

ABSTRACT

Throughout the years, the fashion retail market in Indonesia has been constantly growing especially in Yogyakarta. This can be seen by the opening of Uniqlo's second store in Ambarukmo Plaza. Furthermore, the growth of global fashion brands have stimulated customers to be more aware and involved in the latest fashion trends and products. Previous studies have explored the impulse buying behavior in fashion retail settings of medium and large sized cities in Indonesia. This research is aimed to investigate the fashion impulse buying pattern in smaller cities such as Yogyakarta by observing customer's fashion involvement, positive emotion and if money availability influences their positive emotion in purchase decision.

This study used an online questionnaire which were distributed to customers who had shopped at least once at Uniqlo Yogyakarta. After the data collection period, 209 respondents were obtained and 200 samples was used for primary data with partial least squares SEM analysis method as data processing technique. The findings indicate that fashion involvement has a positive significant influence on positive emotion and impulse buying, meanwhile positive emotion did not affect impulse buying behavior, but money availability positively influenced positive emotion of Uniqlo Yogyakarta customers. Further explanation is discussed in the hypothesis conclusion.

Keywords: Fashion Involvement, Positive Emotion, Money Availability, Impulse buying