

BIBLIOGRAPHY

- Aaker,D. 2009. Aaker's Brand Equity Model. *European Institute for Brand Management*, pp.1–3.
- Al-ekam, J.M.E. et al., 2012. The Influence of Trust , Advertising , Family on Intention and Actual Purchase of Local Brand in Yemen. , (June), pp.64–68.
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77–95.
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20, 644-656.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing: A conceptual model and implications. *Journal of Business Research*, 54(2), 177–184.
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: BP Universitas Diponegoro.
- Hair, J. F., Black, W.C, Babin, B.J, Anderson, R.E. (2010). *Multivariate Data Analysis* (7th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- Kim, S., & Eastin, M. S. (2011). Hedonic Tendencies and the Online Consumer: An Investigation of the Online Shopping Process. *Journal of Internet Commerce*, 10(1), 68–90.
- Kim, Y.K. (2002). Consumer value: an application to mall and Internet shopping. *International Journal of Retail & Distribution Management*, 30(12), 595–602.
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing*, (16th ed.). Upper Saddle River, NJ: Pearson Higher Education
- Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential value : conceptualization , measurement and application in the catalog and Internet shopping environment , 77, 39–56.

- Moe, W. W. (2003). Buying, Searching, or Browsing: Differentiating Between Online Shoppers Using In-Store Navigational Clickstream. *Journal of Consumer Psychology*, 13(1–2), 29–39.
- Overby, J. W., & Lee, E. J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, 59(10–11), 1160–1166.
- Ozen, H., & Engizek, N. (2014). Shopping online without thinking: being emotional or rational? *Asia Pacific Journal of Marketing and Logistics*, 26(1), 78–93.
- Parsons, A. G. (2002). Non-functional motives for online shoppers: why we click. *Journal of Consumer Marketing*, 19(5), 380–392.
- Rohm, A.J. & Swaminathan, V., 2004. A typology of online shoppers based on shopping motivations. *Journal of Business Research*, 57(7), pp.748–757.
- Rook, D. W. (1987). The buying impulse. *The Journal of Consumer Research*.
- Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of Consumer Research*, 22(3), 305–313.
- Roscoe, J.T. (1975) *Fundamental Research Statistics for the Behavioural Sciences*, 2nd edition. New York: Holt Rinehart & Winston.
- Sarkar, A. (2011). Impact of Utilitarian and Hedonic Shopping Values on individual's perceived Benefits and Risks in Online Shopping. *International Management Review*, 7(1), 58-65
- Sherry, J.F., (1990). A Sociocultural Analysis of a Midwestern American Flea Market. *The Journal of Consumer Research*, 6, 13-30
- Shahjehan, A., Qureshi, J. ., Zeb, F., & Saifullah, K. (2012). The effect of personality on impulsive and compulsive buying behaviors. *African Journal of Business Management*, 6(6), 2187–2194.
- Sekaran, U & Bougie, R (2013), *Research Methods for Business: a Skill Building Approach*, 6th edition., Chichester, West Sussex, UK: John Wiley and Sons, Ltd.

- Sripalawat, J., Thongmak, A., & Ngramyarn A. (2011). M-banking in Metropolitan Bangkok and a Comparison with Other Countries. *Journal of Computer Information Systems*, 51(3), 67-76
- Stern, H. (1962). Significance of Buying Impulse. *Journal of Marketing*, 26(2), 59–62.
- Tauber, M. (1972). Why Do People Shop ? *Journal of Marketing*, 36(4), 46–49.
- To, P. L., Liao, C., & Lin, T. H. (2007). Shopping motivations on Internet: A study based on utilitarian and hedonic value. *Technovation*, 27(12), 774–787.
- Turkyilmaz, C. A., Erdem, S., & Uslu, A. (2015). The Effects of Personality Traits and Website Quality on Online Impulse Buying. *Procedia - Social and Behavioral Sciences*, 175, 98–105.
- Verhagen, T., & Van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information and Management*, 48(8), 320–327.
- Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of Personality*, 15(S1), S71–S83.
- Wathani, F. (2013). Perbedaan kecenderungan pembelian impulsif produk pakaian ditinjau dari peran gender. *Jurnal Manajemen Universitas Sumatera Utara*. <http://repository.usu.ac.id/bitstream/123456789/14527/1/09E00693.pdf>.
- Webster, J., Trevino, L. K., & Ryan, L. (1993). The dimensionality and correlates of flow in human-computer interactions. *Computers in Human Behavior*, 9(4), 411–426.
- Wells, J. D., Parboteeah, D. V., & Valacich, J. S. (2011). Online Impulse Buying : Understanding the Interplay between Consumer Impulsiveness and Website Quality. *Journal of the Association for Information Systems*, 12(1), 32–56.
- Yu, C., & Bastin, M. (2010). Hedonic shopping value and impulse buying behavior in transitional economies: A symbiosis in the Mainland China marketplace. *Journal of Brand Management*, 18(2), 105–114.

Zhang, X., Prybutok, V. R., & Strutton, D. (2007). Modeling influences on impulse purchasing behaviors during online marketing transactions. *The Journal of Marketing Theory and Practice*, 15(1), 79–89.