

# Animating Factors of Impulse Buying Behavior: A Literature Review

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## **Abstract:**

*Buyers purchase items in light of need to them as well as on account of unexpected desire to get them. The motivation purchasing have been explored by purchaser conduct scientists and promoting academicians in excess of 50 years. The point of this examination is to introduce a nitty gritty writing audit of the motivation purchasing conduct by dissecting the different looks into in the field of customer conduct. Improvement of drive buying idea, procedure of customer's motivation buying conduct, different elements that affect motivation buying and the connection between drive purchasing and retailing are examined right now. This examination will be helpful for retailing analysts and professionals towards thorough understanding of the customer's lack of caution in hypothetical structure. The substance investigation of the different explores about drive purchasing conduct might be manual for understanding the fundamental attributes of motivation buying for future specialists by clarifying the various components affecting drive purchasing.*

**Keywords:** Impulse buying, factors of impulse purchase, consumer behavior

## **INTRODUCTION**

Purchasing conduct looks into have been intrigued over the sixty years (Applebaum, 1950; Clover, 1950; West, 1951). After the WW II, American and European economies moved from dealer arranged economy to purchaser situated economy which caused to starting to Buyer Behavior School of Thought which has centered to investigate singular purchaser conduct, for example, needs and needs, inspirational, social and social elements. Technologic advancements and changes in the ways of life uncovered drive buying propensities which has been a significant marvel for shopper conduct after 1950s (Sheth, 1985:6).

Drive purchasing has more significance since high salary level, diverse installment choices, on the web and portable buying choices. Most customers once in a while take part in motivation purchasing. The greater part of shopping center customers were found to buy on drive, and more than 33% of all retail establishment buys have been made on motivation, demonstrating that drive buys are basic to retailers' benefit (Dawson and Kim, 2009:20). As indicated by the USA Today, in 2014, Creditcards.com study which applied in the logical phone overview of 1,000 grown-up Americans demonstrated that three of every four American make drive buys, and another examination which made in 2013 tended to that in the UK and USA alone, customers at present go through some £24 billion per year on spur of the moment purchases. Additionally in Britain these record for somewhere in the range of 45% and 100% of retail turnover while in the United States practically 62% of general store deals and 80% of extravagance great deals are comprised of motivation buys. In 2012, Point-of-Purchase Advertising International revealed that Americans settled on their 76% of all buy choices in the store (USA Today, 2014; Lewis&Layser, 2013; POPAI, 212). In Turkey, a few scholastic hunts have been led in various areas and urban communities, and results demonstrated that %70 to %80 of the review members were making drive buying (Dursun et al., 2006:246; Ünal, 2008:175).

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Right now, broke down a hypothetical system of drive purchasing conduct in view of expanding significance of this point. In the primary section, the definitions and sorts of drive purchasing writing looked with contrasting changed analysts' perspectives. In the subsequent section, we examined the shrouded elements to trigger the customer to carry on rash, for example, social variables, situational factors, and persuasive components.

### DEFINITIONS OF IMPULSE BUYING BEHAVIOR

The expression "motivation purchasing" has been critical to financial aspects, buyer conduct, clinical and advancement brain science, instructive looks into and criminology in principle and suggestion con, and this term has recognized uniquely in contrast to one another points of view (Dittmar et al., 1995:491; Rook and Fisher, 1995:305).

Most normally, drive purchasing conduct has been arranged two perspectives which were brain science idea and purchaser conduct idea. The brain science idea of motivation conduct has been begun to take consideration in the scholarly community in 1920s; in any case, the philosophical system of hasty conduct from the legend of Adam and Eve (Rook, 1987:189; Piron, 1991:512; Ünal, 2008:153).

Purchaser examine in motivation purchasing started end of the 1940s with the DuPont Consumer Buying Habits Studies and different investigations which were supported by Point-of-Purchase Advertising Institute (Stern, 1962:59; Piron, 1991:509; Rook, 1987:190). In by and large, researchers have concurred that drive purchasing was first recognized in promoting writing by Clover in 1950 (Rook, 1987:190; Piron, 1991:509; Tinne, 2010:66; Punj, 2011:745; Muruganantham and Bhakat, 2013:149). In his examination, Clover made explores in 154 stores to dissect the motivation purchasing relationship and retail condition in January and February of 1948. After his paper, the motivation purchasing writing in customer investigate has started to well known. The drive purchasing was recognized as an impromptu buy conduct in the DuPont Studies, Point-of-Purchase Advertising Institute Studies and Clover's work.

Applebaum (1951) was the first to offer that motivation purchasing happens when the buyer came to store and the individual was animated by store condition. Simultaneously, West (1951), who was keen on drive purchasing by Clover (1950), characterized that the motivation purchasing is the purchasing choices which occur available and purchaser doesn't plan to purchase before the store.

As per the Nespitt (1959), motivation buying is effective and sensible, recommending that customers don't have any arrangement about their buys however scan for and exploit in-store advancements to expand their buying power (Piron, 1991:510; Stern, 1962:60; Kang, 2013:196).

Harsh (1962) expressed that the expression "drive purchasing" is commonly viewed as synonymous with "spontaneous purchasing" that portrays any buy which a customer makes yet has not arranged ahead of time. Harsh was the primary researcher to create four particular kinds of motivation buys. These four kinds of motivation purchasing can be distinguished (Stern, 1962:60):

- a) Pure drive purchasing: This is the oddity or getaway buy which breaks an ordinary purchasing conduct of customer.
- b) Reminder motivation purchasing: This sort of drive purchasing happens in the store when the customer sees the requirements of items.
- c) Suggestion motivation purchasing: Without any information or experience about the item, customer

shows proposal drive purchasing by buying another item with picturing a requirement for it.

- d) Planned motivation purchasing: This sort of conduct happens when customers enter the store with aims to buy certain items and furthermore with the desire for making different buys. This is on the grounds that a customer may not know previously the sort of offers advancements, new items/marks that are on offer in the store.

Kollat and Willet (1967:21) characterized the imprudent purchasing as an impromptu buy which happens in store condition that helps them to remember their shopping needs. The items which fulfill these necessities don't list in the pre-shopping list.

Rook (1987:191) re-imagined hasty purchasing "Motivation purchasing happens when a customer experience an unexpected, frequently ground-breaking and tireless inclination to purchase something right away". He proposed that drive purchasing alludes to purchasing that is remarkable, leaving, gluttonously perplexing and constrained. Prior to the investigation of Rook, the meanings of motivation purchasing were centered around the item while deciding a drive buy (Muruganantham and Bhakat, 2013:149).

Piron (1991:510) proposed a meaning of a motivation buy that incorporates four criteria which are spontaneous buy, presentation to upgrade, on-the-spot choice, and enthusiastic or potentially psychological responses.

Rook and Gardner (1993) depicted that drive purchasing as an impromptu conduct including abrupt dynamic and propensity for dire procurement of the item.

Dittmar et al. (1995:492) clarified that motivation purchasing happens not exclusively to fulfill abrupt necessities of physical needs yet in addition to utilize products as a declaration of self-character. They guessed the components of drive purchasing, for example, instrumental-capacities and representative capacities.

Beatty and Ferrell (1998:170) characterized that motivation purchasing alludes to earnest buy which are with no pre-shopping objective either to buy a particular item class or to satisfy a particular need. They clarified that motivation buy happens in the wake of encountering a purchasing want by the customer and absent a lot of reflection.

Bayley and Nancarrow (1998:100) talked about passionate and silly, which was seen by customer, nature of motivation purchasing. They thought about the useful and socio-mental explanations behind shopping. Likewise, Bayley and Nancarrow expressed four styles of hasty shopping which are Accelerator Impulse, Compensatory Impulse, Breakthrough Impulse and Blind Impulse.

Square and Morwitz (1999:347) contended that drive purchasing conduct can be characterized as customer purchasing thing with practically zero consideration after the consequence of an abrupt, ground-breaking inclination.

As per the Hausman (2000:405) "customers use shopping to fulfill various necessities, not simply their requirement for the items they secure during the shopping outing. At the end of the day, the shopping demonstration itself fulfills certain necessities and the items bought during these excursions, since their buy was unforeseen, fall into the domain of motivation purchasing conduct. What's more, customers may buy items during these shopping trips that were not envisioned at the same time, when purchasers see the item during the shopping investigation, they perceive its reasonableness for fulfilling a specific need. Consequently, purchasers may utilize the shopping experience and coming about motivation purchasing conduct to fulfill various requirements which don't fit into speculations of monetary utility". Likewise, Hausman referenced that drive

purchasing is a mind boggling and multifaceted marvel which represents a high volume of items sold every single year.

Xu (2007:42) portrayed the few qualities of indiscreet purchasing conduct, for example, a unintended, unreflective, and quick. Xu characterized these qualities on the grounds that the buy is made while shopping, without taking part in a lot of assessment, no pre-shopping plans and the choice to purchase is made spontaneously.

Mohan et al. (2013:1713) clarified "motivation purchasing is an impromptu buy with the little idea (a customer sees some treats and chooses to purchase on an unexpected inclination) while spontaneous update purchasing is purchasing since the customer neglected to put a thing on his/her rundown (a customer sees sugar in the store, recollects that he/she is out of stock and gets it)".

Kang (2013:197) referenced that the purchasing choice procedure of drive purchasers is portrayed by being impromptu before buy, likely joined by data search, options assessment, and short dynamic time. In this way, motivation purchasers can be ordered into two sorts. The principal sort of motivation purchasers settles on the choice with no data search. Their purchasing conduct is planned to fulfill certain full of feeling needs. The subsequent kind settles on the choice after data search. Drive purchasers purchasing choice is made on motivation yet through all the dynamic procedure to amplify the advantages of the buy.

## FACTORS INFLUENCING IMPULSE BUYING BEHAVIOR

### Outer Factors of Impulse Buying

A few examinations propose that motivation purchasing conduct came about because of the related of a spontaneous buying to the presentation to improvement inside the store. The impact of in-store improvements like item shows, rack positions, bundling, product offering and cost turns out to be more significant for motivation purchasing than preplanned buy choices. Outside inspiration elements of drive buy are explicit improvements related with related factors and with shopping condition.

### Store Environment

Retailers are known to configuration store condition in a way that will upgrade buyers' sure sentiments, under the presumption that this will prompt wanted purchaser practices, for example, a higher eagerness to buy or remain in the store for more (Xu, 2007:40). The investigation of Mattila and Wirtz (2008:564) demonstrated that store condition positively affects drive purchasing conduct particularly when the store condition is seen as over-invigorating.

- i. Store Layout: Layout alludes to the manner by which items, shopping baskets, and passageways are organized; the size and the states of those things and spatial connections among them (Mohan et al., 2013:1713). To amplify accommodation of the buyer coming up, the store format can be improved by advertisers (Crawford and Melevar, 2003:96). As per the Crawford and Melevar's examination (2003:97), giving a decent store format can expand the drive purchasing conduct at air terminal.
- ii. Store Atmospherics: Applebaum (1951:174) was among the first to suggest that the hasty buy can be led by the buyer's composition at the hour of his experience of shopping to an improvement of the earth. Furthermore, Stern (1962:61) indicated the presence of a significant connection between the incautious buy and showcasing's methods. These strategies make one positive condition for the hasty buy.

Some later works demonstrated that the variable of the deal climate (sounds, perspectives and scents) are significant energizers that can create the craving to purchase rashly (Graa et al., 2014:104). Head supervisors can take a gander at different ecological structure factors to build incitement in their shop. For example, quick rhythm and high volume music increment excitement levels, warm hues, for example, orange, yellow and red are related with thrilled excitement and surrounding aromas, for example, grape organic product or different citrus scents likewise support incitement levels of purchasing (Mattila and Wirtz, 2008:567). As indicated by the Dingfelder (2005), the aftereffect of Morrin and her partners' investigation demonstrated that while the wonderful aroma and music didn't have any impact on the customers' accounted for dispositions, they affected how much the customers spent, and "customers who had made an impromptu buy spent, all things considered, \$32.89 more when music was playing than those in the control condition. At the point when a fragrance was available, they spent about \$8.66 less. Pondering purchasers spent about \$1.00 not exactly common when music played, yet within the sight of the citrus smell, they burned through \$5.71 more than expected".

- iii. **Store Type:** Consumers will in general be rash in various store. For instance, Iyer and Ahlawat's investigation (1987:244) demonstrated that in the market, buyers' incitement level of purchasing is higher than different stores. The observational discoveries of Noohasbadi's exploration (2012:3) brought up that impact of the sort of store affect motivation purchasing which is accepted that this to invigorate the volume of offer.
- iv. **Salesperson:** Peck and Childers (2006:765) began to address the hours of contacting with individuals would make more drive purchasing, they discovered clients who have more contact with sales reps; they would expand the chance of motivation purchasing. A well-prepared sales rep can diminish disappointment by managing and supporting the purchaser in the buy procedure and initiate drive purchasing conduct (Tinne, 2010:71). Store representatives' kind disposition effects clients' motivation purchasing conduct. Accommodation of sales reps in helping clients impacts buyers' ability to purchase. Additionally, the apparent cordiality of store representatives may decrease the negative effect of saw swarming on spontaneous buys (Mattila and Wirtz, 2009:562-564).
- i. **Product Category:** Hedonic items and practical items can be proposed as a two classes of items by showcasing writing. Decadent items are fundamentally devoured for their gluttonous advantages; then again useful items are expended for their utilitarian advantages (Tinne, 2010:71). It has been discovered that motivation purchasing happens more on account of indulgent items due to the representative significance they pass on. To help their confidence by feeling alluring, customers ready to purchase item, for example, beautifying agents that improve their appearance and mental self portrait (Lucas and Koff, 2014:114). Harmancioglu et al. (2009:34) saw that information about new item drive motivation purchasing aim and conduct which is dictated by overhearing people's conversations and consistence with social standards.
- ii. **Product Price:** It is a significant determinant of motivation purchasing. Cost is a factor that influences drive buys a thing with out of the blue low cost can cause customers to feel that they are spending short of what they initially arranged (Stern, 1962:61). All the more explicitly, buyers will in general be increasingly imprudent when there are deals or item limits, low minor requirement for the thing, short item life, littler size, and simplicity of capacity. The cost of nourishment is a significant factor in deciding nourishment decision and hasty buy, especially in lower pay gatherings, for example, understudies and youthful purchasers (Duarte et al., 2013:1238).



- iii. **Product Brand and Package:** Duarte et al. (2013:1237) guaranteed that item brand is one of the boosts components of drive buy on account of brand's message. Their investigation demonstrated that utilization of nibble nourishment brands can fulfilled four diverse individual qualities which are prosperity, fellowship and having a place, fun and pleasure. The need to satisfy these individual qualities can be trigger of the shopper want to purchase hastily. As per Stern (1962), item bundle type which related with size or weight has an effect on customers motivation buy; for instance, (Stern, 1962:62) "if a customer noticed an especially decent purchase on a nursery hose at her local medication store, she may control her drive to purchase if the hose is either excessively overwhelming or too clumsy to even think about carrying home".
- iv. **Product Distribution:** The more various the outlets wherein a thing is accessible, the more open doors the buyer needs to discover and get it. Since she isn't shopping explicitly for the thing, it ought to be made accessible to her in whatever number spots where she shops as could reasonably be expected (Stern, 1962:61).

### Interior Factors of Impulse Buying

Interior variables of drive purchasing are identified with the diverse character related which portrays an individual as opposed to the shopping condition. Inward factors indicate the person's inner signals and qualities that make him/her participate in drive purchasing. Likewise, a portion of the inner components can be called as segment and social elements.

### Customer Characteristic

- i. **Age:** Wood (1998:314) saw as a significant determinant in anticipating motivation purchasing. More youthful individuals feel low dangerous when going through cash. Drive buy is at more significant level between age 18 to 39 and lower level from that point. Besides, prior research recommends that more youthful people have a higher level of impulsivity than more established people and they show less restraint (Kacen and Lee, 2002:164). Generational accomplices include a gathering people who experience comparative life occasions because of growing up inside a particular timeframe. Customer markets are sectioned to generational accomplices which are Baby Boomers, Generation X, Generation Y and Generation Z (Schiffman et al., 2012:353; Solomon, 2013:523). For instance, individuals from Generation Y associate likewise called "Recent college grads" or "Reverberation Boomers" were conceived somewhere in the range of 1977 and 1994 (Xu, 2007:39). Age Y buyers are probably going to go through their money rapidly, and having a general preference for buying, this accomplice is probably going to spend rashly more than different ages (Pentecost and Andrews, 2010:45; Xu, 2007:40).
- ii. **Gender:** Women keep an eye on more hasty than men (Dittmar et al., 1995:496; Lucas and Koff, 2014:111; Pendecost and Andrews, 2010:45). Ladies reference is for things identified with basic qualities for passionate and relationship reasons, while men inclination is more things identified with relaxation and account for utilitarian instrumental reasons. For instance, ladies for the most part purchase gems, garments, shoes, purses and extras with motivation purchasing conduct since this sort of items doesn't have to more inquiry. At the point when a lady sees a shoe or dress in store that she loves regardless of whether she doesn't have any arrangement to shopping, she presumably gets it. Then again, men for the most part purchase innovative, electronic and athletic gear, and these sorts of items need detail search regardless of whether he needs it at the earliest opportunity. Likewise, sex variable of drive purchasing factor is identified with item type. In any case, Cobb and Hoyer (1986) proposed that

men make more motivation buy more than ladies, in light of the fact that in customary family ladies make shopping and they know more stores and items which can assist them with making shopping list (Mai et al., 2003:19; Block and Morwitz, 1999:361).

- iii. **Mood:** A person's full of feeling state or disposition has been seen as one of the significant determinants of drive purchasing, in that if an individual is feeling acceptable, the individual will in general prize oneself all the more liberally and in this way, will in general be progressively indiscreet (Beatty and Ferrell, 1998:185). Then again, Rook and Gardner (1993) found while pleasurable disposition states, for example, energy, empowered motivation purchasing, customers were moreover liable to spur of the moment purchase during negative disposition states, for example, pity, so as to improve their mind-set.
- iv. **Perceived Risk:** Perceived hazard can be characterized as the vulnerability that shoppers face when they can't foresee the results of their buy choices. The level of apparent hazard can likewise influence the customer dynamic procedure. The relationship of saw hazard and motivation purchasing relies upon the level of readiness or want to purchase the item. Shoppers' feelings and emotions turn away the view of hazard about the item. Seen hazard has an influence when the customer has poor level of readiness to purchase the item (Lee and Yi, 2008:86).
- v. **Materialism:** A couple of studies (Troisi et al., 2006; Hourigan and Bougoure, 2012; Park et al., 2006; Mowen, 2000) demonstrated that there is a positive connection among realism and hasty purchasing (Badgaiyan and Verma, 2014:541). According to Richins and Dawson (1992:307), the idea of realism shows that people who get items as a self-fruition technique to be inclined to be progressively indiscreet. Richins (2011:146) brought up that materialistic shoppers are invigorated by the craving to accomplish social class through material belonging, and in this manner, that sort of customers will be hastily going through cash by respecting the trigger of enticement.
- vi. **Shopping Enjoyment:** According to the Goyal and Mittal (2007:106), shopping pleasure is a purchaser's individual trademark which speaks to the propensity to discover shopping progressively wonderful and to encounter more noteworthy shopping diversion than others. An individual who has a high attribute of shopping happiness will in general act in-store perusing longer and is then expected to feel more grounded inclination to make incautious purchasing (Badgaiyan and Verma, 2014:540). It is another variable, whereby people think about shopping as a type of amusement, don't adhere to a purchasing list, and along these lines, will in general make numerous rash buys (Beatty and Ferrell, 1998:174)
- vii. **Impulse Buying Tendency:** BT has been seen as a sub-quality of the general impulsivity build, which was characterized by Gerbing et al. (1987:357) as "an inclination to react rapidly to given boost, without consultation and assessment of results".

### Situational Factors of Impulse Buying

Situational variables of drive purchasing rely upon circumstance for instance buyer act diversely when the person in question at the air terminal, or when she or he has their Mastercard with them. Situational factors impacting drive purchasing are time, cash, the nearness of others and in-store perusing.

### Time

The time a buyer has for shopping decides if the person will be indiscreet. The additional time an individual has, the more drawn out time the person in question will spend perusing the store condition (Beatty and Ferrell, 1998:175). The time pressure is the opposite of the accessible time for a customer to do the demonstration of procurement. Time pressure is generally seen and treated as a situational variable influencing shoppers' dynamic inside a store domain, and it negatively affects drive purchasing in light of the fact that the buyer may feel baffled because of the absence of time to shop or peruse and in a similar time (Graa et al., 2014:103; Lin and Chen, 2013: 437).

### **Cash**

The accessibility of cash is a facilitator in the drive purchasing process since it expands the buying intensity of the individual (Beatty and Ferrell, 1998:185). Regardless of whether individual need to make drive purchasing, in the event that the person in question needs more cash, the person will maintain a strategic distance from the shopping condition by and large. Muruganantham and Bhakat (2013:157) referenced that sensational increment in close to home salaries and credit accessibility has made motivation purchasing in retail conditions pervasive buyer conduct.

### **The Presence of Others**

The nearness or nonappearance of different clients is probably going to affect the choice to make a buy. As indicated by the Lou (2005:293), the nearness of others can build the inclination of a drive buy. For instance, people in the gathering will in general eat more. Then again, it can have a hindering impact on the buyer, when the individual in question feels that the conduct will be seen as being silly. In those circumstances, individual will decided to make increasingly rash buy when the person is separated from everyone else (Fisher and Rook, 1995:306).

### **In-store Browsing**

It has been seen as a significant segment of the motivation purchasing process. Programs as a rule make more spontaneous buys than non-programs (Tinna, 2010:71). In-store perusing produces experiences with attractive items, whose experience creates a desire to purchase, which is hard to oppose because of the physical nearness of items (Beatty and Ferrell, 1998:172).

### **End**

Motivation purchasing explores' significance has been expanding step by step, and it has been a test for economic specialist because of escalated rivalry condition. Shopper scientists have primarily centered around distinguishing the various elements that instigate drive purchasing in different created nations, for example, USA, France, and Japan. In the rising economies like Turkey, there is a need to break down the motivation purchasing conduct in light of ongoing improvement and changes in retailing and colossal social contrasts when contrasted with created economies. Changes in utilization which can be identified with sensational increments in close to home extra cash, way of life and credit accessibility have made motivation purchasing a far reaching marvel over the distinctive retail organizes.

Retail location administrators can take a gander at various ecological plan factors. For instance, quick rhythm



and high volume music increment excitement levels, warm hues, for example, orange, yellow and red are related with thrilled excitement, and surrounding aromas, for example, grapefruit or different citrus scents increment incitement levels. Representative kind disposition and consideration are important to pull in clients. Supervisors can lessen the negative impact of swarming via preparing their workers to be additional well disposed at active occasions that may build motivation buying. For model, the retailers should concentrate on give space to the customers to stroll around by diminishing shop thickness. The store must have readable and great presentations to expand the likelihood of offers. Promotions might be intended to underline the non-financial awards of drive purchasing. The nearness of ecological incitement factors, for example, fragrance and sound or appealing store presentations may direct the decision of search techniques and making motivation buys.

The substance examination of the writing of drive purchasing prompts explain the motivation purchasing idea, its different measurements, and its association with the shopper, and its significance for retailers.

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