

## **CHAPTER V**

### **CONCLUSION**

Author will describe the conclusion from the data analysis that have been conducted on the previous chapter in this chapter five. This chapter also discusses the implication of this research that may be beneficial for certain parties, the limitations of this research and the suggestion for the future research.

#### **5.1 Discussion**

Impulse buying and hedonic consumption are both involve emotional arousal, which considered as major motivation for consumers in buying products. This research investigates the impulse buying and hedonic consumption behaviour on three Indonesian ethnicities, as previous research showed different ethnic may lead to different impulse buying and hedonic consumption behaviour. This research had successfully gathered 408 respondents from three ethnicities. The result from data analysis suggested that there are different patterns of impulse buying and hedonic consumption behaviour on Balinese, Chinese, and Javanese. The full conclusion from data analyses are:

##### **1. Gender to Impulse Buying and Hedonic Consumption**

There is any difference of impulse buying between male and female in all three ethnicities. However, there is notable finding from impulse buying behaviour pattern. While the female is reported have higher impulse buying behaviour than male in Balinese and Chinese, male is reported have higher impulse buying behaviour than female in Javanese.

This suggests that different ethnicity will lead to different impulse buying behaviour. The ANOVA result also shows that there are association between gender and hedonic consumption on three ethnicities. Female is also reported have higher impulse buying behaviour on all three ethnicities.

## **2. Age to Impulse Buying and Hedonic Consumption**

The result is various on age to impulse buying and hedonic consumption. While Balinese reported have association on age to both impulse buying and hedonic consumption, Chinese only have association with hedonic consumption, and Javanese only have association with impulse buying. This result also suggest that different ethnicity will lead to different behaviour pattern.

## **3. Income to Impulse Buying and Hedonic Consumption**

This research reveals that there are no association of income to impulse buying and hedonic consumption on three ethnicities. Different income class in society is not affecting in how consumers behave to impulsively and hedonically.

## **4. Impulse Buying to Hedonic Consumption**

The result suggests that there is positive relationship between impulse buying and hedonic consumption on three ethnicities. This mean the

impulsive shoppers tend to enjoy their shopping experience or more valuing hedonic products.

## **5.2 Managerial Implications**

Based from the data analysis findings, some managerial implications can be suggested. The result suggests that the marketers should consider ethnicity in formulating their marketing strategy. The marketers should aware that for example, young consumers from Chinese and Javanese are not perceive impulse buying similarly. This could be important as these three ethnicities are considered as major ethnicity in Indonesia, and the population from these ethnicities are spread through all Indonesia. When the marketers are really considered the ethnicity in their marketing strategy, they may get the maximum result of profit. For example, a shopping store knows that the majority of their customers come from Javanese. It is a common strategy to stimulate people to buy impulsively in shopping centre by giving certain discount or a help from promotion girl/boy. As the result shows, males in Javanese have higher impulse buying behaviour than female, the store may hire beautiful sales promotion girl to stimulate impulse buying as it is expected male will do impulse buying more than female. By considering ethnicity matter in their marketing strategy, not only maximum profit could be get by the marketers, but also better efficiency in cost of promotion.

## **5.3 Limitations**

This research only considered 3 from many available of major ethnic group in Indonesia. The example of major ethnic group but not listed in this research are

Sundanese, Batak, Betawi, Dayak, Buginese, Papuan, and Minahasan. This research could not capture all Indonesian market behaviour pattern by only considered respondents from three ethnicities.

The data collection for Javanese was conducted in Yogyakarta only. Meanwhile, Javanese are spreading to many cities like Semarang, Solo, Surabaya, and others.

#### **5.4 Suggestions for Future Research**

Future research should analyse more than three ethnicities to capture larger Indonesian market. This would lead to better understanding of consumers' behaviour in Indonesia.

It is also suggested for future research to consider more than three classes of income to capture more especially the middle class income consumers. This research currently using three classes and the result found no association of income to impulse buying and hedonic consumption.

Future research might also add another demographic factor that is not listed in this research like education. Currently, this research considers gender, age, and income as the demographic factors.

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**APPENDIX 1**  
**QUESTIONNAIRE**

Berikut adalah pertanyaan mengenai pembelian tidak terencana dan konsumsi hedonis. Bacalah soal dengan seksama dan centanglah (✓) atau lingkari pada pilihan yang menunjukkan jawaban Anda. Terima Kasih.

Data Responden:

Usia : .... tahun

Jenis Kelamin :  Wanita  Pria

Estimasi pendapatan atau uang saku per bulan:

- a. < Rp. 2.000.000
- b. Rp. 2.000.000 – Rp. 5.000.000
- c. > Rp. 5.000.000

Etnis:

- a. Bali
- b. Tionghoa
- c. Jawa
- d. Lainnya, sebutkan ...

	Pembelian Tidak Terencana	STS	TS	N	S	SS
1	Saya sering membeli barang secara spontan					
2	“Lakukan saja, pikir belakangan” menggambarkan cara saya membeli barang					
3	Saya sering membeli barang tanpa berpikir terlebih dahulu					
4	“Saya melihatnya, saya membelinya” itu menggambarkan saya					
5	“Beli sekarang, pikir nanti” itu menggambarkan saya					
6	Terkadang saya merasa membeli barang tanpa terencana					
7	Saya membeli barang berdasarkan apa yang saya rasakan saat itu					
8	Hampir semua yang saya beli saya rencanakan dengan hati-hati					
9	Terkadang saya kurang hati-hati dalam apa yang telah saya beli					

	Konsumsi Hedonis	STS	TS	N	S	SS
1	Saya suka berbelanja/shopping untuk mengikuti perkembangan jaman/up to date					
2	Berbelanja/shopping memuaskan rasa penasaran saya					
3	Berbelanja/shopping memberikan pengalaman baru					
4	Saya merasa menjelajahi dunia baru ketika saya berbelanja/shopping					
5	Saya berbelanja/shopping untuk memperhatikan orang lain					
6	Saya berbelanja/shopping untuk mendapatkan hiburan					
7	Saya merasakan senang yang luar biasa ketika berbelanja/shopping					

Keterangan: STS = Sangat Tidak Setuju, TS = Tidak Setuju, N = Netral, S = Setuju, SS = Sangat Setuju.



## **APPENDIX 2**

# **BALINESE RESPONDENTS DATA COLLECTION**

NO	IB1	IB2	IB3	IB4	IB5	IB6	IB7	IB8R	IB9	IB	HC1	HC2	HC3	HC4	HC5	HC6	HC7	HC	AGE.R	AGE	GENDER	INCOME
4	3	2	2	2	2	4	4	3	3	2.78	3	4	4	4	4	4	4	3.86	19	1	1	1
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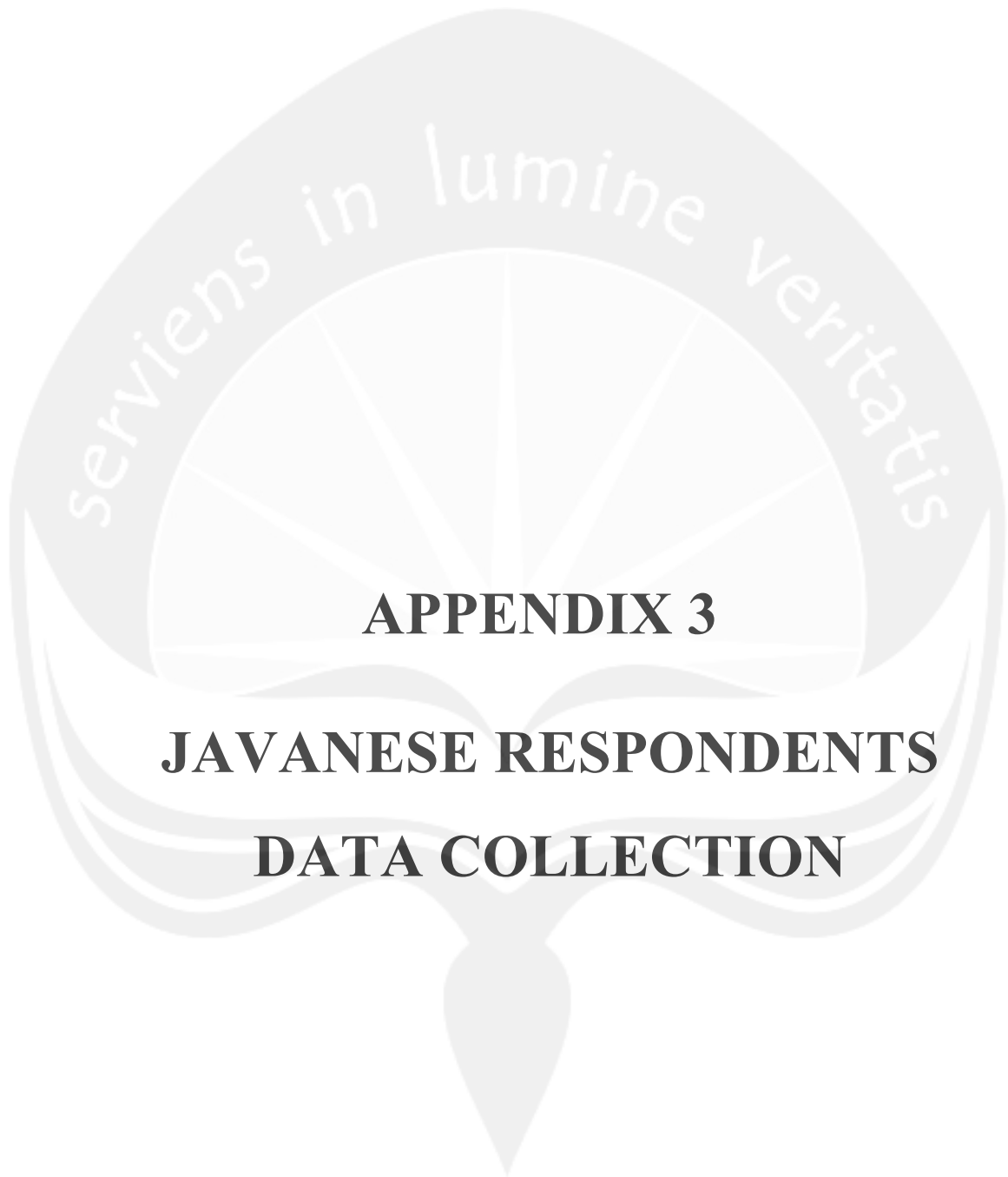
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275	3	2	1	1	1	2	2	2	3	1.89	2	2	2	2	2	2	3	2.14	20	2	2	1
277	1	1	1	4	1	2	3	1	4	2.00	3	3	3	3	3	4	4	3.29	20	2	2	1
278	4	2	2	2	2	4	4	3	2	2.78	2	2	3	2	2	2	3	2.29	22	2	2	1
280	4	4	4	3	4	4	4	3	3	3.67	3	4	2	1	1	1	1	1.86	20	2	1	2
281	4	2	2	2	1	5	2	3	4	2.78	4	3	3	3	1	3	3	2.86	22	2	1	2
282	3	3	2	2	2	2	4	2	4	2.67	1	2	2	2	2	3	3	2.14	21	2	1	1
283	3	4	4	3	3	5	4	4	5	3.89	3	5	4	4	3	5	5	4.14	21	2	1	1
284	3	3	2	3	3	4	2	4	4	3.11	4	4	4	4	4	4	4	4.00	20	2	1	1
285	4	3	4	4	4	4	3	4	4	3.78	4	4	4	4	3	4	5	4.00	21	2	1	1

286	4	2	4	4	2	3	4	2	1	2.89	4	2	2	2	2	4	4	2.86	43	3	1	2
287	2	2	2	2	2	2	2	2	2	2.00	1	1	1	1	1	1	1	1.00	32	3	2	2
291	4	2	3	4	1	4	5	3	4	3.33	3	4	4	4	2	5	5	3.86	20	2	1	1
293	2	3	4	4	4	4	4	4	2	3.44	5	5	3	3	1	5	5	3.86	20	2	2	1
294	2	3	2	3	3	4	4	3	3	3.00	3	4	4	3	4	4	3	3.57	21	2	2	3
295	3	2	2	2	2	2	3	2	2	2.22	3	4	4	3	2	2	3	3.00	20	2	2	3
296	3	4	4	2	3	4	2	3	4	3.22	2	3	2	4	3	2	4	2.86	20	2	2	3
297	3	2	3	3	3	2	3	2	3	2.67	2	2	4	5	3	2	3	3.00	20	2	2	1
298	5	2	2	2	3	4	4	4	4	3.33	1	2	2	2	1	1	2	1.57	21	2	2	1
299	2	3	3	3	2	4	4	3	4	3.11	4	4	2	3	2	2	3	2.86	21	2	2	1
301	4	2	3	1	2	3	3	1	4	2.56	1	2	2	3	3	4	4	2.71	21	2	1	2
302	2	2	2	2	2	2	2	2	4	2.22	3	2	2	2	2	2	2	2.14	20	2	2	1
303	4	2	4	2	2	2	4	1	4	2.78	3	4	3	2	1	2	3	2.57	19	1	2	1
304	3	2	2	4	3	4	4	3	3	3.11	3	3	4	3	2	3	3	3.00	19	1	1	1
306	4	4	2	2	2	4	4	3	2	3.00	3	4	4	4	2	2	3	3.14	20	2	2	2
307	4	2	2	4	2	4	4	2	3	3.00	4	3	3	3	4	4	3	3.43	20	2	1	1
308	2	2	2	2	2	2	2	2	3	2.11	2	2	2	2	2	2	3	2.14	20	2	1	1
309	4	2	2	3	2	4	4	2	5	3.11	1	1	2	2	2	3	3	2.00	20	2	2	1
310	4	3	1	5	2	4	4	3	4	3.33	3	3	4	4	4	4	3	3.57	22	2	2	1
312	3	2	1	1	1	5	5	1	4	2.56	1	3	4	2	1	4	1	2.29	21	2	2	3
313	3	3	1	1	1	4	5	1	5	2.67	2	1	3	3	2	2	1	2.00	21	2	2	1
314	4	4	4	3	3	4	4	2	5	3.67	4	4	3	3	3	3	4	3.43	19	1	1	1
315	4	3	4	4	4	4	3	3	4	3.67	3	3	4	4	3	4	3	3.43	20	2	1	1
323	4	2	2	3	2	4	4	1	3	2.78	4	4	4	4	3	4	4	3.86	22	2	2	2
326	5	3	3	3	3	2	2	4	4	3.22	5	5	5	4	3	5	5	4.57	16	1	1	1
327	4	2	1	2	3	4	4	3	2	2.78	3	4	5	5	2	4	5	4.00	17	1	1	1
329	4	1	1	5	5	5	3	2	2	3.11	5	5	5	5	2	4	5	4.43	16	1	1	1

330	3	2	2	3	2	2	3	3	3	2.56	2	3	3	3	2	3	3	2.71	25	2	1	2
332	4	5	4	4	4	5	5	2	4	4.11	4	1	4	1	4	4	1	2.71	26	2	2	3
335	3	2	2	2	2	3	3	2	3	2.44	3	3	2	2	2	3	3	2.57	23	2	2	1
337	5	3	4	4	3	4	4	4	5	4.00	5	3	4	3	1	4	3	3.29	23	2	2	2
338	4	4	2	4	4	4	4	3	3	3.56	3	3	3	4	2	4	4	3.29	24	2	1	1
339	4	3	2	2	3	5	4	5	4	3.56	4	5	5	3	1	4	4	3.71	23	2	1	2
340	3	5	1	1	5	1	2	1	1	2.22	3	2	4	2	2	5	4	3.14	23	2	2	2
341	1	4	2	2	2	5	2	1	5	2.67	1	4	3	3	3	5	5	3.43	28	2	1	3
342	4	4	3	2	3	4	4	3	4	3.44	3	3	3	3	2	4	4	3.14	23	2	1	2
343	4	4	2	3	2	5	3	4	4	3.44	3	4	4	4	3	3	4	3.57	24	2	2	3
344	4	1	1	2	2	2	2	2	4	2.22	4	2	4	4	4	4	4	3.71	26	2	2	1
345	4	3	3	4	2	4	4	4	1	3.22	3	3	4	4	2	3	4	3.29	23	2	1	2
346	3	2	2	3	2	3	3	2	3	2.56	4	3	3	3	2	4	3	3.14	24	2	2	2
347	3	3	2	4	1	1	3	1	4	2.44	4	4	4	4	4	3	3	3.71	24	2	2	1
348	2	2	2	3	2	4	4	3	3	2.78	3	3	3	2	2	4	4	3.00	24	2	2	1
350	4	2	2	2	2	2	2	1	3	2.22	2	3	3	3	2	4	4	3.00	21	2	1	1
351	4	2	2	2	2	3	3	2	3	2.56	3	3	3	2	2	3	4	2.86	22	2	2	1
352	3	1	1	3	1	3	3	1	3	2.11	3	3	2	2	4	4	4	3.14	21	2	1	1
353	3	3	2	2	2	2	4	1	2	2.33	3	3	3	4	4	5	4	3.71	22	2	2	1
354	4	4	4	4	4	4	4	3	3	3.78	4	4	4	4	2	4	4	3.71	22	2	1	1
355	3	2	2	4	2	2	4	2	4	2.78	1	3	3	2	3	2	1	2.14	23	2	2	1
356	3	2	1	1	1	3	4	1	3	2.11	3	2	2	2	2	3	3	2.43	20	2	1	1
358	1	2	2	2	2	3	3	3	3	2.33	3	3	3	3	5	5	5	3.86	19	1	1	2
359	3	2	4	4	5	5	5	1	5	3.78	1	2	2	1	2	1	1	1.43	18	1	1	1
360	2	2	3	2	4	5	4	3	3	3.11	4	5	4	5	4	5	4	4.43	18	1	1	1
362	3	2	2	1	1	4	4	3	4	2.67	2	3	2	2	2	2	3	2.29	28	2	2	3
363	2	2	1	4	1	4	2	3	3	2.44	3	1	2	2	2	3	1	2.00	27	2	2	2

376	4	2	2	2	2	3	2	2	3	2.44	3	3	2	1	1	3	2	2.14	20	2	2	1
377	3	2	2	3	2	2	4	1	3	2.44	3	2	4	2	2	2	5	2.86	22	2	1	1
378	4	2	3	4	2	4	4	4	4	3.44	3	3	2	2	2	2	2	2.29	19	1	2	1
379	4	1	1	1	1	4	3	2	3	2.22	3	3	3	4	2	4	3	3.14	20	2	1	1
380	4	4	4	4	4	4	4	2	3	3.67	2	2	2	2	3	1	1	1.86	20	2	1	1
382	4	2	2	4	2	3	4	3	3	3.00	3	2	3	3	2	2	4	2.71	29	2	1	2
383	4	2	2	3	2	2	2	2	3	2.44	3	4	3	3	2	2	4	3.00	23	2	1	2
384	4	3	3	3	2	3	2	2	3	2.78	3	2	4	2	2	2	3	2.57	29	2	2	2
385	2	2	2	4	2	2	4	2	4	2.67	4	4	4	2	2	4	3	3.29	40	3	2	1
386	2	2	2	4	2	2	4	2	4	2.67	4	4	4	2	2	4	3	3.29	38	3	1	1
387	3	2	2	2	2	3	3	2	4	2.56	3	3	3	2	2	4	3	2.86	34	3	1	1
388	2	2	2	2	1	2	4	2	4	2.33	4	4	4	3	2	2	3	3.14	48	3	2	3
389	2	2	2	4	2	3	3	2	4	2.67	2	2	2	2	2	3	3	2.29	51	3	2	2
391	4	2	2	4	2	3	4	3	3	3.00	3	4	3	3	2	2	4	3.00	29	2	1	2
392	4	2	1	2	2	2	4	2	2	2.33	2	2	2	2	4	2	2	2.29	33	3	2	2
393	1	1	2	2	2	2	2	2	4	2.00	2	2	2	2	2	2	2	2.00	54	3	2	2
394	4	3	2	3	2	4	5	4	5	3.56	2	4	5	4	3	4	4	3.71	57	3	2	2
395	2	2	2	4	2	4	4	2	2	2.67	3	3	2	2	2	3	4	2.71	31	3	1	3
396	4	2	2	3	3	4	2	2	2	2.67	3	3	2	2	3	2	3	2.57	29	2	1	2
397	4	2	2	4	2	3	4	3	3	3.00	3	4	3	3	2	2	4	3.00	30	3	1	1
398	1	1	2	2	1	2	4	1	2	1.78	1	2	2	3	2	3	3	2.29	24	2	2	2
400	2	2	2	3	2	3	2	3	2	2.33	1	2	2	2	2	1	2	1.71	20	2	2	3
402	2	2	2	2	2	4	4	3	4	2.78	2	4	3	2	2	2	3	2.57	28	2	1	2
404	4	2	3	2	2	4	4	3	3	3.00	3	4	4	4	2	4	4	3.57	25	2	1	1
405	4	3	3	3	2	4	3	3	2	3.00	1	1	1	1	4	3	4	2.14	24	2	1	2
408	4	1	1	4	2	2	4	2	4	2.67	4	4	4	4	1	4	3	3.43	54	3	1	3
409	3	2	2	2	3	2	2	2	3	2.33	2	2	2	3	2	3	3	2.43	24	2	2	1

410	1	1	1	3	2	2	3	1	4	2.00	4	3	3	1	1	1	2	2.14	35	3	1	3
411	2	1	1	2	2	3	4	2	4	2.33	1	2	3	2	2	3	4	2.43	39	3	1	2
412	4	2	1	1	2	4	4	2	2	2.44	1	2	2	1	3	3	3	2.14	39	3	1	2
413	2	2	2	4	2	4	4	2	4	2.89	4	4	2	3	2	4	4	3.29	41	3	1	3
415	4	4	5	5	4	4	5	1	4	4.00	4	4	5	4	5	5	4	4.43	51	3	2	3
417	2	2	2	2	2	2	2	2	2	2.00	2	2	2	2	2	2	2	2.00	30	3	2	2



**APPENDIX 3**

**JAVANESE RESPONDENTS  
DATA COLLECTION**

NO	IB1	IB2	IB3	IB4	IB5	IB6	IB7	IB9	IB8.2	IB	HC1	HC2	HC3	HC4	HC5	HC6	HC7	HC	AGE	AGE.2	GENDER	INCOME
2	4	5	5	4	4	4	3	3	3	3.89	4	4	5	4	2	5	4	4.00	21	2	2	1
3	4	2	2	3	2	2	4	3	3	2.78	3	4	4	4	3	4	4	3.71	21	2	1	1
7	2	3	2	4	2	4	4	4	3	3.11	4	3	3	2	3	3	4	3.14	19	1	2	2
13	4	1	4	4	1	4	1	1	5	2.78	4	4	4	4	4	2	4	3.71	47	3	1	3
15	1	1	1	1	1	2	2	4	1	1.56	2	1	2	1	2	1	2	1.57	56	3	2	1
16	4	2	2	2	2	4	3	3	2	2.67	3	2	2	2	2	2	2	2.14	21	2	2	1
21	4	4	3	4	4	4	4	3	3	3.67	3	4	4	3	3	4	3	3.43	22	2	2	1
24	3	1	1	2	1	3	1	4	2	2.00	4	5	4	5	2	5	5	4.29	18	1	1	1
25	2	2	2	2	2	3	3	3	2	2.33	1	1	3	2	2	3	3	2.14	22	2	1	1
26	4	3	3	3	3	4	4	4	4	3.56	3	4	4	3	3	4	3	3.43	19	1	1	2
29	2	1	2	2	2	3	3	3	2	2.22	2	2	2	2	1	3	2	2.00	19	1	1	1
30	4	4	4	3	4	4	4	5	3	3.89	3	4	4	4	3	4	5	3.86	18	1	1	1
32	3	2	1	1	2	2	3	3	2	2.11	3	2	3	2	2	2	2	2.29	19	1	1	1
35	4	4	2	2	4	3	3	4	1	3.00	4	4	4	3	3	4	3	3.57	22	2	1	1
36	3	2	4	2	2	4	4	2	2	2.78	4	4	4	4	2	4	3	3.57	22	2	1	1

37	3	3	3	4	3	4	4	4	2	3.33	4	3	4	4	2	5	5	3.86	22	2	1	1
40	3	2	2	2	2	2	3	4	2	2.44	3	3	3	3	4	4	4	3.43	21	2	1	1
42	3	2	2	2	2	4	3	2	3	2.56	1	1	2	2	3	4	3	2.29	19	1	1	1
43	3	3	3	4	3	3	4	3	2	3.11	1	1	1	1	1	1	1	1.00	19	1	2	1
44	4	1	2	2	2	2	2	2	2	2.11	4	2	4	2	2	4	3	3.00	44	3	1	2
45	4	2	2	4	2	4	5	2	2	3.00	5	4	4	4	1	5	4	3.86	47	3	1	3
46	5	2	2	2	2	4	2	4	1	2.67	2	4	5	4	2	4	4	3.57	38	3	1	1
47	2	1	1	2	1	3	3	4	2	2.11	2	3	3	2	3	4	3	2.86	52	3	1	3
48	2	2	2	2	2	2	2	2	2	2.00	1	2	4	4	2	4	2	2.71	44	3	1	1
50	2	1	1	1	1	2	2	2	1	1.44	2	2	2	3	2	2	3	2.29	45	3	1	3
51	1	1	1	1	1	1	3	3	1	1.44	1	1	3	3	1	1	1	1.57	49	3	1	3
59	2	2	2	2	2	2	2	3	2	2.11	4	3	4	4	2	4	3	3.43	21	2	1	1
60	3	2	2	2	1	4	5	3	2	2.67	2	3	4	3	3	4	3	3.14	21	2	2	1
67	4	2	2	2	2	4	2	4	3	2.78	4	2	4	4	2	4	4	3.43	22	2	2	1
69	4	2	4	2	3	4	3	4	4	3.33	2	2	3	2	1	2	1	1.86	20	2	2	1
70	3	3	3	2	2	2	3	3	3	2.67	2	2	2	2	2	3	3	2.29	19	1	1	1

72	2	2	1	2	2	2	3	3	2	2.11	2	4	4	3	2	4	4	3.29	20	2	1	1
76	4	3	2	4	2	5	4	3	2	3.22	4	4	4	4	2	3	3	3.43	23	2	2	1
77	4	2	2	5	2	4	4	2	3	3.11	5	4	3	3	2	5	5	3.86	20	2	1	2
80	5	1	2	2	1	4	4	2	1	2.44	1	1	1	1	1	1	1	1.00	21	2	2	1
81	4	4	4	4	4	3	4	4	2	3.67	2	2	3	3	2	3	3	2.57	20	2	2	1
88	2	2	2	2	2	3	3	3	2	2.33	2	1	1	1	1	2	2	1.43	20	2	2	1
89	2	2	2	1	2	4	4	4	3	2.67	1	3	2	2	2	4	2	2.29	20	2	1	1
93	3	2	1	2	2	3	3	2	3	2.33	3	3	4	4	3	5	4	3.71	19	1	1	1
94	3	2	2	2	2	3	4	3	2	2.56	2	2	3	2	2	3	3	2.43	20	2	1	1
97	4	3	2	1	1	3	4	5	3	2.89	1	3	2	2	2	1	1	1.71	20	2	2	1
99	3	2	2	2	2	3	2	3	2	2.33	3	4	4	3	2	4	4	3.43	21	2	1	1
100	3	2	2	3	3	4	4	4	3	3.11	2	3	4	3	2	3	4	3.00	21	2	1	1
101	2	5	2	2	2	3	4	1	1	2.44	5	4	4	3	2	3	3	3.43	21	2	2	2
102	2	3	2	2	2	2	2	3	2	2.22	4	3	3	2	2	4	4	3.14	19	1	1	2
103	2	3	3	4	4	5	5	4	3	3.67	4	4	4	4	4	3	3	3.71	19	1	1	1
105	3	2	2	2	2	3	2	3	2	2.33	1	1	1	1	1	1	1	1.00	19	1	2	1

108	3	2	3	1	1	3	5	4	1	2.56	2	3	2	2	3	4	3	2.71	20	2	2	1
109	4	1	2	2	2	3	3	3	4	2.67	3	3	4	4	2	4	4	3.43	20	2	1	2
111	4	4	3	2	3	4	3	4	3	3.33	2	2	2	2	2	5	3	2.57	22	2	2	1
116	4	2	4	1	4	4	4	4	5	3.56	1	1	1	1	1	1	1	1.00	21	2	2	2
117	4	3	4	3	3	4	2	4	2	3.22	3	3	4	4	2	2	4	3.14	20	2	1	1
119	3	2	2	2	1	4	3	5	3	2.78	3	1	1	1	1	1	2	1.43	19	1	2	1
122	3	2	2	3	2	4	3	4	3	2.89	4	4	3	3	3	3	4	3.43	19	1	1	1
124	2	2	2	1	1	4	2	3	2	2.11	1	1	2	1	3	2	2	1.71	28	2	1	1
131	4	4	3	2	4	4	4	4	3	3.56	3	4	4	3	2	4	4	3.43	19	1	1	1
132	4	2	2	3	2	4	3	3	2	2.78	3	3	3	3	3	4	5	3.43	18	1	1	1
133	3	3	2	1	2	3	3	3	2	2.44	2	3	2	2	2	4	3	2.57	19	1	1	1
137	2	2	2	2	2	4	2	2	2	2.22	2	2	2	2	2	4	4	2.57	20	2	1	1
141	5	5	4	5	4	4	4	4	3	4.22	5	5	5	5	3	5	5	4.71	19	1	2	1
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161	5	2	1	2	2	3	4	3	2	2.67	4	5	4	2	1	4	3	3.29	19	1	1	1
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212	2	2	2	2	2	2	4	2	2	2.22	4	4	4	2	2	2	4	3.14	22	2	2	3
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422	2	2	1	3	2	2	3	2	2	2.11	3	2	2	2	2	2	2	2.14	62	3	1	1
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451	3	3	2	4	3	3	4	2	2	2.89	3	3	4	4	2	3	3	3.14	19	1	2	1



**APPENDIX 4**  
**CHINESE RESPONDENTS**  
**DATA COLLECTION**

NO	IB1	IB2	IB3	IB4	IB5	IB6	IB7	IB9	IB8.2	IB	HC1	HC2	HC3	HC4	HC5	HC6	HC7	HC	AGE	AGE.2	GENDER	INCOME
1	5	4	2	2	2	4	5	4	2	3.33	3	5	4	3	2	4	4	3.57	18	1	1	1
5	4	2	2	3	2	4	3	4	3	3.00	5	5	5	5	2	5	5	4.57	19	1	1	1
8	1	1	1	1	1	1	1	1	2	1.11	2	2	2	2	2	2	3	2.14	21	2	2	1
9	2	2	2	1	2	3	2	2	2	2.00	3	2	4	4	3	3	2	3.00	22	2	2	2
10	4	2	3	2	1	3	2	4	2	2.56	2	3	4	4	2	4	4	3.29	18	1	1	1
14	4	4	2	3	4	4	5	2	4	3.56	5	4	4	4	3	5	4	4.14	23	2	1	2
17	4	3	4	4	3	4	4	3	3	3.56	2	2	3	2	2	4	3	2.57	19	1	1	2
18	3	2	2	4	2	4	4	3	2	2.89	4	4	3	3	3	4	3	3.43	18	1	2	1
19	4	3	3	4	4	5	5	3	3	3.78	4	4	3	3	3	4	4	3.57	20	2	2	1
20	5	4	4	4	4	4	4	4	4	4.11	4	2	2	4	1	1	4	2.57	22	2	2	1
22	4	2	2	2	2	2	4	2	2	2.44	4	4	2	4	2	2	4	3.14	21	2	2	1
23	3	2	2	1	1	4	3	3	3	2.44	4	4	4	3	3	4	5	3.86	18	1	1	1
27	1	2	2	2	2	4	2	3	1	2.11	1	1	4	4	2	3	3	2.57	19	1	2	1

28	4	3	2	3	3	4	4	4	3	3.33	2	2	3	2	2	3	3	2.43	18	1	1	1
31	3	2	2	2	2	4	4	4	4	3.00	4	4	4	4	4	4	4	4.00	19	1	1	1
33	3	1	1	1	1	1	3	3	2	1.78	3	3	4	3	3	4	3	3.29	19	1	2	2
34	2	2	2	1	1	2	3	3	2	2.00	2	2	4	4	2	1	2	2.43	19	1	2	1
41	2	2	2	2	2	3	3	4	2	2.44	4	4	3	3	5	3	3	3.57	22	2	2	1
49	2	1	2	2	1	2	2	2	2	1.78	2	1	2	2	2	3	3	2.14	46	3	1	2
53	4	2	2	3	2	4	3	3	4	3.00	2	3	3	2	3	4	4	3.00	21	2	1	1
57	2	1	1	1	1	1	1	4	2	1.56	1	1	1	2	1	1	2	1.29	20	2	2	1
61	2	1	1	1	1	1	2	3	2	1.56	2	2	3	3	2	4	3	2.71	20	2	2	1
62	2	2	2	2	2	3	4	3	2	2.44	2	2	2	2	2	3	4	2.43	20	2	1	1
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65	3	2	2	3	3	4	4	2	1	2.67	4	5	3	4	2	4	5	3.86	19	1	1	1
66	4	4	3	3	3	2	3	3	2	3.00	3	3	3	3	2	2	3	2.71	20	2	1	1
73	4	2	3	2	2	4	3	4	3	3.00	2	2	2	3	2	4	3	2.57	21	2	1	1
74	2	2	2	2	2	3	3	2	2	2.22	2	2	3	2	2	3	3	2.43	21	2	1	1
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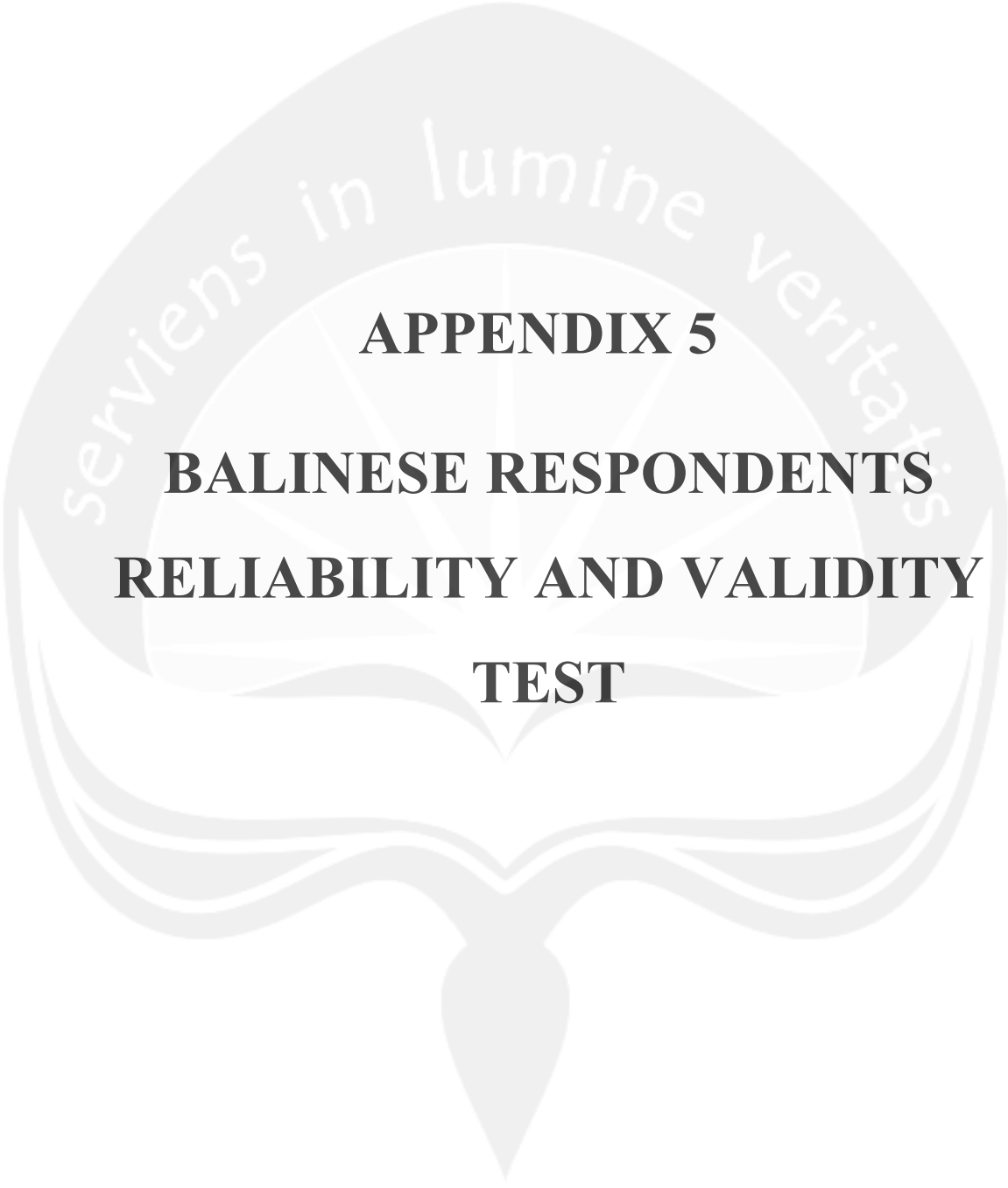
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87	5	2	2	3	2	3	4	4	4	3.22	2	2	2	2	2	2	2	2.00	20	2	2	1
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95	3	2	2	1	1	3	3	3	2	2.22	1	1	2	1	3	3	3	2.00	18	1	1	1
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123	4	2	2	3	2	4	4	4	3	3.11	4	4	3	3	4	4	3	3.57	20	2	1	1
125	2	2	2	2	2	2	4	4	4	2.67	2	2	2	2	2	2	2	2.00	23	2	2	2
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158	4	2	2	2	1	3	2	2	3	2.33	4	4	4	4	2	4	4	3.71	19	1	2	2
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316	2	2	2	2	2	4	3	4	2	2.56	2	2	2	2	2	3	3	2.29	45	3	1	3
317	4	4	4	4	4	4	3	4	4	3.89	4	4	3	3	2	3	3	3.14	36	3	2	3
318	2	2	2	2	2	4	4	4	2	2.67	1	1	3	2	2	3	3	2.14	38	3	1	3
319	2	2	2	2	2	4	4	4	2	2.67	4	2	2	2	2	2	3	2.43	48	3	2	3
320	4	2	3	2	2	4	3	4	2	2.89	4	1	1	3	1	3	3	2.29	34	3	1	2

321	4	3	4	2	1	4	3	4	2	3.00	4	2	3	3	1	3	3	2.71	31	3	1	3
331	4	2	3	3	2	3	4	4	3	3.11	2	4	3	3	1	3	3	2.71	44	3	1	2
333	4	2	2	4	2	4	3	4	4	3.22	3	2	4	3	2	2	3	2.71	41	3	1	3
334	1	1	1	1	1	2	3	3	1	1.56	3	2	3	3	2	3	2	2.57	38	3	1	3
349	4	4	3	3	2	4	3	4	2	3.22	4	3	3	3	2	2	3	2.86	31	3	1	3
361	2	2	2	3	2	3	2	4	2	2.44	2	4	3	3	2	4	4	3.14	34	3	2	2
364	2	1	1	1	1	2	2	2	2	1.56	2	2	2	2	2	3	1	2.00	37	3	1	2
365	3	2	1	1	1	2	2	2	2	1.78	3	3	3	3	3	4	3	3.14	32	3	1	3
366	4	3	2	3	2	4	2	2	4	2.89	4	2	3	3	2	4	3	3.00	31	3	1	2
367	4	4	3	3	4	4	4	4	4	3.78	4	3	4	3	5	5	5	4.14	30	3	1	3
368	3	1	2	1	1	2	3	2	4	2.11	1	2	2	3	1	4	3	2.29	32	3	1	3
369	1	1	1	1	1	3	2	3	2	1.67	1	4	2	1	1	3	1	1.86	34	3	2	3
370	3	2	3	4	2	3	2	4	3	2.89	1	2	3	3	3	3	2	2.43	62	3	2	2
371	2	1	3	4	3	3	4	4	4	3.11	2	5	4	4	1	3	4	3.29	41	3	1	1
372	2	1	2	4	3	3	4	4	4	3.00	2	5	5	5	1	3	4	3.57	27	2	1	1
373	4	4	4	3	4	4	4	2	4	3.67	2	3	2	2	2	4	4	2.71	20	2	2	1

374	3	4	4	2	3	4	4	2	5	3.44	3	5	4	5	2	5	5	4.14	22	2	1	1
375	2	1	2	2	1	4	4	3	2	2.33	4	4	4	4	2	4	5	3.86	61	3	1	2
381	4	4	4	3	3	4	4	4	3	3.67	4	3	3	3	4	3	4	3.43	27	2	2	3
401	2	2	2	2	2	4	3	4	1	2.44	1	3	3	2	1	1	3	2.00	39	3	2	3
406	5	4	4	4	3	4	5	4	3	4.00	4	5	4	4	3	4	4	4.00	30	3	1	3
407	3	3	3	3	4	3	4	3	2	3.11	3	2	4	3	2	4	3	3.00	26	2	1	2
418	5	4	5	4	3	2	4	3	4	3.78	5	4	5	4	3	4	5	4.29	53	3	2	3
419	5	4	5	4	5	5	5	5	2	4.44	5	4	5	5	4	5	5	4.71	28	2	1	2
420	4	3	4	4	3	4	3	4	3	3.56	2	3	4	3	2	4	3	3.00	21	2	1	1



**APPENDIX 5**  
**BALINESE RESPONDENTS**  
**RELIABILITY AND VALIDITY**  
**TEST**


## Impulse Buying

Case Processing Summary					
		N	%		
Cases	Valid	166	100.0		
	Excluded <sup>a</sup>	0	.0		
	Total	166	100.0		
a. Listwise deletion based on all variables in the procedure.					
Reliability Statistics					
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items			
.784	.783	9			
Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IB1	22.14	23.138	.495	.287	.760
IB2	22.90	22.880	.531	.402	.755
IB3	23.05	22.488	.611	.451	.744
IB4	22.56	23.351	.460	.272	.765
IB5	23.01	22.400	.604	.467	.744
IB6	22.05	22.446	.544	.375	.753
IB7	21.91	24.204	.409	.273	.772
IB8.2	22.98	24.751	.383	.229	.775
IB9	22.05	26.112	.199	.149	.799

## Hedonic Consumption

Case Processing Summary			
		N	%
Cases	Valid	166	100.0
	Excluded <sup>a</sup>	0	.0
	Total	166	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.846	.845	7	

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
HC1	18.12	20.143	.573	.437	.830
HC2	17.98	19.187	.684	.572	.812
HC3	17.95	20.010	.682	.556	.814
HC4	18.21	19.840	.698	.549	.811
HC5	18.65	22.944	.334	.172	.860
HC6	17.72	19.198	.660	.492	.816
HC7	17.66	20.031	.599	.475	.825



**APPENDIX 6**

**CHINESE RESPONDENTS**

**RELIABILITY AND**

**VALIDITY TEST**

## Impulse Buying

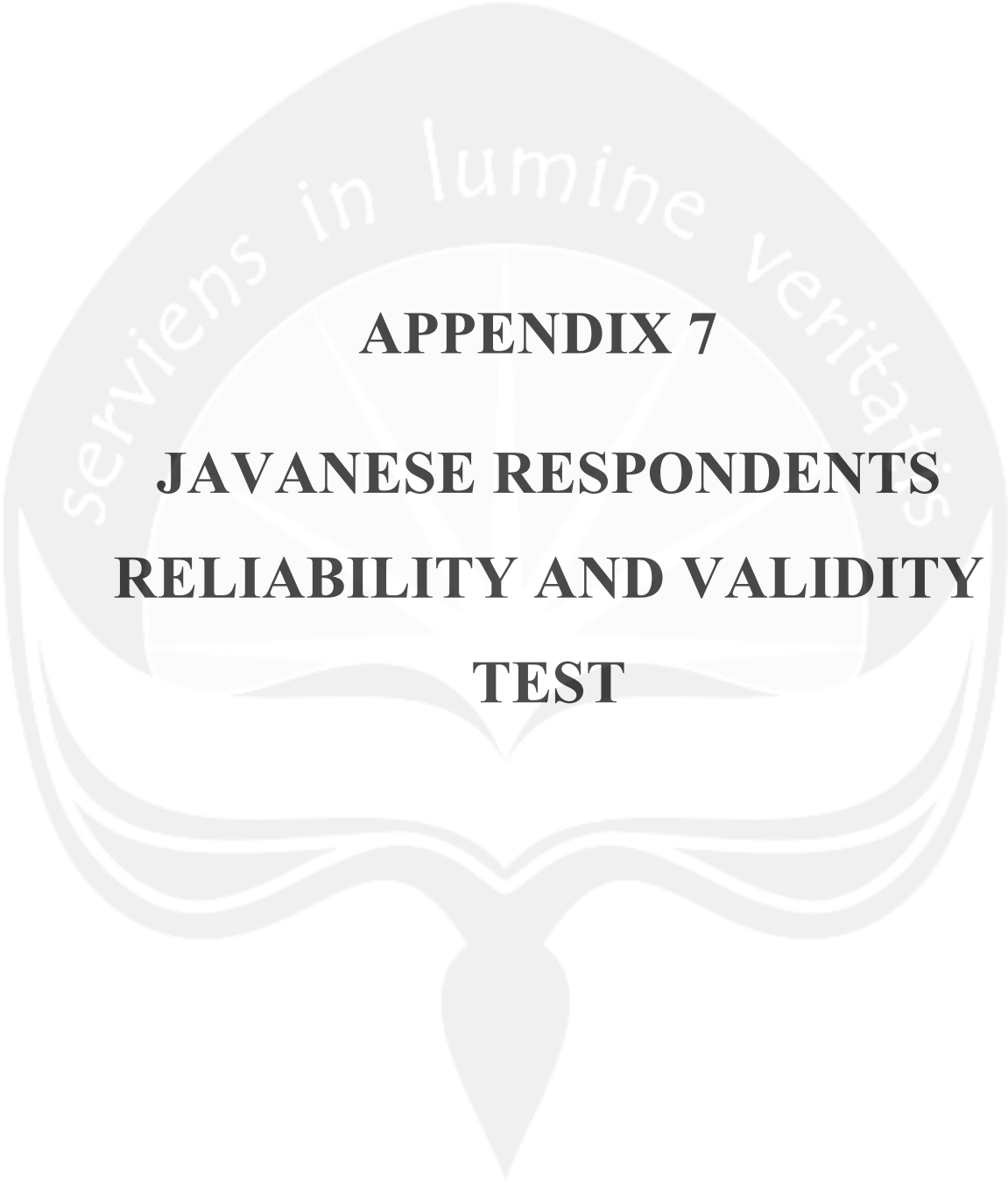
Case Processing Summary			
		N	%
Cases	Valid	102	100.0
	Excluded <sup>a</sup>	0	.0
	Total	102	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.872	.869	9	

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IB1	22.38	30.714	.636	.541	.855
IB2	23.06	30.373	.747	.759	.845
IB3	23.01	30.307	.734	.594	.846
IB4	22.96	31.266	.640	.466	.855
IB5	23.20	30.733	.747	.716	.845
IB6	22.12	32.026	.596	.371	.859
IB7	22.13	32.647	.567	.380	.861
IB8.2	22.90	33.634	.486	.334	.868
IB9	22.09	35.844	.307	.215	.881

## Hedonic Consumption

Case Processing Summary			
		N	%
Cases	Valid	102	100.0
	Excluded <sup>a</sup>	0	.0
	Total	102	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.848	.849	7	

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
HC1	17.77	19.642	.610	.434	.827
HC2	17.68	19.845	.606	.434	.828
HC3	17.52	20.232	.706	.611	.812
HC4	17.65	20.745	.699	.618	.815
HC5	18.31	23.326	.393	.232	.854
HC6	17.35	20.468	.606	.434	.827
HC7	17.36	20.590	.648	.479	.821



**APPENDIX 7**

**JAVANESE RESPONDENTS**

**RELIABILITY AND VALIDITY**

**TEST**

## Impulse Buying

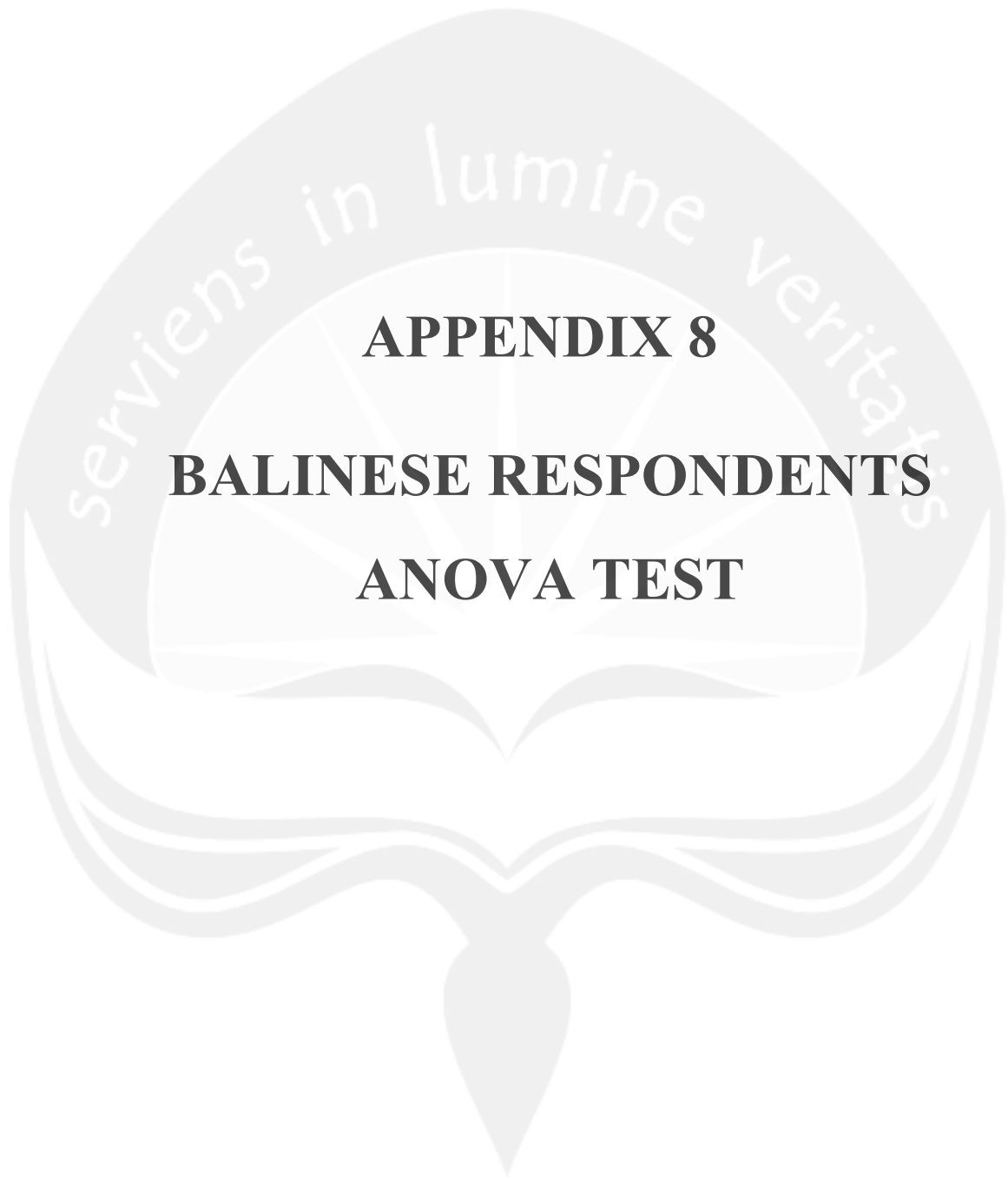
Case Processing Summary			
		N	%
Cases	Valid	140	100.0
	Excluded <sup>a</sup>	0	.0
	Total	140	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.774	.775	9	

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IB1	21.44	21.673	.422	.229	.758
IB2	22.22	20.188	.594	.547	.731
IB3	22.24	19.951	.651	.499	.723
IB4	22.09	22.424	.314	.274	.775
IB5	22.36	20.447	.658	.624	.725
IB6	21.38	20.640	.564	.416	.737
IB7	21.34	22.587	.358	.197	.767
IB8.2	22.32	23.011	.330	.224	.770
IB9	21.36	23.382	.253	.137	.781

## Hedonic Consumption

Case Processing Summary			
		N	%
Cases	Valid	140	100.0
	Excluded <sup>a</sup>	0	.0
	Total	140	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
.872	.869	7	

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
HC1	17.37	22.624	.670	.557	.851
HC2	17.29	21.849	.764	.649	.837
HC3	16.90	23.055	.684	.500	.849
HC4	17.28	23.095	.709	.558	.846
HC5	17.79	26.846	.409	.204	.880
HC6	16.78	23.368	.594	.470	.861
HC7	16.98	22.582	.709	.574	.845



## **APPENDIX 8**

### **BALINESE RESPONDENTS**

#### **ANOVA TEST**

## Gender

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
IB	Female	95	2.897076	.6161392	.0632146	2.771562	3.022590	1.7778	4.6667
	Male	71	2.674491	.5865404	.0696095	2.535660	2.813323	1.4444	4.1111
	Total	166	2.801874	.6119029	.0474929	2.708102	2.895646	1.4444	4.6667
HC	Female	95	3.157895	.7339168	.0752983	3.008388	3.307401	1.4286	5.0000
	Male	71	2.804829	.7200743	.0854571	2.634390	2.975268	1.0000	4.4286
	Total	166	3.006885	.7466780	.0579535	2.892459	3.121311	1.0000	5.0000

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
IB	Between Groups	2.013	1	2.013	5.524	.020
	Within Groups	59.767	164	.364		
	Total	61.780	165			
HC	Between Groups	5.065	1	5.065	9.556	.002
	Within Groups	86.927	164	.530		
	Total	91.992	165			

## Age

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
IB	<2.000.000	93	2.782557	.5538413	.0574307	2.668494	2.896619	1.4444	3.8889
	2.000.000 - 5.000.000	52	2.816239	.7132880	.0989152	2.617659	3.014820	1.5556	4.6667
	>5.000.000	21	2.851852	.6129602	.1337589	2.572836	3.130868	2.0000	4.1111
	Total	166	2.801874	.6119029	.0474929	2.708102	2.895646	1.4444	4.6667
HC	<2.000.000	93	3.052227	.7194795	.0746066	2.904052	3.200402	1.4286	4.5714
	2.000.000 - 5.000.000	52	2.923077	.8298462	.1150790	2.692046	3.154108	1.0000	5.0000
	>5.000.000	21	3.013605	.6591658	.1438418	2.713557	3.313654	1.7143	4.4286
	Total	166	3.006885	.7466780	.0579535	2.892459	3.121311	1.0000	5.0000

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
IB	Between Groups	.098	2	.049	.129	.879
	Within Groups	61.682	163	.378		
	Total	61.780	165			
HC	Between Groups	.557	2	.279	.497	.609
	Within Groups	91.435	163	.561		
	Total	91.992	165			

## Income

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
IB	<20	21	2.989418	.5836293	.1273584	2.723753	3.255083	2.0000	4.2222
	20-30	112	2.828373	.6215799	.0587338	2.711988	2.944758	1.4444	4.6667
	>30	33	2.592593	.5539328	.0964273	2.396177	2.789009	1.5556	4.0000
	Total	166	2.801874	.6119029	.0474929	2.708102	2.895646	1.4444	4.6667
HC	<20	21	3.462585	.8839900	.1929024	3.060198	3.864972	1.4286	5.0000
	20-30	112	2.998724	.6957691	.0657440	2.868448	3.129001	1.5714	5.0000
	>30	33	2.744589	.7068881	.1230534	2.493937	2.995240	1.0000	4.4286
	Total	166	3.006885	.7466780	.0579535	2.892459	3.121311	1.0000	5.0000

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
IB	Between Groups	2.263	2	1.131	3.098	.048
	Within Groups	59.518	163	.365		
	Total	61.780	165			
HC	Between Groups	6.639	2	3.319	6.339	.002
	Within Groups	85.353	163	.524		
	Total	91.992	165			



**APPENDIX 9**  
**CHINESE RESPONDENTS**  
**ANOVA TEST**

## Gender

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
IB	Female	64	2.928819	.6720439	.0840055	2.760948	3.096691	1.5556	4.4444
	Male	38	2.660819	.7566620	.1227468	2.412110	2.909527	1.1111	4.1111
	Total	102	2.828976	.7130323	.0706007	2.688923	2.969029	1.1111	4.4444
HC	Female	64	3.062500	.7402864	.0925358	2.877582	3.247418	2.0000	4.7143
	Male	38	2.721805	.7381701	.1197470	2.479174	2.964435	1.1429	4.2857
	Total	102	2.935574	.7542236	.0746793	2.787431	3.083718	1.1429	4.7143

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
IB	Between Groups	1.713	1	1.713	3.450	.066
	Within Groups	49.637	100	.496		
	Total	51.350	101			
HC	Between Groups	2.768	1	2.768	5.061	.027
	Within Groups	54.687	100	.547		
	Total	57.454	101			

## Age

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
IB	<20	26	2.747863	.6122677	.1200756	2.500563	2.995164	1.7778	4.4444
	20-30	44	2.959596	.7783648	.1173429	2.722951	3.196240	1.1111	4.4444
	>30	32	2.715278	.6860605	.1212795	2.467927	2.962629	1.5556	4.0000
	Total	102	2.828976	.7130323	.0706007	2.688923	2.969029	1.1111	4.4444
HC	<20	26	3.032967	.8372040	.1641892	2.694813	3.371121	1.1429	4.5714
	20-30	44	3.055195	.7389213	.1113966	2.830542	3.279847	1.2857	4.7143
	>30	32	2.691964	.6642467	.1174233	2.452478	2.931451	1.8571	4.2857
	Total	102	2.935574	.7542236	.0746793	2.787431	3.083718	1.1429	4.7143

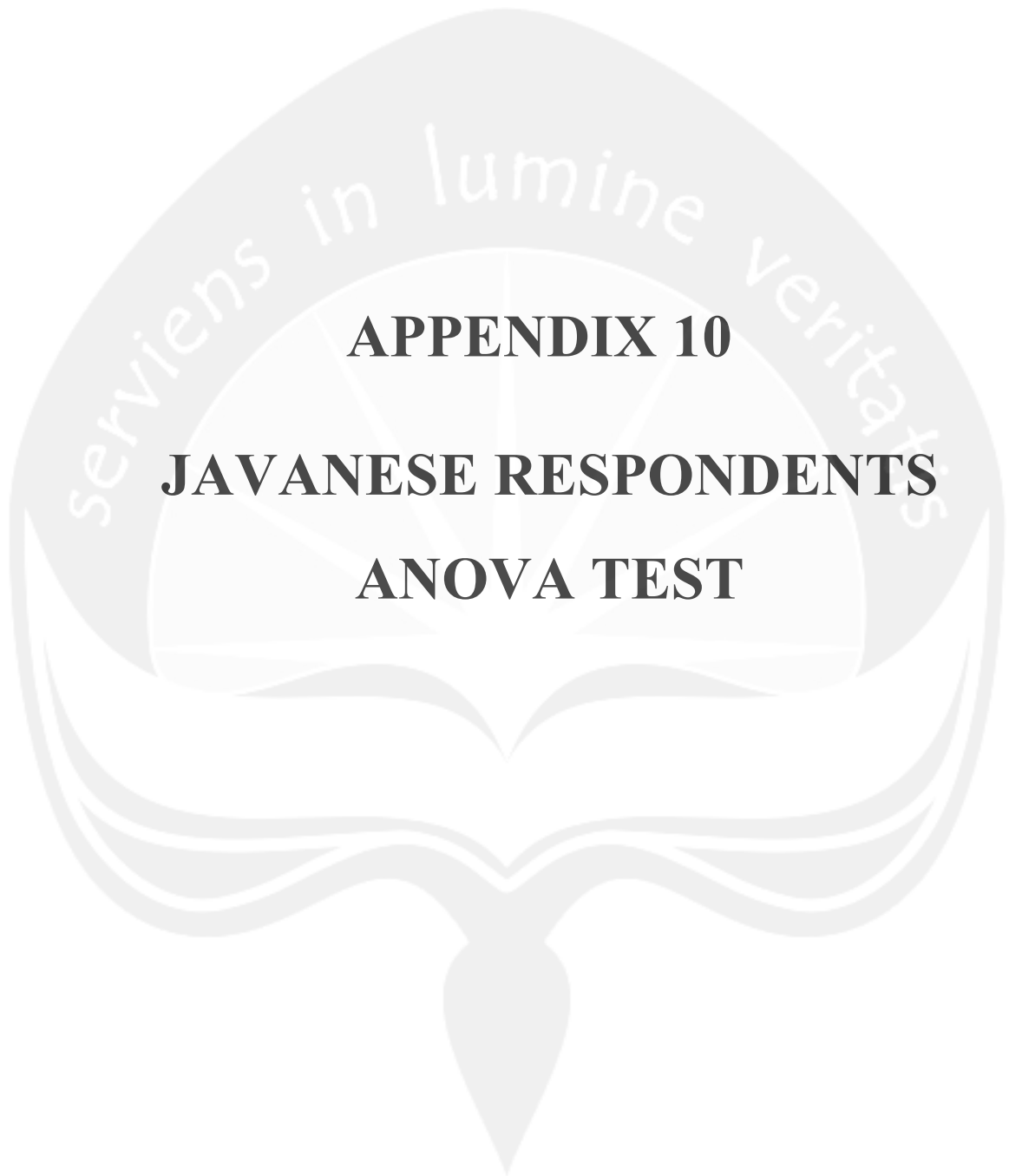
ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
IB	Between Groups	1.335	2	.668	1.322	.271
	Within Groups	50.014	99	.505		
	Total	51.350	101			
HC	Between Groups	2.775	2	1.388	2.512	.086
	Within Groups	54.679	99	.552		
	Total	57.454	101			

## Income

Descriptives									
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
IB	<2.000.000	52	2.826923	.6907114	.0957844	2.634628	3.019218	1.1111	4.4444
	2.000.000-5.000.000	26	2.846154	.7640548	.1498435	2.537545	3.154762	1.4444	4.4444
	>5.000.000	24	2.814815	.7345961	.1499488	2.504622	3.125008	1.5556	4.0000
Total	102	2.828976	.7130323	.0706007		2.688923	2.969029	1.1111	4.4444
HC	<2.000.000	52	3.000000	.7931277	.1099870	2.779192	3.220808	1.1429	4.5714
	2.000.000-5.000.000	26	3.027473	.7033671	.1379416	2.743376	3.311569	2.0000	4.7143
	>5.000.000	24	2.696429	.6977114	.1424197	2.401811	2.991046	1.8571	4.2857
Total	102	2.935574	.7542236	.0746793		2.787431	3.083718	1.1429	4.7143

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
IB	Between Groups	.013	2	.006	.012	.988
	Within Groups	51.337	99	.519		
	Total	51.350	101			
HC	Between Groups	1.808	2	.904	1.608	.205
	Within Groups	55.646	99	.562		
	Total	57.454	101			



**APPENDIX 10**  
**JAVANESE RESPONDENTS**  
**ANOVA TEST**

## Gender

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
IB	Female	78	2.638177	.5759422	.0652126	2.508322	2.768032	1.0000	4.0000
	Male	62	2.811828	.6367256	.0808642	2.650130	2.973526	1.5556	4.3333
	Total	140	2.715079	.6075890	.0513506	2.613550	2.816609	1.0000	4.3333
HC	Female	78	3.093407	.6929377	.0784597	2.937173	3.249640	2.0000	4.5714
	Male	62	2.615207	.8467713	.1075401	2.400168	2.830247	1.0000	4.7143
	Total	140	2.881633	.7984243	.0674792	2.748214	3.015051	1.0000	4.7143

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
IB	Between Groups	1.042	1	1.042	2.859	.093
	Within Groups	50.272	138	.364		
	Total	51.314	139			
HC	Between Groups	7.899	1	7.899	13.506	.000
	Within Groups	80.711	138	.585		
	Total	88.610	139			

## Age

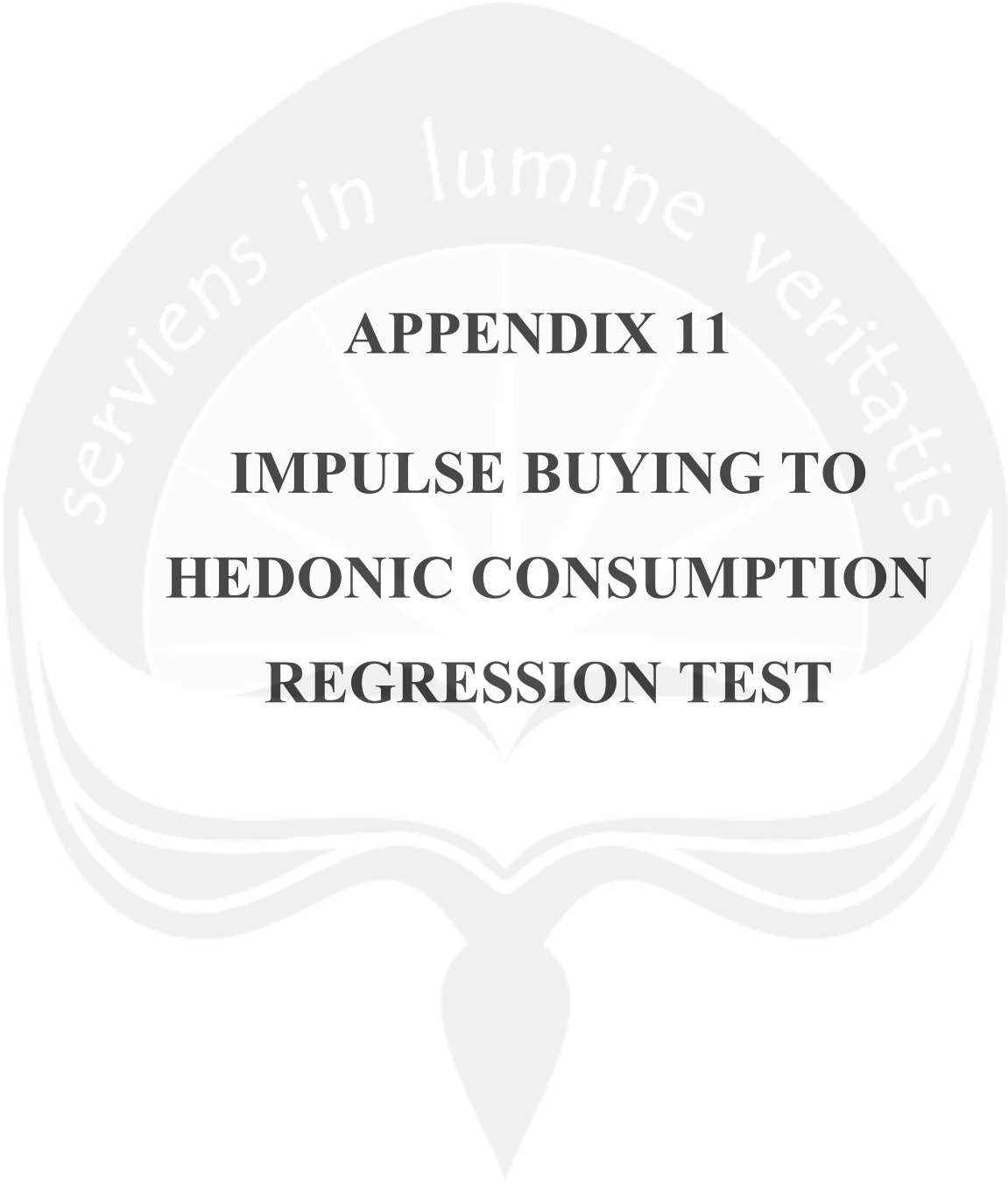
Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
IB	<20	38	2.818713	.7193503	.1166940	2.582269	3.055158	1.0000	4.3333
	20-30	68	2.754902	.5138792	.0623170	2.630517	2.879287	1.8889	4.0000
	>30	34	2.519608	.6193782	.1062225	2.303497	2.735719	1.0000	4.1111
	Total	140	2.715079	.6075890	.0513506	2.613550	2.816609	1.0000	4.3333
HC	<20	38	2.883459	.8780307	.1424354	2.594857	3.172060	1.0000	4.7143
	20-30	68	2.947479	.7859195	.0953067	2.757246	3.137712	1.0000	4.5714
	>30	34	2.747899	.7343998	.1259485	2.491655	3.004143	1.5714	4.2857
	Total	140	2.881633	.7984243	.0674792	2.748214	3.015051	1.0000	4.7143

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
IB	Between Groups	1.815	2	.908	2.512	.085
	Within Groups	49.499	137	.361		
	Total	51.314	139			
HC	Between Groups	.903	2	.452	.705	.496
	Within Groups	87.707	137	.640		
	Total	88.610	139			

## Income

Descriptives									
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
IB	<Rp. 2.000.000	91	2.695971	.5751686	.0602941	2.576186	2.815755	1.0000	4.2222
	Rp. 2.000.000-Rp. 5.000.000	34	2.843137	.5758045	.0987497	2.642230	3.044045	2.0000	4.1111
	>Rp. 5.000.000	15	2.540741	.8260173	.2132767	2.083308	2.998174	1.0000	4.3333
	Total	140	2.715079	.6075890	.0513506	2.613550	2.816609	1.0000	4.3333
HC	<Rp. 2.000.000	91	2.869702	.8119427	.0851147	2.700606	3.038797	1.0000	4.7143
	Rp. 2.000.000-Rp. 5.000.000	34	2.995798	.8318678	.1426642	2.705546	3.286051	1.0000	4.2857
	>Rp. 5.000.000	15	2.695238	.6247254	.1613034	2.349277	3.041199	2.0000	3.8571
	Total	140	2.881633	.7984243	.0674792	2.748214	3.015051	1.0000	4.7143
ANOVA									
		Sum of Squares	df	Mean Square	F	Sig.			
IB	Between Groups	1.047	2	.523	1.426	.244			
	Within Groups	50.267	137	.367					
	Total	51.314	139						
HC	Between Groups	.977	2	.489	.764	.468			
	Within Groups	87.633	137	.640					
	Total	88.610	139						



**APPENDIX 11**

**IMPULSE BUYING TO  
HEDONIC CONSUMPTION  
REGRESSION TEST**

## Balinese

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.640	.175		9.382	.000
	HC	.386	.056	.471	6.847	.000

a. Dependent Variable: IB

## Chinese

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.583	.256		6.185	.000
	HC	.424	.084	.449	5.024	.000

a. Dependent Variable: IB

## Javanese

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.801	.176		10.232	.000
	HC	.317	.059	.417	5.386	.000

a. Dependent Variable: IB