

Abstract

Actually the research on Impulse Buying has already been conducted by many researchers. However, it still becomes an interesting topic to discuss. There are many opportunities to explore, such as the causes, objects, kinds and effects of it. These show that up to now, several differences either the result or the cause are still found. It was said that the previous researches on Impulse Buying were only dominated by emotional factor of consumers with no support of cognitive factor. Meanwhile, in terms of decision making, there should be a cognitive factor included although the portion is only a little. Besides, studies on impulse buying involving social factor of cognitive were still limited. Furthermore, the population of this research was women having gen Y as the consumers of fashion product at Matahari departemen store located in several malls in Surabaya. The ages of those women having Gen Y were between 22 and 39 years old who did shopping. The sampling technique employed was purposive sampling and the hypothesis study required was Structural Equation Modeling. The research result showed that all hypothesis were accepted. H1: Store environment positively influenced working self concept; H2: Personal value positively influenced Working self concept; H3: Store environment positively influenced affect; H4: Personal value positively influenced affect; H5: Working Self concept positively influenced affect; H6: Store environment positively influenced impulse buying; H7: Personal value positively influenced impulse buying, and finally H8: Affect positively influenced impulse buying.

Key words: store environment, personal value, working self concept, affect, impulse buying, theory of social cognitive.