

**IMPULSE BUYING AND HEDONIC CONSUMPTION BEHAVIOUR ON
THREE INDONESIAN ETHNICITIES**

THESIS

**Presented as Partial Fulfilment of the Requirements for the Degree of
Sarjana Ekonomi (S1) in International Business Management Program
Faculty of Economics Universitas Atma Jaya Jogjakarta**



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STATEMENT OF THESIS AUTHENTICITY

I, the author of this research, hereby declare that I compiled this research by myself. I fully consent that the part of my writing does consists others writing that I have cited and mentioned in references. I would like to take full responsibility of losing my degree that has been given by Universitas Atma Jaya Yogyakarta, if I have done plagiarism on this research.

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CONFERENCES PARTICIPATION

Some parts of this thesis have been presented in two international conferences to get some feedbacks in order to improve the analysis and discussions.

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Abstract

Nowadays, the shopping behaviour among consumers recently have had shifted not to only make the right purchase, but it is all about the experience of shopping. Impulse buying and hedonic consumption are two behaviours that strongly related to emotional involvement, creating shopping experience for the consumers. Several previous studies have found the association between demographic factors and impulse buying and hedonic consumption. This research investigates the association between demographic factors such gender, age, and income to impulse buying on three ethnicities that consist of Balinese (n = 166), Chinese (n = 102), and Javanese (n = 140). Data collected from two cities, Denpasar and Yogyakarta. This research found that gender has association to either impulse buying and hedonic consumption on three ethnicities, with additional different impulse buying behaviour pattern in gender among ethnicities. Age has association to impulse buying on Balinese and Javanese, to hedonic consumption on Balinese and Chinese. Income has no association to impulse buying and hedonic consumption on three ethnicities.

Keywords: impulse buying, hedonic consumption, ethnic