, 524-547.
- Oflazoğlu, S. (2017). The Role Of Gender In The Construction Of Self Through Fesyen Brands . *Springer Proceedings In Business And Economics*, 25–33.
- Ostovan, N., & Nasr, A. K. (2022). The Manifestation Of Luxury Value Dimensions In Brand Engagement In Self-Concept. *Journal Of Retailing And Consumer Services 66*, 1-17.
- Oyserman, D. (2009). Identity-Based Motivation: Implications For Action-Readiness, Procedural-Readiness, And Consumer Behavior. *Journal Of Consumer Psychology, 19(3)*, 250–260.
- Ozer, L., & Gultekin, B. (2015). Pre- And Post-Purchase Stage In Impulse Buying: The Role Of Mood And Satisfaction. *Journal Of Retailing And Consumer Services, 22*, 71–76.
- Pai, C. K., Liang, J., Chen, H., & Zhang, J. (2025). Exploring The Impact Of Destination Coolness On Self-Identity And Destination Advocacy Among Generation Z Tourists: A Self-Identity Theory Perspective. *Asia Pacific Journal Of Tourism Research Vol. 30, No. 4*, 421–436.
- Park, E., Kim, E., & Forney, J. (2006). A Structural Model Of Fesyen-Oriented Impulse Buying Behavior'. *Journal Of Fesyen Marketing And Management, 10(4)*, 433–446.
- Park, H. H., & Lennon, S. J. (2006). Psychological And Environmental Antecedents Of Impulse Buying Tendency In The Online Context. *Journal Of Consumer Marketing, 23(3)*, 163–173.
- Park, S. (2018). What Do Recreational Shoppers Want To Achieve From Shopping? The Importance Of Excitement In Leisure Shopping. *Global Business And Finance Review Vol.23 No.1*, 15 - 23 .
- Parsad, C., Prashar, S., Vijay, T., & Kumar, M. (2021). Do Promotion And Prevention Focus Influence Impulse Buying: The Role Of Mood Regulation, Shopping Values, And Impulse Buying Tendency. *Journal Of Retailing And Consumer Services, Vol. 61*.
- Pereira, M., De La Martini Ere Petroll, M., Soares, J., Matos, C., & Hernani-Merino, M. (2023). Impulse Buying Behaviour In Omnichannel Retail: An Approach Through The Stimulus-Organismresponse Theory. *International Journal Of Retail And Distribution Management, Vol. 51 No. 1*, 39-58.

- Putra, H. R., & Sfenrianto. (2020). Analysis Of Customer Satisfaction Factors On *E-commerce* Payment System Methods In Indonesia. *International Journal Of Advanced Computer Science And Applications(Ijacsca)*, Volume 11 Issue 4,, 470-480.
- Quispe, L. E., Estrada, J. R., Aquino, F. E., Morejon, I. Y., & Alvarez, E. R. (2023). Virtual Store Of Personalized Sale For Footwear In The Sme Sector. *Acm International Conference Proceeding Series*, 98 - 103.
- Rahmani, V., & Kordrostami, E. (2017). Gender, Emotions, And Judgments: An Analysis Of The Moderating Role Of Gender In Influencing The Effectiveness Of Advertising And Pricing Tactics: An Abstract. *Developments In Marketing Science: Proceedings Of The Academy Of Marketing Science*, 205–206.
- Redine, A., Deshpande, S., Jebarajakirthy, C., & Surachartkumtonkun, J. (2023). Impulse Buying: A Systematic Literature Review And Future Research Directions. *International Journal Of Consumer Studies*, Vol. 47 No. 1, 3-41.
- Rindfleisch, A., Burroughs, J., & Wong, N. (2009). The Safety Of Objects: Materialism, Existential Insecurity, And Brand Connection. *Journal Of Consumer Research*, Vol. 36 No. 1, 1-16.
- Rizal, M., Wati, L. N., Andita, A. P., & Mulyantii, R. Y. (2025). The Role Of Positive Emotions In Mediation The Influence Of Fesyen Involvement, Shopping Lifestyle On E-Impulse Buying (Empirical Evidence In Generation X, Y, Z)5. *Economic Studies Journal (Ikonomicheski Izsledvania)*, 34(4), 181-208.
- Rojuee, H., & Rojuee, M. (2017). The Impact Of Advertising And Sales Promotion Methods On Brand Loyalty Through Brand Equity (Case Study: Chitoz Brand). *International Journal Of Basic Sciences & Applied Research*, Vol. 6 No. 1, 11-18.
- Roubal, O. (2020). From Protestant Ethic To Hedonistic Experiential Ethics. *European Journal Of Science And Theology Vol.16, No.3*, 47-56.
- Ryan, R. M., & Deci, E. L. (2017). *Self-Determination Theory: Basic Psychological Needs In Motivation, Development, And Wellness*. New York: Guilford Publications.
- Ryan, R. M., & Deci, E. L. (2019). Brick By Brick: The Origins, Development, And Future Of *Self-Determination Theory*. *Advances In Motivation Science Vol 6*, 111-156.
- Saarikallio, S., Alluri, V., Maksimainen, J., & Toiviainen, P. (2021). Emotions Of Music Listening In Finland And In India: Comparison Of An Individualistic And A Collectivistic Culture. *Psychology Of Music*, Vol. 49 No. 4, 989-1005.

- Sahetapy, W. L., Kurnia, E. Y., & Anne, O. (2019). The Influence Of Hedonisme Motives On Online Impulse Buying Through Shopping Lifestyle For Career Women. *Shs Web Of Conferences*, 76,.
- Sahoo, D. K., Patnaik, B., Satpathy, I., & Jain, V. (2025). Exploring The Relationship Between Customer Services And Fintech Adoption Among Generation X: An Empirical Study In Odisha, India; Shiva Ram Patnaik. *Intersecting Natural Language Processing And Fintech Innovations In Service Marketing*, 1-14.
- Sajeetha-Madhavan, & Tay, L.-Y. (2024). Click, Buy, Regret? Unveiling The Determinants Of Impulsive Online Buying Behaviour. *Proceedings Of The 4th International Conference On Communication, Language, Education And Social Sciences (Cless 2023), Advances In Social Science, Education And Humanities Research 819*, 79-87.
- Seferin, M., & Linden, J. V. (2012). Protection Or Pleasure: Female Footwear. *Work* 41, 290-294.
- Serpe, R. T., Stryker, R., & Powell, B. (2020). Structural Symbolic Interaction And Identity Theory: The Indiana School And Beyond. *Identity And Symbolic Interaction: Deepening Foundations, Building Bridges*, 1-33.
- Serra, D. (2013). Entorno Virtual Y Turismo: Interacción Simbólica. *Revista Iberoamericana De Turismo*, 3(2), 17-24.
- Seva, R., & Helander, M. (2009). The Influence Of Cellular Phone Attributes On Users' Affective Experiences: A Cultural Comparison. *International Journal Of Industrial Ergonomics, Vol. 39 No. 2*, 341-346.
- Shahid, S., & Paul, J. (2021). Intrinsic Motivation Of Luxury Consumers In An Emerging Market. *Journal Retailing Consum. Serv.* 61.
- Shahid, S., Adil, M., Sadiq, M., & Dash, G. (2024). Why Do Consumers Consume Masstige Products? A Cross-Cultural Investigation Through The Lens Of *Self-Determination Theory*. *Ournal Of Retailing And Consumer Services Vol 76*, 1-13.
- Shao, A., & Li, H. (2021). How Do Utilitarian Versus Hedonisme Products Influence Choice Preferences: Mediating Effect Of Social Comparison. *Psychology & Marketing Volume 38, Issue 8* , 1250-1261.
- Shen, K., & Khalifa, M. (2012). System Design Effects On Online Impulse Buying. *Internet Research*, 396-425.
- Simmel, G. (1903). *Fesyen*. Los Angeles: University Of California.
- Singh, P., Sharma, B. K., Arora, L., & Bhat, V. (2023). Measuring Social Media Impact On Impulsebuying Behavior. *Cogent Business & Management* , 1-21.

- Sirgy, M. J. (1982). Self-Concept In Consumer Behavior: A Critical Review. *Journal Of Consumer Research*, 9(3), , 287–300.
- Sohn, Y., & Ko, M. (2021). The Impact Of Planned Vs. Unplanned Purchases On Subsequent Purchase Decision Making In Sequential Buying Situations. *Journal Of Retailing And Consumer Services*, Vol. 59.
- Solomon, M. R. (1983). The Role Of Products As Social Stimuli: A Symbolic Interactionism Perspective. *Journal Of Consumer Research*, 10(3), 319–329.
- Sun, T., & Wu, G. (2011). Trait Predictors Of Online Impulsive Buying Tendency: A Hierarchical Approach. *Journal Of Marketing Theory And Practice*, 19(3), 337–346.
- Sun, W., Liu, L. J., Fang, P., Ding, X., & Wang, G. (2023). Why Are Hedonists Less Happy Than Eudaimonists? Thechain Mediating Role Of Goal Conflict And Mixed Emotions. *Frontiers In Psychology*, 14, 1-10.
- Suryani, I., & Syafarudin, A. (2021). Effect Of Sales Promotion On Purchasing Decisions. *Ilomata International Journal Of Tax & Accounting (Ijtc)*, 1-12.
- Tamilmani, K., Rana, N. P., Prakasam, N., & Dwivedi, Y. K. (2019). The Battle Of Brain Vs. Heart: A Literature Review Andmeta-Analysis Of “Hedonisme Motivation” Use In Utaut2. *International Journal Of Information Management*, 46, 222–235.
- Tandon, A., Dhir, A. K., Kushwah, S., & Salo, J. (2020). Behavioral Reasoning Perspectives On Organic Food Purchase. *Appetite* 154 (1).
- Tarka, P., Harnish, R. J., & Babaev, J. (2023). Hedonism, Hedonistic Shopping Experiences And Compulsive Buying Tendency: A Demographics-Based Model Approach. *Journal Of Marketing Theory And Practice Volume 31 No2*, 197-222.
- Thangavel, P. P. (2022). Consumer Decision-Making Style Of Gen Z: A Generational Cohort Analysis”. *Global Business Review*, Vol. 23 No. 3, 710-728.
- Torres, J. S., Dadgar, O., & Rawal, M. (2017). Style Of Thinking As Moderator Of Drivers Of Consumer Brand Identification: An Abstract. *Developments In Marketing Science: Proceedings Of The Academy Of Marketing Science*, 61–62.
- Tseng, T., Lee, C., Huang, H., & Yang, W. (2022). Success Factors Driving Consumer Reuse Intention Of Mobile Shopping Application Channel. *International Journal Of Retail & Distribution Management*, 50(1), 76–99.
- Tynan, C., Mckechnie, S., & Chhuon, C. (2010). Co-Creating Value For Luxury Brands. *Journal Of Business Research*, Vol. 63 No. 11, 1156-1163.

- Ungerer, L. M. (2021). Love Is A Many-Splendoured Thing: Brand Love In A Consumer Culture. *International Handbook Of Love: Transcultural And Transdisciplinary Perspectives*, 871–891.
- Verhagen, T., & Van Dolen, W. (2011). The Influence Of Online Store Beliefs On Consumer Online Impulse Buying: A Model And Empirical Application. *Information & Management*, 48(8), 320–327.
- Weber, T. B., & Maffezzoll, E. C. (2021 volume 22, Issue 3). Naive, Connected, And Counselor Tween Girl Identity Groups: Consumption Practices And Social Identity Constructions Within Consumer Culture. *Journal Of Consumer Culture*.
- Wiedmann, K.-P., Hennigs, N., & Siebels, A. (2009). Value-Based Segmentation Of Luxury Consumption Behavior. *Psychology & Marketing Vol 26, (7)*, 625-651.
- Williams, K. C., & Page, R. A. (2022). Hedonistic Tendencies And Consumer Behavior: A Study Of Gen Z. *Journal Of Consumer Research*, 49(3), 555-570.
- Wilson, T., & Gilbert, D. (2005). Affective Forecasting: Knowing What To Want. *Current Directions In Psychological Science*, 14(3), 131–134.
- Wong, N. Y., & Ahuvia, A. C. (1998). Personal Taste And Family Face: Luxury Consumption In Confucian And Western Societies. *Psychology & Marketing*, 15(5), 423–441.
- Wong, T., & Hamza, C. (2024). Longitudinal Associations Among Identity Processes And Mental Health In Young Adulthood: The Mediating Role Of Social Support. *Empirical Research Vol 53*, 814–832.
- Workman, J., & Kidd, L. (2000). Use Of The Need For Uniqueness Scale To Characterize Fesyen Consumer Groups. *Clothing And Textiles Research Journal*, 18(4), 227–236.
- Xia, Q., Yan, S., Zhao, H., & Cheng, K. (2022). Request Politeness And Knowledge Hiding: A Daily Diary Study Through An Affective Events Perspective. *European Journal Of Work And Organizational Psychology, Vol. 31 No. 4*, 496-509.
- Yade, M. E., & Indrawati. (2024). Impulse Buying In Gen Z: Impact Of Website Quality, Sales Promotion, And Hedonisme Shopping Through Positive Emotions. *Conference: 2024 12th International Conference On Information And Communication Technology (Icoict)*.
- Yang, Q., & Shi, F. (2024). A Technology Acceptance Model (Tam) Towards Use Intention Of E-Wallet Among Youth In Malaysia. *Ucjc Business And Society Review*, 18-47.

- Youn, S., & Faber, R. (2000). *Impulse Buying: Its Relation To Personality Traits And Cues*. Acr North American Advances.
- Yu, C., & Bastin, M. (2010). Hedonisme Shopping Value And Impulse Buying Behavior In Transitional Economies: A Symbiosis In The Mainland China Marketplace. *Journal Of Brand Management*, 18(2), 105–114.
- Yuan, C., Zhang, C., & Wang, S. (2022). (2022). Social Anxiety As A Moderator In Consumer Willingness To Accept Ai Assistants Based On Utilitarian And Hedonisme Values. *Journal Of Retailing And Consumer Services*, 65.
- Zaidi, S. (2024). In My Own Sandals: What Shoe Selection Tells Us About Identity, Culture, And Belonging. *Practical Theology 2024, Vol. 17, No. 4*, 376–387.
- Zhang, D. J., Dai, H., Dong, L., Qi, F., Zhang, N., Liu, X., . . . Yang, J. (2020). The Long-Term And Spillover Effects Of Price Promotions On Retailing Platforms: Evidence From A Large Randomized Experiment On Alibaba. *Management Science* vol. 66, No. 6.
- Zheng, X., Men, J., Yang, F., & Gong, X. (2019). Understanding Impulse Buying In Mobile Commerce: An Investigation Into Hedonisme And Utilitarian Browsing. *International Journal Of Information Management*, Vol. 48, 151-160.
- Zielke, S., & Komor, M. (2020). Loyalty Cards, Credit Options And Economic Market Development. *International Journal Of Retail And Distribution Management*, Vol. 48 No.6, 591–607.