

THE ROLE OF NEGATIVE AFFECT IN MEDIATING THE EFFECT OF SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE TOWARDS THE URGE TO BUY IMPULSIVELY IN MILLENNIALS (A CASE STUDY ON SECOND WAVE COFFEE SHOP IN MALANG RAYA)

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ABSTRACT

Millennials tend to spend on most purchases to satisfy their impulsive urges, contributing to the recent attractive Second Wave coffee bloom. As triggering emotion, recent theories stated that negative affect drives the impulsive decision making in socially susceptible settings. While a number of researches reported positive affect as the antecedent of the urge to buy impulsively, the role of negative affect in impulsive buying remains inconclusive. The purpose of the study is to develop a proper perspective on the negative affect influencing the urge to buy impulsively, regarding to the role of negative emotions as hedonic motivational process. This study involved 100 millennial coffee consumers in Malang Raya, Indonesia, and employed PLS method to elaborate the research. This study has shown that negative affect increased the urge to buy impulsively among millennials. This study also confirmed the positive effect of susceptibility to interpersonal influence towards the generation of the urge to buy impulsively and negative affect serves as mediating variable in partial mediation effect. This study addresses the negative affect differently by clarifying the negative emotions experienced with the regard of Gratification Shopping as hedonic motivational process. The adjustments was done by introducing the new items of negative affect so both consumers and the study can specifically address which negative emotions corresponding the Gratification Shopping process. The typical characteristics of millennial Second Wave coffee shop consumers in this study also contribute the elaboration in addressing the influence of negative affect, due to their hedonic nature in acquiring lifestyle products.

Keywords: Social Susceptibility to Interpersonal Influence, Negative Affect, Urge to Buy Impulsively, Hedonic Consumer Motivation, Second Wave Coffee Shop.

INTRODUCTION

The escalating domestic coffee consumption in Indonesia indicates the importance of the study coffee consumption, contributing better understanding of consumer behavior studies. As reported by Katadata.co.id (2017), International Coffee Organization (ICO) published their findings about increasing Indonesia coffee consumptions. Domestic coffee consumption in Indonesia has increased annually, starting from nearly 1.5 million bags of 60 kg coffee consumption in 2000, reaching triple, over 4.5 million bags in 2016. Furthermore, new coffee shops are established widespread in Indonesia recently, introduced by international Coffee Shop like Starbucks, encouraging the local coffee shops to seize the opportunity as well (Kontan.co.id, 2018).

The emerging Second Wave Coffee Shop era contributes to the recent coffee bloom. Otten Coffee (2015) explained that undergoing evolution of coffee era, known as the Second Wave Coffee, has played such decisive role in recent coffee shop blooming. Second Wave Coffee era is distinguished by the coffee consumers being aware of the distinct taste of different coffee, whether comes from different beans or different brewing process, following the First Wave era which concentrated on the massive and consistency of production, disregarding the uniqueness of coffee taste produced from different process. Millennials nowadays, are familiar with the Second Wave Coffee products i.e. single origin bean or espresso based. Gold (2008) implied that the Second Wave era was the proliferation of the coffee selling, starting in the 1960s at Peet's and moving smartly through the Starbucks grande decaf latte, espresso drinks and regionally labelled coffee. Although many countries are already familiar with the Third Wave Coffee following the Second Wave, the coffee lifestyle in Indonesia is considered as newly emerged, thus the awareness of coffee taste as the product of art is still rarely seen in the coffee consumptions, especially for the millennial coffee consumers, indicating that Indonesia is still embracing the Second Wave Coffee era. The fact that Second Wave coffee products offer more concern on taste and lifestyle, makes it different with the First Wave that focused solely on efficient market satisfaction.

Millennials refers to whom were born between 1981-2004 (Howe and Strauss, 2007). Recent studies found that millennials are the main target of local Second Wave Coffee Shops in Indonesia (Kiky, 2018; Prakosa, 2019). Lifestyle cafés prioritize millennials as their focus because of their independence in their own daily spending. Besides, the generation also consider aesthetics and lifestyle aspects in their purchasing decisions (Chang and McGonigle, 2020). Purchasing behavior of younger generations, especially millennials, are influenced by the pursuit of psychological benefits. They tend to spend on most purchases to satisfy their impulsive urges, liberating themselves from the demanding lifestyle (Ahmed *et al.*, 2014; Herlyana, 2012).

Impulse buying refers to unplanned purchases of products influenced by specific exposure to generate impulse stimuli (Badgaiyan and Verma, 2015; Beatty and Ferrell, 1998; Chomvilailuk and Butcher, 2014). Impulse buying is characterized as hedonic purchase behavior which is associated with emotions and psychosocial motivations instead of rational benefits (Sharma *et al.* 2010). Urge to buy impulsively takes vital role in every impulse buying since the urge serves as immediate response deciding the actual impulsive buying behavior (Bandyopadhyay, 2016; Beatty and Ferrell, 1998; Mohan *et al.*, 2013; Li Xiang *et al.*, 2016; Rook 1987).

Bearden *et al.* (1989) defined the susceptibility to interpersonal influence as "the need to identify with, or enhance one's image in the opinion of significant others through the acquisition and use of products and brands, and the willingness to conform to the expectations of others regarding purchase decisions. Individuals may use others' buying behavior as a justification for their own, and thus leading to another guinea pig effect (Luo, 2005). Recent social media activities show that parasocial interaction is escalating through the internet. Social media users as consumers are engaged to show their social status and tastes in order to be cohesive with their social community (Jin, 2018; Li Xiang *et al.*, 2016; Sokolova and Kefi, 2019). Furthermore, Turban *et al.* (2011) explained that image and experience sharing behavior become more rapid in recent millennial lifestyle. Consumers experience sharing through social medias is believed to be more sincere than any of those conventional advertisings (Olbrich and Holsing, 2011), make it more convincing, especially in encouraging millennial consumers impulsive buying. Such interpersonal influence drives consumers to make themselves to be cohesive and accepted by their social groups through sudden impulsive buying. The more consumer engage themselves to social judgement and interactions, the more they become susceptible and ultimately commit another impulsive purchase (Liu *et al.*, 2013; Bandyopadhyay, 2016).

The term "affect" refers to a valenced state of emotional feelings (Hogg *et al.*, 2010), thus the negative affect refers to a valenced state of the negative ones. The exposure to impulse stimuli experienced by consumers is associated with emotional arousal of high intensity, especially the negative one, which leads to the urge to buy impulsively (Dholakia, 2000). Unfortunately, the role of negative affect in impulsive buying is appeared to be debatable in several literatures. Prior research took notion on the distinct two aspects of affect: positive affect and negative affect (Silvera *et al.*, 2008). While number of researches have reported positive affect as an antecedent of the urge to buy impulsively (Beatty and Ferrell, 1998; Mohan *et al.*, 2013), the role of negative affect in impulsive purchase remains inconclusive. Youn and Faber (2000) found that individuals exhibit impulsive buying to get relieved from stress and depression and Verplanken *et al.* (2005) argued that negative affect may drive consumers to be involved in impulse buying, while a recent study conducted by Mohan *et al.* (2013) did not find any significant role of negative affect in impulse buying. The pioneering research of impulsive buying conducted by Beatty and Ferrel (1998) also did not find any significant influence of negative affect on urge to buy impulsively. Further exploration is needed to shed light in the ambiguous role of negative affect since the role of negative in impulsive buying is inconclusive in the literatures.

Previous studies were limited in examining the influence of negative affect towards impulsive buying in interpersonal influence since some is limited in their external validity (Silvera *et al.*, 2008) or rather focused on the normative aspect of susceptibility to interpersonal influence rather than examine the informational one (Bandyopadhyay, 2016). Thus, this area needed to be furtherly explored, especially in the different settings. This research elaborated in the context of millennials Second Wave coffee consumers in Malang Raya, Indonesia, completing the remaining explorable area of study.

This paper intends to examine the significant influence of susceptibility of interpersonal influence towards the urge to buy impulsively and the role of negative affect that mediates the aforementioned variables. The objective of the article is threefold. The first is to examine the effect of the susceptibility to interpersonal influence towards the urge to buy impulsively in the context of Second Wave Coffee Shop millennial consumers. Second, to examine the role of negative affect in mediating the two other variables. Finally, grounded on the theoretical framework and the empirical findings, the third objective is to proceed with the explanations on the findings, comparing those with the debatable prior research discussing the role of negative affect with the regards of different approach used in defining the negative affect serving as the part of hedonic motivation process.

URGE TO BUY IMPULSIVELY

Impulse buying refers to unplanned purchases of products or services upon exposure to specific impulse stimuli (Beatty and Ferrell, 1998; Chomvilailuk and Butcher, 2014; Badgaiyan and Verma, 2015). The urge to buy impulsively is considered to be the mental process preceding and leading towards the actual impulsive buying decision. This urge indicated by Rook (1987) that impulsive buying occurred when a consumer experiences specific urge which is sudden, and often powerful and persistent, to acquire product/service immediately. Furthermore, prior researches specified that urge to buy impulsively is a state of desire that is experienced upon encountering certain stimuli in the environment. It's clearly a mental process occurred, preceding the actual impulse action and the action is spontaneous, unreflective, and kinetical (Beatty and Ferrell, 1998; Mohan *et al.*, 2013; Rook 1987). The act of 'impulsive purchase' has been considered to be linked primarily to the powerful distinct feeling of the urge (Foroughi *et al.*, 2013; Beatty and Ferrell, 1998). Thus, this explains the role of the urge to buy impulsively as the key role, leading the actual impulsive buying behaviour.

SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE

Susceptibility to interpersonal influence is defined as the consumer tendency to acquire products and brands based on the identification or enhancement of one's image in the opinion of significant others, resulting the willingness to conform to the expectations of others through consumer purchase decisions (Bearden *et al.*, 1989). The susceptibility to interpersonal influence is the manifestation of social and interpersonal interaction that influence the purchasing decision due to the symbolic exchange occurred, encouraging consumers to behave in line with the will of common or specific social identity, acquired through the social imagery (Foxall, 2016). Such interactions form set of specific expectations of one's ideal self (Solomon and Lowrey, 2018). Need for image enhancement in the eyes of significant others through product/service acquisitions is related to an individual's attempt to close the gap between consumer real self and ideal self (Bandyopadhyay, 2016). The susceptibility to interpersonal influence has two dimensions, both are informational and normative. The informational dimension refers to people's tendency to search and acquire information from trustworthy sources (Bearden *et al.*, 1989). The normative dimension refers to: an individual's need to purchase products/services to identify with or to enhance his/her image to significant ones; conforming self to the expectation of significant others (Kropp *et al.*, 1999).

NEGATIVE AFFECT

The term of negative affect refers to a valenced state of the negative emotional feelings, derived from the concept of the affect (Hogg *et al.*, 2010; Mohan *et al.*, 2013) and the negative aspect of the affect (Silvera *et al.*, 2008). Negative affect includes feelings such as distress, disgust, irritation, fear, etc. (Watson *et al.*, 1988). Such negative feeling is related to the generation of the urge to buy impulsively. Emotional feelings are the psychological experiences which serve as the instant gratification, driving one to buy impulsively (Ozen and Engizek, 2014). Serving as the instant gratification, emotions, especially the negative affect, plays the crucial role in exhibiting impulsive purchases (Sirhindi, 2010). Furthermore, Nermend and Latuzynska (2017) explained that emotional feelings are linked to impulsive buying due to the nature of impulsive buying as individual's satisficing decision occurred in the bounded rationality situation which emotional aspects play dominant.

SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE AND URGE TO BUY IMPULSIVELY

Reflecting the individual's proper social image and conformity, the susceptibility to interpersonal influence drives the purchasing decision, especially the impulsive ones (Bandyopadhyay, 2016; Liu *et al.*, 2013; Roberts *et al.*, 2008; Sharma *et al.*, 2010). Impulse purchasing is more likely to occur when shopping with peers, and the effects of the presence of peers on impulse purchasing will be greater when people are susceptible to influence than when they are not (Luo, 2005). Positive relationship between unplanned purchasing and other's influence (family and peer influence) was reported by Liu and Laird (2008) and later confirmed by Chomvilailuk and Butcher (2014) that social effects have positive effect on unplanned in-store purchase. The positive relation between the consumer susceptibility to interpersonal influence and the urge to buy impulsively is confirmed in the prior researches (Bandyopadhyay, 2016; Cheng *et al.*, 2013; Liu *et al.*, 2013).

NEGATIVE AFFECT AND URGE TO BUY IMPULSIVELY

Youn and Faber (2000) found that individuals exhibit impulsive buying to get relieved from stress and depression and Verplanken *et al.* (2005) argued that negative affect may drive consumers to be involved in impulse buying. Furthermore, the relation between the negative affect and the urge to buy impulsively is confirmed in several researches (Ning-Shen and Khalifa, 2012; Silvera *et al.*, 2008). In contrast with aforementioned studies, study conducted by Beatty and Ferrel (1998) and Mohan *et al.* (2013) did not find any significant role of negative affect in impulse buying. Further exploration is needed to shed light in the ambiguous role of negative affect since the role of negative in impulsive buying is inconclusive in the literatures.

SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE AND NEGATIVE AFFECT

The link between susceptibility to interpersonal influence and negative affect based on the individual sense of belonging towards his/her social group, manifesting in negative feelings experienced when the adjusting image of actual self doesn't conform the ideal self expected by the social environment (Liu *et al.*, 2008; Ning Shen and Khalifa, 2016; Silvera *et al.*, 2008). Such unpleasant feelings are originated by the dependency of social reward, involving specific negative feelings such as feeling distressed, angry, fear and sad of negative social judgement or the absence of expected social reward (Lundqvist, 2008). The positive effect of susceptibility to interpersonal influence towards the negative affect is confirmed in several researches (Flight *et al.*, 2012; Ning Shen and Khalifa, 2012; Verhagen and van Dolen, 2011) and the positive effect of the normative dimension of negative affect is confirmed by Bandyopadhyay (2016).

ADDRESSING NEGATIVE AFFECT IN IMPULSIVE BUYING CONTEXT AS PART OF HEDONIC MOTIVATION PROCESS

Silvera *et al.* (2008) demonstrated that impulsive purchases is intended by consumer to cope with the bad moods generated by the negative emotions. Furthermore, Verplanken and Sato (2011) implied that impulsive purchases can be driven by two different forms of motives, the promotion motive driven by positive affect, and preventive motive generated by the negative affect. Thus, specific negative affects that need to be addressed are the negative feelings that consumer want to prevent by acquiring products/services through impulsive buying. Since the impulsive purchase can be driven by two different forms of motives, different approach is needed to address the negative affect experienced by the consumer based on the different process.

Consumer motivation can be either utilitarian or hedonic. Consumers with hedonic motivations may involve multisensory, fantasy, and emotional experiences in their shopping-related activities. Hedonic motive refers consumer motive to acquire subjective benefits which are not related to the main function of the products/services, such as emotional, pride and social value. Materialism value adopted by the consumers is the main reason why consumers motive appear to be hedonic rather than utilitarian (Solomon and Lowrey, 2018). Gratification Shopping is one of the type of hedonic consumers motivation involving acts of acquiring services/products to reduce the negative stressor or to alleviate their negative emotions. Consumers driven by Gratification Shopping motive are motivated by the urge to reduce the stressor, maintaining their equilibrium/ homeostatic state (Arnold and Reynolds, 2003). Such process leads to the consequence that we need to address negative affect accordingly. Specific negative feelings are needed to be addressed in understanding the role of negative affect exhibiting urge to buy impulsively, not all the negative feelings experienced during the impulsive purchase, but the specific ones which consumer want to reduce by purchasing products/services impulsively.

THEORETICAL FRAMEWORKS

The dependency of social reward generates specific negative feelings towards the negative social judgement or the absence of expected social reward (Lundqvist, 2008). The failure of meeting social expectations of ideal self makes one feels insignificant, following the needs of acceptance from others (Arndt *et al.*, 2004; Solomon and Lowrey, 2004). Thus, negative affect serves as the stressor which consumer want to reduce in order to maintain their homeostatic state (Arnold and Reynolds, 2003). The theories suggests that negative affect can be generated from the social pressure coming from the socially susceptible self with some degrees of susceptibility to interpersonal influence. Furthermore, prevention motive is triggered by the desire to avoid negative outcomes (Higgins, 2002) leading consumer to alleviate the distress that can arise from negative body image perceptions, beliefs and attitudes by doing impulsive purchase (Lucas and Koff, 2017) as Gratification Shopping theory suggests that consumers hedonic motivation can involve acts of acquiring services/products to reduce the negative stressor or to alleviate their negative emotions, maintaining their equilibrium (Arnold and Reynolds, 2003). Thus, based on the mentioned explanations, negative affect can lead consumer to experience the urge to buy impulsively. Meanwhile, individuals may use other people buying behavior as a justification for their own, and thus feel the urge to buy things (Luo, 2005). Such social effects have positive effect on unplanned purchase (Chomvilailuk and Butcher, 2014). This explains the direct relation between susceptibility to interpersonal influence and urge to buy impulsively. This study is based on the aforementioned theories on susceptibility to interpersonal influence, negative affect, and urge to buy impulsively for the purpose of exploring the impact of susceptibility to interpersonal influence and negative affect on the urge to buy impulsively in Second Wave Coffee Shop millennial consumers. This research examines the effect of susceptibility to interpersonal influence (X) towards the urge to buy impulsively (Y), involving negative affect (Z) as mediating variable. The conceptual framework of this research is as follows:

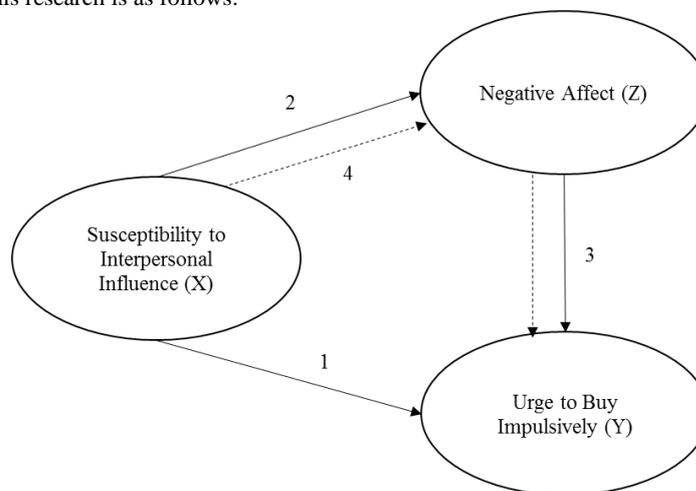


Figure 1: Research Conceptual Frameworks

Hypotheses of this research are as follows:

- H1: There is a significant influence of susceptibility to interpersonal influence (normative and informational) towards the urge to buy impulsively on Second Wave Coffee Shop products.
- H2: There is a significant influence of susceptibility to interpersonal influence (normative and informational) towards the negative affect generated on Second Wave Coffee Shop impulse purchase.
- H3: There is a significant influence of negative affect towards the urge to buy impulsively on Second Wave Coffee Shop products.
- H4: Negative affect serves as the mediating variable between susceptibility of interpersonal influence (normative and informational) towards the urge to buy impulsively on Second Wave Coffee Shop products.

RESEARCH METHODS

The type of this research is survey research, which takes samples from a population and uses questionnaires as the main data collection instrument. Categorized as explanatory research, this research explains the causal relationship between research variables through hypothesis testing (Chrysochou, 2017). The method used in sampling is non probability sampling. Sampling technique used in this research is purposive sampling. It is because the population in this research is considered heterogeneous according to a characteristic and the population is uncertain. Based on the characteristics that have been determined from the sample to be taken, the sampling criteria are as follows:

1. Consumers who act as decision makers to buy at Second Wave Coffee Shop.
2. Consumers who use their own money to pay the Second Wave Coffee Shop they bought.
3. Consumers are considered as millennials, ranging from age of 16-39 (Howe and Strauss, 2007)
4. Consumers who experience impulse buying situation for at least in the last 2 days before the survey.

Determination of the sample size of this study refers to the guidelines proposed by Hair *et al.* (2010) that in multivariate studies, the sample size should be at least 5 times of the number of indicators involved in the study. In this study, the variables studied are 3 variables, with total of 19 indicators involved based on indicators used in Lin and Chen (2011) for measuring the susceptibility to interpersonal influence, Verhagen van Dolen (2011) for measuring the urge to buy impulsively and Bandyopadhyay (2016) for measuring the negative affect. New items for negative affect are introduced regarding the need to address negative affect specifically to the gratification shopping process involved in the impulsive buying adapted from Bandyopadhyay (2016) as follows:

Table 1: New Items of Negative Affect Introduced

Negative Affect Items Taken from Bandyopadhyay (2016)	New Items of Negative Affect Introduced in Second Wave Coffee Shop Impulse Purchase Context
I was upset during this shopping trip	The fact I had missed the opportunity to enjoy coffee time like my peers had done, made me upset during the last Second Wave Coffee purchase
I was distressed during this shopping trip	I was distressed during the last Second Wave Coffee purchase because of the feeling being missed out from the coffee trend
I was jittery during this shopping trip	I experienced uneasy feelings during the last Second Wave Coffee purchase because I had missed the opportunity to enjoy coffee time like my peers had done. The fact I felt being missed out from the coffee trend made me hard to relax during the last Second Wave Coffee purchase

New items introduced are adapted from Bandyopadhyay (2016), derived from Watson *et al.* (1998), with some adjustments regarding to the hedonic motivational process of Gratification Shopping occurred in the impulse purchase process involving negative emotions. Consumers Gratification Shopping motivation involving acts of impulse purchase to reduce the specific negative stressor or to alleviate their negative emotions (Arnold and Reynolds, 2003). In this research, social pressure serves as the negative stressor in the socially susceptible Second Wave Coffee Shop purchasing context.

Based on the guideline given, the minimum sample size involved is $5 \times 19 = 95$ respondents. The sampling size is rounded up to 100, to conform the maximum likelihood estimation sampling technique which needs sample size ranging from 100 to 200 samples (Ferdinand, 2002). For the purpose of the study, a questionnaire was developed and distributed to a sample of millennial consumers aged 16-39 who had just bought Second Wave Coffee Shop product. Excluding the questions meant to assess the demographic profile of respondents, which are nominal, the main questions of the research uses five points Likert-type scales. Finally, This study employed Partial Least Square method to elaborate the analysis of the research. Since in one hand, the five points Likert-type scales serves as ordinal scale, and in the other hand, Partial Least Square method requires interval scale to run, Successive Interval method is used in order to meet the requirement (Mondiana *et al.*, 2018; Sarwono, 2012). When testing mediating effects, this study followed Preacher and Hayes (2008) to apply Sobel Test following the bootstrapping the sampling distribution of the indirect effect of the mediator model.

RESEARCH FINDING AND DISCUSSION

This section focuses on discussing the results of hypothesis testing as suggested in the research objectives. All hypothesis testing was performed using t-tests for each effect, both direct and indirect influences through mediating variables. The results of the analysis performed are described as follows:

Table 2: Direct Effect Test Results

	Path Coefficient	t-statistic	p-value	Information
Susceptibility to Interpersonal Influence → Urge to Buy Impulsively	0.3305	13.4306	0.000	Significant
Susceptibility to Interpersonal Influence → Negative Affect	0.6478	14.1125	0.000	Significant
Negative Affect → Urge to Buy Impulsively	0.5245	7.6334	0.000	Significant

Effect of Susceptibility to Interpersonal Influence towards Urge to Buy Impulsively

The results for hypothesis testing between Susceptibility to Interpersonal Influence and Urge to Buy Impulsively were statistically significant at $p = 0.001$ and shows positive effect, indicating that Second Wave Coffee Shop millennial consumers in Malang Raya with high susceptibility to interpersonal influence were more likely to experience the urge to buy impulsively. These findings supported H1. The findings were in accordance with Bearden *et al.* (1989) that the susceptibility to interpersonal influence serves as the consumer tendency to purchase products based on the identification or enhancement of one's image, leading the purchase decisions that conform to the expectations of others, especially in the case, the impulsive decision. These findings were also in line with Luo (2005) that the perception of peers are likely to reward spontaneity and to pursue immediate hedonic goals, and consider impulse purchasing to be desirable (Luo, 2005). Such desire generates the urge to buy impulsively, supporting the findings of the prior researches (Bandyopadhyay, 2016; Liu *et al.*, 2013; Roberts *et al.*, 2008; Sharma *et al.*, 2010).

As proposed by some researchers that the more consumer engage themselves to social judgement and interactions, the more they become susceptible and ultimately commit another impulsive purchase (Liu *et al.*, 2013; Bandyopadhyay, 2016), millennials Second Wave Coffee Shop consumers in Malang Raya who relies on the high usage of social media, appeared to contribute the significant effect of the social susceptibility towards urge to buy impulsively due to the increasing intensity of socially susceptible exposure provided by such parasocial interactions. Rapidly shared experiences in social medias is found to be catching experience for millennial consumers, fostering the urge to buy the same product as in line with previous research conducted by Huang and Wong (2016). Such experience sharing in parasocial setting has distinct pattern, compared to another social interaction, because of the dominant role of self-processing. Consumers relies more on their own perception than the actual judgement of the others, making the interpersonal influence occurred in the parasocial setting to be more persisting and personal (Labrecque, 2014).

Effect of Susceptibility to Interpersonal Influence towards Negative Affect

The results for hypothesis testing between Susceptibility to Interpersonal Influence and Negative Affect were statistically significant (significant at $p = 0.001$ level) and positive, which indicates that individuals with high susceptibility to interpersonal influence are more likely to form unfavourable experience of negative affect. The findings supported H2. The findings were in line with Lundqvist (2008) that unpleasant feelings are originated by the one dependency of social reward, involving specific negative feelings such as feeling distressed, upset and jittery following the absence of expected social reward or negative social judgement. Furthermore, these findings were in accordance with number of researches which suggested that negative affect experienced when actual self image doesn't conform the ideal self expected by the social environment (Liu *et al.*, 2008; Ning Shen and Khalifa, 2016; Silvera *et al.*, 2008). The findings confirmed the prior research findings that the negative affect more likely experienced by the socially susceptible consumers (Flight *et al.*, 2012; Ning Shen and Khalifa, 2012; Verhagen and van Dolen, 2011). This also completed the research conducted by Bandyopadhyay (2016) that not only the normative aspect of social susceptibility to interpersonal influence but also the informative aspect has positive significant effect towards negative affect.

Purchasing behavior of younger generations, are highly influenced by the pursuit of psychological benefits. The coffee lifestyle is appeared to be demanding (Ahmed *et al.*, 2014), especially on Second Wave Coffee Shop millennial consumers in Indonesia (Herlyana, 2012). Due to the high usage of the social media, Second Wave Coffee Shop millennial consumers in Malang Raya are more likely to be engaged in parasocial interaction. The reason that the interpersonal influence occurred in the parasocial setting are more persisting and personal (Labrecque, 2014) explains how negative affect generated by the pressure from demanding lifestyle appeared to be more powerful in socially susceptible parasocial interaction context.

Effect of Negative Affect towards Urge to Buy Impulsively

Based on the analysis, Negative Affect has a positive significant effect on the generation of the Urge to Buy Impulsively, which was significant at $p = 0.001$ level. This finding indicated that individuals with high negative affect are more likely to experience the urge to buy impulsively. Thus, the H3 was supported. The findings proven the Gratification Shopping theory that suggests consumers motivation can involve acts of purchase to reduce the negative emotions as the negative stressor encountered (Arnold and Reynolds, 2003). The motive to reduce such negative affect to alleviate the mood back to balance state (Higgins, 2002) manifests into urge to buy impulsively as prevention motive (Lucas and Koff, 2017). The findings confirmed the previous research findings that negative affect has positive influence to increase the chance of consumers experiencing the urge to buy impulsively (Bandhyopadhyay, 2016; Ning-Shen and Khalifa, 2012; Silvera *et al.*, 2008). The study was contrary with the research conducted by Beatty and Ferrel (1998) and Mohan *et al.* (2013). As stated by Mohan *et al.* (2013) that the reason compared researches did not find the significant effect could be that shoppers could not distinguish clearly between pre-existing negative affect that may possibly lead to higher impulse buying. The study also added that the measurement of affect is fraught with problems in survey research hence further research using alternate methods to measure affect may clarify the effect of negative affect (Mohan *et al.*, 2013). This study addressed the negative affect differently by clarifying the negative emotions experienced with the regard of Gratification Shopping as hedonic motivational process. The adjustments was done by introducing the new items of negative affect so both consumers and the study can specifically address which negative emotions corresponding the Gratification Shopping suggested by Arnold and Reynolds (2003) which in this study, negative affect refers to the negative emotions experienced from social pressure as the negative stressor in the socially susceptible Second Wave Coffee Shop purchasing context.

Millenials tend to spend on most purchases to satisfy their impulsive urges, freeing themselves from their pursuit of psychological benefits as demanding lifestyle (Ahmed *et al.* 2014; Herlyana, 2012). The distinct characteristics of millennials that put high priority on emotional satisfaction explains why negative affect significantly influence the generation of the urge to buy impulsively. Both emotional character of millennials and the properties of Second Wave Coffee Shop make hedonic motivational approach is compatible with the context as depicted by Solomon and Lowrey (2018) that materialism value, the intersection between values adopted by the millennial consumers and provided by the coffee shops lifestyle, are the main reason why consumers acquires products for the hedonic values in pursuit of psychological benefits. Furthermore, Sharma *et al.* (2010) demonstrated that impulse buying is characterized as hedonic purchase behavior which is associated with emotions (Sharma *et al.*, 2010). This study confirmed that impulsive buying is being perceived to provide psychological benefits for millennial Second Wave Coffee Shop consumers in the way reducing the tension coming from their negative moods. Such pursuit lead consumers to feel the urge to buy impulsively.

Indirect Effect of Negative Affect towards Urge to Buy Impulsively

Table 3 Indirect Effect Test Results

	t-statistic	p-value	Information
Susceptibility to Interpersonal Influence → Negative Affect → Urge to Buy Impulsively	6.74208843	0.000	Significant

The results of this study indicated that Negative Affect mediated the Susceptibility to Interpersonal Influence on the Urge to Buy Impulsively which was significant at $p = 0.001$. Regarding the direct effect between Susceptibility to Interpersonal Influence and Urge to Buy Impulsively which is also significant, the nature of the mediating effect of the Negative Affect was considered to be a partial mediation (Iacobucci *et al.*, 2007). This means Susceptibility to Interpersonal Influence can improve the generation of the Urge to Buy Impulsively experienced by millennial Second Wave Coffee Shop consumers in Malang Raya, with or without involving Negative Affect. Thus, this supported the H4.

Lifestyle cafés prioritize millennials as their focus considering the aesthetics lifestyle aspects as millennial consumers focus (Chang and McGonigle, 2020). Furthermore, purchasing behavior of millennials are influenced by the pursuit of psychological benefits so they spend on most purchases to satisfy their impulsive urges (Ahmed *et al.* 2014; Herlyana, 2012). Playing the role as manifestation of social and interpersonal interaction, susceptibility to interpersonal influence affects the purchasing decision due to the symbolic exchange occurred, encouraging consumers to behave in line with the will of common or specific social identity, acquired through the social imagery (Foxall, 2016). Such interactions is highly supported by recent internet social media settings that enables millennial Second Wave Coffee Shop consumers to rapidly share their experience in consuming Second Wave Coffee Shop products (Turban *et al.*, 2011) in order to show their social status and tastes in order to be cohesive with their social community (Jin, 2018; Li Xiang *et al.*, 2016; Sokolova and Kefi, 2019). Such parasocial interaction leads to guinea pig effect which consumers behave imitate and internalize others' consumption behavior (Luo, 2005). Experience sharing through social medias is believed to be more sincere than any of those conventional advertisings (Olbrich and Holsing, 2011), encouraging millennial consumers impulsive buying. This explains the results of this study that susceptibility to interpersonal influence directly affects the increasing experience of the urge to buy impulsively, fulfilling the need of millennial consumers to make themselves to be cohesive and accepted by their social groups. This findings supported the previous studies that found the more consumer become susceptible to social judgement and interactions, the more they feel the urge to buy impulsively (Liu *et al.*, 2013; Bandyopadhyay,

2016). Not only the direct effect of susceptibility to interpersonal influence towards the urge to buy impulsively, but the indirect effect of susceptibility to interpersonal influence through negative affect also confirmed in the partial nature of the mediation. Both emotional character of the millennials consumptions (Ahmed *et al.*, 2014; Herlyana, 2012), the value of Second Wave Coffee Shop (Chang and McGonigle, 2020) and the irrational nature of impulsive buying (Sharma *et al.*, 2010) are suitable to explain the negative affect as significant hedonic motivational process. The indirect effect through negative affect in accordance with Gratification Shopping theory proposed by Arnold and Reynolds (2003) that consumers motivation generating the urge to buy impulsively, intended to reduce the negative emotions as the negative stressor experienced, while susceptibility to interpersonal influence encourage consumers experiencing negative affect due to the social pressure experienced when actual self-image doesn't conform the ideal self-expected by the social environment as in line with the previous studies (Liu *et al.*, 2008; Ning Shen and Khalifa, 2016; Silvera *et al.*, 2008).

CONCLUSION

This study has shown that both susceptibility to interpersonal influence and negative affect are important in driving the urge to buy impulsively of Second Wave Coffee Shop millennial consumers in Malang Raya. The susceptibility to interpersonal influence affects the urge to buy impulsively in partial mediation nature which both form direct effect and indirect effect through negative affect. The results provide new significant information of the susceptibility to interpersonal influence and negative affect on millennials consumers impulsive behavior in the way explaining the specific hedonic motivational process through the influence of others and prevention motive to reduce negative feelings experience in current parasocial lifestyle context. Compared to the previous research findings which appeared to be debatable in explaining the effect of negative affect towards the urge to buy impulsively, this study addressed the negative affect differently by clarifying the negative emotions experienced with the regard of Gratification Shopping as hedonic motivational process. The adjustments was done by introducing the new items of negative affect so both consumers and the study can specifically address which negative emotions corresponding the Gratification Shopping process. The typical characteristics of millennial Second Wave coffee shop consumers also contribute more precise elaboration in addressing the influence of negative affect, due to their hedonic nature in acquiring lifestyle products. The study contributes to consumers psychology literatures and also provides additional understanding of how negative affect should be addressed regarding the specific negative emotions generated by social pressure experienced by Second Wave Coffee Shop millennial consumers.

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