# Group Communication Among NCT's Fans In Creating Impulsive Buying Behavior On Album And Merchandise In Jdoyzen's Group Order On Line Application

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### Abstract

The Hallyu K-Pop phenomenon forms group communication among NCT fans, including Jdozy en Group Order members, leading to impulsive purchasing. In this study, the researcher uses the theory of Input-Proess-Output group communication model by Little John (2017: 269). This study uses descriptive qualitative method and constructivism paradigm approaches to analyze the NCT fan group's communication in creating impulsive buying b ehavior on album

plicati

and merchandise in Jdoyzen Group review were useto collect the data, w results from sevenformants' interview began with the aand several members rticipant observatio **d**, and literature lation technique t ralhat compared the cation in Jdoyz dminen's group order s merchandise on

other social medwhich was then disseminated to grou responses, both positive and negative, as well as feedback and complaints. This led to a discussion ab out the products, prices, and shipping costs, as well as encouragement and persuasion from the admin and other me mbers to make a purchase, which caused some of the affected members to develop a buying behavior that leads to an impulsive buying.

umer behavior,

Keywords-group communication, fan

I. INTRODUCTION

The quick and widespread expans has substantially boosted cross-cultur: current South Korean cultural phenon industry, drama/film, fashion, and foo

Group communication is the exch whose size is unrestricted. It can sprea platforms, including Twitter, Instagram interests might arise as a result of internat.

Soekanto (2002) in Bungin (2004: 273) two characteristics, namely norms and roles.

n and product ia, After that, the members expres sed a variety of

> the fields of music and drama/film, ism Organization, H allyu is the most onveys its culture t hrough the music and K-Food to its la nguage (2020). three or more indiv iduals in a group ternet network media on a number of nunity of people with similar cultural

up has an intensive relation ship. They have arrying out any activity, each group member

ing behavior

communicates and behaves by adhering to written and any more social rules and has a role in complementing one another.

In this study, the group in question is the fans of the K-Pop idol group from NCT, who are fa miliarly known as NCTzen, who actively communicate in carrying out activities to enjoy NCT. However, group comm unication carried out by fans might have a severe influence on themselves and others. Unstructured, high-intensity communication might have unpredictable effects.

In their thesis research, "Analysis of Fans" Lifestyles in K-pop Fandoms," Maharani & Putri (2021) cite Raviv (in Dita & Bagus, 2012: 54) as saying that idolizing conduct is described as a sort of admiration in which giving homage to the idol has excessive intensity. The level of communication within NCT fan groups may also influence their decision-making over purchasing albums, clothing, or everyday NCT products based on emotional impulses and to the exclusion of rational considerations. Impulsive purchasing is the term used to describe this conduct.

The term "impulse buying behavior" refers to actions taken unintentionally or spontaneously without prior forethought. Rook (1987: 193-194) claims that the trigger for impulsive buying arrives suddenly and is accompanied

Korean culture, According to th d to other coun -Pop, K-Drama ges or inform it is dis

by interest and pleasure, making it difficult for consumers to say no to the purchase. There are two components to impulsive behavior: cognition and emotion. Emotion is the effect of being happy on the impulsive behavior that has been done, whereas cognition is the lack of preparation and consideration (Verplanken & Herabadi, 2001: 80).

NCT's fans may also exhibit this behavior. The cost is generally not a major concern for them because they choose to purchase NCT-related things based on their likes, interests, and beliefs that doing so shows their support for the NCT and provides them with happiness and satisfactionOne of these purchases is made through Group Order on Line application, where the owner create a group chat with K-Pop fans with the goal of buying album and merchandise or items linked to their favorite idol group. In this study, the researcher choose Jdoyzen's Group Order to be the research subject.

The researcher chooses NCT and NCT's fans as the research subject because according to annual number of NCT album sales in South Korea from 2020 to 2021, NCT has increased with large sales figures. In 2020, NCT has managed to sell 4.51 million album copies, while in 2021, NCT has managed to increase their popularity and sell 8.73 million album copies.

According to several earlier studies, a group of K-Pop idol group fans' psychological phenomena of celebrity worship on merchandise exhibits a strong association with impulsive purchasing behavior (Asrie & Misrawati, 2020). Therefore, researchers believe that there is a need for studies that use narrative explanations to shed li ight on impulsive buying behavior a community of K-Pop idol group fans from the perspective of communication sence, particularly in group communication.

The method that will be used in the to Hidayat (2003), the constructivism action through detailed direct observa (Hidayat, 2003, p.3).

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constructivism para digm. According natic analysis of soc ially meaningful ing and managing t heir social world

Based on the explanation that has been explained used, the researcher feels interested in researching and analyzing further about "GROUP COMMUNICATION AMONG NCT'S FANS IN CREATIN G IMPULSIVE BUYING BEHAVIOR ON ALBUM AND MERCHANDISE IN JDOYZEN'S GROUP OR DER ON LINE APPLICATION"

# II. LITERATURE STUDY

A. Communication

Communication theory is present presents the thoughts of Everett M. R

They define Ommunication as the a thorough undertanding of one anot and information exchange networks th

Communication throughout the pro is consistent w ith the ideas put forth communication both consciously and accu

Varied experts have different definition phenomena from their point of view (Hayati, 20, munication science . The researcher out the exchanging process.

ween two or more parties who have v NCT fans formed communication

work toward a commo n objective. This who claim that verba1 and nonverbal g human interaction (W iryanto, 2006:7).

is. They see communication and human ess in which two

or more individuals use words and actions to affect one anomer. This is the central idea behind the d efinition. Meanwhile, &cording to Lasswell (1940), communication is a process in which the communicator conveys a

message to the communicant through the media that causes or forms a certain effect. In fulfilling a communication, there are five elements that must be met, including:

- 1. Source: the source is the party who has the initiative or has the need to communicate, which is also known as the sender, encoder, communicator, or speaker.
- 2. Message: what the communicator communicates or conveys to the communicant.
- 3. Communicant, receiver, recipient, audience: the person or group who receives the message.
- 4. Effect: the impact that the message has on the recipient (Effendi, 2004: 5)

### B. Group Communication

People who are joined based on the same experiences, interests, and goals consciously refer to themselves as members of a social group.



Rakhmat (2001: 140) states that group communication is used to exchange information, increase knowledge, strengthen or change attitudes and behavior, raise awareness, and develop mental health.

That is aligned with the background of the NCTzen fandom, which is made up of admirers of the NCT idol group who share a common interest in the group, may identify as NCTzens, and who also share information to learn more about NCT.

According to Wila Huky (1982), a group is a unit consisting of a process of interaction or communication between two or more people. While Joseph S. Roucek (1984) argues that a social group is a group consisting of several people who have a relationship with each other in which the relationship is a structure of the group itself (in Soyomukti, 2012: 174).

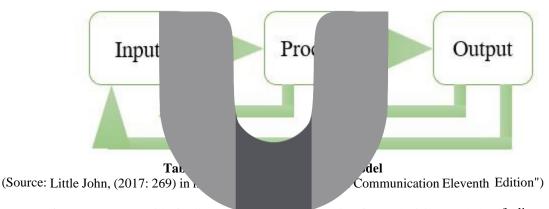
Soyomukti (Soyomukti, 2012: 176), in his book "Introduction to Communication Studies", communication tends to be classified as small group communication or just group communication if there are more than three communication actors. Large group communication, in contrast, is frequently referred to as mass communication or public communication. Additionally, the magnitude of a group's communication, which is dictated by the emotional connection among its members, cannot be calculated mathematically.

From the above definition, it can be concluded that according to a sociological review, a group is a collection of two or more people who communicate or interact with each other and in which there is a reciprocal relationship that gives a feeling that they are part of the group.

In this case, the NCT fan group in the Idovzen Order Group on the Line application is included in a small group with reciprocal interactions or relation with recognized each other as part of the fan group.

In his book "Theories of Human C frequently viewe d as cybernetic sys nn (2017: 269) clai ms that groups are ps (input), process ed by the group

(process), and then the outcomes are different again to the ence others (output). The input-proce ss-output model, which is based on the theories of Ludwig von Bertalanffy's general systems theory, is the name given to these concepts taken collectively.



The output of a group can provide feedback and moughts in making future decisions and the feelings of each group. The researcher looks at the factors that affect the group (input), what happens in the group (process), and the results (output).

# C. Fandom

In consuming popular culture, a group is formed which is incorporated in a community in the form of fandom of fans as an identity in carrying out activities they enjoy.

Meanwhile, Sandvoss (2005: 8) defines fandom as the regularity of consumption involving emotions from certain popular narratives or texts (Sandvoss et al., 2017: 22).

Jenkins (2012) describes "Fan" as an abbreviation of the word "fanatic," which comes from the Latin word "fanaticus." Literally, "fanaticus" means "Of or belonging to the temple, temple servant, worshiper," which is then connoted negatively as people who have enthusiastic madness. NCTzen is the designation of fans or fan fandom of the boy group NCT (Neo Culture Technology). NCTzen is an abbreviation of "NCT" and "citizen," which means resident. The fandom name was inaugurated by NCT through a live broadcast via V-App on June 12, 2017.

### D. New Media

New media is a term used for communication technology with digitization and its wide availability for personal use as a communication tool (McQuail, 2011: 148).

Old media that were thought to be unable to keep up with current technological advancements gave rise to new media. People now prefer to search for or watch news and entertainment through platforms on the internet network rather than through outdated media like newspapers, television, magazines, and others. Internet is thought to make it very simple for people to access all information, data, and other communication media needs.

One of the popular communication tools utilized by the general public, including Indonesia, is the Line application. Line user can voice call and video call other users as well as send messages, photographs, and videos to them. Line application also create chat groups that bring together multiple people in a single chat room for group communication.

### E. Impulsive Buying Behavior

Impulse buying is an unplanned and unconscious buying activity, so the buying process is rela tively fast. Rook (1987) states that these purchases are characterized by an emotional drive associated with strong fe elings that result

in satisfaction after purchasing witho Among fans of K-Pop idol group from outside the reach of the fan grou Because consumers don't pay end ani, 2015). pulses have the op portunity to arise

e effects of their pu rchases, impulse purchasing is associated with negative consequences

including regret over the expenses paid (in Arifianti, Ria Gunawan, 2020: 48). Stern (1962) classifying impulse buying behavior into four types:

buying happens. According to Sofi & Nika (2016), imp



1. Planned Impulse Buying

Planned impulse buying occurs when the buyer has the nope or intention to make a purchase again due to certain factors such as price discounts, interest in the item, and the like.

2. Reminded Impulse Buying

Reminder impulse buying occurs when buyers do a product search and immediately remember that they feel they will need the product they are looking for in the future.

- 3. Suggestion or fashion-oriented impulse buying Suggestion impulse buying occurs when the buyer gets advice or suggestions from others or even himself to buy a product either on the basis of interest or need.
- 4. Pure impulse buying

Pure impulsive buying is buying behavior that has just been made or is an escape where consumers want to make a purchase different from what they usually do.

This research will focus on impulse buying behavior of planned impulse type, created by group communication conducted by NCT's fans in Jdoyzen's Group Order in Line application. Consumers make purchases on an ongoing basis based on special prices, interests and strong attachments to products, and so on without considering product quality and priority aspects rationally.

### **III. RESEARCH METHOD**

The constructivism paradigm was applied in this study together with the descriptive qualitative methodology. When used for research in the field of cultural anthropology, qualitative research methods were initially known as ethnographic research because the data and analysis were qualitative or interpretive. Naturalistic research is another name for this type of research because it is conducted in realistic situations and circumstances (natural settings) (Sugiyono, 2013: 8).

Sukmadinata (2011: 73) says that descriptive qualitative research aims to explain and describe the phenomena of events that occur, both natural and human-engineered, taking into account the characteristic, quality, and interrelationshipsbetween activities. In addition, descriptive research is carried out as is and whout changing or manipulating the variables studied.

According to Hidayat (2003), the constructivism paradigm views social science as a systematic analysis of socially erned in creating and managing their meaningful action through detailed d f tb social world (Hidayat, 2003, p.3)

# IV. RESULT AND DISCUSSION

In this section, the researcher provides an in-depth ation of the results of the analysis. The explanation will be explained in a narrative about group communication along NCT's fans in creating impulsive buying behavior on album and merchandise in Jdoyzen's Group Order on Line application, as follows:

# A. Group Communication

1. Information and Messages

From the analysis of the interview of Jdoyzen's Group Order on Line ap merchandise details, price details, and

In addition, it can be seen that the as NCT's official Twitter account, SM The admin of Jdoyzen's Group Or

information provider of NCT's album

This is in lin e with Lazarsfeld's (1 hingga Massa.", proposes a two-step flo is not influenced the group directly, but the Then in searching and sharing information on Line application, including finding information

mation sought and g iven to members uding NCT's come back, album and lah.

others, social medi a platforms, such Korean seller who wants to sell.

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entitled "Teori Kom unikasi Individu dia on behavior and att on leader.

en by the admins of Jdoyz en's Group Order and merchandise products f<sup>rom</sup> social media

accounts on other platforms, then sharing them in the subjectors or oup Order chat group on Line ap plication. This is in lin e with the opinion of Tambunan (2018), who states that there are two stages i n the process of disseminating in formation in the two-step flow theory theory, namely information flows from the mass media to opinion leaders, and then disseminated to the group.

In addition, there are also other stages in sharing information about NCT's albums and merchandise products, namely the admin will ask for the availability and interests of members first before looking for or sharing information. If they are interested in making a purchase, then the admin will then find information and share it along with product details, including prices and others.

Searching for product information on NCT's albums and merchandise sold by a Korean seller is called 'nyelem', because admins have to dive into social media on other platforms to find the products that members want.

2. Responses and Feedback

ts, it can be seen vided into sever late prices fron e information ir it's purchasing mportant role, lise products t Moriss

In this section, it is clear that after the information was given, the members of Jdoyzen's Group Order on Line application immediately gave various responses and responses.

The responses consisted of different categories, including excited, sad, and surprised. This response was then accompanied by responses from each member, namely regarding admiring/affectionate expressions, complaints about prices, and some even immediately had the desire to buy and immediately booked a quota on the admin to buy the item.

This has also been stated by Sandvoss (2005: 8), where fandom is defined as the regularity of consumption involving emotions from certain popular narratives or texts (Sandvoss et al., 2017: 22), which means that in fans it involves emotional consumption.

#### 3. Discussion

In accordance with its type, namely a group of fans in a chat group on the line application, members of Jdoyzen's Group Order definitely interact or communicate with each other. In this case, after responding and responding, several members of Jdoyzen's Group Order held a joint discussion in the Line application chat group to discuss information on NCT's album and merchandise products shared by the admin.

This is in line with Wila Huky's (1982) theory, which states that a group consists of a process of interaction or communication between two or more people.

The contents or topics of discussion conducted by members of Jdovzen's Group Order are about NCT's album and merchandise products such as produc de other group orders, ask and give an ac a PO (pre-order).

However, it is known from the ar together in group chats with fellow members. There are with the Jdoyzen's Group Order admin personally.

ices, comparing pr oduct prices with appointment with t he admin to open

zen's Group Order have discussions members who have discussions or ask for advice alone

### 4. Encouragement and Persuasion

As previously explained, Jdoyzer merchandise consisting of NCT fans persuasion that appears.

In this case, based on the results fellow members of Jdoyzen's Group ( NCT's album and merchandise.

This is in line with the views of La effect, which is the impact or influence 5).

5. Behavior and Emotional Expression E. The existence of information exchange a.

behaviors and emotional feelings as an impact or

rchase group for N CT's albums and s, there will be en couragement and

ersuasion came fro m the admin and of forming a buying behavior towards

components of communication is the ge or communicant ( in Effendy, 2004:

e group can lead to the for mation of certain anication itself.

This is in line with the opinion (who forgets) which exprans that there is an "effect" component in communication. Based on the results of the analysis, there was a discussion process with encouragement and per suasion that took part in it and then formed the buying behavior of several members of Jdoyzen's Group Order on Line application.

The statement from the informant said that the purchase occurred quickly without rational thought or consideration due to encouragement, persuasion, and pressure from both the admin and fellow members to make a quick purchase decision.

According to Rook (1987), states that these purchases are characterized by an emotional drive associated with strong feelings that result in satisfaction after purchasing without thinking about the consequences (in Aryani, 2015). Based on the results of the analysis, the informants stated that there were feelings of happiness, overjoyed, satisfaction, and even stress-relief after they made the purchase impulsively without any rational consideration, until finally it led to feelings of sadness and regret for the impulsive purchase.

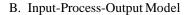
ler on Line applic luring the discu

sis, the encoura was carried out

who revealed t the recipier

However, not all members of Jdoyzen's Group Order on Line application make purchases, even impulse purchases. There are some members who do not or rarely make purchases, and there are also those who always make rational considerations.

Based on the results of the discussion above, this research is actually in line with Little John's (2017: 269) Input-Process-Output model in Group Communication Theory, adapted from Ludwig von Bertalanffy. The following is a figure of Jdoyzen's Group Order on Line application communication in the Input-Process-Output model:



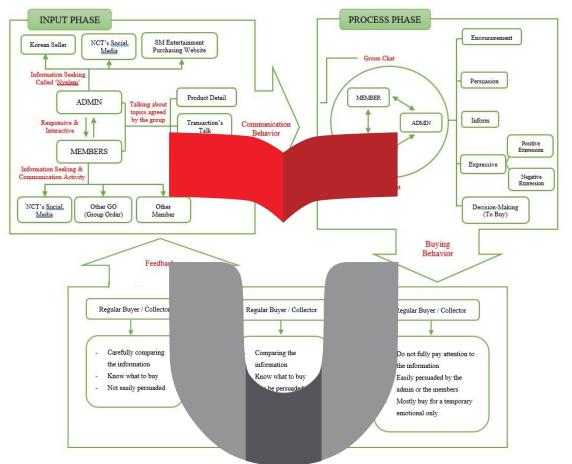


Figure 4.1 Inp ut-Process-Output Model on Group Communication among NCT's Fans in Jdoyzen's Group Order on Line Application.

From the picture above, it can be explained based on the following three points:

1. Input Phase

a. Information

Information is searched and obtained by both admins and members with various sources of information both from inside and outside Jdoyzen's Group Order on Line application.

From the admin, information was obtained from Korean sellers, NCT's social media, and SM Entertainment Purchasing Website. Meanwhile, from members, information was obtained from NCT's social media and other GO (Group Order).

b. Interaction

Communication is carried out by admins and members in Jdoyzen's Group Order, where the topics discussed and the mechanism of communication are mutually agreed upon in the group. In this case, the topic of conversation in the group is about product details, product purchases, and NCT members.

The communication that takes place in Jdoyzen's Group Order on Line application is an interactive and responsive type of communication, that is, a reciprocity or a communication from two directions, from admin and members.

### 2. Process Phase

a. Communication Media

Communication in the Jdoyzen's Group Order on Line application takes place in two main channels, namely group chat and personal chat, and it can be done in channel switching.

b. Communication Behavior

Group communication behavior in Jdoyzen's Group Order is carried out mainly in terms of encouragement, persuasion, information, expression, and decision-making to make purchases made by both admins and fellow members.

In terms of expression, there are positive and negative expressions. Positive expressions include feelings of pleasure, being overjoyed, and satisfaction with purchases made, while negative expressions include feelings of sadness and regret for purchases that have been made.

# 3. Output Phase

a. Buying Type and Behavior

Based on the group communic

includes encouragement and persuasion and create paying behavior follows:

bup Order on Line a pplication, which ying behavior, then it is divided int o three types, as

1) Smart Buyer / Collector

Ν

A smart buyer in Jdoyzen's Group Order is carefully comparing the information one to a nother to get the exact or true information. I smart buyer know want to buy and fee ls proud of it.

2)	Regular Buyer / Collector				
	Like smart buyers, regular	1	so carefully co		formation and kno w very well what
	they want to buy. However		rs can be persua		enced by people bot h from the admin
	and from fellow members		Group Order.		
3)	Impulsive Buyer / Collecto		_		
	Unlike a smart and regular		pulsive buyer		pay attention to the information they
	get, sothey falter several til		ey are easily	2	rsuaded by both the admin and fellow
	members. Purchases are us	L	omentar	1	ngs.

#### V. CONCLUSIO

CONCLUSIO

A. Conclusion results of the analysis and discussion, and the drawn about how group

Based on thens in creating impulsive buying behavior on album and merchandise in Jdoyzen's communication among NCT's fagoes through certain stages. Group Order on

Line application

The first stage is when the admin and several Jdoyzen members look for information about NCT's album and merchandise products on NCT's social media platforms, then distribute it to the Jdoyzen's Group Order on Line application chat group. Then the members gave various responses, both positive and negative, along with various feedback, such as giving expressions of complimenting NCT's visuals, commenting on products, and complaining about the prices.

After that, there was a discussion process regarding product details and the concept of NCT albums and merchandise, prices, asking for appointments, as well as asking and receiving each other's advice both in group chats between fellow members and in personal chats between admins and only one member.

But apart from that, there was also encouragement and persuasion from both admins and members with the aim of shaping album and merchandise buying behavior. In this case, some members whose buying behavior is formed are included in this buying behavior because it occurs so quickly and is based on emotional and irrational considerations.

After making a purchase, Jdoyzen's Group Order members feel pleasure and satisfaction, as well as sadness and regret for the impulsive purchase.

### B. Suggestion

After this research is done, the researcher has some suggestions that are expected to help further researchers who want to research the same topic in the future. Not only for researchers, but this research will also hopefully be helpful for all parties who need it. The following are suggestions explained by the researcher:

- 1. Theoretical Suggestion
  - a. The researcher hopes that this research can provide benefits for examining dynamic group communication with different theories and research methods.
  - b. The researcher also hopes that the next researcher can do further research on the two-way communication model in group communication and the role of the admin as an opinion leader.

# 2. Practical Suggestion

a. For K-Pop fans and other community, this research is expected to provide knowledge on how group communication in creating a behavior by using the components of communication is done.

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 This research is also expected group communication approact

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