

ABSTRACT

The development of fashion that are increasing lately causing human needs in fashion goods and services increases and more varied. Businesses people are required to provide a variety of fashion that fits the consumer tastes. Looking at the aspects of shopping lifestyle and fashion involvement, business people can attract consumers' attraction in impulse buying behavior.

This research was conducted to determine the effect of shopping lifestyle and fashion involvement on impulse buying behavior of the people in Bandung. This research uses quantitative descriptive research. The sampling that is used in this research is non-probability sampling technique with incidental sampling type in which the sample of determination technique based on people who the researcher met accidentally with the number of respondent are 400 respondents. The analysis technique being used is descriptive analysis and multiple analysis regression.

Based on the result of partial hypothesis test, shopping lifestyle and fashion involvement proved significantly influence impulse buying behavior. Based on the result of simultaneous hypothesis test, shopping lifestyle and fashion involvement proved simultaneously influences impulse buying behavior. Based on the coefficient of determination it can be concluded that the influence of shopping lifestyle and fashion involvement is equal to 55,7%, and the rest of 44,3% is from other variables that are not examined in this study.

Keywords: Fashion Involvement, Impulse Buying Behavior, Shopping Lifesyle