



Title: Effect of store environment and website characteristics on impulse buying behaviour of university students

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EFFECT OF STORE ENVIRONMENT AND WEBSITE CHARACTERISTICS
ON IMPULSE BUYING BEHAVIOUR OF UNIVERSITY STUDENTS

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2018

UNIVERSITY OF BEDFORDSHIRE

EFFECT OF STORE ENVIRONMENT AND WEBSITE CHARACTERISTICS
ON IMPULSE BUYING BEHAVIOUR OF UNIVERSITY STUDENTS

BY

AMMAR HUSSAIN

A thesis submitted to the University of Bedfordshire in partial fulfilment of the
requirements for the degree of Doctor of Philosophy

January 2018

Declaration

I Ammar Hussain declare that this thesis and the work presented in it are my own and have been generated by me as the result of my own original research.

Effect of store environment and website characteristics on Impulse Buying Behaviour of University Students

I confirm that:

- I take the responsibility of the research work submitted in this thesis.
- This research work has not been submitted before for any degree program or examination at this university or in any other learning institutions and
- I have acknowledge all main sources of help
- Where I have quoted from the work of others, the sources is always given. With the exception of such quotations, this thesis is entirely my own work

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Abstract

Consumer behaviour is determined by various factors, therefore it is considered as very complex and difficult to predict. This study is an attempt to explore and establish the relationships between various factors that result in impulse buying behaviour during online and offline buying. A preliminary qualitative study was carried out to understand the various situations in which impulse buying takes place. For the preliminary study data was collected by conducting semi-structured interviews. A thematic analysis approach has been used for data analysis. The results of the study reveal that in the offline buying store environment, presence of others and crowding plays a vital role, while in online buying website quality, visual appeal and usability of the website increases the chances of impulse buying. In addition it has been found that situational factors such as mood, sales promotion, availability of time and availability of money also have an influence.

Important literature was reviewed first and a conceptual framework consisting of the different hypotheses was proposed; then those hypotheses were empirically tested. Quantitative data was collected for the main study by using questionnaires and a self-administrative technique; a total of 312 respondents took part in this study, for which a pilot study was carried out to refine the final questionnaire. Confirmatory Factor Analysis was used to evaluate the model fit and for further refinement of the constructs. Data was analysed by using structured equation modelling and this approach was used for testing the hypothesized relationship between independent variables (store environment, website characteristics) and dependent variable (impulse buying behaviour). Results of the mediating test shows that situational factors fully mediate the relationship between store environment and impulse buying behaviour. While on the other hand situational factors partially mediate between website characteristics and impulse buying behaviour.

The results further reveal that apparel products are impulsively purchased by females most of the time. Food and food items are purchased impulsively by most of the respondents (140) most of the time, whereas a very small number of respondents mentioned that they purchase books impulsively. Results also reveal that situational factors partially mediate between store environment, website characteristics and impulse buying behaviour.

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Dedication

This thesis work is dedicated to my family and friends. Who have been constant sources of support and inspiration throughout my PhD.

List of Publications and Conference Papers

Conference presentations

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Hussain, A. & Haag, M., (2017). "Impulse Buying Behaviour of Pakistani Consumers: The Effect of Store Environment, Mood, Time Pressure and Reference Group Influence", BAM Conference, Warwick 5-7 September 2017.

Publication

Khan, A., **Hussain, A.**, Waris, M., Ismail, I., Ilyas, M., (2018). Infrastructure Project Governance: An Analysis of Public Sector Project in Northern Pakistan. *Journal of Governance and Integrity*, 1 (2), 120-134.

Hussain, A., Kofinas, A. and Win, S., (2017). Intention to Purchase Counterfeit Luxury Products: A Comparative Study between Pakistani and the UK Consumers. *Journal of International Consumer Marketing*, pp.1-16.

1 Introduction

1.1 Background

Buying is not a modern-day phenomenon; as a matter of fact buying and selling have originated at the start of society and with the development of society the concept has also experienced changes in form, nature and kind (Solomon *et al.*, 1996). Initially, buying and selling must have been associated with individual's needs and development of resources to fulfil those needs by acquiring resources from others (Hughes and Weller, 1989). With the development of society buying activity has acquired different manifestations and at the present time individuals not just purchase necessary products for fulfilment of their needs, instead it has turned out to be a lifestyle and key leisure activity (Bayley and Nancarrow, 1998, Bansal *et al.*, 2005), which may satisfy key psychological needs (Dittmar *et al.*, 1996). Retailing has considerably influenced the way of life, with the increasing number of contributions made by researchers to the field, the importance of retailing has been changed and now it is not limited to selling products through retail stores (Turley and Chebat, 2002). According to Parsons *et al.* (2010), retailing is the selling of goods and services produced by various manufacturers to end users to satisfy their needs. Retailing is divided into fixed location (store retailing) and non-store retailing; this means that retailers can sell their products and services by utilizing physical and online channels (Cox and Brittain, 2004). Therefore, retailers take into account a wide range of buying behaviours (Huang and Hsieh, 2011).

Consumer buying behaviour refers to the decision process and act of individuals involved in the buying of good and services for personal consumption (Solomon *et al.*, 2012); it is the process when an individual purchases and uses a product or service to satisfy a specific need and desire (Terblanche and Boshoff, 2004). Research into consumer behaviour has shifted from the simple consumer purchase to consumption behaviour (Blythe, 2013). Consumers make numerous decisions in their life and consumer behaviour cannot be summarized in making a decision or the act of buying (Schiffman *et al.*, 2008). Rational consumer behaviour consists of five stages, namely need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour (Armstrong, 2009). Buyers

follow this model only if they are aware of what they are going to buy, which does not happen all the time; sometime buyers have no purchase intentions before entering into the store

In the 1950s, researchers (Clover, 1950) observed that much shopping in retail stores is unplanned buying which for the purposes of this thesis could be considered as a synonym for impulse buying. Stern (1962) described impulse buying as any acquisition in which a customer makes a choice without prior planning. Impulse buying has a key place in research into consumer behaviour (Inman *et al.*, 2009, Bell *et al.*, 2011) and it refers to acquisition or buying on impulse instead of with premeditation; in other words, impulse buying means an unintended purchase decision. To understand the concept of impulse buying research has been carried out since the 1950s in the consumer behaviour field (Clover, 1950). Impulse buying is unintended buying resulting as a reaction of internal and external triggers and highly impulsive buyers are the most expected to be careless with the objective of immediate satisfaction (Hoch and Loewenstein, 1991). Most of the time these individuals pay very little or no attention to possible negative outcomes that may happen as an outcome of their actions (Rook, 1987). Impulse buying has become most common in modern societies (Hausman, 2000), and over the past couple of decades it has attracted the attention of a number of scholars from various fields including marketing, consumer behaviour, economics and psychology (Virvilaite *et al.*, 2009, Mohan *et al.*, 2013, Saad and Metawie, 2015).

1.2 Significance of the Study

Individuals usually believe that during buying they act rationally. However, individuals purchase products without much consideration and get involved in impulse buying. Why do consumers make such impulse purchases? Interest in understanding impulse buying has led the researcher to pursue this study. The impulse buying has the flexibility to be extended from a minor purchase, such as magazines, crisps and chocolate, to the purchase of home appliances (Wood, 1998). In today's aggressive business environment, rivals are striving to get knowledge about the consumer before their competitors, and this is the first step towards an unbeaten, viable strategy (Xiao and Nicholson, 2013). Thus the paradox: on the

one hand companies should understand and promote impulse buying behaviour; yet companies should strive to create long-term profitable relations with their customers so as to ensure repeat buying. Therefore, it is essential to know what drives impulse buying; it is also important to ensure that the impulse purchase leads to customer satisfaction (Thompson and Prendergast, 2015). This study will provide information on the effectiveness of the factors influencing impulse buying. This information is expected to provide help to retailer and policy makers in decision making with regard to impulse buying and also contribute to the body of knowledge in this field.

1.3 Aim of the Study

This study aims to fill the existing gap in the literature by developing and validating an integrated model that explains how online and offline factors affect an individual's impulse buying behaviour.

1.4 Research Objectives

- To explore various factors affecting impulse buying behaviour in an online and offline purchase situation.
- To evaluate the influence of store environment on impulse buying behaviour.
- To analyse the influence of website characteristics on impulse buying.
- To assess the effect of store environment on situational factors.
- To analyse the effect of website characteristics on situational factors
- To assess the role of situational factors as mediator between store environment, web characteristics, and impulse buying behaviour.

1.5 Structure of the Thesis

This thesis consists of seven chapters.

Chapter 2: *Extended Literature Review* covers the relevant literature of impulse buying and proposes a theoretical framework on the basis of the literature review and develops hypotheses on the basis of main arguments and findings.

Chapter 3 *Research Methodology* provides information and justification about the proposed methodology. A detailed description of the selected research methods is provided, as well as information regarding research design, collection of data and data analysis techniques.

Chapter 4: *Pre-study Interviews (Qualitative Interviews)* discusses the analysis of qualitative data and findings. Data was analysed through thematic analysis by using NVivo 10 software.

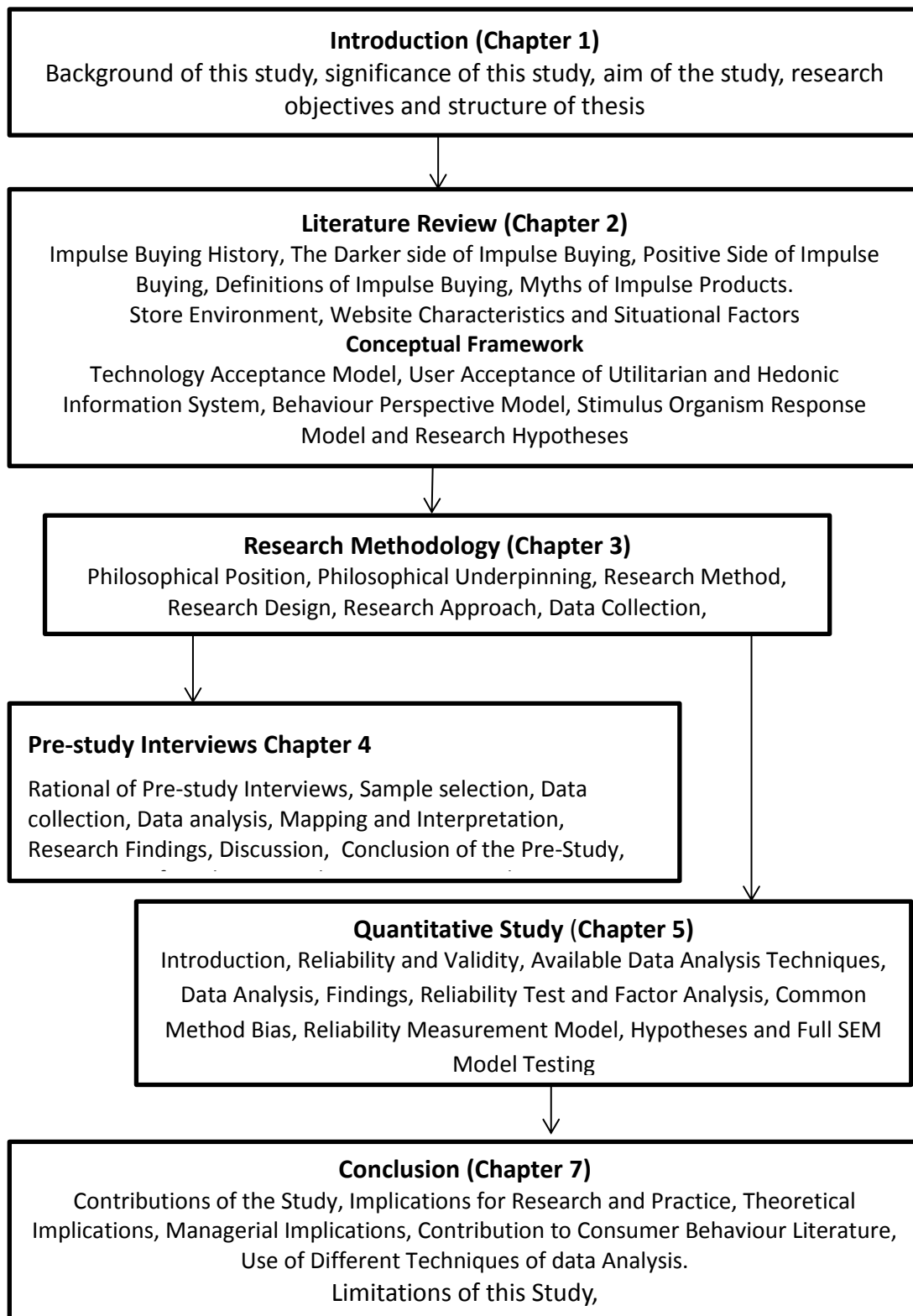
Chapter 5: *Quantitative Study* summarizes the procedures used for quantitative data collection and analysis. It presents a comprehensive explanation of quantitative data analysis techniques used for testing hypotheses and results, which includes descriptive statistics and inferential statistics, to answer the research questions, by using SPSS and AMOS.

Chapter 6: *Discussion* provides the empirical results attained in this study followed by the discussion of practical and theoretical implication of the study.

Chapter 7: *Conclusion* where finally, the conclusions are drawn from the study and which provides a summary of the thesis, its contributions and implications, limitations and further research directions.

This chapter introduced the study by illustrating its background and provided an overview about impulse buying and by highlighting the research problem, followed by the aim and the objectives of the thesis. The chapter rationalised the need for study and implications of the study. Last but not the least, in this chapter the researcher established the research context, which forms the basis for the literature review chapter. The following chapter presents the systematic review of impulse buying literature.

Figure: 1.1 Structure of this Thesis



2 Literature Review

This chapter aims to develop an understanding regarding consumers' impulse buying behaviour, in both offline and online contexts, drawing on the literature pertaining to these topics. The literature review of the existing literature will assist in developing a conceptual framework for this study. Since impulse buying has the attention of researchers from various fields of study, to make available a better understanding of psychology and behaviour during offline and online impulse buying a wide base of literature is presented. In this chapter, the first section provides information about the evolution of the phenomenon impulse buying and insight into the age long debate about the irrationality or rationality of the phenomenon and history of impulse buying. The second section examines in-store variables that affects and regulate the individual's impulse buying behaviour; this is accompanied by a literature review relating to impulse buying in an online context. The chapter concludes with a conceptual framework.

2.1 Impulse Buying

2.1.1 Introduction

Buying and selling started with the origin of the society, and with the development of society the concept of buying has also experienced changes in form, nature and kind (Solomon et al., 1996). Initially buying and selling must have been associated with the individual's needs and the development of resources to fulfil those needs by acquiring resources from others (Hughes and Weller, 1989). With the development of society, buying activity has acquired different manifestations and at the present time individuals not only purchase necessary products for fulfilment of their needs, instead the activity has become a life style and key leisure activity (Slater, 1997, Bayley and Nancarrow, 1998, Bansal et al., 2005), which may satisfy key psychological needs (Dittmar et al., 1996). For some individuals, shopping is a means of gaining association with a desired social class, and for this reason shopping has shown more of the shading of social relations than the usefulness of the products obtained (Escalas and Bettman, 2005). In developed economies, consumption of goods has changed drastically in the last century. A shift has been noticed related to the buying requirements of individuals from fulfilling physical needs to using

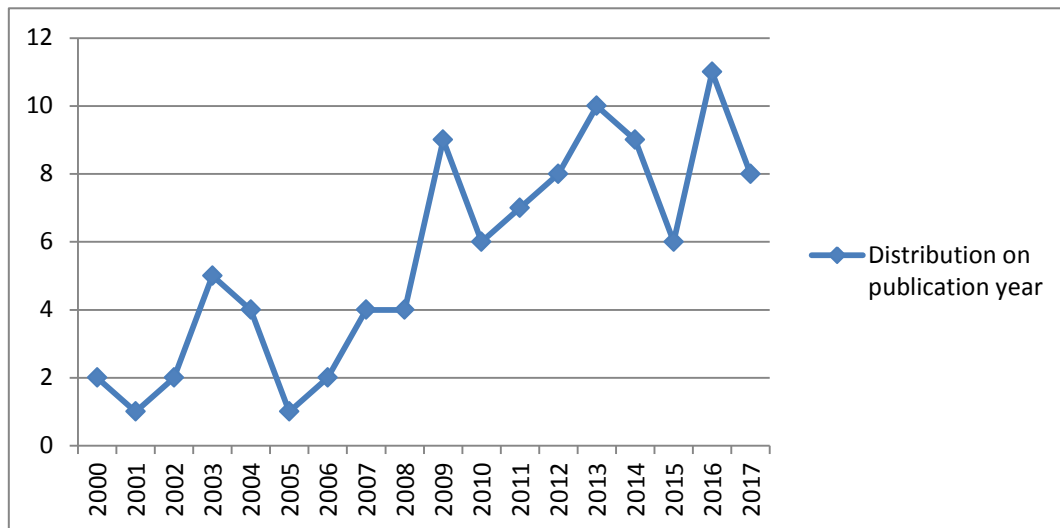
products for expressing self-identity (Dittmar, 1992). According to Levy (1981), development is when individuals purchase products not only for what they can do, but also for the symbolic meaning which they possess along with its functional importance. This development has changed the purpose of shopping from only buying of necessities into a lifestyle. This has resulted in growth of unplanned, unnecessary purchases, which is also known as impulse buying (Dittmar et al., 1996).

Consumer buying behaviour is the study of individuals or groups when engaging in buying , using or disposing of products, services or ideas with the intention of fulfilling their desires and needs (Solomon et al., 2012). Consumer behaviour is not limited to making a decision to purchase but is linked to all experiences associated with consumption (Schiffman et al., 2008). In studies of consumer behaviour impulse buying is usually considered as an emotional purchase activity with little or no concern about financial and other repercussions (Rook and Hoch, 1985, Dittmar and Drury, 2000). Retailers and marketing researchers are designing strategies to encourage individuals to make impulse purchases during in-store buying (Wood, 2005). Marketing experts are aware about the actions of impulse buyers which can be profitable and according to the layout of website and store design, product packaging along with promotional activities within the store to encourage impulse buying (Dholakia, 2000). Regarding these views about impulse buying, it is one of the key objectives of the study to explore the factors encouraging individuals towards impulse buying.

Impulse buying accounted for 80% of purchases of particular types of products (Dawson and Kim, 2009, Muratore and Muratore, 2016); similarly Park et al. (2006) suggested that 40% of customers consider themselves as impulse purchasers. Nevertheless, even though more than half of all impulse buying decisions individuals make are because of spur of the moment. This shows that impulse buying constitutes a remarkable amount of sales in the store environment (Dittmar and Drury, 2000); the amount of impulsive buying has been growing in recent years with the introduction of online shopping and with the current shift in the direction of customer-orientated societies around the globe (Kacen and Lee, 2002). Research on impulse buying behaviour as a topic of research has increased considerably in the last 10 years (see Figure 2.1). During the last 10 years, 82 publications have focused on

impulse buying behaviour with 2013 and 2016 being the most prolific years with 10 and 11 published articles published in respectively.

Figure 2.1 Distribution on Publication Year



While some products are more frequently purchased on impulse than others, there are only a few types of products which remain unaffected by individual impulse purchases (Bellenger *et al.*, 1978, Dittmar *et al.*, 1996). The most typical products purchased on impulse by individuals comprise magazines, clothing and recorded music as compared to the least impulsive purchases of furniture and kitchen equipment (Dittmar *et al.*, 1996). Even though impulse buying has been studied since the 1950s and passed the primary phases of only listing impulsively obtained items, impulse buying behaviour has not achieved much attention from researchers of consumer behaviour studies (Dholakia, 2000).

Purchase is seen as impulsive when decisions are made during shopping, despite the fact that an individual was not keenly seeking the product and had no buying plans, and desire and decision to purchase occurs once the individual sees the products (Beatty and Ferrell, 1998). Initially, impulse buying was considered as a synonymous of unplanned buying, however, according to Stern (1962), the phenomenon is more complicated and distinguished among four different categories of impulse buying behaviour:

- i. Pure impulse buying: this takes place once customers buy products to satisfy an instant desire generated by a sentimental appeal. This type of purchase breaks

the normal pattern of buying and could be linked to a sense of escapism from routine.

- ii. Planned impulse buying: this is the kind of intelligent fuzzy impulse of buyers who have a sense of what they wish to purchase and the purchase becomes concrete when the buyer comes in contact with a product/s that may satisfy their needs/wants.
- iii. Reminder impulse buying: this takes place once need of obtaining a product is provoked in the mind of an individual after noticing the product on the store shelf.
- iv. Suggestive impulse buying: this is the acquisition of a new product without having any previous knowledge and is based on self-suggestion. This suggestive impulse buying behaviour may come in different guises. For example, in Han *et al.* (1991), in conception of the fashion-intended impulse the customer is encouraged by self-suggestion to acquire an item of the latest fashion due to the implications for self-image it may generate.

As stated by Jones *et al.* (2003), impulse buying behaviour is becoming more frequent than planned buying and thus companies should focus their efforts to encourage their customers to impulse buy. Thus the paradox (Sharma *et al.*, 2010) where companies should understand and promote impulse buying behaviour as a major source of profit while attempting to create long-term profitable relations with their customers in order to ensure repeat buying (Kotler and Armstrong, 2010). This intricate balance highlights why it is essential to know what drives impulse buying behaviour in order to convert the impulse buyer into a satisfied customer and ultimately a repeat customer (Xiao and Nicholson, 2013).

The advent of online buying has added another dimension to impulse buying behaviour, however much of the research is still focused on impulse buying in traditional store environments (Zhou and Wong, 2004). Web-based retailers have brought many far-reaching changes in the retailing industry (Hausman, 2000) as web-based buying of products and services often eradicates the spatial-temporal restrictions frequently encountered by buyers in a conventional retail environment (Virvilaite *et al.*, 2009). The developments and

innovation in the customer e-retailing, such as telemarketing, ease of using credit and debit cards as well as 24-hour online retailing have increased opportunities for impulse buying among internet buyers (Phau and Lo, 2004). As a result, internet shoppers have shown more impulsive intentions as compared to conventional shoppers (Dawson and Kim, 2009).

2.1.2 History of Research on Impulse Buying

Early research during the 1950s on impulse buying concentrated on the products as compared to consumers (Table 3.1). Numerous researchers have examined the occurrences of impulse buying in consideration of diverse product types (Clover, 1950, Applebaum, 1951, West, 1951) and in diverse retail settings. West (1951) found that 37% of Canadian shoppers made impulse purchases. Similarly, Applebaum (1951) was among those who propose that impulse buying may possibly result due to getting exposed to stimulus in a store. This was further extended by research into effects of shelf location of a product in a retail store and effect of shelf size on impulse buying (Cox, 1964). These initial research works likened impulse buying with unplanned buying, which was then criticised by psychologists and economists (Rook and Gardner, 1993, Dittmar *et al.*, 1996). For example, according to the early viewpoint, any purchase will be considered as an impulse purchase if it is not in an individual's shopping list (Rook and Hoch, 1985). During the 1960s, unplanned or impulse buying was usually specified as the variance between intentions to purchase and actual purchase (Kollat and Willett, 1967, 1969). During that period, Stern (1962) made a substantial contribution to an improved understanding of impulse buying by categorizing impulse buying into four general classes: i.e. pure impulse buying takes place once customers buy products to satisfy an instant desire initiated because of a sentimental appeal. This type of purchase breaks the normal pattern of buying and it is possibly linked to a sense of escapism from routine. Secondly, planned impulse is the kind of intelligent fuzzy impulse of a shopper who knows approximately what they wish to purchase and the purchase become concrete in contact with the product/s that may satisfy their needs/wants. Thirdly, reminder impulse buying occurs once need of obtaining a product is provoked in the mind of an individual after noticing the product on the store shelf. Finally,

suggestive impulse buying is the acquisition of a new product without having any previous knowledge but on a self-suggestion basis.

Table 2.1 Overview of Impulse Buying History

Decade	Researchers	Key Contribution
1950	Clover (1950), West (1951), Applebaum (1951)	Focus on products rather than the consumer, resulting in lists of products with impulse and no-impulse categories
1960	Stern (1962) Kollat and Willet (1967)	Classified impulse buying into four various categories Impulse buying associated with unplanned buying
1970	Bellenger <i>et al.</i> (1978)	Impulse buying is not associated with unplanned buying because impulse buying is usually thoughtless and quick
1990	Rook and Hoch (1990), Dittmar <i>et al.</i> (1995) Rook and Fisher (1995), Beatty and Ferrell (1998)	Research on cognitive and emotional reactions to impulse buying Motivations and normative influence on impulse buying
2000	Dittmar and Dury (2000), Dholakia (2000), Silvera <i>et al.</i> (2008) Chang <i>et al.</i> (2011), Lee and Johnson (2010) Mohan <i>et al.</i> (2013), Éthier <i>et al.</i> (2006). Dawson and Kim (2010), Wells <i>et al.</i> (2011), Floh and Madlberger (2013)	Hedonic consumption and emotional motivations main drivers of impulse buying Store environment as a determining factor of impulsive buying Atmosphere of the store creates a positive feeling which leads to impulse purchase Investigated the various aspects of impulse buying impulse purchases during online shopping

Source: developed by author

During the 1970s marketing and consumer studies, literature focused on expansion of theoretical lists of items which are expected to be purchased impulsively (Bellenger *et al.*, 1978). Disagreeing with the conventional approach, Kacen *et al.* (2012) put forward that any product can be purchased impulsively with no specific categories of items being impulse products. Situational factors such as environment of the store and product variation were identified as influencing impulse buying more than characteristics of the buyer (Prasad, 1975). Comparing impulse buying with unplanned purchases in earlier research (Stern, 1962, Kollat and Willett, 1967, Bellenger *et al.*, 1978), researchers have diminished impulsive buying as a quick and thoughtless activity encouraged by a convincing motivation to overcome limitations. This suggests the general stigma which is always associated with impulse activities and was then shifted to impulse buying.

In the 1980s, the scope of research increased by incorporating inner psychological states, for example, emotional features in studies of impulse buying. Researchers of consumer behaviour considered it increasingly significant not only to know the individual's views but also their feelings and emotions (Lutz, 1981). Weinberg and Gottwald (1982) proposed that impulse purchase decisions are normally supported by cognitive, effective and reactive features of buyer behaviour. In connection with the point mentioned previously, individuals have minimum control on their purchase decisions and their behaviour is considerably automatic and triggered by a stimulus. Contrary to earlier research, Weinberg and Gottwald (1982) suggested that not every unplanned purchase is founded on impulse decisions. Other researchers such as Rook (1987) established that impulse buying is required to be distinguished from unplanned buying. Unplanned buying decisions may possibly be completely logically as well as with non-existence of control, which indirectly suggests an association between irrationality and impulse buying (Weinberg and Gottwald, 1982). Similarly, Cobb and Hoyer (1986) confirmed impulse buying take place with no prior purchase intention to buy a particular type of product before going into the store. The concentration of research on products gradually moved towards consumers by emphasizing emotional features of impulse buying. This is also specified in the central elements in impulse buying proposed by Rook and Hoch (1985), which are (1) it is sudden desire to act spontaneously, (2) a condition of psychological imbalance, (3) the beginning of psychological

struggle and conflict, (4) a decline in cognitive assessment and (5) and finally, lack of concern for the after-effects of impulse buying . On the basis of this definition, the subsequent understanding about impulse buying has obtained wide-ranging recognition until now:

Impulse buying take place when an individual experiences an unexpected, often influential and constant urge to purchase something instantly and impulse buying is hedonically complicated in nature and may stimulate emotional conflict. (Rook, 1987 , p.191).

When the impulse is triggered an instant act follows with no deliberation for possible realistic outcomes (Rook, 1987). Similarly, Jones *et al.* (2003) highlighted the careless features of impulse buying leading to rapid decision-making within a short period of time between noticing the product and actually buying it. Hoch and Lewinsohn *et al.* (1991) made another vital contribution by referring to impulse buying as “unpredictable preferences” as a result of an internal “scuffle” between determination and desire. As a result, a product may possibly be a momentary choice for a particular event while the same product may perhaps be rejected on another occasion. Researchers further examined the influence of impulse buying on individuals’ state of mood after buying (Gardner and Rook, 1988).

During the 1990s, researchers have incorporated emotional and cognitive responses to impulse buying (Piron, 1993) and studied the association between customers’ prior state of mood and their impulse buying behaviours (Gardner and Rook, 1988). Studies have identified elements in a store environment which encourage impulse buying , such as shelf location (Abratt and Goodey, 1990), and it was found that influence of others also affects impulse buying (Rook and Fisher, 1995). Researchers have been faced by constant complexities in linking results from various impulse buying studies because of the lack of agreement on an impulse buying definition, as criticised by some researchers (Abratt and Goodey, 1990). This issue of lacking an explanation of impulse buying was then addressed by Piron (1993), by concluding that impulse buying has mainly three key features: first, it is unplanned; secondly, it occurs due to exposure to stimulus; and finally, the decision is made

on the spot. Few researchers have investigated the motives behind choosing some products as impulse buys, for instance, fashion clothes, as compared to other products, such as essential equipment for the kitchen (Dittmar *et al.*, 1995). As a result, Dittmar *et al.* (1996) studied reasons for impulse buying and outlined four psychological features self-expression, mood, social standing, ideal self and two functional factors usefulness and price of the product. On the basis of earlier research, Beatty and Ferrell (1998) recommended that an impulse purchase is not only without planning but it also comprises an urge to purchase and it is a spontaneous act followed by a desire to purchase with limited or no consideration. This eliminates simple reminder buying of daily use items which are immediately required at home in addition to planned tasks, for instance, buying gifts, and impulse buying is generally viewed as a secondary form of unplanned buying (Beatty and Ferrell, 1998).

Studies on impulse buying after the year 2000 have focused on emotional motivations and hedonic consumption as key drivers for such buying behaviour. This has been suggested in the definition presented by Kacen and Lee (2002) who describe impulse buying behaviour as

An unexpected, yet influencing and hedonically complex buying behaviour in which the promptness of the buying decision restrains careful evaluation of existing information and substitutes. (p.163)

Dholakia (2000) investigated psychological elements leading to impulse consumption and its resulting enactments. The possibility of engaging in an impulse purchase may be evaluated by the newly established consumer impulse buying scale as a basis for investigating impulse buying. Emotional and cognitive characteristics of impulse buying tendency were assessed by Verplanken and Herabadi (2005), who discovered a robust relation among personality traits and impulse buying tendency. Similarly, Silvera *et al.* (2008) studied cognitive and emotional sides of impulse buying in social influence and subjective wellbeing context.

Impulse buying research that focuses on personality traits maintains that personality traits can be helpful in determining an individual's Impulse Buying Tendency (IBT) (Dawson and Kim, 2010). IBT can be described as the level to which an individual is expected to buy impulsively (Jones *et al.*, 2003). IBT is being used as a dependable indicator of impulse

buying behaviour, and it is the tendency to act spontaneously to make on-the-spot acquisitions with little consideration about the outcomes (Chih *et al.*, 2012). Bashar *et al.* (2013) studied the influence of demographic elements results which indicated that demographic elements, for instance, age and disposable income of individuals, influence their impulse purchase decisions, while gender and education showed marginal relationship with an individual's impulse purchase behaviour. According Shuleska and Anita (2012), women have a higher tendency to buy on impulse as compared to men. Tuyet Mai *et al.* (2003) confirmed that female consumers engage more in impulse buying behaviour compared to male consumers. According to Amel *et al.* (2014), men are more likely to purchase impulsively; however, it depends on the type of product, as women are more frequent impulse buyer of apparel and beauty products, while on the other side, men are impulsive buyers of products related to entertainment and technology (Coley and Burgess, 2003). According to Kacen and Lee (2002), individuals who are more autonomous and independent in their life are found to engage more in impulse buying as compared to those individuals who are interdependent. Pornpitakpan and Han (2013) also indicated that in individualist cultures, people sometimes ignore the possible negative outcomes of their impulse purchases. In contrast, in collectivist cultures individuals focus more on the possible negative outcomes of their buying behaviour (Muruganantham and Bhakat, 2013).

Retail stores utilize in-store sensory stimuli such as appealing promotional offers (Hultén and Vanyushyn, 2014) and attractive product display, in order to make the environment exciting and stimulating, affecting customers' impulsive buying behaviour positively (Gupta *et al.*, 2009). Customers often purchase products impulsively when they come across promotional stimuli in the retail store, for instance, price discounts, buy one get one free, loyalty points or coupons (Schiffman *et al.*, 2008). Buying behaviour of the customer may also be affected by special offers or discounts which present a superior bargain, thus increasing the chance for impulse buying (Park *et al.*, 2012). Similarly, Liu *et al.* (2013) also suggested that customers often consider promotional campaigns as helpful for them in saving money; such campaigns help in generating impulsive buying and more importantly, it heightened the probability of repeat occurrences of impulse buying as the buyer perceives the experience as highly beneficial (Liao *et al.*, 2009).

Another important aspect of store stimuli is shelf placement and its link to impulse buying behaviour of customers (Sharma et al., 2010, Mohan et al., 2013). According to Amos et al. (2014), the place of the product on the shelf is a key determinant in attracting customer attention and that seems to have influence on customer's impulse buying behaviour. In retail stores salespeople are vital in achieving corporate sales targets, in building long-term beneficial business relations, and in maintaining good buyer–seller relationships by providing quality service (Mattila and Wirtz, 2008). Salespeople are responsible for the determination of client needs, identification of products or services that can fulfil those specific needs, and provision of follow-up support services (Park and Lennon, 2006). In many situations, especially when customers are negotiating on price, the store employees play pivotal roles (Pornpitakpan and Han, 2013).

For so many years researchers have examined the individual's impulse buying behaviour in traditional store environments in order to formulate effective approaches to counter the constraining factors and establish influential elements that increase the possibility of impulse buying. However, nowadays, traditional business stores are not the only retail channels after the introduction of e-commerce and the internet; it was clear as early as in 2003 that web-based retailers would bring about far-reaching changes in the retailing industry (Eroglu *et al.*, 2003) by altering considerably the landscape of consumer behaviour. Development and innovation in customer e-retailing, for example, telemarketing, credit and debit cards and 24-hour retailing through the internet, have increased the probability of impulse buying among internet buyers (Eroglu *et al.*, 2005). These developments allow buying in free time and without leaving their home (Phau and Lo, 2004); as an outcome, online buyers will show more impulsive intentions as compared to conventional shoppers. Turkyilmaz *et al.* (2015) have pointed out that quality of website is important for individual's engaging in online impulsive buying. According to their results, individual's openness to change, extraversion and sociability have positive influence; while carefulness has negative impact on impulse buying during online buying. The results of empirical study on footwear and clothing outlets indicate that two factors of visual merchandising window display and store design have the highest influence on the customer's impulse purchase decisions (Gudonaviciene and Alijosiene, 2015). While in another study, Wu *et al.* (2016) suggest that

product-related factors such as experience with the product and trust are important influencing factors; however, perceived usefulness does not have an influence on impulse buying .

By considering the contributions being made on impulse buying up till now, the elements such as little or no planning prior to any purchase, purchase decisions are made there and then. Presence of a boosted emotional condition, partial or no consideration of consequences, social influence, and potential dissatisfaction or guilt after the impulse purchase can be identified in the literature. In the next section, an understanding of the term impulse buying for this study is developed.

2.1.3 The Dark Side of Impulse Buying

Research related to impulsiveness in psychology might be the main cause for the by-and-large negative judgement of impulse buying (Hausman, 2000). Generally, impulse buying behaviour is believed to be against standard norms (Cobb and Hoyer, 1986, Rook and Fisher, 1995), risky, irrational, wasteful and an indication of immaturity (Rook and Fisher, 1995). In literature impulse buying behaviour has been generally considered as contrasted with rational buying , for instance, Rook and Hoch (1985) maintain that impulse buying is the antithesis of classical models of economic man, where individuals expected maximization of utility; however, such behaviour does not stand for low involvement and a mindless consumer. As a matter of fact, the economic man theory which describes consumers as sensible decision makers with complete awareness of the marketplace has been criticised for not being rational and only found in theory (Wood, 1998). Nevertheless, individual's impulse buying behaviour is often viewed in a negative sense and suggested as the darker aspect of consumption (Mick, 1996). According to Bayley and Nancarrow (1998), individuals consider that impulse buying is viewed negatively by other people. Evaluation of impulse buying behaviour for being spur of the moment is mostly expected to be considered as bad instead of good (Rook, 1987), as the feelings of the impulse buyer is likely to be out of control compared to planned buyers as they exhibit mainly negative evaluation. Impulse purchases may take place because the individual has fallen in love with a product and is "grabbing" it rather choosing that product (Rook, 1987). While on the other hand, planned

buyers are considered as to be in control of the situation and follow a cost–benefit line of attack with concerns about the product’s price, function or utility and will shop around for best value of money (Thompson *et al.*, 1990, Dittmar *et al.*, 1996, Dittmar and Drury, 2000). These traits of planned buyers also suggest that impulse buyers show irrational behaviour which does not have deliberation and sense; moreover, the usual claim is made that possible negative outcomes of impulse purchase decision are ignored time and again (Hoch and Loewenstein, 1991). In recent research it has been found that impulse decisions are made if the individual foresees the long-term consequences which damage their wellbeing (Strack and Deutsch, 2004).

For individuals with higher impulse tendency immediate gratification is essential because they feel emotionally attracted to the product instead of considering their own decision (Thompson *et al.*, 1990, Hoch and Loewenstein, 1991). This may possibly lead to undesirable outcomes, comprising disappointment after the buying, which creates a negative point of view about impulse buying (Hausman, 2000, Wood, 2005). On the basis of earlier research including the impression that impulse buying may possible is used to deal with unpleasant state of mood (Dittmar *et al.*, 1996, Baumeister, 2002). Verplanken and Herabadi (2005) believe that they may possibly be hidden motives behind the apparently simple and joyful nature of impulse buying. Some of researchers believe that the individual may attempt to suppress their natural impulse buying behaviour because it is considered as opposed to the norms of the society and the impulse buyer worries about being seen as irrational and immature (Hausman, 2000, Crawford and Melewar, 2003). Normative evaluation as proposed by Rook and Fisher (1995) may moderate impulse buying behaviour and is characterized as one potential strategy for resisting impulse behaviour.

According to Park and Jang (2012), a potential purchase may result in one or a number of losses (Table 3.2) which means that the product may give a negative impression of the buyer in the mind of other people. The individual may face financial loss if the same product is available at a cheaper price somewhere else, and further losses could possible occur if the product does not meet the expectations of the buyer or if the product is unsafe (Kacen and Lee, 2002).

Table 2.2 Potential Losses due to a Purchase

Potential Loss	Cause for potential loss
Financial	Individual spent extra money
Psychological	Adverse effect on individual's self-image
Social	Adverse thinking of other people about impulse buyer
Time	Waste of time, due to lack of planning

Source: developed by author

Individuals who are highly involved in a specific product type are most expected to be impulse buyers (Jones *et al.*, 2003) and high involvement in a product suggests extended problem solving. However, most researchers maintain that neither an extensive information search nor thorough evaluation usually take place in impulse buying (Kacen and Lee, 2002, Jones *et al.*, 2003). Therefore Solomon *et al.* (1996) suggest that impulse buying behaviour of an individual is associated with limited problem solving behaviour, which suggests that the individual's decisions are grounded on prior knowledge about how to react to environmental stimuli. This suggests that impulse buying might be recognized as an automatic and routinized activity. On the other hand, Verplanken and Herabadi (2005) argues that in most instances impulse buying is accompanied by emotional responses and excitement, which are not consistent with low involvement purchases. This signifies that impulse buying is complex and needs further exploration and it is not merely an unexpected purchase there and then with little consideration of results as broadly maintained in the literature.

2.1.4 Positive Sights of Impulse Buying

During the 1990s, researchers assessed and highlighted the positive features linked with impulse buying (Bayley and Nancarrow, 1998, Hausman, 2000). In this thesis the effect of impulse purchases is studied to obtain a better understanding and further understanding of both aspects, i.e. negative and positive sides of impulse buying. The existence of emotions does not need to be associated with irrationality and elimination of reason. In this frame of reference, Thompson *et al.* (1990) maintain that though impulse buying is associated more with emotions of an individual than intellectual actions, it may still be a sensible action and

might not necessarily involve irrationality and these findings are consistent with the results of Stern (1962) who proposed that

Marketers must dispense the notion that such kind of buying is mostly irrational and so, not possible to influence. (p.62)

Absence of prior planning, predominance of emotional aspect and urge to purchase are the features of impulse buying (Tsiros and Mittal, 2000). This differentiates impulse behaviour from automatic behaviours (Bargh and Peter, 1996) and this suggests that impulsive buyers are cognitively vigilant and are ready to access the information and are conscious about positive and negative consequences of their purchases, including pleasure and guilt (Rook, 1987). Positive aspects associated with impulse buying consist of different hedonic and emotional, non-economic motives, such as buying for fantasy, fun, an improved pleasure and social or emotional satisfaction (Piron, 1993, Rook and Fisher, 1995, Hausman, 2000). Impulse buying can be fun in consideration of the fact that the individual has the liberty of possessing extra money to spend on themselves or for buying a gift for someone else (Wood, 2005).

By taking into account the component of pleasure associated with impulse buying, it may be regarded as an enjoyable activity as compared to just buying products (Hausman, 2000). Similar positive results were found by Wood (1998), where respondents of the study stated that if the situation allows them to change their buying habits this will develop their impulse buying, and a number of respondents even felt regret that most of the time they restrain themselves. Hausman (2000) argues that the benefits associated with impulse buying are mostly ignored while calculating consumer utility and opposes viewing impulse buying behaviour as normatively inappropriate. (Rook, 1987) also reported that the participants felt that impulse buying involves the element of pleasure in terms of good feelings, satisfied or happy. Although the impulse buying behaviour seems spontaneous and apparently choiceless and appears to be very much irrational, the individuals may perhaps evaluate their purchases as rational (Coley and Burgess, 2003). For example, planned buying requires time-consuming information search (Piron, 1993), may possibly frustrate consumers and increase concerns and unpleasant feelings.

The additional investment in time and the increased complexity of information overload may possibly decrease the precision of the final buying decision (Dholakia, 2000, Verplanken and Herabadi, 2005). Regardless of considerable determinations to make precise decisions, the customer may finally make less desirable decisions; in addition, earlier research suggests that mainly individuals do not search intensively for any information before any purchase, mostly because of time constraints (Beatty and Smith, 1987). In agreement but from a different viewpoint, Thompson *et al.* (1990) maintain that additional information is not even needed to be gathered before any purchase for the reason that the customer feels convincingly attracted towards the product and is confident about its rightness. Even though Wood (1998) discovered that the most of the participants of the study usually wished to reduce their habits of impulse buying, individuals possibly will feel further satisfaction with a certain impulse purchase compared to a planned purchase.

As argued before, earlier researchers are generally agreed that impulse buying includes a hedonic element, satisfies needs for novelty and fun and is capable of making the impulse buyer feel lifted and joyful (Cobb and Hoyer, 1986, Hausman, 2000, Ramanathan and Menon, 2006). There exists convincing evidence for any kind of product that satisfaction with a purchase is not only due to the cognitive judgement but is also based on emotions (Mano and Oliver, 1993). Gardner and Rook (1988) have classified mood after making an impulse purchase as positive mood. Similarly, Faber and Christensom (1995) proposed the same results, that most of respondents perceived a superior mood after being involved in an impulse purchase. On the basis of these findings Beatty and Ferrell (1998) surmised that impulse buying has the capability to produce positive feelings after buying, as a result positive state of mood diverts an individual's attention from processing of information. Therefore, Dawson *et al.* (1990) argued that an individual with a post-purchase positive mood will possibly not be very critical, assess a purchase in a positive way and is hence expected to claim that the purchase has matched expectations as compared to a negative or neutral mood state.

2.1.5 Definitions of Impulse Buying

An impulse buying definition was the key subject of the initial impulse buying literature, however, it has no unified definition that can be accepted in both academic and commercial literature (Rook and Fisher, 1995). According to the retailer’s perspective, impulse buying is some sort of unplanned buying ; however, in the academic literature the definition of impulse buying is tilted more towards a customer’s viewpoint and emphasis is on defining the experience of impulse buying (Chang *et al.*, 2014). Furthermore, in economic terms impulse buying is defined by how buyers value the pros and cons of a transaction (Graa and Dani-Elkebir, 2012). Various definitions of impulse buying narrated by different researchers are noted in Table 3.3.

Table 2.3 Definitions of Impulse Buying

Author	Definition
Bellenger <i>et al.</i> (1980)	Impulse buying can be described with regards to whether or not the customers make their decisions to buy the items in advance or after arriving at the retail store.
Weinberg and Gottwald (1982)	Impulse buying is categorized as buying with great emotional instigation, with little cognitive influence and mainly responsive behaviour.
Cobb and Hoyer (1986)	Impulse buying is when an individual makes the decision to buy items while in the store.
Gerbing <i>et al.</i> (1987)	Impulsiveness is the tendency to react swiftly to a stimulus without considering and assessing the outcome.
Rook (1987)	Impulse buying takes place once a buyer feels an unexpected and sometimes strong persistent urge to purchase something immediately.
Iyer and Ahlawat (1987)	It is associated with the knowledge of store environment and time pressure. Such acquisitions are beyond what is supposed as routine consumptions which are always fulfilled.
Rook and Gardner (1993)	It can be characterized as comparatively quick decision-making and relatively biased in favour of instant acquisition.

2.1.6 Myths of Impulse Products

Generally, it was accepted by earlier researchers that various products are subject to being purchased more impulsively compared to other products (Clover, 1950). Such products have been labelled as impulse items and categorized as inexpensive and regularly bought items such as crisps, drinks, nuts, candies and chocolates (West, 1951, Dwyer, 1993) which are consumed over and over again and requires a small amount cognitive effort by the individual (Rook and Hoch, 1985). Disagreements with this argument in most of the recent studies have revealed that individuals can purchase a wide range of products impulsively, which are offered at various prices (Cobb and Hoyer, 1986, Vohs and Faber, 2007), therefore it is nearly not possible to label and isolate specific products as impulsively purchased items (Bellenger *et al.*, 1978). Purchase motives and requirements, level of information about product, environmental variables, time and monetary pressures differ from individual to individual because every item is subject to impulse buying (Phau and Meng Poon, 2000, Kwak *et al.*, 2006). Therefore, more or less everything can be bought on impulse (Stern, 1962, Jones *et al.*, 2003): an extra pair of shoes, clothing, accessories (Kim and Lee, 2006), a TV set or a valuable piece of furniture can all be purchased impulsively just like a packet of crisps or a candy (Rook, 1987). It has been suggested that consumers evaluate impulse buying both positively and negatively, Rook and Hoch (1985) suggested that most people would feel negatively after they had made an impulsive purchase decision, and the impulse purchase would result in dissatisfaction and regret. According to Tendai and Crispen (2009), there is a disappointment after obtaining a product impulsively and buying impulsively results in dissatisfaction after obtaining the product. Similarly Hausman (2000) suggested that individuals view impulse buying as bad because of the outcomes of such purchases, that there may be a sense of guilt because of the financial losses. However, on the other hand, for the individuals who ignore the probability of undesirable consequences, there may not be as much guilt, and they feel happy after their purchase (Chen, 2005). Hultén and Vanyushyn (2014), establish that consumers generally feel fulfilment after buying a product impulsively.

2.1.7 Impulse Buying in this Study

Understanding regarding impulse buying in this study is broader as compared to most recent contributions. It is necessary to have a broader understanding since it is not only researchers who clearly set and labelled theoretical limitations of impulse buying but the emphasis is on those individuals who report their experiences related to impulse buying . Firstly, individuals are unlikely to differentiate between various types of impulse purchases. Secondly, restricting impulse buying to certain instances and firmly differentiating it from unplanned buying as considered in the existing literature (Rook, 1987, Piron, 1993) prevents additional exploration of the actual purchase experiences made by an individual. A broader framework offers the chance to achieve a better and further understanding regarding impulse buying experiences from the customer point of view. The framework in this study takes account of pure impulse buying as proposed in initial research (Stern, 1962), which breaks the pattern of normal buying and is motivated emotionally with the intention of satisfying an instantaneous desire (Dittmar *et al.*, 1995). Impulse purchase may perhaps follow the unexpected desire to purchase a good or service with reduced consideration of the outcomes; this may contain the overall pre-shopping desires to purchase the particular category of product (Dittmar *et al.*, 1995). The understanding of impulse buying in this study includes explicitly the sudden act in the sense of spotting the item and buying it straight away.

2.2 Store Environment

Earlier studies related to store environment have proposed that the environment of the retail store is linked with the individual's impulsive behaviour (Beatty and Ferrell, 1988; Donovan and Rossiter, 1982). Kollat and Willett (1967) proposed the idea of store environment and defined it as an attempt to design the environment of the store to generate certain emotional and motivating effects in the consumer's mind that ultimately increase buying chances. Whereas another definition suggests that, to attract the customer the physical features and the surrounding of a store can be used (Goldsmith and Goldsmith, 2002). Store environment consist of physical and non-physical features of a retail outlet and these features can be organized with an intention to influence customer behaviour (Eroglu

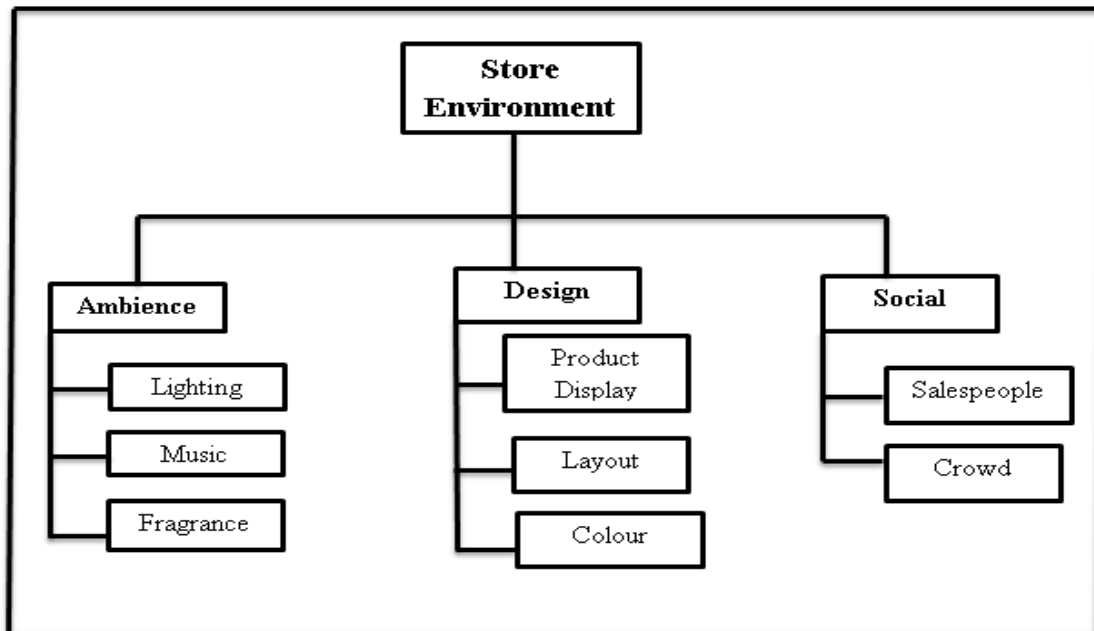
and Machleit, 1993). According to Faber and Christensom (1995), the tangible factors a store environment comprises of are equipment, colour scheme, store cleanliness, store layout, product display and arresting interior decoration. Whereas the intangible features consists of scent, temperature, lighting and music (Donovan *et al.*, 1994). Environment of the store can influence customer's emotional responses, i.e. self-control, pleasure and arousal (encouraged or discouraged to act) (Mehrabian and Russell, 1974). Prominent features of the store will possibly enhance the interest of customers and will get the customers' attention as a result (Peck and Wiggins, 2006). Those individuals who enjoy the environment of the outlet surprisingly devote extra time for the store due to the positive mood generated by the environment of the store (Robert and John, 1982). Similarly, Chang *et al.* (2011) maintain that the store's physical environment can evoke emotional, physiological and cognitive reactions which will affect an individual's avoidance or approach behaviour in a retail store. The strength of the relationship between customer response and store environment is influenced by situational and personal elements (Mehta and Chugan, 2013). Previously, it has been shown that the personality traits of an individual can influence their reaction to the physical surrounding of the store (Mehrabian and Russell, 1974). Store environment induces the consumer's emotional state and it appears as a compelling motive because of which individuals remain in a particular store for more time and spend a greater amount than initially intended (Donovan *et al.*, 1994). However, impulse buying may possibly result because of a desire to experience positive emotions besides reducing negative emotions (Mohan *et al.*, 2013).

While entering a store even if a customer is in a negative state of mind, a pleasant store environment will possibly generate positive emotions and lift customers emotionally, and consequently will encourage the customer to spend more money than they initially planned to spend (Sherman *et al.*, 1997). Due to the presence of sensor stimulus in a store environment customers loose resistance power and self-control to gain immediate satisfaction (Adelaar *et al.*, 2003). Retailers are advancing towards providing wider range of appealingly exhibited products to customers by increasing the comforts and attractiveness of their store environment (Lam, 2001). This may result in increase in-store browsing and examination of products offered by the retailer (Bloch *et al.*, 1989), and when customers

browse in a retail store for a longer period of time then they will be expected to come across additional stimuli, which would be likely to increase the possibility of experiencing the urge of impulse buying (Jarboe and Mcdaniel, 1987). Specifically, if customers spend additional time browsing in a store they will be involved more in impulse buying (Beatty and Ferrell, 1998).

Store environment is a vital determining factor of impulsive buying; a number of micro components combine to make up the store environment: these include crowding, background music, lights, odours and salespeople (Tendai and Crispen, 2009). Retailers are known for designing the store environment by using graphic signs and lights for beautification (Kacen *et al.*, 2012). Sellers acknowledge the store arrangement in a fashion that it will increase a customer's favourable feelings, beneath the supposition that it will guide towards much wanted customers to remain in the retail outlet for an extended period of time or to have greater willingness to purchase goods (Mattila and Wirtz, 2008). Apart from the store environment, stores also provide consumer promotions as another form of stimulus that is considered to influence impulse buying (Mattila and Wirtz, 2008, Mohan *et al.*, 2013). Various researchers argue that the consumer's purchase is influenced by store environment and is facilitated by the shopper's emotional state (Muruganantham and Bhakat, 2013). In addition, consumers may possibly have a mixture of negatively constructed or positively constructed motives for reckless spending (Badgaiyan and Verma, 2015). The term "retail atmosphere" signifies both physical and non-physical factors (Figure 3.1) of an outlet that have the ability to manipulate the actions of customers (Chang *et al.*, 2014).

Figure: 2.2 In-store Factors



Researchers have recognized the environment of the store as an essential aspect of competitive advantage and market differentiation. The buyer who likes the environment of the store may spend extra money, because of the affirmative attitude created by the atmosphere (Baker *et al.*, 2002). The atmosphere of the retail outlet may possibly create a positive feeling even if the individuals enter the store with a negative emotional state, and therefore it may possibly control the customers to use more money than they wished (Chang *et al.*, 2011, Kiran *et al.*, 2012). Therefore retailers are required to work constantly to create a positive and stimulate shopping and store environment (Bloch *et al.*, 1993), where individuals can feel relieved from their negative mood (Donovan *et al.*, 1994). Retailers design the environment of the store in way that it increase customer's positive feelings and with an assumption that this will result in required consumer behaviour, for instance, a higher willingness to buy or stay longer in the store (Mohan *et al.*, 2013). When customers become aware of the fact that products are not only commodities and they are buying to satisfy their hedonic and physical needs, only then they will become happier with their impulse purchase behaviour (Hausman, 2000). Therefore, retailers and marketers need to create exciting store environments which will be helpful in increasing impulse buying decisions. With the increasing number of decisions made in store by customer the retailers

are developing further resources inside the store to encourage impulse buying (Berrell, 1995, Tendai and Crispen, 2009). Therefore, attractive retail store environment features will possibly affect the response of the consumer positively, which in turn, influences impulse buying behaviour positively. Pleasant store environment can provide satisfaction and comfort that can develop customers' sense of happiness and wellbeing in an environment which eventually increases customers' inclinations towards the stores, which can result in a higher number of visits. Therefore, it can be suggested that store environment helps in improving the individual's buying experience by positively influencing the purchase behaviour of consumer. As stated earlier, store environment comprises of various physical and non-physical features; Baker *et al.* (1994) divided these further into (Figure 3.1) ambient (store environment, scent, noise, sent, and music), design (colour, architecture and layout) and social factors (behaviour of salespeople with customers).

2.2.1 Ambient Factors

Lighting in a retail outlet is considered as a key determinant feature of store environment, and its effect on the buying behaviour of a customer can be assessed based on the degree of excitement it may generate among customers (Lorig and Schwartz, 1988, Baker *et al.*, 1994). In an attempt to make a suitable store environment sometimes retailers may adopt a lighting arrangement that restrains customers from product examination and generates a negative effect. An inappropriate level of illumination reduces visual judgement which is essential to accomplish environmental tasks (Areni and Kim, 1994). Customers would be encouraged to purchase in a substantially stimulating store environment, on the other hand customers will possibly feel lethargic and sleepy (Gifford, 1988). Brightly lit stores are more stimulating and arousing compared to ones that are not brightly lit, and produce a greater possibility for customers to make impulse buying decisions (Schielke and Leudesdorff, 2015). Somehow retailers can influence the time an individual spends during buying and their emotional state through their collection and assortment of lighting level in a retail outlet (Areni and Kim, 1994, Wanninayake and Randiwela, 2007). Elegant lighting has the ability to produce an additional dimension to the interior environment of the store, which guides customers; eyes to vital sales points, and ultimately creates an environment that

encourages positive influence (Smith, 1989). The longer a customer stays in a store, the further it will produce positive effect that will increase the chances of being involved in an impulse purchase (Sherman *et al.*, 1997). Therefore, ambient factors such as music, fragrance and lighting have the capability to affect customer impulse buying decisions in a retail store.

Music in the retail environment has the capability of evoking positive behavioural responses (Mattila and Wirtz, 2001). It is most likely that a customer will remain in a retail environment for a longer time, where background music is being played as compared to the retail store where music is not according to their taste (Milliman, 1982). Background music in a store also help customers to get rid of tension and produce positive influence (Lam, 2001). Loud music can be considered as one of the main irritating factors during buying as loud or inappropriate music may possibly result in physical distress and could induce undesirable influence (Bitner *et al.*, 1994)

Fragrance in a retail store has been divided into three aspects: its affective quality, its intensity and its arousing character (Spangenberg *et al.*, 1996). Ambient fragrance in the store somehow differs from non-ambient fragrance, ambient fragrance is not initiated from a specific entity rather it exists in the environment of the store (Mattila and Wirtz, 2001). This influences the opinion of the individuals about the store (Gulas and Bloch, 1995) and customers' response become further positive towards a scented store environment as compared to non-scented store (Mattila and Wirtz, 2001). Emotional response of an individual and their buying behaviour can be influenced by ambient scent (Spangenberg *et al.*, 1996), especially in the presence of inoffensive scent in a retail outlet customers are expected to remain in a store for extra time while positively assessing and comparing the store and its products to a store environment with an offensive scent (Mattila and Wirtz, 2001, 2008).

2.2.2 Design factors

Design factors in a retail environment such as visual elements and physical facilities are deemed as direct sensory stimuli (Baker et al., 2002) and general design factors include colour, shelf space and store layout.

Product display is exhibition of products that influence individuals' buying intentions and through the right product display retailers intend to offer consumers the right product at the right time (Baker et al., 1992). It can be described as the arrangement of products in a store by synchronizing in-store advertisement, special events, display, fashion coordination with the help of merchandising departments with the intention of selling services and products (Mehta and Chugan, 2013). This indicates everything that an individual sees, on interior or exterior display, produces a positive effect on customers and is considered as an economical marketing tool (Mohan et al., 2013). Retailers are increasingly recognizing that not only is selling products to customers essential but their convenience and satisfaction is also essential. A well-managed store environment has purchase inducing elements because it considerably influences customers' perceptions about the image of the store, which is made by a broad range of in-store tangible elements, for instance, interior and external display (Baker et al., 1994). The store exterior display consists of window display, location and building of the store, and the window display is a source thorough which retailers create first impression in the mind of customers and motivates them to enter into the store (Adelaar et al., 2003). An attractive physical store interior display influences customers during selection of store (Tendai and Crispen, 2009); likewise exterior store display stimulates individuals to enter into a retail outlet. Display can be categorized into three types: in-store display such as product display, architectural display and point of sales display (Omar, 1999). Attractive and nice interiors attract customers therefore, decrease psychological resistance and help purchases (Bitner et al., 1994). Expectations of consumers regarding design of the store is now greater than before and there is also an increased shopping enjoyment desire which can only be achieved through attractive physical environment and innovative store design (Buchanan et al., 1999). If the customers increase their shopping duration and remain in a store for a little longer time then the chances of

buying extra items increases and the time a buyer will remain in a retail store is subject to how enjoyable and comfortable they feel in a store (Donovan *et al.*, 1994, Kacen *et al.*, 2012).

The significance of shelf placement with relation to impulse buying behaviour of customers has obtained nominal consideration in the literature (Ailawadi *et al.*, 2009); it is one of the most important aspects used by successful retailers since it helps in understanding customers and their behaviour. According to Chandon *et al.* (2009), a suitable place means the location of the product on the shelf, which results in the customer's maximum attention towards the product. Shelf placement is one of the variables that seem to have greatest influence on a customer's impulse buying behaviour (Mohan *et al.*, 2013). During the course of decision-making, the initial stage is to trigger a desire for a product, this includes compelling a customer to spot the products; the technique to do so is to put the products on display according to name in the aisles, which will compel the customers to slow down and in that way notice the products (Adelaar *et al.*, 2003). Different types of displays strategies have been suggested in the literature such as special exposure in which products are placed at an unusual place, which can be an open space, with different colours and shapes to make the products more attractive (Fiore *et al.*, 2000). Products can be put on display close to cash counters, entrance or exit points and on the main aisles of the store (Forsythe and Bailey, 1996). This kind of exposure gets the attention of the customer; similarly, placing the products in a box can create a feeling in customer's mind that these products are on sale or low priced. According to Abratt and Goodey (1990), mostly, customers find it easy to choose a product if it is at their eye level, or if related products are placed nearby: this will ultimately increase sales. Although it is essential not to make several special exposure points because then customers may possibly consider them as obstacles, therefore retailers are required to keep it simple and clean, yet still creative to catch the attention of the customers (Adelaar *et al.*, 2003).

Manipulation of product placement on store shelves is one of the methods that can be used for measuring the consequence of shelf placement on consumer behaviour (Sharma *et al.*, 2010). According to Kiran *et al.* (2012), every store is strategically designed to direct

consumer actions and their purchases. Stores place complementary items together or put them at two opposite ends in the outlet, which will make the buyer pass through a mass of items encouraging spontaneous buying (Sigurdsson *et al.*, 2010). Strategic and appropriate displays can be formulated to enhance product sales, particularly during unintentional acquisitions by customers (Simonson, 1999). Thus, attractive display in a retail store may influence the response of the consumer positively, which as a result, affects impulse buying behaviour positively. Therefore, the environment and display stimulus need to be relaxing and influencing so the individual will spend more time in the store.

Layout of the store may increase a customer's interest in store environment and therefore attain customer attention (Bloch *et al.*, 1989, Iyer, 1989); various store layout designs such as location of the product on the shelf and location of the shelf are formulated on the basis of repetitive shopping involvement in a store. Store layout is the floor planning of the entire retail outlet, entrance and exit points and cash counters, length and width of the aisles, location of the product and location of the shelf (Kollat and Willett, 1969). According to Yoo *et al.* (1998), store layout has an indirect effect on sales: a well-organized, low congestion layout of the store acts as a precursor in evoking positive and encouraging emotions in a customer's mind, which ultimately influences and changes their point of view about a store. According to Peck and Wiggins (2006), most impulse buying is the outcome of touch, therefore, retailers are required to provide such an environment with the intention of encouraging customers to touch the products, and this will enhance the possibility of buying impulsively. According to Cox (1964), impulse buying is also influenced by the shelf space provided to specific items; the additional space on a shelf will result in additional impulse buying of the product (Abratt and Goodey, 1990).

Colour combination in a store can create a number of emotional reactions and attain customer attention (Bellizzi *et al.*, 1983). Elegant assortment of colour has the ability to stimulate individuals once they are exposed to this stimulus, and retailers use colour to stimulate customers, and it can put them in a buying mood (Hussain and Ali, 2015). Using warm colours such as yellow and red on packaging and using cool and soothing colours such as violet or blue on the background walls of the retail outlet can draw the attention of the

customer (Bellizzi and Hite, 1992). According to Lam (2001), warm colours in a retail store attract customers and cool colours help in generating favourable responses among customers, as a result influencing customer behaviour during buying .

2.2.3 Social Factors

Social factors in a store consist of customers and salespeople present in the store. Conduct of salespeople in a retail outlet has a key influence on individuals' buying decisions (Baker *et al.*, 2002). After being successful in getting the attention of customers towards their product, now companies have to convince individuals that this is the product they are in search of; individuals will gather information and will wish to obtain further information about the product (Park and Lennon, 2006). The salesperson is the employee providing services required to carry out a number of roles while encountering customers, such as the duty of marketers (Baker *et al.*, 2002, Pornpitakpan *et al.*, 2017). They actually demonstrate and illustrate the product and are considered as mobile billboards from a promotional point (Zeithaml *et al.*, 1996). At this instant, the influence of salespeople can be vital; according to the interaction between salesperson and consumer, this may result in increased sales. However, an enthusiastic sales assistant can frighten the customers because in general customers want to look around by themselves in peace and if needed then they want to ask for help (Ozen and Engizek, 2014). Conduct of salespeople in a retail outlet has a key influence on individuals' buying decisions (Baker *et al.*, 2002). With the growth in the number of salespeople and customers in a store this makes the environment crowded and decreases shopping pleasure for customers (Eroglu and Machleit, 1990).

Presence of sales personal in a store potentially contributes in creating an enjoyable shopping experience (Jones, 1999). At a retail store, behaviour and actions of a salesperson stimulate consumer satisfaction with the retailer and with the salesperson as well. This connection takes place in part for the reason that the frequent customer may not be able to identify the firm and the salesperson as different or separate from each other (Crosby *et al.*, 1990). As a matter of fact, absence of salespeople or poor service provided by the salespeople may possibly produce negative effect (Jones, 1999). The response of the salesperson can considerably influence the response of the customer (Bitner *et al.*, 1994).

Often, nice aspects of a salesperson, e.g. a smile or easy availability for customers when they need their help, can result in creating encouraging feelings during everyday encounters with salespeople which generates positive feelings (Mattila and Wirtz, 2008). When the surroundings are crowded it will have a negative effect on customers and as a result gratification will be least (Hui and Bateson, 1991). The customer's pursuit of shopping will be interrupted due to the crowded environment and their impulse purchase decisions will also be reduced. While on the other hand, a pleasant attitude of salespeople possibly will influence and enhance the possibility of impulsive buying (Baker *et al.*, 1992, Lam, 2001). Along with store ambience, design and social cues, crowding is one more vital element that is considered to influence individuals' buying behaviour. Crowding in a store is the outcome of social, personal and physical factors that stimulate individuals towards potential problems which evolve due to limited space (Eroglu and Machleit, 1990). When the number of individuals in a store environment interferes or restricts an individual's activities, they will recognize the place as crowded (Baker *et al.*, 2002). The level of crowding perceived by a customer in a store can influence their decisions, beside customer's satisfaction, with whole shopping experience (Eroglu *et al.*, 2005).

Customers who have been given poor services will not revisit the store and possibly will inform others regarding the bad service quality (Tendai and Crispen, 2009). Therefore, while providing services to consumers, good conduct of salespersons can do something extraordinary (Tendai and Crispen, 2009). Previous research has revealed that a salesperson plays a vital role in achieving sales targets, building long-term beneficial business relations, and maintaining buyer-seller relationships by providing quality services (Brady and Cronin, 2001). Salespeople are responsible for making initial contact with the customer, determining client needs by starting a conversation and identifying products or services to satisfy those specific needs, as well as providing follow-up support services (Bitner *et al.*, 1994). Retailers heavily depend on personal selling methods to create profitable deals and in many situations, especially when customers are negotiating on a price, the store employees play pivotal roles (Sharma and Stafford, 2000). Therefore, the salesperson not only gives details about the products but can give advice, and by doing this they can encourage quick decision-making or can alter the actual thoughts and choices of customers.

Crowding

The concept of crowding is complex as well as essential to store environment (Michon *et al.*, 2005). It refers to limited body movement of the individual because of high space density (Bateson and Hui, 1987). Along with store ambience, design and social cues, crowding is one more vital element that is considered to influence individuals buying behaviour. Crowding in a store is the outcome of social, personal and physical factors that stimulate individual towards potential problems evolve due to limited space (Eroglu and Machleit, 1990). When number of individuals in a store environment interferes or restricts individual's activities will recognize as crowded (Baker *et al.*, 2002). The level of crowding perceived by a customer in a store can influence their decisions beside customer's satisfaction with whole shopping experience (Eroglu *et al.*, 2005). Crowding in a shop is normally considered as an unpleasant experience in a shopping situation (Hui and Bateson, 1991). Therefore during peak hours of shopping and during sales periods, customers sense less pleasure and this might work against consumer impulse buying (Eroglu and Harrell, 1986). Consequently, customers adjust themselves to a higher retail density by minimizing their shopping time, stepping away from their actual shopping plans, delaying purchases and spending more on shopping lists (Whiting, 2009).

Customers assess their experience of shopping in terms of a crowded environment (Harrell *et al.*, 1980). The influence of crowding on satisfaction and emotions differs depending on the buyer's level of motivation (Wakefield and Blodgett, 1994). For some customers, doing shopping in a crowded store gives them an intuition that some sort of promotional event is going on in the store (Machleit *et al.*, 2000); others may recognize crowding as an indication that the commodities are of good quality and value. The impact of crowding can be negative on the satisfaction level of the customers, as they may possibly have to spend additional time in the retail store and they will receive less attention (Eroglu *et al.*, 2005). Crowding generates some psychological pressure and decreases arousal among those customers who feel a loss of personal space (Heaney *et al.*, 1995). This shows that the effect of crowding can be positive as well as negative, depending on customer perception about crowding and ability to adjust oneself according to the situation.

2.3 Website Characteristics

Rapid progress in information technology in the last decade has considerably altered the landscape of consumer behaviour (Dawson and Kim, 2010). Over the last few years with the acceptance of the internet and information technology as shopping medium substantial changes have been observed in customers' buying behaviour (Phau and Lo, 2004). Researchers are now investigating the various aspects of impulse buying and developing different strategies to inspire buyers to make impulse purchases online (Bellini *et al.*, 2017) Using the internet for shopping offers individuals an easy and convenient way of shopping (Lee, 2002). With the inclusion of the internet for buying and selling there are no more opening and closing times and no more lines; similarly the online stores are now anywhere, anytime (Phau and Lo, 2004); as a result individuals can browse several product offerings online at the same time (Lin and Lin, 2013). Furthermore, individuals involved in online shopping can save effort and time as it requires less effort to find products and retailers to purchase than leaving home (Madhavaram and Laverie, 2004). Such attributes have considerably increased the ease and convenience, as online stores not only offer a wide variety of items from which an individual can choose, but also provide single click ordering facility due to which the entire procedure of buying becomes easy. According to Stern (1962), ease of buying positively influences impulse buying.

Characteristics of a website appear to play a vital role during the process of impulse buying because all online buyers have to interact with it and it provides features which can encourage impulse buying (Figure 3.2). Personalization of a website is another important feature that increases online buying, through which every visitor is considered as a separate entity and the content of the website is personalized according to the preferences and needs of the individuals (Chakraborty *et al.*, 2003). Such attributes permit visitors of the website to manage the kind of information they wish to view; as result they will get only relevant information and therefore, personalization keeps the unwanted information out and reduces the effort by increasing speed and ease of decision-making (Chakraborty *et al.*, 2003). By using an online mode of shopping customers can compare product prices across different retailers; these price comparisons increase competition between retailers which

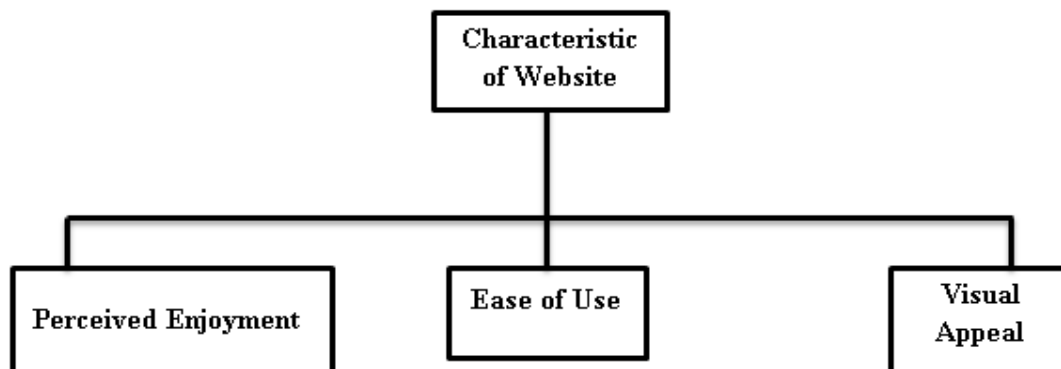
can ultimately be beneficial for customers, as price has been found as a key factor in impulse buying (Zhou and Wong, 2004). Beside these important and influencing features of online shopping there is a number of characteristics associated with websites that can make online impulse purchases difficult (Parboteeah *et al.*, 2009). During online buying individual has to depend only on visual cues, as the other sensory cues do which exist in a traditional store not exist during online shopping; however marketers have identified various ways to improve the online shopping experience (Dawson and Kim, 2010). For example, various layouts and formats are used for information delivery and product display, besides information in the form of text (Dawson and Kim, 2009).

The store design attractiveness predominantly signifies the visual features, particularly use of colours and overall store layout (Van Der Heijden, 2003). The literature of marketing provides both empirical and theoretical support for the association between effective response and visual appearance. Bloch (1995) has conceptualized the relationship between physical product and customer's positive and negative responses, which as a result lead to avoidance or approach behaviour. Van Der Heijden (2003) has empirically confirmed that perceived visual appearance has a positive influence on shopping enjoyment. The effect of shopping enjoyment as a result of store design on an individual's impulse buying behaviour has been clearly established in a traditional retail store environment (Beatty and Ferrell, 1998). However, in the online store context earlier studies have attained mixed results, as Koufaris *et al.* (2002) maintained that shopping satisfaction due to the design of the store has a positive influence on impulse buying behaviour. This shows that atmospheric cues and stimuli during online buying have positive influence on impulse buying. According to Adelaar *et al.* (2003), positive response to the stimulus increases the chances of impulse buying. The desire to purchase impulsively has also been driven by shopping enjoyment due to satisfaction with the design of the website (Parboteeah *et al.*, 2009). Therefore, it can be summarized that the online store design stimuli positively influences the shopping enjoyment and ultimately impulse buying behaviour when using an online store for buying.

In traditional stores one of the driving forces is immediate satisfaction after buying the product of choice (Jones *et al.*, 2003). However, during online buying, delivery of product is

delayed, except when the items purchased are music albums, movies or software; therefore such situations do not essentially encourage impulse (Verhagen and Dolen, 2011). However, it has been suggested that individuals can fulfil the desire to purchase impulsively by the simple act of acquisition rather than actually possessing the product (Liu *et al.*, 2013). In other words, during online buying, immediate satisfaction is derived from the purchase transaction instead of actual product delivery (Koski, 2004, Xiao and Nicholson, 2013). Due to the presence of various web characteristics online impulse buying has become more challenging. First, during online buying individuals have to depend only on visual cues, as the interface does not have other sensory cues which in a traditional store (Dawson and Kim, 2010). However, retailers have established various techniques to improve the individual's shopping experience. For example, various media layouts are used to display product information. The pictures of products can be magnified, and colour can be seen besides any information in text format. Furthermore, during online buying the customer can preview a sample of a movie or song on the website before actually buying it. The utilization of multimedia has the ability to trigger emotions as store displays would in a traditional store. While buying online, customers cannot try any of the products, however, reviews about products can compensate for this deficiency (Phau and Lo, 2004). Therefore, the online buying environment can be further encouraging for impulse buying compared to the environment of the traditional store, as it allows individuals to fulfil any desire to purchase impulsively and effortlessly at any time anywhere.

Figure: 2.3 Online Factors



2.3.1 Perceived Enjoyment

Shopping enjoyment means that customers develop pleasure in the course of their shopping visit and if they enjoy the shopping environment they devote additional time for shopping are the main causes of impulsive individuals (Reynolds and Beatty, 1999, Odekerken-Schröder *et al.*, 2003). Furthermore, they also spend more time while browsing in a store and they further show impulse buying behaviour readily for the reason that they are coming across additional stimuli while they are browsing (Beatty and Ferrell, 1998).

As impulse buying is highly stimulus driven in nature, the environment of a web store is expected to play an essential role in seducing individuals to purchase on impulse (Vonkeman *et al.*, 2017). During online shopping, shopping enjoyment can be observed if an individual devotes extra time for internet surfing and searching for information about products without any specific reason. Additionally, they believe that internet surfing is a leisure activity for enjoyment. According to Eroglu *et al.* (2001), perceived enjoyment is utilized to apprehend an individual's emotional reactions which they exhibit when they browse certain websites. The concept of perceived enjoyment is described by Davis (1989) as the degree to which using online stores for buying is considered to be enjoyable because of its abilities, except any performance concerns that may be predicted. Perceived enjoyment can also be described as the level of satisfaction that individuals feel in the course of online shopping on a specific website, regarding the capability of making them happy, while excluding performance that individuals will come across (Teo and Noyes, 2011). The more enjoyable

the online shopping will be at a particular website, the more it is expected that individuals will purchase from that website (Childers *et al.*, 2002).

This concept focuses on the level to which the online users consider that utilizing technology is exciting or enjoyable, instead of concentrating on the technology (Rouibah *et al.*, 2016). As a result, perceived enjoyment during online shopping is an experience which online users have while using various websites (Padilla-Meléndez *et al.*, 2013) and this fact is a vital contributing factor in the acceptance of information systems. Perceived enjoyment has been considered as a key contributing factor in anticipating web use for hedonic reasons. Individuals browse particular websites for personal reasons, without considering their practical or instrumental purposes the objective is to increase the amount of pleasure, fun and playfulness, therefore web browsing is considered as a new mode of leisure (Hasan, 2016). Individuals invest time in such activities with an intention to prolong the enjoyment. (Hwang and Kim, 2007). According to Sánchez-Franco and Roldán (2005), perceived enjoyment influences an individual's attitude towards using a certain website, their intentions to use a website and to return to that specific website.

There are various motivational causes that influence individual's intentions to buy; usually, it is not necessarily because of a need that product or service fulfils, the motive can be overcoming boredom, status consciousness and influence of reference group (Reid and Brown, 1996). During online retailing the atmosphere of a website significantly influences customer's behavioural intentions by affecting perceived pleasure (Cai and Xu, 2006). It has been found that website design and joyful experience of online buyers has a positive relationship (Cheema *et al.*, 2013). Furthermore, layout of a website produces easy navigation which then leads to a higher degree of pleasure during online buying (Vrechopoulos *et al.*, 2004). An individual's shopping enjoyment reaches the highest point of pleasure due to the environment of the store and it also causes excitement; therefore it is expected that the positive relationship between environment of the store and enjoyment which occurs during offline buying will also occur during online buying (Novak *et al.* 2000). Pleasing environment increases the individual's engagement in shopping; as a result they will feel less distracted during buying, and in this situation individuals will become more

involved and focused on their shopping as compared to those with negative and unappealing experiences (Chang and Chen, 2008). More advanced mix-and-match features of a website enhance the customer's attitude towards the website (Fiore *et al.*, 2005); due to these advancements online retailers provide their customers further improved indirect experience with the product. According to Koufaris (2002), customer value of enjoyment can be a vital determining factor customer loyalty during online buying .

Perceived enjoyment is influenced by ease of use of a website and is a strong contributing factor of intentions to use enjoyable websites compared to perceived usefulness (Van Der Heijden, 2003). As a result, enjoyment while using a specific website will be subject to presence of atmospheric cues and the elements linked with presentational delight because perceived attractiveness of an online store increases the degree of enjoyment when interacting with it. As a result, visual appeal plays a vital role while make the decision to use a particular online store, through its effect on perceived enjoyment (Kim *et al.*, 2007). A new type of common leisure activity is known as web browsing; it is a constant search activity that might not be dependent on particular buying needs (Karayanni, 2003); the enjoyment resulting from browsing different websites for fun establishes the actual use of specific websites. Since human contact is not present during online buying the perception of risks becomes high; it can be reduced by increasing positive feelings through enjoyment (Hwang and Kim, 2007), because perceived enjoyment influences the intentions to use online services.

2.3.2 Ease of Use

During online purchase, individuals usually tend to make an immediate an unintended purchase and their intention might be linked with the simplicity or complicity of the web site (Rezaei *et al.*, 2016).The term ease of use can be illustrated as the level to which a potential customer expects a website to be effort-free; in other words, this concept is closely associated with the overall structure of the system (Castaneda *et al.*, 2009): such as easily understandable functions and swiftness of information search, ease of moving between pages and familiarizing oneself with the internet (Lo *et al.*, 2016). The key element reducing the ease of use of a system is its complexity which most of the time needs a certain level of

learning and skill to operate or use the systems, which affects the attitude of the user and has a negative influence, while on the other hand, increase in ease of use can contribute to efficiency enhancement (Venkatesh *et al.*, 2003). Researchers have mentioned that ease of use has the ability to influence the observed usefulness of a website, however not vice versa; for that reason, the easier the website is to use the more individuals will explore the website and the time and effort saved by the user can be utilized in a different task, therefore allowing more tasks to be completed with the same amount of effort (Castaneda *et al.*, 2009).

Elegant design and perceived pleasantness increase an individual's visits to the website, and as a consequence create an impulse buying mood among visitors (Liu *et al.*, 2013). Using the internet for making a transaction can give the impression of complexity and may possibly discourage shoppers; for that reason, the ease of use dimension is a vital feature of a website (Éthier *et al.*, 2006). The store navigation is equivalent to the simulated walk in an online store while searching for information (Floh and Madlberger, 2013). Navigations within a retail store strongly influence the mood of customer; if users of a website find it hard to navigate a website then they will avoid that website as they will need to utilize additional mental effort to complete the required task (Kang and Kim, 2006). Under such circumstances, a user of the website will possibly become confused and will perceive it as annoying (Webster and Ahuja, 2006). Accordingly, Yoo and Kim (2000) revealed that convenience has positive influence on enjoyment of usage. Similarly, Childers *et al.* (2002) suggest that easy navigation always has positive influence on buying pleasure in an online shopping setting. Web store design and maximum navigability within an online store is the most effective aspect of online impulse buying behaviour (Verhagen and Dolen, 2011). A website which is hard to navigate will lead to a negative mood and will restrict buyers from being engaged in an online decision-making process; Lohse and Spiller (1999) suggested that ease of use is a key influencer on the urge to buy impulsively during online shopping. Similarly, web aesthetics might affect intentions to buy and intentions to search at the same time (Smith and Sivakumar, 2004). In the way a puzzling physical layout of a store prevents customers from impulse buying, a hard-to-navigate website produces the same results (Eroglu *et al.*, 2003).

This issue of functionality and navigation leads to the issue of usability, i.e. the perceived ease of use felt by individuals when navigating the e-store (Bressolles *et al.*, 2007) which leads to user satisfaction in a hedonic (i.e. design of the site, beauty of the site) and a utilitarian sense, and the perceived ease of use sensed by the user while navigating the e-store (Dawson and Kim, 2010) is vital. They caution, however, that a website's hedonic potential is narrow in comparison to a conventional store (Lavie and Tractinsky, 2004), even though an elegant design, visual appeal and an improved ease of use and observed pleasantness may increase web traffic and lead to impulse buying by the visitors. Consumers with higher degree of impulsiveness when coming across a good quality site are more likely to sense more urge to purchase (Liu *et al.*, 2013). On the other hand, if a customer faces many problems while browsing a website, the chances of impulse buying are reduced (Madhavaram and Laverie, 2004). Even though the level of reduction in impulse buying behaviour may not be significant, to counter a website must be attractive and should be appealing to develop positive emotional responses (Manganari *et al.*, 2011). Therefore, a well-designed website is likely to act as a stimulus that affects the customer's mood positively.

2.3.3 Visual Appeal

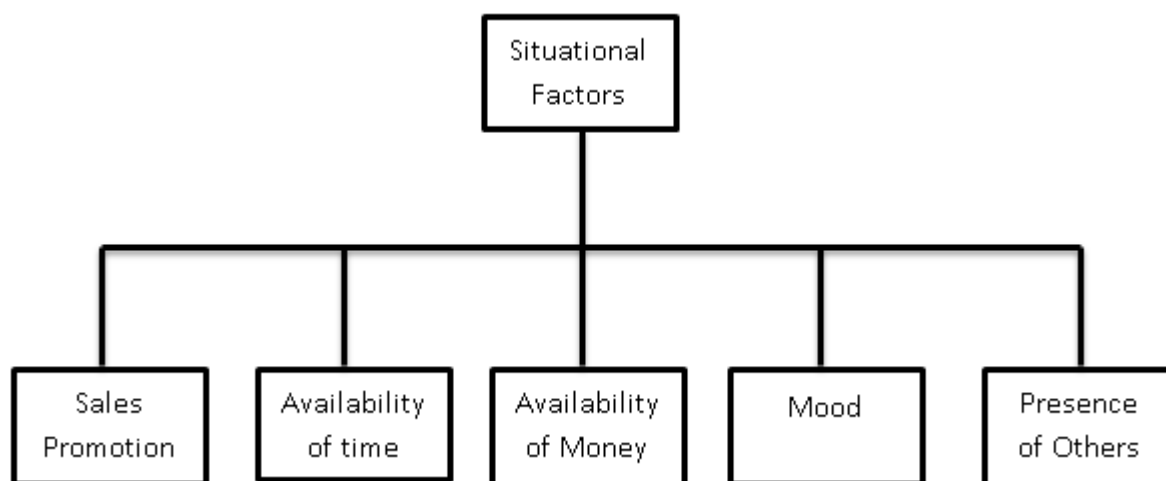
The notion of visual appearance has gained importance in many fields and marketing researchers have applied this concept to various fields successfully, comprising strategy (Kotler and Rath, 1984), consumer research and development of new products (Veryzer and Hutchinson, 1998). Online store design acts as a substitute for visual appearance, as researchers have used different terms to define the above-mentioned phenomenon. For this study the term online store design has been selected for the reason that this concept characterizes the situational circumstance of impulse buying behaviour in online settings. Online store design can be described as the extent to which an individual considers the online store aesthetically attractive (Gulas and Bloch, 1995). Visual appeal consists of the elements that help in development of overall presentation of a website such as visual graphics and display fonts (Parboteeah *et al.*, 2009). Prior research indicates that visual appeal has a direct effect on an individual's impulse buying behaviour, if the users are

satisfied with the quality of website (Loiacono *et al.*, 2002). According to Parboteeah *et al.* (2009), when an individual interacts with a visually appealing website then it will provoke more buying intentions and it will enhance the feeling of satisfaction from online impulse buying. Display of products in a visually appealing way, for example, displaying a number of visually attractive pictures with attractive colours, will possibly generate more satisfaction if the individual gets involved in purchase of the products (Liu *et al.*, 2013). Moreover, it is further anticipated that an individual may possibly have positive feelings about an impulse purchase if they do buying on a visually attractive online store compared to shopping in a inadequately arranged website (Verhagen and Dolen, 2011). For example, a well-taken picture of an item may possibly convert the deal into more visually pleasing; as a result the customer will evaluate the product positively and will purchase it. In comparison, if the retailers present the same deal in a poorly designed website then it may trigger concerns among customers about appropriateness of buying product from such websites, as a result preventing intentions to purchase impulsively (Won Jeong *et al.*, 2009). Individuals will certainly experience being irrational to buy from a website which is not design properly (Park *et al.*, 2005). During online buying individuals have to depend only on one sensory cue i.e. visual cues, as the other sensory cues do not exist during online shopping, which only exist in a traditional store; however marketers have identified various ways to improve the online shopping experience (Dawson and Kim, 2010), because while buying in visually appealing websites, individuals will have further desire of making purchases and will have strong feelings of buying impulsively (Liu *et al.*, 2013).

2.4 Situational Factors

Situational factors consist of personal and environmental aspects that encourage individuals towards impulse buying; these include availability of money, presence of others and availability of time (Dholakia, 2000). Similarly, Iyer (1989) suggested that knowledge of time pressure and shopping environment is considered as situational factors which influence impulse buying, and knowledge about shopping environment results from shopping experiences.

Figure: 2.4 Situational Factors



2.4.1 Sales Promotions

It has been suggested that buying behaviour of the customer may be affected by special offers or discounts, as these promotional activities fulfil psychological needs of the consumer (Duarte *et al.*, 2013). A sales promotion is a combination of different motivational tools, which are being formulated to stimulate customers to buy many products or services within short time period (Lo *et al.*, 2016).

Such promotions make customers consider that they are receiving a superior bargain, thus increasing the chance for impulse buying (Park *et al.*, 2012). Customers usually enter stores with a plan to purchase a particular brand, but in-store promotions might also help such people to become an impulse buyer (Virvilaite *et al.*, 2009). Interestingly, Xu and Huang (2014) revealed that when the product is of a hedonic nature then price discounts seem to result in greater impulse buying intentions; however bonus packs appear to be more effective strategy of sales promotion for utilitarian products.

Impulse purchases increase when discounts were offered for inexpensive products, while bonus packs worked best with expensive products (Liao *et al.*, 2009). Similarly in-store promotions and special offers produce an encouraging aspiration in the mind of the shopper (Kiran *et al.*, 2012). By increasing the amount of external cues the number of impulse purchases can also be increased and it can be a feature that affects the success of a retailer

and encourages online impulse buying (Dawson and Kim, 2010). According to Badgaiyan and Verma (2015), sales promotions emerged as one of the important indicators that attract customers towards products and make them make impulse purchases. While findings of Liu *et al.* (2013) indicated that sales promotion is one of the many ways to increase impulse buying, as customers consider promotional campaigns are helpful in saving money and receiving additional benefits.

2.4.2 Time Available

This refers to the total perceived time on hand to make a purchase decision and has a positive link with product searching in retail stores by customers (Masouleh *et al.*, 2012). Availability of time during shopping determines whether an individual will get involved in impulse buying or not and limited time during shopping has negative effect on impulse buying as individuals will possibly feel frustrated because of limited time (Beatty and Ferrell, 1998). Therefore, if individuals have extra time then they will spend additional time in a retail store and they will browse further, as Jarboe and Mcdaniel (1987) suggested that browsers generally do more unintended buying as compared to those who do not browse. Time consumed while shopping has been recognized as a factor affecting impulse buying, as consumers try to maximize satisfaction by allocating time with appropriate combination among different tasks (Badgaiyan and Verma, 2015). Moreover, availability of time might have an effect on customers who are looking for the products in the shop and will develop their positive mood and desire to make an impulse purchase (Beatty and Ferrell, 1998). This suggests that individuals under time pressure will not be able to have sufficient time to assess the quality of the products and substitutes (Kwon and Armstrong, 2002), and it becomes less expected that an individual will become involved in purchase of the products they were actually not planning to purchase.

When customers spend more time in a store, it will have a more positive influence on unintended buying; and the probability of responding impulsively will become higher for the customer (Lin and Lin, 2013). Beatty and Ferrell (1998) supported this viewpoint as well, that once individuals spend more time browsing and shopping then they will possibly be exposed to more products and they will evaluate more products which can result in more

impulse buying. In a similar study, Wu and Huan (2010) suggested that the available time affects decisions of the customer directly, because when customers have limited time they may become impatient and tend to make their choices more quickly and the customer will show less or no-impulse buying behaviour. Similarly, Hu and Qin (2014) also suggested that limited availability of time is inversely correlated with store browsing.. In other words, time pressure and availability of time turn out to be increasingly more significant features in impulse buying decisions (Nicholls, 1997).

2.4.3 Availability of Money

Money availability is another situational aspect and a key driving force in the process impulse buying (Beatty and Ferrell, 1998), as it enhances the individual's buying power, and limited money available can decrease the chances of impulse buying. Kwon and Armstrong (2002) also suggest that if individuals do not have sufficient money, then they will keep themselves completely away from the shopping environment. While on the other hand, according to Beatty and Ferrell (1998), having more money to use may possibly increase the individual's positive feelings, which will encourage impulse buying . Individuals with enough money to spend are less likely to be worried about purchase outcomes or any economic difficulties, hence rapid buying becomes not a difficult decision to make for such individuals (Jones *et al.*, 2003).

Availability of money for buying signifies the total sum of money a customer can spend in the course of a specific shopping trip (Lin and Lin, 2013). The buyer possibly will feel provoked when they possess sufficient amount of money; this will foster the probability of an impulsive purchase (Kumar and Mishra, 2012). Similarly, availability of money will generate a lesser amount of adverse emotions (Luo, 2005) while buying in a retail store; those who believe that they have enough money are more expected to be delighted during their shopping trips. In the impulse buying process availability of money acts as facilitator, since it increases the buying power of consumers (Beatty and Ferrell, 1998); if individuals during a shopping trip do not have sufficient money, then they will try to stay away from getting involved in a purchase situation. When customers possess extra money to spend, they are likely to be carefree and act more positively towards the shopping environment

(Foroughi *et al.*, 2012). Similar results have been found by Karbasivar and Yarahmadi (2011), that individuals having extra money are expected to experience more positive emotions. Therefore, availability of money may affect positively the relationship between the customer's response to the shopping environment and impulse buying, for the reason that customers with more money might feel joyful and purchase impulsively, as compared to those who have less money available (Wood, 1998). Therefore, the total amount of money that an individual can spend during a shopping trip will influence the frequency of impulse buying.

2.4.4 Presence of Others

In a purchase situation presence of others will possibly influence the purchase decision; such effects may possibly occur irrespective of whether the others are family members or peers (Aribarg *et al.*, 2002). In some cases, though, individuals may consider that the opinions of others are more reliable, in which case the nature of the effect may be subject to the norms of the reference group (Badgaiyan and Verma, 2015). Individuals want to act in accordance with the expectations and situation, therefore shopping with others can encourage or discourage impulse buying (Luo, 2005). Bearden and Etzel (1982) defined a reference group as an individual or group of individuals who considerably affect each other's behaviours and that significantly influence an individual's behaviour. According to Mangleburg *et al.* (2004), a real or imaginary individual or group considered to have substantial weight upon an individual's desires and behaviour is known as a reference group. However, presence of others during shopping may possibly have a discouraging influence on individuals, especially when they sense that their behaviour is being observed and considered as unreasonable (Rook and Fisher, 1995); in such circumstances, individuals will prefer to make their purchase while they are alone.

Individuals will obey the other's choice in a product-acquiring situation, as shopping is a means of gaining association in a desired social class (Elliott, 1997). Individuals make use of a reference group for social standards; as a result, these will influence the customer's choice of product and brand according to the symbolic meanings and images (Lin and Chen, 2012). In certain cases the possibility of impulse buying will increase due to presence of others

(Luo, 2005); for instance, the company of others will make individuals eat more as compared to when they eat alone. Not all product and brand purchases are influenced by others in a similar way (Masouleh *et al.*, 2012). In a purchase situation the presence of other persons may have a normative influence: presence of family members, especially parents, may discourage wastefulness by increasing awareness of obligations for both family members (Baumeister, 2002). On the other hand, the company of friends will possibly increase impulse buying tendency of individuals when they are doing shopping (Childers and Rao, 1992). However, Rook and Fisher (1995) advocate that the chances of impulse buying increase by being anonymous during a purchase situation; as a matter of fact, most customers explore new products in an anonymous status. Therefore, the presence of others while shopping may have an influence on the consumer's impulse buying behaviour either positively or negatively.

Earlier literature (Rook and Fisher, 1995) suggests that normative evaluations will possibly decrease impulsive behaviour and set up a tactic for resisting impulse to minimize impulse buying; this may consist of seeking advice from other people as specified in this study. However, there is considerable research on the significance of social interaction in impulse buying (Hausman, 2000, Park *et al.*, 2006, Park and Lennon, 2006); however the role of other people and their impact on happiness in impulse buying is still under researched. However, the presence of others may possibly have a discouraging influence on the individuals, when they sense that their behaviour will be observed as unreasonable (Rook and Fisher, 1995); in such circumstances, individuals will prefer to make their purchase while they are alone. There are few questions to be answered, for example: do the individuals seek opinion actively after the purchase? To whom do the individuals preferably turn? What are the consequences of negative response from important others on the individual's assessment of an impulse purchase and their feelings of happiness?

2.4.5 Mood

This can be defined as a temporary short-lived state in which individuals experience negative or positive, unpleasant and pleasant disposition (Oliver, 1997). Moods are stimulated by external stimuli along with views about past and future actions (Sheth *et al.*,

1999). Customers may experience a range of moods while decision-making and the mood at a particular moment may also influence the buyer's intentions to purchase impulsively (Foroughi *et al.*, 2012). Mood plays the role of key influencing factor during the customer decision-making process; basically, mood can be categorized into two categories: positive and negative mood (Dittmar *et al.*, 1996, Hausman, 2000). Moods can either motivate or demotivate an impulse buyer and this range from positive to negative and most of the time it become difficult to detect (Vohs and Faber, 2007, Pornpitakpan *et al.*, 2017). However, impulse buying can take place during all mood states; this comprises the extremes of individuals being in a positive mood or negative mood and makes use of impulse buying to repair mood. Impulse buying may possibly take place any day; while being stressed or feeling bored, an unpleasant mood does not necessarily causes impulse buys, however it may possibly have an adverse influence on the individual's impulse buying behaviour (Dittmar *et al.*, 1996). Similarly, Gardner and Rook (1988) indicate that the individual's mood plays an extensive and complex role during impulse buying and negative state of mood, i.e. frustration and boredom contribute significantly for impulse buyers to buy impulsively. The connection between buying and compensation may also be called as retail therapy, using buying as a way of repairing mood (Woodruffe, 1997). Studies suggest that individuals attempt to overcome the feelings of unhappiness and low self-esteem through excitement, emotional lift and momentary excitement, as impulse buying can stimulate mood (Baumeister, 2002, Verplanken and Herabadi, 2005). Similarly, a positive state of mood can also be affected by impulse buying as it increases the willingness of an individual to take risk and systematically reduce the information processing (Schwarz and Bohner, 1996). However, it does not mean that positive mood, for instance feeling happy, may lead individuals towards irresponsible and ineffective decision-making (Isen, 2001). Individuals who are in positive state of mood will reward themselves generously and in that way try to prolong the duration of their current state, i.e. positive mood (Isen and Means, 1983, Rook and Gardner, 1993). In the retail environment, an approach behaviour suggests the inclination to remain in the store and probably purchase the product, while avoidance defines the opposite (Chebat and Michon, 2003). Customers with a positive mood are expected to purchase more impulsively compared to negative mood; customers with

positive mood show higher impulse purchases because of the emotional state of being not restricted by a strong feeling with a much higher level of energy to reward themselves (Rook and Gardner, 1993), even though impulse buying may possibly take place under both negative and positive mood. Similarly, Beatty and Ferrell (1998) establish that customer's positive feelings are linked with inclination to impulsive purchases. In contrast to impulse buying tendency, moods are temporary and easily affected by customers' exposure to external forces present during each purchase situation (Ozer and Gultekin, 2015). For example, a well-designed website may generate a good mood stimulating the customer's positive responses and impulse buying behaviour (Huang and Kuo, 2012).

Thus situational factors during a purchase situation may affect the mood and tilt the customer towards an impulse purchase (Maymand and Ahmadinejad, 2011). Individuals with happy feelings, and those that like the surroundings, will aim to remain in the store longer, spend extra money, and purchase additional merchandise (Zajonc and Markus, 1982). Positive emotional state may also have the same result, increasing the probability that the buyer will engage in impulse purchase (Kumar and Mishra, 2012). Business-to-consumer service providers may actually be able to elicit a positive mood in consumers via intelligent design of the website; such mood will result in a higher probability of impulse purchase (Madhavaram and Laverie, 2004). Moreover, impulse purchases fulfil an individual's emotional needs resulting due to the social interaction during shopping (Ozer and Gultekin, 2015). Therefore, emotions of an individual can be a key determining factor for forecasting impulse buying during online and offline buying.

2.5 A Definition of Impulse Buying

Previously, researchers were interested in understanding impulse buying and have invested extensive effort in defining this interesting and multifaceted phenomenon. Understanding of impulse buying has also been significantly enhanced through the definitions that have been proposed by various researchers. Furthermore, a distinction has been made by earlier researchers between impulse buying and other types of buying behaviour to increase in-depth understanding about this phenomenon. After conducting a thorough literature review, the current thesis proposes this definition of impulse buying:

“Impulse buying is an immediate purchase, due to the influence of internal and external stimuli and decisions are being made on the spot.”

2.6 Gaps in Knowledge

Impulse buying is a fast growing area of research and has drawn widespread attention, partially due to a seeming contradiction between people’s thoughts and their behaviours. The present literature on impulse buying can be split into two parts: research that examines impulse buying during online situations and impulse buying in offline settings. Some researchers have focused solely on offline factors affecting impulse buying (Vohs and Faber, 2007; Mohan *et al.*, 2013), while a number of researchers have examined online factors (Bart *et al.*, 2005, Xu and Huang, 2014). Customers face different shopping environment these days compared to their parents, because of changes in the shopping environment over time, as modern consumers have incorporated the internet as a part of their everyday life. As a result, nowadays almost every company uses both online and offline resources for selling their products and services. Therefore, impulse buying research conducted only in offline environments cannot be applied to contemporary internet shopping environments.

However, no or few studies have examined offline and online influencing factors of impulse buying simultaneously; the current study strives to fill this gap in the literature. This research aims to achieve this by combining the factors of store environment and website characteristics in a single framework. Furthermore, previously the S-O-R model has been used in studying impulse buying behaviour in traditional stores or during online buying separately. In this study the researcher aims to extend the S-O-R model by combining the factors of store environment and website. There seems to be a variety of research methodologies adopted in studying impulse buying behaviour. However, the majority of the studies are quantitative (Rook and Fisher, 1995; Kacen and Lee, 2002; Verplanken and Sato, 2011; Chung, 2017). Qualitative method studies utilising interviews are limited (*Dittmar et al.*, 1996; Tuyet *et al.*, 2003; Xisng *et al.*, 2016), and far fewer studies have followed mixed methods to investigate consumer impulse buying behaviour (Hausman, 2000; Madhavaram and Laverie, 2004). Therefore, there is a need for studies using the mixed methods approach to demonstrate reliability, validity and generalizability of the results.

This research aims to contribute to consumer behaviour literature and also aims to provide academicians and researchers a methodology for effectively studying consumer impulse buying behaviour during offline and online purchase situations. The findings and recommendations of the study will be important to all the stakeholders involved in retail markets. This information is hoped to guide marketers and customers in decision making with regard to impulse buying. The findings of the current study will help decision makers in articulating appropriate marketing strategies and upgrading them in the best possible manner with the least waste of time and effort by having knowledge about such behaviours. On the other hand, individuals can control themselves by recognizing the internal and external stimuli which are further expected to encourage customers towards impulse buying. The current study hopes to attain the goal of providing further understanding about impulse buying of UK buyers. The review of literature indicates that the British market has not been studied comprehensively with regard to impulse buying. There are few empirical studies on store environment and website factors affecting impulse buying in the UK regardless of its enormous market size. Most of the studies focusing on impulse buying have been carried out in the USA and Far East Asia. Finally, most of the studies have focused on quantitative approaches by collecting data through questionnaires. Table 2.5 summarises studies that have been carried out in the last ten years.

The summary table of the last ten year papers indicates that most of the studies on impulsive buying behaviour have been done in the USA (*Park and Lennon, 2006, Chang et al., 2014*), and China and Far Eastern countries (*Lin and Chen, 2013, Mohan et al., 2013, Sharma et al., 2014, Zhou and Gu, 2015*), and very few studies have been conducted in United Kingdom; this indicates that there is a need of more studies in the UK because of the importance of impulse buying behaviour. Moreover, the review indicates that most of the studies focus on testing of theory (*Floh and Madlberger, 2013, Pattipeilohy and Rofiaty, 2013, Xu and Huang, 2014*), while some researchers emphasised theory building and a small number of researchers have adopted mixed methods approach for their research (Table 2.5).

Table: 2.4 Summery Table of Relevant Literature

Distribution on Publication Year(last 10 years)	Country of Research and Number of Publications	Research Approach	Research Design	Data Collection Method
2007=4	USA=36	Quantitative=55	Cross Sectional=78	Questionnaire=55
2008=4	Taiwan=15	Qualitative=16	Longitudinal Design=1	Interview=15
2009=9	China/ Hong Kong=11	Mixed Methods=7	Experimental Design=5	Observations=7
2010=6	India=9	Conceptual Studies=5		Experiments=5
2011=7	Australia=5	Meta-Analysis=3		Multi Methods=4
2012=8	Singapore=5			
2013=10	UK=4			
2014=9	Turkey=3			
2015=6				
2016=11				
2017=10				

Source: developed by author

2.7 Conclusion

To date it seems that the traditional store strategies which encourage impulse buying have not been applied to online store environments. The extended literature review brought out various similarities between traditional stores and online stores as both mediums are being used to sell products and to communicate with customers about existing and upcoming products. Both channels guide customers during the process buying ; moreover, both offline and online retailers allocate substantial amounts of money for advertising and promotion with the intention to motivate individuals to visit and carry out their purchases (Ling and Lawler, 2001). To attract customers traditional stores use attractive storefronts, in-store advisements and friendly salespeople, while online retailers develop user-friendly websites and online advertisements. Such marketing practices are not restricted to traditional or online retail environments. Even though both online and traditional retail environments have many common features, transaction in an online retail store is very different from an in-person purchase in an offline retail store. During online buying the store does not have

any physical existence, no salesperson to provide services or obstruct the buying process, no tangible product that can be smelt, touched or felt by the customer. The absence of a sales person during online buying will be felt if the steps of online buying are easy, such as if the website is easy to navigate. Furthermore, customers are responsible for completing every step of the buying process from adding items to the shopping cart to providing payment information.

In-store factors such as prominent display, advertisement, presence of salesperson and layout can be transferred to online stores through visual display, ease of use, enjoyment, recommendation and suggestion on the website and by interacting with the customer while browsing via a monitor. Individuals need to be exposed to stimuli in order to make an impulse purchase: in summary, individuals do not purchase the product if they cannot see the product. As an outcome, prominent display of the product is equally important in both traditional and online stores. Even though during online buying the cost of salespeople is not incurred, the customer will not be able to get answers to their questions and no one will be there to suggest or recommend an additional product or provide assistance when needed. Therefore, it is essential to have an interface which is based on intuitions, easy to navigate and attractive (Palmer, 2002, Lee and Benbasat, 2003) to overcome the absence of personal communication during online buying, that can result in missing out on additional sales.

Usability is another contextual factor that could be viewed as the equivalent to physical store layout and yet is governed by different rules from physical stores (Verhagen and Dolen, 2011). Functional layout of a website is key, and speed of the website is fundamental for the success or failure of the online retailer while it is a non-issue for offline retailers (Wells *et al.*, 2011). The aesthetics of a website vis-à-vis the aesthetics of a store are also governed by a different set of rules and functional aesthetics is paramount in a virtual shopping environment in contrast to the more immersive offline store environment (Floh and Madlberger, 2013). Speed and ease of transition from one step of the buying procedure to another enhances the mood and consequently the impulse buying behaviour in a virtual environment while in an offline environment it is the overall mood and comfort that often facilitate the impulse buying behaviour (Liu *et al.*, 2013).

Ease of navigation during offline and online retailing is conceptually associated with the customer's affective and cognitive disposition. When a virtual walk in an online store seems convenient, intuitive and logical, the individual's requires a smaller amount of mental effort to navigate a website. The visitors of a shop will receive satisfaction from feelings of being familiar with the shop and this, as a result, enables their decisions in a store. While on the other hand, it requires additional mental effort and extra memory to navigate confusing websites and walk through the virtual store, which will possibly result in negative mood and restrains individuals from quick decision-making.

Compared to earlier studies about online impulse buying, this thesis can be positioned by its aim to present those elements which replace elements related more to bricks-and-mortar settings. The factors of the online buying environment consist of those elements that are associated with the overall features of the website: these features were hypothesized particularly in comparison with the factors of traditional store environment, i.e. in-store shopping.

2.8 Conceptual Framework

The theoretical model development starts with the selection of variables which play a role in boosting consumers' impulse buying behaviour, and clarifies how those variables might correlate directly with one another. In this study, the researcher studies the impact of store environment, web characteristics and situational factors on impulse buying. Situational factors are being used as the mediator for the relationship between store environment website characteristics and impulse buying. To study impulse buying in a store environment and during online buying situations researchers have used various models and following are the most widely used models.

2.8.1 Technology Acceptance Model

This model was proposed by Davis *et al.* (1989), and was particularly tailored for assessing the user's acceptance of information systems. This model has been applied and extended in the information literature in various ways. The foundation of TAM is established on two specific beliefs, ease of use and perceived usefulness which are primarily relevant for

information system adaptation behaviour. With regards to TAM, the attitude of the user towards using the system is assessed jointly with ease of use and perceived usefulness of the system, and ease of use is hypothesized to influence perceived usefulness directly. The initial versions of TAM have established that the attitude of an individual regarding using the system plays a vital role in predicting actual usage of the system (Taylor and Todd, 1995). However, it was found at a later stage that attitude mediates between beliefs and behavioural intentions to a much smaller degree than assumed and therefore was not included in the model (Venkatesh and Davis, 1996). Therefore, TAM undertakes behavioural intention as key determining factor of usage behaviour and that any other elements that might affect an individual's usage behaviour indirectly via their influence on behavioural intentions. This model, as the name suggests, is used only to study the behavioural intention during online buying and has not been used to study behavioural intentions during offline buying.

2.8.2 User Acceptance of Utilitarian and Hedonic Information System

The review of literature suggests that perceived usefulness is the key determinant of actual usage of a website (Taylor and Todd, 1995; Venkatesh, 2000). On the other hand there is a new, evolving category of system that provides both hedonic and utilitarian benefits. As a result, perceived usefulness single-handedly cannot explain acceptance for such new systems. Therefore, it is necessary to expand the boundaries of the theory acceptance model further by incorporating a new set of beliefs to describe the acceptance of the hedonic element of these systems, such as perceived enjoyment. Davis *et al.* (1992) incorporated a new concept, perceived enjoyment, in the technology acceptance model and described it as the degree to which the use of a website is considered as entertaining and enjoyable in its own right, distinct from performance outcomes that maybe expected. As a result they established the hypothesis that the association between perceived ease of use and real usage is affected by perceived enjoyment and perceived usefulness. The concept of perceived enjoyment in the technology acceptance model has been assessed by some other researchers and they have uncovered and verified the relationship between usage of a website and perceived enjoyment (Atkinson and Kydd, 1997; Igbaria *et al.*, 1995; Teo *et al.*,

1999), and they have also established the role of perceived enjoyment as mediator between usage and perceived ease of use. The author tests the proposition that perceived enjoyment supports impulse buying and it has been hypothesized that perceived ease of use and perceived enjoyment are strong contributing factor which increase intention to make impulse purchases.

2.8.3 Behaviour Perspective Model

The behaviour perspective model is grounded on radical behaviourism suggested by Skinner, and it has been used effectively on a variety of topics related to consumer behaviour (Foxall *et al.*, 2004, Oliveira-Castro *et al.*, 2011) and emotional response (Foxall, 1997, 1999). The behaviour perspective model has shown the capability to forecast constantly the choice of consumer through radical behaviourism framework (Foxall, 2010). The behaviour perspective model presents a theoretical model that includes influence of internal and individual associated elements and examines the connections between the factors that determine impulse buying before and after the buying stage (Foxall, 1992). However, in this study the research is not intended to study the post-purchase behaviour, therefore the BPM model was not considered for the current study. However, for the current study S-O-R model was deemed appropriate to study the influence of factors of store environment and website characteristics on impulse buying and the role of situational factors as mediator.

2.8.4 Stimulus-Organism-Response Model

The stimulus-organism-response (S-O-R) model is an important theoretical model; it has been used to find out the influence of atmosphere on customer behaviour. It is grounded on two suppositions (Tai and Fung, 1997): the first assumption is that buyers' emotional state and feelings determine what and exactly how they will buy in the store. The second assumption is that buyers adopt various passions as reaction to different store environments. The model proposed by Mehrabian and Russell (1974) is considered an extremely useful theoretical model for studying the influence of store environment on buying behaviour. By utilizing the S-O-R model they put forward a parsimonious explanation of environment, intervening variables and behaviours connected to the retail

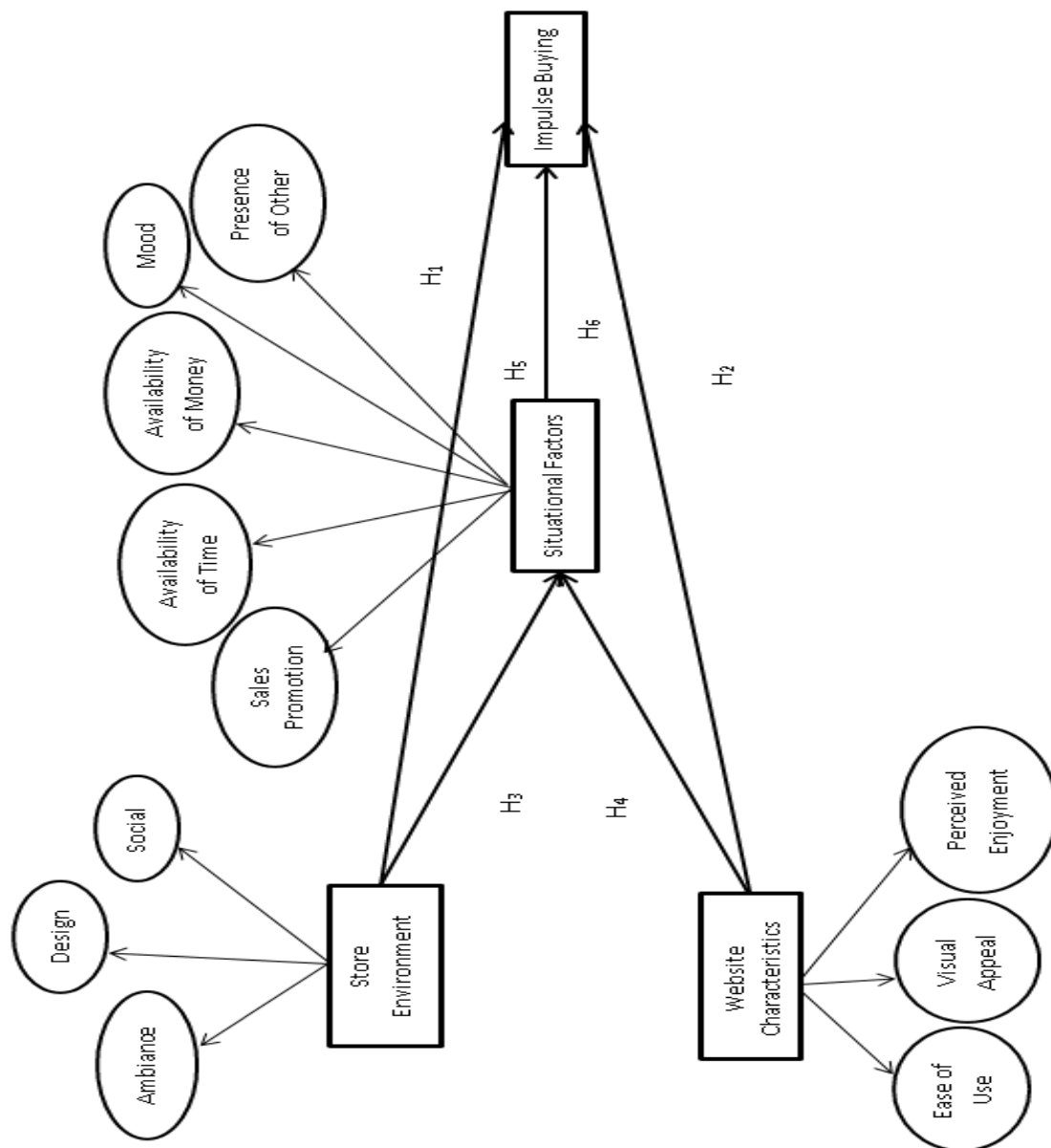
environment. A good S-O-R model has certain prerequisites such as a stimulus, a mediating variable and a response. The element of the S-O-R model (stimulus, mediating and response variables) needs to be conceptually clear and thorough, yet still parsimonious and operationally assessable. This is not surprising in area of environmental psychology just because of the countless stimuli that an individual confronts in every store environment. Such complexities of environment need not create major difficulties while applying the theory if the initial task of research is regarded as establishing the validity of the relationship between the mediating variables and response. Given a predictable relationship between the mediating variable and response, it is a matter of empirical research in a retail environment to establish that the changes in stimulus cause variations in the mediating variables and therefore changes in the individual's behaviour. In the meantime, on the practical side, retailers are able to systematically manipulate in-store stimuli through simultaneous measurement of the mediating variables, to anticipate the likely behavioural outcomes of these variations.

The emotional reactions are led by the stimuli in the environment, which has three major categories, pleasure, arousal and dominance. A situation when a customer is delighted and in a better mood is known as a pleasure situation; when an individual is excited and active is an arousal situation; while dominance is the situation where an individual acts freely (Mehrabian and Russell, 1974). In the S-O-R model, organism means shoppers' ability to interpret through sensing, feeling and thinking processes that work between the stimulus and individual's final responses (Sherman *et al.*, 1997). This indicates that it is the situational factors function as organism. In environmental psychology, customers' state of mood mediates the effect of store environment on their behaviour in a store. With regards to the reaction, it is normally signifies actions of customers that are made as a result of customers' mood and evaluation of environment. However, Sherman *et al.* (1997) mention that it is not possible to confine response definition to the customers' buying behaviour. According to Sherman *et al.* (1997), the number of things bought, the amount of money and time spent in a retail store, and the buyers' feelings towards the environment of the store environment must also be considered as the buyers' ultimate response in the retail store environment. Usually, it is apparent that stimulus, organism and response are consistent in the S-O-R

model. Generally, it is expected by the retailers that the stimulus in a store will develop positive feeling and in return will positively influence the customer's buying behaviour in the retail store.

The initial model was developed after a structural literature review of factors of store environment and website characteristics affecting impulse buying. In this study the researcher has included those identified variables to fill the gap in the literature. Certain modifications have been made to the initial model with the help of the literature. As Mohan *et al.* (2013) suggested, in future researchers may consider store display, which may also affect impulse buying. As Hultén and Vanyushyn (2011) recommended, situational factors such as having money and time to spend are more likely to affect the number of occurrences of impulse purchases. A greater number of studies have absorbed only the bricks-and-mortar shopping environment. However, increasing use of the internet has changed the buying structure and the trend is now shifting towards online buying (Flight *et al.*, 2012, Badgaiyan and Verma, 2015).

Figure 2.5 Initial Conceptual Model



2.9 Research Hypotheses

After conducting the review of related literature and similar studies conducted on impulse buying, the following factors have been identified that affect impulse buying behaviour.

2.9.1 Store Environment and Impulse Buying

A number of micro components combine together make up the store environment; these include ambient factors such as background music, lights and scents, design factors such as assortment, display and layout, and social factors like presence of salespeople (Baker *et al.*,

2002). Retailers design the environment of the store in a way that will improve customers' positive feelings, with a belief that this will possibly lead to the desired customer behaviour, for example, willingness to buy or spend more time in the store (Sharma and Stafford, 2000). In enhancing the customer shopping experience, the store environment plays a very important role (Adelaar *et al.*, 2003). During offline shopping, store environment is one of the key determinants of impulse buying and a store's physical environment may possibly create physiological, cognitive and emotional responses which will affect customer avoidance and approach behaviour in the context of retailing (Mohan *et al.*, 2013). The most essential feature that retailers have to consider is the display of their store and they design the store display according to the habits of their customers (Tendai and Crispen, 2009). The atmosphere of the store may possibly create a positive feeling even if individuals enter the store with a negative emotional state (Sharma and Stafford, 2000); a pleasant atmosphere encourages the customers emotionally and therefore, it may possibly control the customers to spend more money than they wished (Cook, 2008). During offline shopping individuals tend to enjoy shopping when behaviour of salespersons is friendly and supportive (Akram *et al.*, 2016). Salespeople have the ability to make the shopping experience of individuals enjoyable by offering them extraordinary services and most of the time customers enjoy their shopping if sales assistants are not over-enthusiastic; however, customers appreciate when sales assistants are nearby and helpful (Jones, 1999). The environment of the store provokes consumers' emotions, and it seems to be a forceful motivator, which is why buyers spend more time and money in specific stores than initially planned (Xu, 2007, Chang *et al.*, 2011). Displays are developed with an intention to support and increase sales, particularly through impulse buying (Zhou and Wong, 2004). Therefore, it is expected that store environment would influence individuals' impulse buying behaviour. This leads to the following hypothesis.

H₁: There is a significant relationship between store environment and impulse buying behaviour.

2.9.2 Website Characteristics and Impulse Buying

Due to the presence of various web characteristics online, affecting impulse buying becomes more challenging. Retailers have established various techniques to increase the individual's shopping experience, which include visual appeal, ease of use and enjoyment of using the website. The term perceived ease of use can be defined as the level to which a website is effort-free; in other words, it is closely linked with the overall structure of the website. Ease of use of a website strongly influences the mood of the customer; if users of a website find it hard to use a website, then they will avoid that website (Kang and Kim, 2006). Accordingly, Yoo and Kim (2000) revealed that convenience has positive influence on enjoyment of usage. Similarly, Childers *et al.* (2002) suggest that ease of use has a positive influence on buying enjoyment in the online shopping setting. During online shopping, shopping enjoyment can be observed if an individual devotes extra time for internet surfing and searching for information about products without any specific reason. Perceived enjoyment can also be described as the level of satisfaction that individuals feel in the course of online shopping on a specific website; if the online shopping is enjoyable, it is expected that individuals will purchase from that website (Childers *et al.*, 2002). Visual appeal has a direct effect on an individual's impulse buying behaviour, if the users are satisfied with the quality of the website (Loiacono *et al.*, 2002). According to Parboteeah *et al.* (2009), when an individual interacts with a visually appealing website, then it will provoke more buying intentions and it will enhance the feeling of satisfaction from online impulse buying. As a result, website characteristics are likely to act as stimuli that affect the customer's impulse buying behaviour, therefore it has been hypothesize that,

H₂: There is a significant relationship between website characteristics and impulse buying behaviour.

2.9.3 Store Environment and Situational Factors

Retailers design the environment of the store in a way that will improve customers' positive feelings, with a belief that this will possibly lead to the desired customer behaviour, for example, willingness to buy or spend more time in the store (Sharma and Stafford, 2000). In enhancing the customer shopping experience, store environment plays a very important

role (Adelaar *et al.*, 2003). During offline shopping, store environment is one of the key determinants of impulse buying and a store's physical environment may possibly create physiological, cognitive and emotional responses which will affect customer avoidance and approach behaviour in the context of retailing (Mohan *et al.*, 2013). The atmosphere of the store may possibly create a positive feeling even if the individuals enter the store with a negative emotional state (Sharma and Stafford, 2000); the pleasant atmosphere encourages the customers emotionally and therefore, it may possibly control the customers to spend more money than they wished (Cook, 2008). The environment of the store provokes consumers' positive emotions, and it seems to be a forceful motivator, which is why buyers spend more time and money in specific stores than initially planned. Based on the discussion it has been hypothesized that,

H₃: There is a significant relationship between store environment and situational factors.

2.9.4 Website Characteristics and Situational Factors

Using the internet for shopping offers individuals an easy and convenient way of shopping (Lee, 2002). With the inclusion of the internet for buying and selling there are no more opening and closing times, no more lines and the online stores are now anywhere anytime (Lin and Lin, 2013). Furthermore, individuals involved in online shopping can save effort and time as it requires less effort to find products and retailers to purchase them from without leaving home (Madhavaram and Laverie, 2004). Such attributes have considerably increased ease and convenience, as online stores not only offer a wide variety of items from which an individual can decide on, but also it provides a single-click ordering facility due to which the entire procedure of buying becomes easy. According to Stern (1962), ease of buying positively influences impulse buying. Individuals may possibly become more engaged in impulse purchases on a visually attractive website compared to shopping in a poorly arranged website (Verhagen and Dolen, 2011). The easier the website is to use the more individuals will explore the website and this can lead to a positive mood which will increase the possibility of an extra purchase. This suggests that if the website is easy to use, visually appealing and users are enjoying themselves while using a website, then individuals will spend more time using such websites. Therefore, it is appropriate to hypothesize that,

H₄: There is a significant relationship between website characteristics and situational factors.

2.9.5 Situational Factors and Impulse buying

Situational factors include various personal and environmental factors that motivate individuals towards impulse buying. Situational factors are associated with an individual's situation; these are: availability of money (Pattipeilohy and Rofiaty, 2013; Beatty and Ferrell, 1998), availability of time (Pattipeilohy and Rofiaty, 2013; Beatty and Ferrell, 1998), influences of others (Lin and Chen, 2012) and mood (Rook and Gardner, 1993). These factors are both as external and internal factors mostly coming from the shopping environment and motivate them towards impulse buying. It has been suggested that the behaviour of consumers is influenced by the situation, both positively and negatively. Therefore, this study attempts to examine the following hypothesis:

H₅: Situation factors are positively related to impulsive buying.

2.9.6 Situational Factors as Mediator

Availability of time during buying decides if an individual will become involved in an impulse purchase or not as limited availability of time has negative outcomes on impulse buying as individuals may possibly experience frustration due to limited time (Beatty and Ferrell, 1998). Hence, individuals with extra time will spend additional time in a retail store and they will spend more time browsing the store; Beatty and Ferrell (1998) also submitted that if an individual gets involved in browsing in a retail store, it will develop a positive mood in them and this will develop an urge to buy impulsively. Moods are generally influenced by situations, as moods are temporary and easily affected by small things and they are also triggered by customers' exposure to external forces at each purchase situation (Rook and Gardner, 1993). Individuals with happy feelings, and those that like the surroundings, will aim to remain in the store longer, spend extra money and purchase additional merchandise (Sigurdsson *et al.*, 2010). It has been observed that customers' moods have positive effect on impulse purchase behaviour; customers with positive moods are most expected to buy.

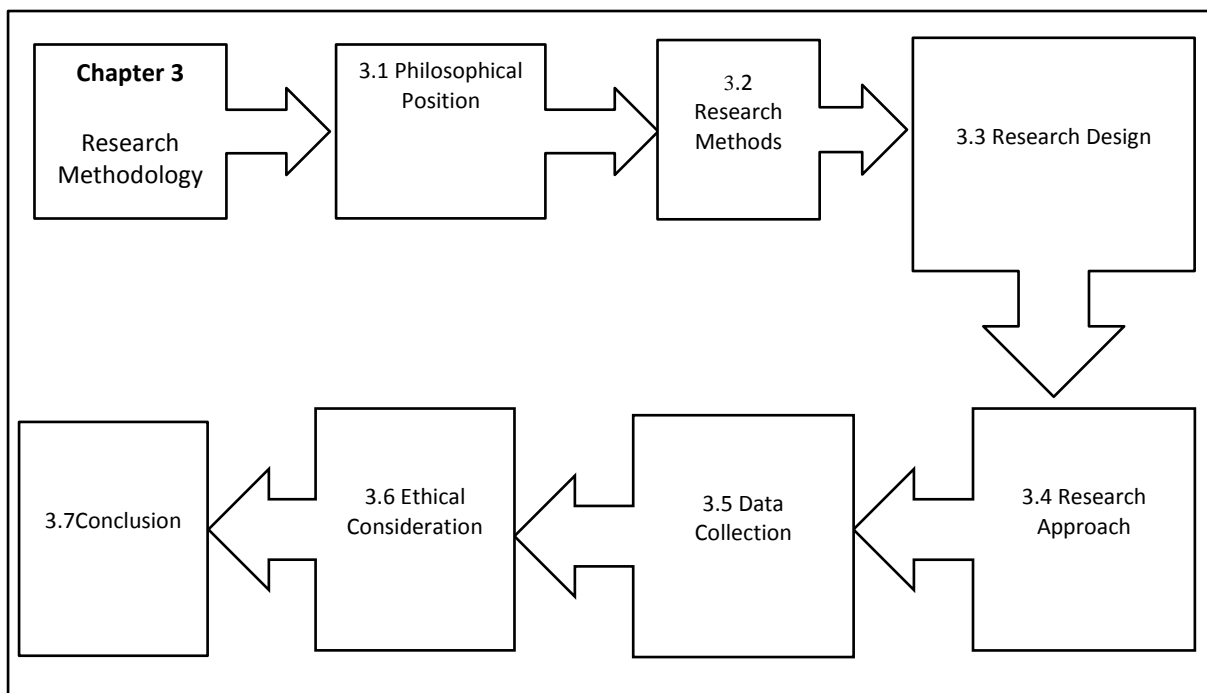
The availability of money is another vital driving factor in impulse buying (Beatty and Ferrell, 1998), as it increases the individual's buying power and limited availability of money can reduce the possibilities of impulse buying. Kwon and Armstrong (2002) also recommend that if individuals do not have enough money, then they will completely avoid the shopping environment. During a purchase situation, the presence of others may possibly increase the probability of impulse buying (Luo, 2005); individuals are expected to buy more in the presence of other individuals. On the other hand, the presence of an individual may have an unfavourable effect on individuals, particularly when they realize that their behaviour is being perceived as irrational (Rook and Fisher, 1995); in such situations, individuals will wish to make their purchase when they are alone. Among various other factors that influence impulse purchase intentions, low price has a strong and direct influence on an individual's behaviour. Reduction in price and other sales promotion activities have the ability to influence consumers, which result in impulse purchase (Abratt and Goodey, 1990, Youn and Faber, 2000, Virvilaite *et al.*, 2009). This suggests that situational factors can act as a bridge between store environment, website characteristics and impulse buying behaviour. Therefore, the present study attempts to examine the following hypothesis:

H₆: There is a significant relationship between store environment and website characteristics with impulse buying behaviour based on situational factors as mediator.

3 Research Methodology

This chapter starts with an overview of various philosophical paradigms and justifications for choosing a certain philosophical paradigm for this study. This chapter also describes the methodology adopted to achieve the objective of the study. It focuses on data sources and collection techniques, sampling procedure to be adopted and tools for data presentation and interpretation. Research methodology is a scheme of clear guidelines and procedure upon which a study is based and against which knowledge claims are assessed (Frankfort and Nachmias, 2007). This chapter is organized along the following subsections: philosophical position, research methodology, and research design, data collection procedure, and pilot testing. Figure 3.1 provides the plan of this chapter.

Figure: 3.1 Plan of this Chapter



3.1 Philosophical Positioning

The consideration and understanding of philosophical positions in management research is useful because it clarifies research design and methods appropriate for a study (Hughes and Sharrock, 1997). The philosophical foundation of a research refers to the conceptual base which provides support during the search for knowledge (Ponterotto, 2005), integrating

philosophical assumptions about the nature of reality (ontology), knowledge acquisition, relationship between participant and the researcher (epistemology), role of structure (axiology) and the research process itself (research method) (Lincoln *et al.*, 2005). Philosophical beliefs of academic research concern the assumptions made regarding the nature of reality, i.e. ontology, and the appropriate way to inquire into reality to build knowledge, i.e. epistemology (Easterby-Smith *et al.*, 2003). These beliefs delineate a way of seeing and researching the world, and social science researchers have argued about the relationship of data and theory for many years. The argument has resulted in different approaches because of differences in philosophical positions (Morgan, 2007). This difference is because of their approach towards existence and the nature of reality (ontology) and their beliefs regarding the appropriate techniques of investigation into it (epistemology) (Johnson and Duberley, 2000), which generally establishes research design and methods used to develop theories from data (Deshpande, 1983). The consideration and understanding of philosophical positions in research is useful because it clarifies research design and methods appropriate for a study (Morgan and Smircich, 1980).

A paradigm, also called a worldview, is a philosophical view of interconnected assumptions shared among scholars that offers a structure that helps researchers in selecting instruments, methods and participants for a study (Ponterotto, 2005). Therefore, quantitative techniques have been established more directly for the purpose of verification or for theory conformation, and qualitative methods were intentionally developed for the purpose of discovering insights about the phenomenon (Hudson and Ozanne, 1988). Even though this difference seems obvious at the philosophical level, according to Burrell and Morgan (1979), when research has to select a specific method and research design the difference breaks down. Some researchers have proposed that both quantitative and qualitative approaches must be utilized as they offer additional viewpoints about the phenomenon being examined (Fielding and Schreier, 2001). There are various paradigms available in the literature that researchers can utilize for conceptualization and classification of their respective research (Collis and Hussey, 2009). An understanding about strengths and weaknesses of the paradigms from an unbiased view can assist during selection of an appropriate paradigm in a specific situation. Studies conducted by taking on a positivist

approach have the ability to encompass a wider variety of situations and can be economical and possibly consume less time (Easterby-Smith *et al.*, 2003). Scientific methods could be utilized to confirm how much procedures resemble reality (validity); the methods will produce similar outcomes under different circumstances (reliability) and the degree to which detected patterns in the selected sample can be witnessed in the population (generalizability) (Mason, 2002). The most common paradigms are positivist, post-positivist, critical realist and interpretivist (Lincoln *et al.*, 2005), which suggests a range of philosophical opinions attached between two extreme viewpoints, i.e. positivism and interpretivism.

3.1.1 Philosophical Underpinning

The philosophical position of research represents the theoretical roots that support the pursuit for knowledge (Ponterotto, 2005), integrating philosophical assumptions on ontology, epistemology and research method (Guba and Lincoln, 2005). A paradigm, also known as a worldview, is a philosophical position of connected assumptions shared among researchers that offers an outline that influences the researcher during the process of instrument development/selection and selection of participants and methods used for the study (Biesta, 2010; Ponterotto, 2005). Awareness about the strong and weak points of each philosophical tradition from an unbiased viewpoint can help in distinguishing the suitability of adopting a specific paradigm under certain conditions. Before discussing the research methods of any study, it is essential to distinguish the research paradigm that is applicable to this research. The question of procedures is less important than questions of paradigm: a paradigm is the world view or belief system that directs the research, not only during selection of tools, participants and techniques to be applied in a study (Guba and Lincoln, 1994).

Various similar paradigms have been proposed in literature that researchers can use to form a concept or idea and categorize their research (Morgan, 2007). The two opposing beliefs are interpretivist and positivist. According to the positivist's beliefs, the social world exists externally and it must be assessed with objective approaches (Easterby-Smith *et al.*, 2003); there has been an inclination for maintaining scientific integrity as a result of quantitative

techniques used in the positivist paradigm. Nevertheless, assumptions of positivists have been opposed by interpretivists, and they consider that reality does not exist externally, that it is socially constructed and that meaning is given by individuals (Johnson and Duberley, 2000). The interpretivist philosophy recognizes the unpredictable and complex nature of the individual in addition to the customer's behavioural irrationality (Goulding, 1999). Therefore, researchers in social science must not emphasise only collecting evidence and measuring them quantitatively, but also need to understand various meanings that individuals place on the biases of their understanding (Easterby-Smith *et al.*, 2003). Closely linked to the association between participant and investigator is the role of value during the process of research. According to the positivist research approach, values have no place in social research as they deface the findings of research (Collins, 2010). Therefore, in making every effort to achieve objectivity, researchers with positivist beliefs most of the time overpower their values before carrying on investigative observations and recognize existing opportunities at the start of their investigation (Cohen *et al.*, 2007). In contrast, interpretivists consider that value plays an integral role in the research process at every stage, influencing all aspects of an inquiry and any effort to detach emotion and reason can restrict information and knowledge sharing (Angen, 2000). Nevertheless, in recent years a new paradigm – pragmatism – has emerged which emphasises selecting the most suitable method to answer the research questions (Morgan, 2007). As this study is philosophically underpinned by the assumptions of mixed methods, the selection of the philosophical position for this study is mostly based on the research problem and practical implications. The researcher adopts a post-positivist stance, to support the mixed methods design that is considered appropriate to answer the above-mentioned research questions.

Subsequent to dissatisfaction with certain aspects of positivist views, post-positivism arose. Although positivists believe in objective and apprehendable reality, post-positivists accept that objective reality can be apprehended but imperfectly (Lincoln and Guba, 2000). The post-positivism paradigm is dominantly influenced by critical realism philosophy (Trochim and Donnelly, 2008). It can be perceived as different from the positivism paradigm depending on whether the emphasis is on verification of theory (positivism) or on falsification of theory (post-positivism) (Ponterotto, 2005). Just like the positivist, the post-

positivist also believes that reality is not dependent on our thinking and can be examined through scientific techniques (Guba and Lincoln, 1994). According to the post-positivist, it is not possible to comprehend reality with certainty and observations of the researcher are theory-driven and can be influenced by their worldview and biases. This view suggests that mechanisms of human intellect are faulty and that the phenomenon of life is fundamentally intractable and consequently, one may not be able to fully apprehend a true reality (Guba and Lincoln, 1994). An important difference between positivist and post-positivist beliefs is that the former emphasise verification of theory while the latter emphasise falsification of theory, which has presented a thought-provoking justification to explain the difference between verification and falsification (Guba and Lincoln, 1994): a million white swans cannot completely determine with certainty that every swan is white; one black swan can totally falsify it. Regardless of certain vital dissimilarities between the positivism and post-positivism paradigms, the two viewpoints have much in common (Lincoln and Guba, 2000). The aim from either perspective is a description that directs to predict and govern the concept. It is essential to take into account many things in common among post-positivists and positivists, however most of the research methods and practices used in today's social science field fit well in the post-positivist paradigm (Ponterotto, 2005).

In this study the researcher is independent from what is being investigated or what is under observation. This helps the researcher to assess the data quantitatively so that it can be generalized to a broader population. This research accepts the ontological position that the reality of nature is apart from the researcher and the epistemological position of objectivism that signifies that the researcher is independent from the investigated. Bryman and Bell (2007) define objectivism as an opinion that suggests that social phenomena exist externally, that cannot be influenced and are out of our reach. Similarly, *Easterby-Smith et al.* (2008) define the assumption behind post-positivism as, social realities exist externally and their properties must be measured by utilizing objective techniques, instead of concluded subjectively via reflection on instinct.

The philosophical underpinning assumed in this research has been shown in the literature to have some limitations. While accepting that several streams of knowledge can assist

researchers in understanding customer behaviour better, for this research a quantitative method has been employed by developing a framework based on the literature, which contains hypotheses grounded on prevailing literature and is then tested through rigorous empirical analysis of data.

Ontological Assumptions

This is associated with the researcher's understanding about the world, the nature of reality and truth. There have been differences in opinion about the existence of a real world, which leads towards development of different but complementary theories (Bridges, 1999; Clark, 2007). According to positivism, social reality follows general universal laws of nature and hence, human knowledge and behaviour can successfully be studied in the same way as natural science. In terms of ontological assumption, positivists argue that reality is objective and is independent of humans (Bryman, 2006). In order to understand a phenomenon in this paradigm the researcher has to develop appropriate instruments to capture the essence of the phenomena (Remenyi, 1998). The researcher is a passive actor, which means the role of the researcher is restricted to the collection of data and its interpretation (Denscombe, 2010).

On the other hand, interpretivists argue that the world does not exist as a thing-in-itself, independent of human interpretation, as the actor constructs reality and researchers work in a world that has already been interpreted and given meanings by the social actors (Bailey, 2001, Ponterotto, 2005). From an interpretivist perspective, reality is subjective and depends on the context in which it is being studied (Hughes and Sharrock, 1997). In this perspective the social world is being made by human actions and reactions and it is not possible to divide reality from the observers (Hirschman, 1986). This means that the role of the researcher is not restricted to the collection of data but the researcher themselves get involved in the process (Pfeffer, 1993). Unlike positivism, where the researcher discovers an objective reality, interpretivists believe that social reality can only be interpreted. Newell (1986) argues that ontological objectivity is seeing things the way they are in their ontological state, meaning the reality view of things 'out there' is based on the correspondence theory of truth.

In this study, the researcher takes the position of ontological objectivism, accepting the presence of a singular reality. Although the researcher recognizes the significance of objective truth and a single reality, being associated with post-positivism the researcher also accepts the notion of individuals as social actors, therefore the processes and the choice of context maybe subjective (Morgan, 2007). With regard to this study, the researcher focuses primarily on examining the direct and indirect relationships between factors of store environment and website characteristics with impulse buying from an objectivist point of view. However, the researcher also concentrates on exploring various factors in a store environment and on a website that motivate individuals towards impulse buying. Therefore, the social context under which the study is conducted is related to multiple realities and subjectivity necessitating a preliminary qualitative study for exploration of those facts that motivates individuals towards impulse buying behaviour.

Epistemological Assumptions

Epistemology is concerned with the study and validity of knowledge (the relationship between the researcher and the participant). Similar to objective ontology and subjective ontology, two distinct epistemological positions have been advanced: positivistic epistemology and interpretive epistemology (Collis and Hussey, 2009). Positivists believe that if a researcher is separate from objects being researched, they follow a guiding theoretical framework and conduct a rigorous systematic research procedure and interpretation, and objective inquiry is possible leading to undisputed, true findings that reveal cause–effect relationships reliably and validly (Johnson and Onwuegbuzie, 2004). On the other hand, interpretivists argue that it is only through dialogue and intense dynamic interaction between researcher and participant that true knowledge can be generated; the research process is therefore highly value-mediated (Ponterotto, 2005). Closely linked to the relationship between the researcher and the participant is the role of values in the research process (Crotty, 1998). In the positivist approach to research, there is no place for values in social research as they vitiate research findings; and, hence, in striving for objectivity, positivist researchers often acknowledge, explicate and suppress their values prior to conducting investigative observations and acknowledge current expectations at the outset

of their research studies (Bailey, 1994). On the contrary, interpretivists believe that values enter the research process at all stages, affecting all aspects of research and any attempt to separate reason and emotion severely restricts co-research and hence restricts sharing information and hence knowledge (Guba and Lincoln, 1994). Thus, researchers should explicitly state their values and use them alongside facts. Furthermore, biases can be a means to dialogue and researchers may use this sensitivity to enhance rapport.

However, as a third paradigm, the pragmatist aims to mix the two main paradigms (Creswell, 2009). As a research paradigm, the mixed methods approach incorporates a distinct set of ideas and practices that separate the approach from the other main research paradigms (Johnson *et al.*, 2007). Mixture of the two paradigms provides the researcher with the facility to analyse the data statistically and also provides them with the ability to recognise the complex factors (Johnson and Onwuegbuzie, 2004) that affect impulse buying behaviour.

By keeping research objectives in mind the researcher adopts a post-positivism viewpoint, the philosophy used for the study from an epistemological perspective, emphasising distance, impartiality, and unbiased position leading to deductive reasoning, theory verification, formal presentation style and empirical measurement. Easterby-Smith *et al.* (2008) define the assumption behind post-positivism as, the social world exists externally and its properties must be measured through objective methods, rather than being inferred subjectively through reflection on intuition. This means that the researcher is believed to be detached from what is being researched. The aim of accepting this epistemological position is to provide unbiased evidence that is empirically verified.

Methodology

Post-positivist researchers' attempts to approximate reality by use of statistical tools are essential to interpret results visually, and the research aim is to develop new knowledge and seek scientific discovery; therefore post-positivist researchers use more techniques than positivists (Denzin and Lincoln, 2011). Established methodologies that are mostly used by post-positivist researchers comprise lab experiments, correlations, and causal and comparative research, whereas data collection instruments mostly consist of

questionnaires; however observations and semi-structured interviews are also used by researchers for data collection (Lincoln *et al.*, 2005). Both positivists and post-positivists put emphasis on cause and effect relationships of concepts that can be established and generalized; both paradigms believe in objectivity, and the detached role of researcher from what is being researched, and in addition, both paradigms function as the vital basis for quantitative studies (Merriam *et al.*, 2007).

Axiology

Post-positivists, though, amended the viewpoint that the subject and the researcher are independent of each other by accepting that the theories and contextual understanding possessed by the researcher can influence strongly what is being observed, the way it is observed and the result of the observations (Lincoln *et al.*, 2005).

3.2 Research Method

This can be described as an organized and established set of procedures to help in producing effective and consistent research outcomes (Mingers, 2001). There is a variety of research approaches to select from, and these methods have the possibility to be assessed on the basis of three aspects: precision, realism and generalizability (Edward *et al.*, 1982). In this study the researcher has adopted mixed methods as the methodological approach. The researcher has utilized mixed methods depending on acceptable practices about philosophical assumptions, research methods and research design. A mixed method study addresses the mixing of quantitative and qualitative strands of the research and can be defined as a research design that includes at least one quantitative method and one qualitative method (Greene *et al.*, 1989). In this study the researcher adopted explanatory research design; a primary qualitative study was conducted by doing interviews followed by a quantitative study, to give more weight to the later quantitative study. This research design is principally preferred on the bases of above-mentioned post-positivist ontological and epistemological stances and to address the research problem further effectively.

As mentioned about philosophical stance, theoretical position and associated methodological approach, in this section selected research design is discussed. As

mentioned above, for this study the research has adopted mixed methods research design to understand how store environment and website characteristics affect impulse buying behaviour. The important deliberations have been addressed by the researcher during planning and designing of this study which includes the fit of the research design to the research problem, questions, reasons for selecting mixing methods and vital decisions in selecting the research design.

The research questions play an essential part during selection of the research design of the study. In this thesis, the researcher has included qualitative data to answer the first research question, which emerged due to the research problem. Literature review (Chapter 2) suggests that store environment and various characteristics of a website instigate impulse buying behaviour. This research is purposed to understand how store environment and website characteristics affect impulse buying behaviour of university students, therefore, the researcher has collected data from a small sample through interviews. Since the sample size for the initial phase of the study was small and the obtained data is not expected to represent the entire population, this small sample was used only for the pilot study. Similarly, the purpose of the qualitative method was to explore and develop further understanding about impulse buying behaviour. Therefore, in order to answer the research questions effectively it was necessary to conduct a preliminary qualitative study for data collection that would help in the adjustment of the final questionnaire to further enhance validity and reliability of this study. However, the study continues with a quantitative method to test the proposed model by collecting a larger sample and by using quantitative tools. The explanatory nature of this study favours a quantitative research approach as it is well-suited for purposes such as connecting ideas to understand cause and effect, screening of ideas, investigating complex behaviours, generating an understanding of a concept or devising explanatory models of behaviour instead of measuring or quantifying a problem.

3.3 Research Design

As mentioned about philosophical stance, theoretical position and associated methodological approach, in this section selected research design is discussed. As mentioned above, for this study the research has adopted mixed methods research design to understand how store environment and website characteristics affect impulse buying behaviour. The important deliberations have been addressed by the researcher during planning and designing of this study, which include the fit of the research design to the research problem, questions, reasons for selecting mixing methods and vital decisions in selecting the research design. The researcher has to develop a distinct design for the research before selecting the data collection methods and data collection for the research (Lewis *et al.*, 2007). According to De Vaus (2001), the purpose of research design is to make sure that the obtained evidence allows the researcher to answer the research questions explicitly. According to Easterby-Smith *et al.* (2008), research designs are procedures comprising of gathering, evaluating, interpreting and reporting information in research studies. Research designs are general, organized plans of any research, formulated with the intention to get answers to research questions accurately and economically (Easterby-Smith *et al.*, 2003). A research design is a combination of decisions that creates the blueprint of the procedure and methods used for identifying, gathering and examining the required information and a research design has to guide the techniques for data collection for a study (Sommer and Sommer, 1997). Examples of various research design types include cross-sectional, longitudinal and case study design. The motive behind adopting a certain research design is to obtain data that offer reliability, validity and replication (Bryman and Bell, 2007) and before selecting data collection methods and prior to actual data collection, the researcher has to develop a research design. These elements are discussed in detail later.

An appropriate research design has to be established as an outline which is not just appropriate for the investigator but should also be suitable to study the variables and to develop appropriate answers to the questions of the study (Solomon *et al.*, 2012). Getting relevant evidence requires specifying the type of evidence which is required to answer the research questions, theory testing and validation and to correctly explain certain

phenomena (Sekaran, 2006). In other words, while designing the research, the researcher needs to have a clear understanding about what the required evidence needed is for to obtain some answer about a research question in a convincing way (Garson, 2002). Research design is the first step before the actual implementation of the study and it involves preparing a detailed plan of the method that will be used in the research (Bryman, 2006). With the intention to find the most appropriate research design for the study, it is necessary to assess the research questions and how these questions can be answered

3.3.1 Explanatory Research Design

To find a suitable research design for the current study it was necessary to evaluate the research questions of the study and how these questions could be answered. The deductive research strategy seems most appropriate to answering the research questions. According to Burns and Bush (2006), it is a combination of improved decisions that creates the blueprint of the procedure and methods used for identifying, gathering and examining the required information. Generally, social research is conducted to answer two fundamental research questions, e.g. what is going on and why is it going on. To answer what is going on the researcher followed a descriptive research design and to answer why is it going on the researcher conducted explanatory research (De Vaus, 2001). In this study, the researcher aims to establish the relationship between predictor and outcome variables, which means descriptive study is excluded. According to De Vaus (2001), descriptive studies encompass much government-sponsored research, including the population census. After studying the published academic material and taking into consideration the purpose of the research the author took the decision to initiate an explanatory research (causal study). Since the aim of the study is to examine the association among variables, it is suitable to use the causal study to achieve the purpose of the research. On the basis of the theoretical framework, the researcher prepares to examine the relationship between various dimensions of the store environment and website characteristics that lead towards impulse buying.

An explanatory research that establishes a causal relationship between predictor and outcome variable is known as explanatory research (De Vaus, 2001). The term explanatory research suggests that the research is expected to explain, instead of just describe, the

phenomenon; this means it emphasizes studying a problem with the intention of explaining the relationship between variables (Lewis *et al.*, 2007). The foremost objective of explanatory research is to find causal relations between variables related to the research problem and it also allows researchers to test specific theory and make amendments to previous theories (Sekaran, 2006). Explanatory research can be carried out with an intention of assessing effects of particular changes on an existing process and it plays an influential role in terms of identifying causes behind a wider range of processes (Ivankova *et al.*, 2006). According to McNichols (2001) explanatory research is quantitative in nature and has typically tested hypotheses by assessing associations between variables by analysing the data using statistical tools.

3.4 Research Approach

After finding the appropriate research paradigm, the next important decision for the study is selection between quantitative and qualitative approaches. In order to differentiate between suitable strategies of research it is essential to understand the primary role of theory in the context of the research. Bryman (2006) categorized these as deductive and inductive approaches: in the deductive approach the researcher makes use of existing knowledge and theoretical reflection on a particular area for development of hypotheses, which should be then tested empirically. After arriving at a conclusion about the hypotheses, the researcher has to convert them into researchable entities in which data will be gathered on the basis of these concepts. On the other hand, the inductive approach starts with an observation which results in theory development as an outcome. Even though the process for both deductive and inductive approach appear to be in sequence, the final phase for both includes a movement in the other direction (Bryman, 2006). This takes place in the deductive approach when the researcher hypothesizes the theoretical implications of findings of the study and in the inductive approach it takes place when theoretical reflection on the data is assessed and the researcher desires to gather further information to identify the circumstances in which the theory may or may not be maintained.

As the function of theory in the context of research is explained, it is now easy to find the appropriate approach for research. The qualitative research approach includes an in-depth

examination of a comparatively small sample, by using methods that are formed to assist during the explanation of theoretical concepts on the basis of empirical data (Ragin and Amoroso, 1994). To the contrary, quantitative approach is primarily about assessable subjects where assessment of these measures leads to assumptions which are based on variables. Table 4.1 depicts the basic difference between quantitative and qualitative research on the basis of ontology, epistemology and the relationship of theory and research.

Table 3.1 Difference between quantitative and qualitative studies

Assumption	Questions	Quantitative	Qualitative
Ontological Assumption	What is the nature of the reality?	Reality is objective and singular, apart from the researcher.	Reality is subjective and multiple as seen by participants in a study.
Epistemological Assumption	What is the relationship of the researcher and research?	Researcher's position is independent from that being researched.	There is interaction between researcher and that researched.
Axiological Assumption	What is the role of values?	Unbiased and value-free. (Realism)	Biased and value-laden. (Constructivism)
Methodological Assumption	What is the process of the research?	Process of deduction. Cause and effect. Categories are isolated before research. Context-free. Generalizations leading to understanding, explanations, and prediction. Reliable and accurate through validity and reliability.	Process of induction. Shaping through mutual real-time factors. Categories identified during research process emerging design. Context-bound. Theories develop for understanding, patterns. Reliable and accurate through verification.

Source: Adapted from Creswell (1994)

To find a suitable research design for the current work it was necessary to evaluate the research questions of the study and how these questions can be answered. The deductive research strategy seems most appropriate to answering research questions by testing existing theory since it includes reviewing of existing literature in a specific area (impulse buying behaviour) and construing hypotheses based on this literature. Furthermore, it is

essential to interpret the hypotheses into researchable units, gather empirical data on the basis of these concepts and the conduct hypothesis testing. Grounded on this argument and the selected research paradigm in the earlier parts of the thesis a quantitative strategy seems appropriate for this study.

3.5 Data Collection

The qualitative approach has been used for data collection during the pre-study whereas the quantitative approach has been used for data collection for the main study. The qualitative data was collected through a semi-structured interview while the quantitative data was collected through a self-administered structured questionnaire. Compared to interviews this format is less expensive, quicker to administer and interviewers do not affect the answers. Self-administered questionnaires might however miss some important question and issues that could be raised in an interview setting (Bryman and Bell, 2007).

3.6 Ethical Consideration

Researchers are required to make sure that individuals participating in the study are provided with maximum confidentiality and minimum stress during the process of interview and that the study is carried out with fairness, honesty and integrity. Important ethical considerations in any research consist of procedure to address unethical research practices so as to avoid any damage to the participants and infiltration of confidentiality and preventing deception (Bryman, 2012). In accordance with the University of Bedfordshire's rules, ethical approval was obtained from the University of Bedfordshire's Research Committee, including the information sheet and consent form (Appendix 9.1). The researcher obtained informed consent from the participants for inclusion and recording of information obtained from them if they agreed to participate (Appendix 9.2 and Appendix 9.3). The participants of the study were informed regarding that they had right to withdraw from the study at any time they wanted to.

3.7 Conclusion

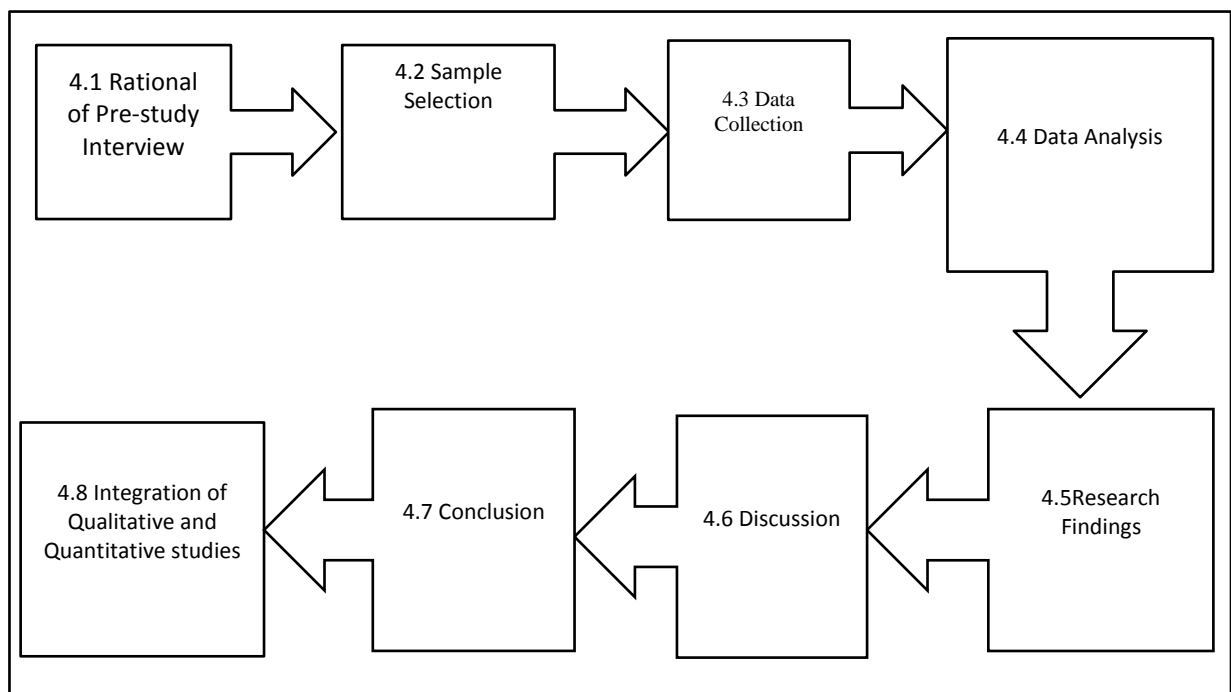
This chapter has discussed about the selected methodology for the study. For this study the author has used both qualitative and quantitative data for addressing the research

questions and to achieve the aim of the study, which is to investigate the effect of online and offline factors on impulse buying behaviour of university students. The primary purpose of the qualitative data was to identify factors in addition to those that have been identified through literature review. Semi-structured interviews were carried out for qualitative data collection. The next chapter discusses qualitative data analysis and interpretation.

4 Pre-study Interviews

This study was undertaken in two phases: phase 1 consisted of the qualitative study and phase 2 comprised the quantitative study. Information related to sample, data collection and data analysis is addressed in this chapter. The data collection for the preliminary study started with a small sample, through semi-structured open-ended one-on-one interviews. The reason for incorporating semi-structured interviews is that it is considered to be an effective way of collecting data from individual participants.

Figure: 4.1 Plan of this Chapter



4.1 The Rationale of Pre-study Interview

In qualitative research interviews are the popular method of data collection, which seeks to have a detailed and thorough understanding about the experience of the respondent (Polkinghorne, 2005). Qualitative studies are built on a close relationship and dialogue between participants and the researcher (Kvale and Brinkmann, 2009). It allows the researchers to be as close as possible to view actions, events and values in order to develop a deeper understanding (Bryman and Burgess, 1994). There has always been argument between researchers in social research about pros and cons of both quantitative and

qualitative research approaches (Bryman, 1984), and now to a greater extent researchers have acknowledged that it will be useful for researcher in social sciences to adopt more than one method for their studies (Deshpande, 1983, Johnson and Onwuegbuzie, 2004). Generally, mixed method studies start with a qualitative pilot study which possibly ends with quantitative methods (Morgan, 1998). For example, initial observations or interviews of a small sample can provide further insights about the topic under research.

An initial interview is advantageous for this study for two reasons: 1) to explore the factors affecting online and offline impulse buying and 2) to provide information which was required to adjust the questionnaire and also provide information about the situation in which individuals are involved in impulse buying. Through interview researchers can obtain a large quantity of information which can be adapted to individual situations (Blumberg *et al.*, 2008). In conclusion, a preliminary interview must be able to help the researcher in understanding impulse buying situations in the actual world, which possibly will further contribute when changes are required in the questionnaire. Additionally, it is justifiable to conduct interviews as the data collection tool for the preliminary study as the obtained data comes from participant's verbal behaviour.

4.2 Sample Selection

Selection of the sample includes choosing a comparatively small number of individuals from a much larger population and anticipating that the information gathered from the selected sample will provide help in forming an understanding about the larger group (Shukla, 2008). It might not be feasible for a researcher to gather information from many people, so for this reason the researcher needs to select an appropriate sample. This will be important in the same manner whether the researcher is using interviews, observations, questionnaires or any other data collection technique (Lewis *et al.*, 2007). The rationale behind selecting university students as the sample for studying impulse buying behaviour is grounded on four key reasons identified by Grant and Waite (2003): first, through consumption pattern and attitude young consumers want to create their own identity. Secondly, they have the ability of influencing the buying decisions of others. Thirdly, they are the one who have the

potential of transforming society. Finally, according to the marketing viewpoint, they are the individuals who have powerful spending capability.

4.2.1 Sample and Sampling Techniques

To answer the research questions researchers are involved in various sampling techniques that include deciding about the location of the study, participants and their number, in what way they will be selected as respondents of the study and last but not least, the recruitment process (Creswell, 2009). Two different sampling approaches defined in methodological manuscripts are probability and non-probability sampling techniques (Bryman, 2006). Selecting an appropriate sampling approach can be a confusing concept; researchers need to have basic information about different sampling designs and how they differ; the researcher must understand the advantages and disadvantages of various techniques (Sekaran, 2006).

For pre study interviews purposive sampling technique was used. It is considered a non-probability sampling technique where the sample selection is founded on certain attributes that allow a better understanding of the phenomenon (Lewis *et al.*, 2007). Purposive sampling technique is used where participants of the research or units of analysis are purposefully selected for the study (Sekaran, 2006). Purposive sampling was used for two reasons; the first reason was to make sure that only relevant respondents were selected as the sample of the study for information and their opinions. Irrelevant respondents can influence the outcome of any research in a negative way, so purposive sampling was considered to ensure only truly interested individuals would be approached for participation. The second reason was to ensure diversity, i.e. selecting individuals from different universities with different ethnic and educational backgrounds. This means that the researcher has intentionally selected participants that displayed variation. Assurance was provided to the respondents about the confidentiality of the information obtained from them to avoid non-response bias.

The sample size for qualitative studies is usually small as these studies are intended to gain an in-depth understanding about any concept or phenomenon and selecting a suitable

sample size remains debated in qualitative studies. According to Breakwell *et al.* (1995), there is no fixed rule which determines suitable sample size for interviews; a sample should be considered suitable as long as the sample serves the purpose of the study. There are several vital factors have to be considered while deciding the sample size, for instance, available resources, data collection technique, purpose of the research and sampling criteria (Ritchie *et al.*, 2003). The size of the sample was relatively small, as the aim of the pre-study was not to generalizability of the results; instead, the aim was to explore additional factors influencing impulse buying behaviour of university students during offline and online purchase situations. As a result, data collection from a large and representative sample overall population was not the objective of the pre-study. A sample of fourteen students was approached for interview. It was expected that some of the students would not be available or would decline to take part in the study. Some of the participants refused to take part in the study after showing interest initially. Three could not be contacted as they did not receive calls and two declined to take part in the study because of their busy schedule. This left nine students who agreed to take part in the study. This number was considered adequate for an initial exploratory study and it was expected that it would provide insights into the factors affecting impulse buying behaviour of university students.

4.3 Data Collection

Interviews are a popular method of qualitative data collection and the purpose is to understand experiences of individuals through the information provided by the respondents (Bryman, 2012). Because of human nature, research conducted in the laboratory environment on impulse buying may raise a debate regarding reliability. When it comes to analysis of social behaviours, experiments in the laboratory are not entirely reliable, because of the residual effects of human nature (Wanchisen and Tatham, 1991). Sometimes it is not possible to measure the behaviour of the targeted sample directly, and a good example of this behaviour is impulse buying behaviour (Johnston and Pennypacker, 1993). An individual can use either of the purchase channels, i.e. online and shopping mall for their purchases, therefore, it is not possible to observe the behaviour directly all at once (Eroglu *et al.*, 2005). Therefore, for this study data was collected by conducting semi-structured

interviews and survey questionnaires. Other methods include in-depth interviews, participant observation, focus groups and case studies, which generally led to two categories of data, i.e. generated data and naturally occurring data (Garson, 2002). The selection of technique to utilize is generally based on the kind of data which will be needed to better answer the research questions. The collection of data for the preliminary study started with a small sample, through semi-structured open-ended interviews. The reason for incorporating semi-structured interviews is that it is considered to be an effective way of collecting data from individual participants (Lewis *et al.*, 2007).

Moreover, it allows the respondent time and room to talk in relation to their perceptions of and knowledge about the topic under investigation (Gerson and Horowitz, 2002). Interview has the capability to acquire information which has the ability to be adaptable in distinct situations and more precisely, individual situations or understandings will possibly provide help in the questionnaire design (Silverman, 2000). This method has been employed in social research, and it has been verified that the tool that has been developed consequently to match the respondent's is most successful in future studies (Blumberg *et al.*, 2008). It is expected that it will provide help in identifying other possible stimuli that have been neglected in the research. As the sample size for the preliminary study is not that big, the data collected for the preliminary phase of the study is not expected to represent the entire population. Similarly, in this phase (pre-study) the objective was to explore further into impulse buying behaviour during an online and offline situations, therefore preliminary interviews would provide further significant information about situations in which impulse buying takes place in the real world, and this would perhaps further provide support in questionnaire design by creating more understanding.

It was planned that the interviews would be carried out at the location selected by the participants of the study; the purpose was to ensure that the interview should take place where they feel comfortable and this would give them some ownership of the procedure. Three participants asked that the interview be held at their workplace during their lunch break; six interviews were conducted at their respective universities. A mobile phone was used to record the interviews. All transcription was carried out by the researcher. The

interview was semi-structured and was constructed around a list of topics; the questions used as an interview guide are provided in Appendix 9. 4.

4.3.1 Designing the Interview Schedule

The success of focus groups and interviews is dependent on interview structure, fieldwork material and recording (Arthur and Nazroo, 2003). Semi-structured interviews were considered as appropriate to achieve one of the objectives of the study. During semi-structured interviews the interviewer asks important questions in a way that the answers will provide insights about the topic which is being studied and also does probing for further information. An interview schedule was then developed based on the theoretical framework. Open-ended questions were used with an intention not to force respondents to get desired answers; by doing so research would miss vital perceptions and insights and to gain further information probe questions were also included. The process of interview was flexible; therefore the final use of the questions was mainly dependent on the responses of each participant. The introductory part of the interview schedule explains the importance and purpose of the study. The opening question was about impulse buying to check their understanding about the concept of impulse buying and to set the atmosphere for the rest of the interview. With the permission of the participants of the study all interviews were audio-recorded. Immediately after the interviews the researcher converted the audio recording into transcripts.

4.4 Data Analysis

Compared to quantitative analysis, qualitative studies have no clearly agreed rules or techniques for examining qualitative data and there is no single right method, and there is no quick fix technique for qualitative data analysis (Silverman, 2000, Mason, 2002). Several techniques exist for data analysis, although the most common methods are life histories, ethnographic accounts, grounded theory, thematic analysis, content analysis, narrative analysis, discourse analysis and framework analysis (Srivastava and Thomson, 2009). These techniques differ in several ways, i.e. focus of analysis, procedure of data reduction, use of concepts, contextualisation, data access and display, categorization of data and the researcher's role in data analysis (Silverman, 2000, Singh, 2007). There appears to be no

agreement in previous research about a standardized and systematic approach to data analysis in qualitative studies. Generally, analysis of qualitative data falls in the category of thematic analysis which has been utilized to examine, classify and to obtain patterns that are related to the collected data set (Bryman and Burgess, 1994). It also explains the data thoroughly and handles different matters through explanations (Boyatzis, 1998).

Thematic analysis is embedded in content analysis; it shares much of the values and measures of content analysis (Joffe and Yardley, 2003). Content analysis includes creating sets and then calculating the frequency of occurrences of particular categories in a text (Elo and Kyngäs, 2008). Most of the time, content analysis depends purely on counting attributes of data and it is appealing for the reason that it provides a guideline for systematic analysis of both naturally occurring and elicited data (Tuckett, 2005). On the other hand, thematic analysis was developed to go beyond just counting words and emphasis was on exploring both implicit and explicit concepts (Namey *et al.*, 2008). Ideally, present-day thematic analysis allows the researcher to mix inquiry of the occurrence of codes with their implicit meanings, consequently adding the benefit of subtlety.

Analysis of interviews was done by using thematic analysis. It was used for the reason that it is an adaptable and straightforward technique that allows the study to make use of a theoretical framework and also develops further understanding by generating new insights (Boyatzis, 1998). A theme can be defined as a particular pattern of meaning obtained from the data, generally unclear concepts which researchers detect before, during and after collection of data (Merton, 1975).

Thematic analysis is a technique of discovering and evaluating patterns of meaning in a collection of related sets of information (Braun and Clarke, 2006). It consists of explicit contents, which are directly observable throughout the interview transcripts; on the other hand, it can comprise more hidden content, therefore particular measures need to be specified regarding what can and cannot be coded within such themes (Merton, 1975). A thematic analysis tends to obtain both types of themes; a researcher can often identify a set of explicit themes, which can lead to implicit themes; these themes require explanations by deduction of underpinning hidden meanings (Joffe & Yardley, 2004).

It explains which themes are vital in the explanation of the phenomenon or concept under examination (Smith, 2000). This technique is appropriate for summarizing fundamental aspects of the data by answering the research questions; for the purpose of thematic analysis, the researcher can pick what they believe to be the most important or interesting theme (Fereday and Muir-Cochrane, 2006). The end product of thematic analysis should highlight the most vital patterns that exist in a dataset; these patterns consist of cognitive, affective and symbolic aspects (Boyatzis, 1998). As in this study the researcher is looking at how online and offline factors affect impulse buying behaviour of university students, thematic analysis of interviews would reveal how various factors influence their impulse buying behaviour and what makes them buy impulsively.

Therefore, a thematic analysis can tap the apparent and hidden content regarding an issue, such as impulse buying behaviour. In qualitative research, the researcher is expected to understand and collect various aspects and data, therefore thematic analysis provides the opportunity to recognize issues more broadly (Joffe and Yardley, 2003). Thematic analysis has been used by researchers in various fields for obtaining insight from qualitative data (Boyatzis, 1998, Braun and Clarke, 2006). It has the capacity to notice and discover the likes of elements or variables that influence any issue produced during an investigation by the participants. As a result, interpretations of the participants are essential in terms of providing suitable reasons for their certain thoughts, actions and behaviours (Braun and Clarke, 2006).

According to Boyatzis (1998), the flexibility of thematic analysis allows use of inductive or deductive methodology to analyse available raw information. In an inductive approach themes can be generated from the raw data and then the researcher proceeds to wider generalizations and ultimately, to theories. While in a deductive approach themes can be generated from the theory and previous research. It permits the researcher to link the occurrence of a theme with the content and ensure precision and complexity which will assist in improving the study's entire sense (Silverman, 2000). In qualitative research, the researcher is expected to understand and collect various aspects and data, therefore thematic analysis provides the opportunity to recognize issues further broadly (Marks and

Yardley 2004). According to Namey *et al.* (2008), thematic analysis goes further than just calculating explicit phrases and words and emphasizes discovering and explaining both explicit and implicit concepts; it is a systematic and transparent procedure. However, Braun and Clarke (2006) rejected the impression that themes develop from the data, rather the researcher plays a vital part in identifying them.

The purpose of examining the interview transcript was not only to adjust the data into pre-decided themes, but to discover these themes from the transcripts directly. Regardless of the intentions, it was expected that the process would be influenced by preconceptions. NVivo was used for analysis of the qualitative data collected through the interviews, as most often qualitative data consist of audio tapes, and notes written down during an interview or in the field during observations. Finding and refining vital key concepts is an important part of the process and sometimes, conceptualization starts with a straightforward observation which is directly interpreted, for the development of meaningful and interesting insights (Boyatzis, 1998). Analysis of qualitative data collected through semi-structured interviews provides explanations, clarification and understanding of the phenomenon, situation and people which are being investigated (Garson, 2002).

4.4.1 Preparing Data for Analysis

It is important in all cases that research data presented in a report is anonymised so that the individual respondent cannot be identified. Therefore, it is good to create an anonymised code soon after the transcripts of interviews are produced. The easiest method to do this is to assign a unique number to every single respondent, and make use of this to find the transcript of an interview. While generating pseudonyms, it is required to make sure that these are not so obvious that they can be associated with the respondents. Pseudonyms must be used for all identifiable aspects of a setting, including names of respondents, product names, locations, organizations' names and so on.

4.4.2 Familiarizing With Data

The major and crucial stage in thematic analysis is becoming familiarized with the data. This cannot be skipped without risks to the validity of the analysis, and there is no shortcut to

reading the data transcripts, possibly a number of times (Boyatzis, 1998). There is, of course, the practical issue of organizing the data: this may take the form of a mass of documents. To overcome this, indexing was done through every document, with a key index which makes it easy to recognize and identify individual documents. However, the main task in this phase was to become familiar with the data. Familiarization with data was achieved through listening to recorded interviews and by skimming the complete transcripts and field notes numerous times. This was to make sure that the researcher was acquainted with the particulars for his own help and understanding. The researcher has logged his views and ideas as memos in NVivo to help as cues of the important matters and further basis in the course of data analysis. While listening, the researcher was including his thoughts and interpretations to the key words. However, the connection should not be loosened between the interviewee's own words and the interpretation of the researcher. To overcome this, a separate sheet was used to write the researcher's own thoughts and interpretations. According to Braun and Clarke (2006), it is good to take notes when familiarizing oneself with the data and these notes can be used during the coding.

4.4.3 Transcription

While dealing with spoken data such as interviews, political speeches or television programmes, such data needs to be transcribed or converted into written documentation for the purpose of doing a thematic analysis (Lapadat and Lindsay, 1999). Thematic analysis does not need a similar quantity of details in transcription as narrative or discourse analysis; there is no single technique to carry out, no single fixed procedure to be followed for creating a transcript (Lapadat and Lindsay, 1999). However, it demands rigorous and through writing with proper notes according to a provided standard and precise explanation of all verbal utterances.

Transcription of data comprises of a close observation of data through careful and repeated listening and is a vital initial step in data analysis. For the initial phase of this study the data was collected by conducting semi-structured interviews which were recorded by using a mobile phone. It was then transcribed into written form which was started with careful listening to the audio recording. The transcription process is considered to be time

consuming, boring and frustrating; therefore it is a good way to start with data familiarizing (Riessman, 1993). Each recording took approximately six to eight hours to transcribe depending on the length of interview. Microsoft Word was used for the typing of transcriptions and nicknames were given to each interviewee. To make sure of a true representation, the interviews were transcribed exactly word for word and every interview was transcribed the day after the interview took place to make it easy to recall the situation in which the statements were made. After reading for the first time, transcriptions were checked against the recordings and changes were made where necessary. It is essential that the transcript should retain the information acquired from verbal/video recordings during the interview in a way that the transcription document should match the aim of analysis (Edwards and Lampert, 1993). For maximizing the accuracy, after completing transcription of the recordings it was again checked by listening to each recording.

4.4.4 Mapping and Interpretation

The findings initial phase relates to the first research objective of the study:

To explore various factors affecting impulse buying behaviour in online and offline purchase situations.

This section starts by stipulating a summary of the emergent themes consisting of offline elements affecting impulse buying behaviour of university students, followed by online factors, and finally situational factors affecting impulse buying behaviour. The dataset is discussed with regard to each theme. Each theme is examined and explained in detail in the following sections, also with regard to existing literature. This chapter concludes by summarizing the findings.

Ten major themes have appeared from the iterative process of analysis of the contributions in this study. These themes are interrelated, meaning that one single impulse buying experience of an individual may consist of several themes.

1. Store environment and impulse buying
2. Role of touch in impulse buying

3. Mood in impulse buying
4. Role of availability of money in impulse buying
5. Time in impulse buying
6. Role of sales promotion in impulse buying
7. Role of other people in impulse buying
8. Website characteristics
9. Web aesthetics
10. Ease of use

4.4.5 Coding Data

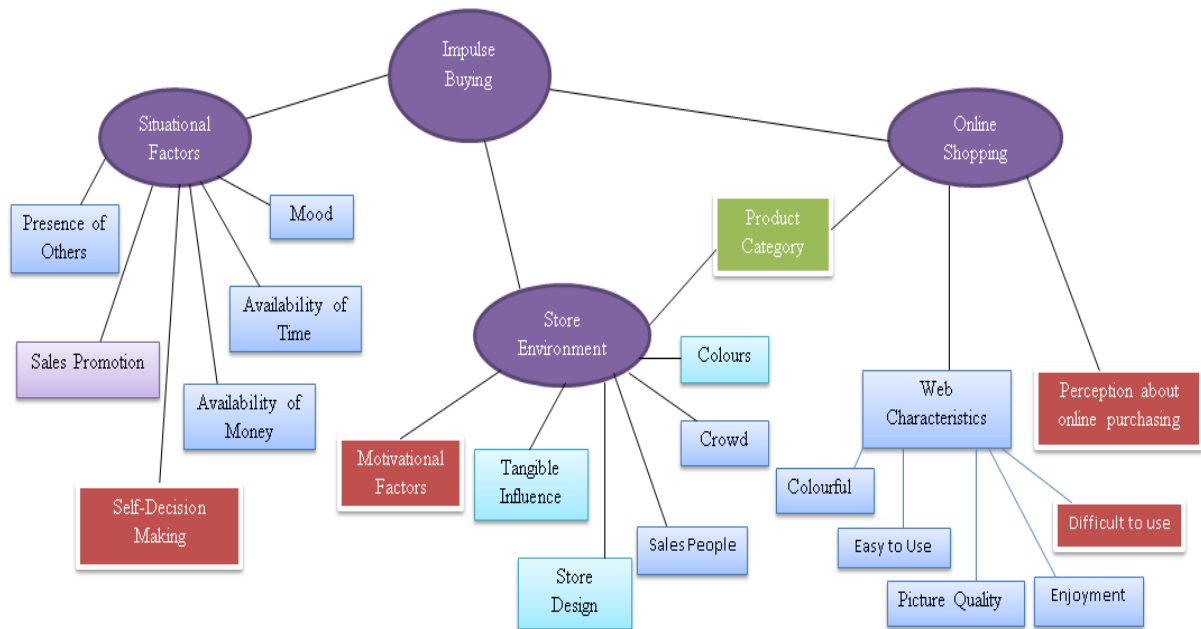
Thematic analysis requires coding and categorizing data into themes. Codes are words or short phrases which symbolically allocate a collective and silent attribute for a part of verbal or visual data. After being familiarized with the data and after generating a preliminary list of ideas related to the data, initial codes were produced by using qualitative data analysis software package NVivo 10. The process of coding involves recognizing these words, short phrases and important moments and seeing them as something (encoding) before the process of interpretation (Boyatzis, 1998). Coding is a straightforward process once the appropriate patterns of data have been identified; to do so full and the same attention was given to every item of the entire data to find out interesting features within the data, which may possibly decide the basis of themes (Appendix 9.6).

4.4.6 Searching for Themes

Themes are the patterns found in the data that at least describe and establish understanding about the phenomenon; and the process involves observing patterns in the data and then perhaps relating them to the topics described by interviewees (Boyatzis, 1998). After coding the entire dataset, a list of different codes was developed. This list was sorted for the identification of themes at a broader level (Figure 5.1) Developed codes were examined carefully to find out the link between various codes and to develop an overarching theme. Initial themes were then developed and it took a considerable amount of time to identify the right themes to adequately explain the data. For the sorting of different codes into themes tables were created using MS Word (Appendix 9.6).

Relationships between themes at different levels were carefully created on examining the data and categorizing the codes.

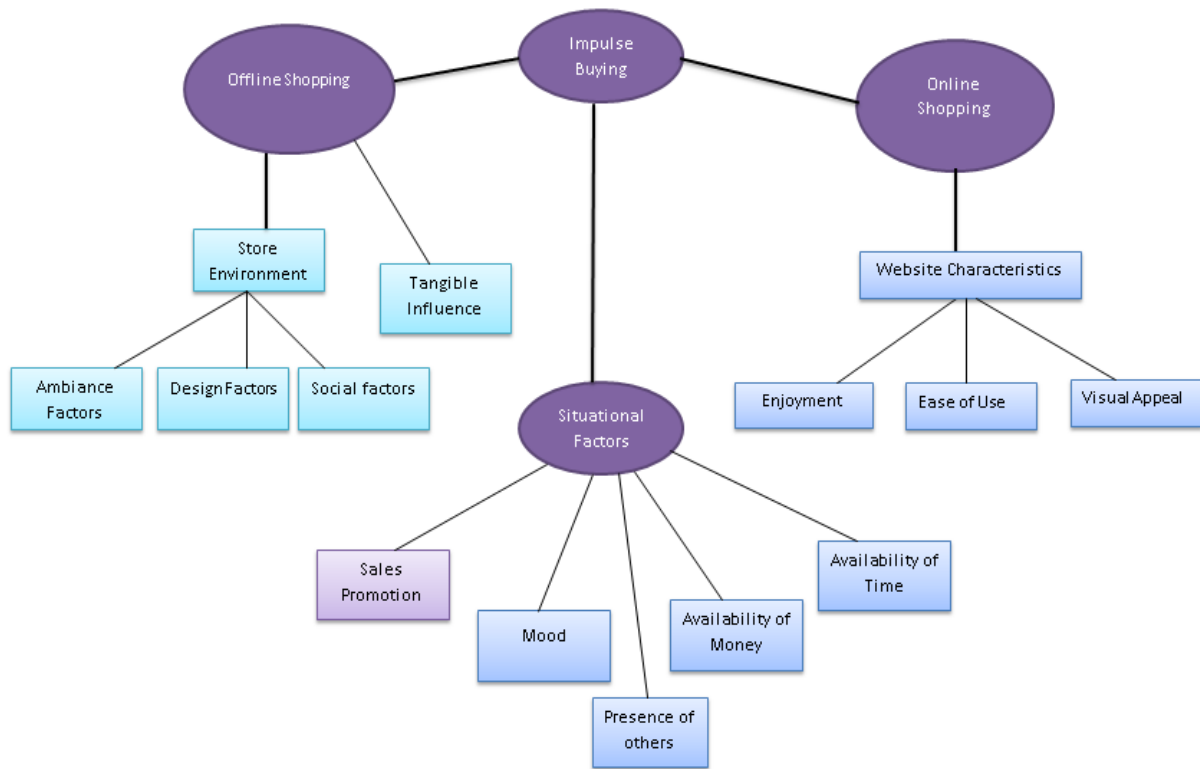
Figure 4.2 Initial Thematic Map



4.4.7 Reviewing Themes

A set of candidate themes was then developed and these themes were then reviewed and refined. This refinement involves collapsing some themes into each other and breaking others down into separate themes. Themes were reviewed at two stages: at the first level themes were reviewed at the level of coded data extracts; for this all the collected extracts for each theme were revisited and studied again to check whether a logical pattern existed or not and then a mind map was developed by creating links between different themes (Figure 5.2).

Figure: 4.3 Revised Thematic Map



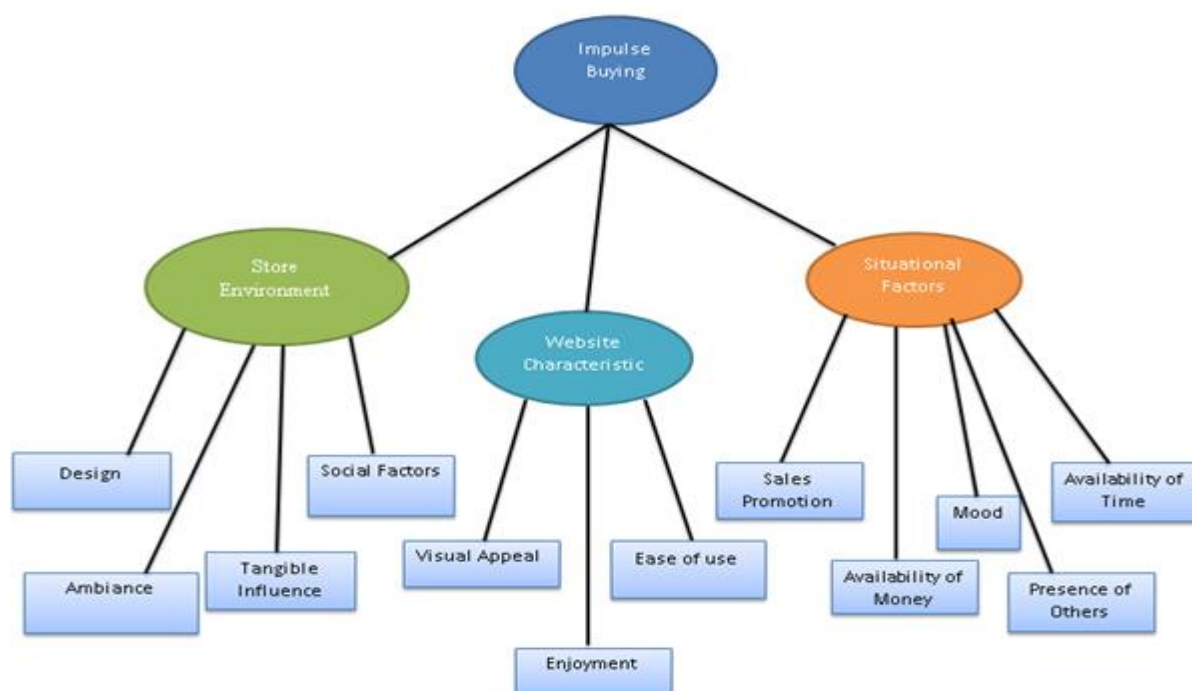
While at the second level validity of individual themes was reviewed to check whether the thematic map correctly reflects the senses evidenced in the dataset. To achieve this, the entire dataset was reviewed to establish whether the developed themes are in accordance with the dataset and to code further data within themes that had been neglected in the previous stage of coding.

4.4.8 Defining and Naming Themes

After reviewing the thematic map of the study, the thematic map was further defined and refined; here define and refine mean classifying what each theme is about (Braun and Clarke, 2006), and establishing what feature of the data each theme captures. This was done by checking again the data obtained for all themes and by forming an internally consistent and logical account (Figure 5.3). As a function of refinement it was necessary to find whether themes include any sub-themes or not. Three overarching themes have been identified, namely online impulse buying, offline impulse buying and situational factors. Sub-themes are in fact helpful in providing structure to a mainly large and multifaceted theme

and also demonstrate the hierarchy in the data. Various sub-themes were found within every theme: for online impulse buying the sub-theme was website characteristics, while for offline impulse buying the sub-themes were store environment and tangible influence, and for situational factors the sub-themes were presence of others, mood, sales promotion, availability of time and availability of money. However, some of the sub-themes such as impulse buying tendency and product category exist within the two overarching themes, i.e. online impulse buying and offline impulse buying.

Figure: 4.4 Final Thematic Map



4.5 Research Findings

Each theme presented here stands for one section which is broken down into further sub-themes with detailed discussions. The first section deals with the participant's understanding of impulse buying, the second section deals with offline factors that may have an effect on impulse buying. The third section investigates online factors while the final section investigates situational factors. Wherever possible, the titles of the themes made use of the translated wording of the contributions of the participants in the sense of in-vivo coding. In most cases, the wording for the theme summarizes the insights provided in the subsequent text.

4.5.1 What is an Impulse Buy?

In this study all purchases examined are impulse buys. By impulse buying it has been investigated which products and services are usually purchased on impulse and provides insights on the particular characteristics of impulse buying, such as lack of intention and a lack of consideration of any consequences. As discussed earlier, it is assumed in this study that a purchase is an impulse buy when the individual claims it was an impulse buy. This also hints at potential overlaps between impulse and planned buying which will be discussed in this section. This is followed by a consideration of the function of money and price during impulse buying. Impulse buying may be induced by preceding buys, also referred to as shopping momentum, which is discussed in this section. There are numerous definitions of the term impulse buy in the literature, most of them emphasizing the immediate buying action on the spot, following an urge with little consideration of future consequences. When asked “Did you buy anything on impulse last week? Please tell me more about it” (see Appendix 9.4, question 3), some participants offered an explanation of their understanding, such as:

“I think this is when you buy stuff without planning to buy it actually so it is something which you get without considering that in advance”. (KT)

“Impulse buying is when you go into a shop and you see something and you just purchase it without any need and any prior plan”. (ZB)

4.5.2 Impulse Buying in a Store Environment

A customer goes into stores with or without intentions to purchase a specific product and once when they are in the store their attention is drawn by the stimuli in the store to make unintended purchases. Most of the time environmental factors of a store such as store design, ambience factors and presence of salespeople motivates and attracts the customer towards the product and makes them make an impulse purchase. During offline shopping customers have the advantage of checking the product physically and this can lead to impulse buying .

4.5.3 Store Environment

A number of micro components combine to together make up the store environment; these include ambient factors such as background music, lights and scents, design factors such as assortment, display and layout, and social factors like presence of salespeople (Baker *et al.*, 2002). Retailers design the environment of the store in a way that will improve customers' positive feelings, with a belief that this will possibly lead to the desired customer behaviour, for example, willingness to buy or spend more time in the store (Sharma and Stafford, 2000). In enhancing the customer shopping experience, store environment plays a very important role (Adelaar *et al.*, 2003). During offline shopping, store environment is one of the key determinants of impulse buying and a store's physical environment may possibly create physiological, cognitive, and emotional responses which will affect customer avoidance and approach behaviour in the context of retailing (Mohan *et al.*, 2013). The most essential feature that retailers have to consider is the display of their store and they design the store display according to the habits of their customers (Tendai and Crispen, 2009). The atmosphere of the store may possibly create a positive feeling even if the individuals enter the store with a negative emotional state (Sharma and Stafford, 2000); the pleasant atmosphere encourages the customers emotionally and therefore, it may possibly control the customers to spend more money than they wished (Cook, 2008). The environment of the store provokes consumers' emotions, and it seems to be a forceful motivator, which is why buyers spend additional time and money in specific stores than initially planned (Xu, 2007, Chang *et al.*, 2011). Displays are developed with an intention to support and increase sales, particularly through impulse buying (Zhou and Wong, 2004). During offline shopping individuals tend to enjoy shopping when behaviour of salespersons is friendly and supportive (Akram *et al.*, 2016). Salespeople have the ability to make the shopping experience of individuals enjoyable by offering them extraordinary services, and most of the time customers enjoy their shopping if sales assistants are not over-enthusiastic; however, customers appreciate when sales assistants are nearby and helpful (Jones, 1999).

Previously, store environment has not been operationalized as a whole construct; instead researchers have explored the effect of individual features of store environment, which

include layout (Ang *et al.*, 1997), availability of salesperson and ambience (Sharma and Stafford, 2000), background music (Dubé and Morin, 2001, Beverland *et al.*, 2006), lighting effects (Summers and Hebert, 2001), and scent (Mattila and Wirtz, 2001, Chebat and Michon, 2003). Store environment consists of stimuli which will build up the probability of impulse buying; it is a vital factor that decisively affects impulse buying which consists of various micro variables such as store layout, colour scheme, display and presence of salespeople. According to Kotler (1973), store environment is the intentional designing of space to produce positive influences on buyer's behaviour. Generally, factors of store environmental refer to all the variables that surround customers while they are in a shopping environment, such as store layout, furniture, colours, lighting, products display, salespeople, and even something that cannot even be observed, for instance, scent and temperature. These store atmospherics factors influence consumers' shopping behaviours, therefore the attempt of developing an influential atmosphere has turned out to be an essential marketing strategy (Turley and Chebat, 2002). However, Baker *et al.* (2002) incorporated various elements such as employees, store design and perception about music in their study and they also only studied the effect of these individual factors and did not combine the influence of the factors of store environment. Consequently, in this study, the researcher considers store environment as a combination of features such as lighting, music, salespeople and layout. The environment of a store plays an essential role in enhancing the buying experience of customers and it influences the customer's desires to purchase impulsively. This is exemplified by a response from a participant who said:

"Display is one of the reasons why I am going into a shop when I just say if am going to town myself I not looking going into this shop today but I will end up going into half to the town because obviously display is so important it catches your eyes is it. It draws you in that is it especially when they you know put something new then you start thinking let me just I just going have a look let us see how it looks, do they have my size, so they have the colour that I want, then it just starts from then and I end up buying it so ya it is good marketing". (RK)

In a store environment the most direct sensor stimulus is design factor; this consists of all visual features in a retail store and usually it refers to the physical facilities and store design. It has been identified that design of a store has a significant effect on values perception of merchandise and also on store patronage intentions (Baker *et al.*, 2002). This indicates that eye-catching displays in stores can influence the response of the consumer positively, which as a result, affects impulse buying behaviour positively and increases the possibility of impulse purchases. Display attracts customer attention and will possibly create customer desire to purchase the displayed products (Tendai and Crispen, 2009). Impulse purchase can be increased through an appropriate product display in the store and this effect is considerably stronger for those products that are obtained again and again as compared to those that are purchased from time to time (Kacen *et al.*, 2012). Prominent store display is considered as a key determinant of impulse buying ; it influences the emotional state of individuals and makes them show a higher level of intentions to do impulse buying (Mattila and Wirtz, 2001). Due to increasing competition nowadays, retailers are engaging in attractive product display, through which they want to increase the occurrences of impulse buying (Kacen and Lee, 2002). The appropriate place for a product on the shelf is a little beneath eye level or at the entrance point of the shelf, but not every product can be placed at this same location (Inman *et al.*, 2009).

Similarly, in combination with store display and layout, ambient factors such as colours used in the store also positively influence individuals' purchases intentions. Good lighting techniques provide help in creating the right ambience in a store. In a retail store appropriate lighting can induce customer's purchase intentions and it will create positive experience and ultimately creates an urge to purchase impulsively (Mohan *et al.*, 2013). Lighting systems which are pleasing to the eye can bring an additional dimension to the store interior: it guides customers' eyes to important sales points, produces an atmosphere of excitement which generates positive emotions and makes important areas visible and safe (Sharma and Stafford, 2000).

Lighting of the store specifically you know sometimes they have really nice lighting inside as well so they will have specific area where they will have specific products

and they will have the spot lights and in the other area you will see different light combinations they combine the colour coordination as well they looks quite good as well. (ZB)

Ambient elements are those background factors that exist lower than the level of an individual's instant awareness (Baker *et al.*, 1994, Sharma and Stafford, 2000, Mohan *et al.*, 2013). This consists of colour, sound, scent, temperature, cleanliness and brightness. In other words, some of the elements of ambient factors cannot be seen by the customers directly, but can only be felt. These factors tend to function at the customer's subconscious level (Campbell, 1983) and change behaviour of customers in a way that they will not feel.

After being successful in getting the attention of customers towards the product due to attractive display and well-designed layout and other environmental factors, now salespeople have to convince individuals that this is the product what they are in search of. Individuals will gather information and will wish to obtain further information about the product. At this instant, the influence of salespeople can be vital:

“When I walk into the store and I am interested in about the product I have to actually ask them question to find out how good the product is how much is it, if it is worth the price, what benefits it has, because every product actually has the benefits and bad sides as well so I need to find out”. (NE)

Behaviour of salespersons can do something extraordinary while providing services to consumers and most of the time consumers experience a joyful shopping experience as a result of helpful and pleasant store assistants (Park and Lennon, 2006). People responsible for the assistance of customers are capable of making shopping more enjoyable by offering unexpected service and customers by and large do not take pleasure in shopping when handled by an enthusiastic salesperson (Ellis, 1995). Convincing and jovial endorsement has the capability to generate impulse purchases among customers (Tendai and Crispen, 2009). A salesperson plays a vital role in making sales targets, building and maintaining long-term beneficial business relations, and is responsible for making initial contact, need assessment of the customers, and finding products to satisfy their needs (Pornpitakpan and Han, 2013).

Most of the time, retailers depend heavily on personal selling methods to create profitable deals (Mohan *et al.*, 2013). In many situations, especially when customers are negotiating on a price, the salespeople play pivotal roles (Reynolds and Arnold, 2000), as they are not only providing details about the products but can give advice and by doing this they can encourage quick decision-making or can alter the actual thoughts and choices of customers (Yu and Bastin, 2010). Customers who have been given poor services will not revisit the store, which is why while providing services to consumers, good conduct of salespersons increases the chances of revisits of a customer:

“Some people who are helpful more helpful then obviously there are more chances that you are going to buy something and if you have sales staff who won’t bother who are not answering your questions or who are rude you tend not to shop there or you just say oh forget it I won’t buy so ya I think the influence sales staff have in terms of their behaviour very important when it comes to buying things”. (RK)

It depicts that the salesperson not only provides information about the products but can give advice, and with their good behaviour they can encourage quick decision-making or can alter the actual thoughts and choices of customers. However, sometimes customers get annoyed by a passionate sale assistant because in general customers want to look around by themselves in peace and if needed, then they want to ask for help, as mentioned by one of the respondents:

“If they come to for asking if I need their help or anything it distracts me it irritates me so I prefer to be left alone just wander around the store make my own decisions without their influence which sometimes well you know they have their own skills so sometimes they influence your purchase decisions without you noticing it”. (SJ)

The importance of frontline salespeople cannot be denied because of the support they provide to the customers and their presence considerably influences interpersonal services quality (Baker *et al.*, 2002). In fact, the social factors of a store comprise not only employees of the store but also includes their customers as well (Baker *et al.*, 1992). This suggests that the salesperson has to be nearby and be ready to provide help when needed and the

focused interaction with customers should be on convincing them that they are making the right purchase decision.

Similarly, available space is another important store environmental factor; some customers do not like crowded stores and it has a negative effect on customers as they have to spend additional time in a store and they will be receiving less attention, therefore they will try to avoid stores which are crowded:

“I wouldn’t like that because firstly you can’t walk through it properly and secondly if I like some product I won’t be able to get reviews about them from other people or ask like the sales people I won’t be able to get my information so I wouldn’t really like the crowded stores”. (NE)

While on the other hand for some customers, doing shopping in a crowded store gives them an intuition that some sort of promotional event is going on in the store; and others may recognize crowding as an indication that the commodities are of good quality and value:

“I like busy stores when it is hustle and bustle everyone is buying I say unless waiting in the queue that is different but I just feel like when it is bit busy it attracts me more because I am thinking you know what everyone is buying so it’s good”. (RK)

This shows that the effect of crowding in a store can be positive as well as negative, depending on customer perception about crowding in a store. When a retail store is crowded with customers, many times some customers may possibly avoid that store; on the other hand, some customers may possibly be attracted to visiting crowded stores. Crowding has a subjective and negative assessment of high density (Eroglu and Machleit, 1990). It has been suggested by some researchers that crowding has a positive effect on an individual’s spending and their impulse purchases (Gogoi, 2017). However, crowding in a store is expected to restrict customers to go for avoidance behaviour; this behaviour is expected to occur during window-shopping (Eroglu *et al.*, 2005). In a crowded store, customers’ interest towards the elements of the sales environment decreases and the likelihood of encouraging them towards impulse buying also shrinks (Li *et al.*, 2009).

4.5.4 Tangible Influence

Seeing the product physically and checking its material appeared as one of the most influencing features of offline impulse buying and one of the motives for doing offline shopping. Data suggest that individuals prefer to see the product physically; they want to check the material of the product and while buying apparel products they also want to try it on, as mentioned by one of the respondents:

“I personally like going into store, I have tried online shopping but I prefer to see physically something before I buy it”. (RK)

“Clothes I will never buy online because I want to wear it I want to see it whether the fittings are good or not whether the colour is matching to me or not mean whether it suits me or not and also I want to see the material like I want to see whether the cloths I want to feel the material in the online it is not possible”. (SB)

It can be generally assumed as a result of research that ambient factors in combination of background factors must influence the five human senses of touch, sight, taste, smell and sound, therefore attracting consumers. Researchers have established the effect of store atmospherics on behaviour of the customer (Mattila and Wirtz, 2001). In the literature, sight has been perceived as the most vital sensory factor for observing the environment of the store and it has an impact on customer behaviour with regards to their consumption and quality of purchase (Krishna and Morrin, 2008). Another key sensory factor is sense of smell: it has been shown by various studies that impact of olfactory cues is quite significant on behaviour of the customer in a store environment (Morrin and Ratneshwar, 2000). On the other hand, sometimes the senses of vision and smell become insufficient for a customer to evaluate certain products while making purchase decisions and as a result of this they might miss out vital information such as texture, weight and sturdiness of the product, which can only be sensed by touching the product (Chebat and Michon, 2003). Holbrook and Moore (1981) proposed that sense of touch and sight must be considered as the most effective of all senses. During the store management procedure, it is observable that touch as a sensory medium is important during the process of buying and consumption of products such as

home appliances, clothing, shoes and mobile phones etc. (Hultén and Vanyushyn, 2014). It has been revealed by the research on retailing that there is a lack of knowledge about the effect of sensory cues such as touch and sight (Peck and Wiggins, 2006). The sensory factor touch one way or another has been ignored in research in spite of the fact that customers utilize this to acquire information about various items and turn out to be frustrated if they are not able to actually feel the product (Citrin *et al.*, 2003). Furthermore, touch has a positive effect on customer's attitude, their behaviour and ultimately on their buying intentions (Peck and Wiggins, 2006).

Most of the time, a customer wants to obtain full information about a specific product before buying it through sensory attributes like design, colour, fabric and fit (Park and Stoel, 2002) and customers are more likely to show the need for touch while buying clothing (Peck and Childers, 2003). Store display has the ability to encourage touch and can expose the customer to those products that they would have taken no notice of in other circumstances; this may possibly increase impulse buying (Krishna and Morrin, 2008).

4.5.5 Product Category Purchase Offline

Impulse buying means buying something immediate without any pre-buying intention either to buy a particular category of product or to satisfy particular desires. During offline buying, customers purchase various product categories impulsively; however in this study the data shows most of the respondents purchase apparel and cosmetics products impulsively:

“I think mostly go for clothes, makeup, perfumes, something to do with beauty and fashion I would say it is my favourite category and I am very vulnerable to this category [with laughter]”. (KT)

“Mostly makeup and clothes because I have to wear makeup daily I can't go out without wearing it and clothes mainly because in fashion there is new things are coming out so I rather buy something that is new”. (NE)

It shows that apparel products and cosmetics are two product categories which are purchased by individuals impulsively by using offline source of buying . It has been identified

in the data that before buying apparel products individuals want to try them on, they want to check the material and they want to feel it. While buying beauty products or cosmetics individuals want to try it on their skin to check if it suits them or not and sometimes they will ask for an expert opinion from the sales team.

4.5.6 Impulse Buying During online Buying

Online shopping is when a transaction is done by using the internet. With the progress in information technology and the internet in recent years, more and more people are getting involved in online buying.

4.5.6.1 Web Characteristics

During online shopping there are various website-related features, such as perceived ease of use, perceived enjoyment and visual appeal. Ease of use can make online buying easier and quicker and individuals can complete their shopping without any difficulties. The analysis of data suggests that individuals prefer to visit easy-to-use websites and avoid difficult websites for their purchases:

“I am not a very technological person so ya if the website is very difficult to use and navigate through then I just won’t bother I like quick and easy and you know I like to be able to navigate to the page that I want go to find what I am looking for and that’s it ya I am going to check out very quickly that is why I want it if it is complicated then there is no point”. (RK)

The degree to which an individual considers browsing a certain website will require less effort is known as perceived ease of use (Davis, 1989). During online buying this aspect of a website plays a key role; even though online shopping is considered to have advantageous results, still the hassle of engaging with website could turn out to be daunting for customers (Floh and Madlberger, 2013). In short, ease of use is linked with accessibility of a website, if the difficulty proves to overshadow the benefits of buying from a specific website then potential buyers would choose to purchase by using other conventional channels (Ramayah and Ignatius, 2005). Furthermore, poorly designed websites may possibly result in potential

online buyers to lose attention from their purchases. Particularly, such difficulties decrease the perception about ease of use of online shopping, and in that matter, allow online buyers to develop a negative point of view. Consequently, this may possibly lead to an online buyer's reluctance to involve in online shopping (Venkatesh, 2000).

Perceived enjoyment has emerged as another important element which affects customers' buying behaviour during online buying. According to Teo *et al.* (1999), perceived enjoyment has a positive influence on online buyers. The literature suggests that it is important for the website users to enjoy their visit and their online buying experience.

“When I feel relaxed and enjoy while using a website I spend extra time and search more products compare to websites which are confusing and more of the time I tend to purchase more also I frequently visit these websites even if I am not planning to purchase anything”. (NE)

This shows that when individuals perceive a website to be enjoyable, they are expected to spend more time by concentrating for longer, by processing additional information, and by utilizing it frequently in the future. Furthermore, the more enjoyable the website is, the more individuals become engaged with the website (Agarwal and Karahanna, 2000). When individuals find a website enjoyable they find innovative techniques to use the website, they feel in control of the website and they lose track of time and they get immersed in the website (Turel and Serenko, 2012).

For me the photos they upload are very important as there is no other way to check the product when you are doing online buying so if I can see the full length and half-length as well and product details as well, it is kind of helpful for me to make a final decision. (TK)

Visual appeal of a website is related to the display fonts and other visual features for example graphics, which contributes in enhancement of overall presentation of a website. According to Parboteeah *et al.* (2009), a visually appealing website provokes further pleasure when individuals interact with such websites, and it will increase the feeling of

satisfaction of an online impulse purchase. Displaying products in a visually appealing way, such as by displaying several attractive pictures, will possibly produce further gratification if individuals purchase those products (Verhagen and Dolen, 2011). Moreover, individuals will evaluate their impulse purchase more positively when they use visually appealing websites for shopping compared to poorly arranged websites. For example, well-taken pictures of products will possibly make it further visually appealing; as a result customers may evaluate the product more positively and might purchase it. While on the other hand, if the same deal is exhibited in a poorly designed website then it may possibly generate negative feeling and customers will not consider placing an order in such website (Wells *et al.*, 2011). Consequently, preventing both impulse and planned purchase decisions, individuals can certainly feel irrational to buy from a website that cannot plan its layout appropriately (Liu *et al.*, 2013).

4.5.6.2 Product Category

The rapid development of technology has changed the landscape of retailing. Nowadays, every product is available online and customers have access to a variety of products to choose among. Data shows that individuals are using websites for buying various types of products, ranging from clothing to food items and from cosmetics to technological items:

“If it is basic things like may be makeup, shoes and clothes then online is quite convenient for me so it depends on the category of goods”. (KT)

“I know lot of people do it because it saves time but if you like ordering technology you know technological stuff then that fine I have used online shopping for that or for things that what you see is what you get like stuff like that that is not going to change like books or whatever then ya online shopping is fine”. (RK)

This suggests that with improvements in technology and availability of maximum substitutes now individuals are using online means beside traditional stores for buying various categories of product impulsively. Individuals are buying more or less the same products by using different websites.

4.5.7 Situational Factors

Situational factors influence a consumer's impulse buying linked to the situations individuals encounter while shopping and these factors can be internal (state or mood) or external (time, money and presence of others). The behaviour of an individual and perceptions are affected by the situations individuals are in at the moment. Situational factors consist of personal and environmental aspects that encourage individuals towards impulse buying; these include availability of money, presence of others and availability of time (Dholakia, 2000). Similarly, Iyer (1989) suggested that knowledge of time pressure and shopping environment are considered as situational factors which influence impulse buying, and knowledge about shopping environment results from shopping experiences.

4.5.7.1 Availability of Time

During a purchase situation whether online or offline availability of time is considered as an important element which shows more time will have a more positive influence on impulse buying ; and the chance of responding impulsively will become higher for the customer. In the majority of cases impulse buying was associated with leisurely walking through the shops instead of rushing. The majority of participants report they are most expected to purchase impulsively when they have sufficient time available:

“When I have enough time I do more purchases because I enjoy the process itself so I think subconsciously I am looking for having enough time to enjoy shopping because when I am in a rush most of the time I feel like I don't want to get and buy something. Because it is more about the process then the result the product itself I think”. (KT)

Time is one of the most limiting resources for consumers: by allotting time to an appropriate combination of tasks, consumers try to maximize satisfaction (Sharma and Stafford, 2000). According to Lin and Chen (2013), there are two key elements that affect customers' buying behaviour, time and emotions. Generally, it is regarded and preserved as a situational factor influencing an individual's buying decision in a retail environment (Iyer, 1989, Herrington and Capella, 1995, Vermeir and Van Kenhove, 2005). Availability of time during shopping

determines whether an individual will get involved in impulse buying or not and limited time during shopping has negative effect on impulse buying as individuals will possibly feel frustrated because of limited time (Beatty and Ferrell, 1998). Therefore, if individuals have extra time then they will spend more time in a shopping environment and they will browse more, as Jarboe and Mcdaniel (1987) suggested that browsers generally do more unintended buying as compared to those who do not browse. Beatty and Ferrell (1998) also suggested that when individuals get involved in browsing in a retail store it will develop their positive mood and urge to buy impulsively. This suggests that individuals under time pressure they will not be able to have a sufficient amount of time to assess the quality of the products and substitutes (Kwon and Armstrong, 2002), and it becomes less expected that an individual will become involved in purchase of products they were actually not planning to purchase. Moreover, Beatty and Ferrell (1998) supported this viewpoint that once individuals spend more time browsing and shopping then they possibly will get exposed to more products and they will evaluate more products, which can result in more impulse buying.

Mostly, time pressure has negative influence on impulse buying, because individuals might experience frustration due to limited availability of time for browsing and shopping (Beatty and Ferrell, 1998). However, if individuals have more time during shopping trips they will browse more in a retail store, as in-store browsing is a key element of the impulse buying process and it will increase the likelihood of urge to purchase impulsively (Gültekin and Özer, 2012). While on the other hand, customers under time pressure have an inclination to make their choices more quickly; in other words, time pressure is expected to turn out to be an increasingly more significant feature in impulse buying decisions (Shannon and Mandhachitara, 2008). This indicates that if individuals spend additional time in a shopping atmosphere, then they are expected to make more impulse purchases. It shows that consumers want to maximize satisfaction by having the maximum amount of time.

4.5.7.2 Availability of Money

The availability of money is another situational aspect and a key driving force in the process of impulse buying (Beatty and Ferrell, 1998), as it enhances the individual's buying power

and limited money available can decrease the chances of impulse buying. Money availability during offline and online purchase situations plays an important role during purchase decisions. A result of the study reveals that during impulse buying customers do not consider their financial condition. As most of the respondents stated that they do not consider their financial conditions when it comes to impulse purchases, as mentioned by respondents that:

“Regardless of you know whether I got money in bank or not whether I got enough it doesn’t cross you mind because you are thinking you are getting a good deal you are thinking if I don’t get it now then I am going lose out”. (RK)

“I think impulse buying is when you get stuff without considering it properly considering all the factors and usually you realize that you shouldn’t get the stuff because of lack of money or because you actually don’t need it but you still go and get it so I think that did not influence me”. (KT)

However, Kwon and Armstrong (2002) suggest that if individuals do not have sufficient money, then they will keep themselves away from shopping environment completely. Similarly, having more money to use may possibly increase the individual’s positive feelings, which will encourage impulse buying (Beatty and Ferrell, 1998). If individuals with enough money to spend, it is less likely that they will be worried about purchase outcomes or any economic difficulties, hence rapid buying becomes not a difficult decision to make for such individuals (Jones *et al.*, 2003). Therefore, the total amount of money that an individual can spend during a shopping trip will affect the frequency of impulse buying which means availability of money increases the likelihood of impulse purchases.

4.5.7.3 Mood

Customers may experience a range of moods while making a purchase decision. Mood can motivate or demotivate an impulse buyer as would be the case if a shopper wants to get out of a negative psychological feeling. The actions of an individual are generally affected by their emotional feelings. The majority of impulse buys reported in this study occurred during positive mood states as confirmed by one of the respondents:

“When my mood is good, then do more shopping I get stuff that I even didn’t know why I was buying it all the time that’s how much of the influence had on me just so I could feel little bit of lifted I felt worth something”. (RK)

A good mood with positive feeling may possibly become irresistible and could encourage individuals to be involved in impulse buying. This indicated that individuals engage themselves in impulse purchases either offline or online to extend the feelings of happiness for a longer time. Moods are temporary and easily affected by small things; therefore by involving themselves in impulse purchases consumers are actually changing their mood. This finding is consistent with the findings of Rook and Gardner (1993) as they found in a lab-research experiment where eighty-five percent of their participants claimed they would buy on impulse in a positive instead of negative mood.

However, some of the respondents point out some shoppers deliberately use shopping for mood repair, also referred to as retail therapy (Woodruffe, 1997).

“If I am feeling a bit lonely ya, maybe it is when it influences my impulse purchase rather than when I am excited or really happy. When I am excited you know what I just need go and buy whatever I need and just come back”. (SJ)

The actions of individuals are generally grounded in emotional feelings irrespective of the level of cognitive activity (Fagerstrøm, 2010). Moods are generally influenced by situations, as moods are temporary and easily affected by small things and they are also triggered by customers’ exposure to external forces at each purchase situation (Rook and Gardner, 1993). Individuals with happy feelings, and those that like the surroundings, will aim to remain in the store longer, spend extra money, and purchase additional merchandise (Sigurdsson *et al.*, 2010). When a customer experiences an irresistible urge to acquire something, they feel forced to do the buying without any planning. It has been observed that customers’ moods have positive effect on impulse purchase behaviour: customer’s with positive moods are most expected to buy impulsively (Rook and Gardner (1993). Similarly, Beatty and Ferrell (1998) also discovered that positive consumer mood is linked with the desire to purchase impulsively, while impulse buyers are more emotionalized compared to

those individuals who do not become involved in impulse purchases (Weinberg and Gottwald, 1982). Verplanken and Herabadi (2005), proposed on the basis of their study that the basic function of impulse buying is to reduce negative feelings, particularly when individuals have low self-esteem. The point of view that impulse buying tends to lift mood recommends that impulse buying may possibly be primarily related with positive influence (Baumeister, 2002). As a consequence, being in a good mood will enhance an individual's tendency to make impulse purchases.

4.5.7.4 Presence of Others

In purchase situations especially during offline shopping the presence of others will possibly influence the purchase decision; such effects may occur irrespective of whether the others are family members or friends. In a purchase situation the presence of other persons either motivates or demotivates individuals. As mentioned by one respondent:

“My mom [with a big smile] she doesn't like me spending [she laughed] mostly parents always restricts you they try to tell you yes you need to save you need to save so when you are with friends you don't have that kind of adult with you so you don't they are the same age and same kind of level with you and same thinking so when it is family obviously mom and dad they bit more mature they know how things are you know as parents are they will tend to say it to you don't spend”. (ZB)

The presence of others during shopping will possibly increase the possibility of impulse buying (Luo, 2005); however, urge buy will be increased in the presence of friends, while on the other hand the presence of a family member will decrease the urge to purchase something impulsively. However, presence of others may possibly have a discouraging influence on the individual, when they sense that their behaviour will be observed as unreasonable (Rook and Fisher, 1995); in such circumstances, individuals will prefer to make their purchase while they are alone. Most parents make an effort to discourage their children by considering impulse buying as wasteful; however, members of a peer group may perhaps encourage it regardless of the possible undesirable consequences for a long period of time (Coley and Burgess, 2003). As a result, these will influence the customer's

choice of product and brand according to their symbolic meanings and images (Punj, 2011). Hence, presence of others while shopping may have an effect on a consumer's impulse buying behaviour either positively or negatively. Individuals enjoy shopping with their friends as they do not feel any pressure and restriction when they are with their friends. On the other hand, the presence of a family member can put them under pressure, and they tend to enjoy their shopping trip, are most likely to stick to the shopping list and will make normal purchases.

4.5.7.5 Sales Promotion

Sales promotions have appeared as an influencing factor on impulse buying behaviour of individuals in both offline and online buying situations. Sales promotions are price discounts which are used widely in online and offline purchase situations in which consumers are presented similar products at a reduced price:

“Even if it is something you don't have any intention of buying but when you see those signs of fifty percent or something it attracts you think I might get something I could later on use or it can coming handy later on and it is at good price so ya.” (ZB)

Among various other factors that influence impulse purchase intentions, low price has strong and direct influence on an individual's behaviour. Reduction in price and other sales promotion activities have the ability to influence consumers, which result in impulse buying (Abratt and Goodey, 1990, Youn and Faber, 2000, Virvilaite *et al.*, 2009). Similarly, Bell *et al.* (2011) established that when individuals are exposed to in-store stimuli, it leads to impulse buying, specifically when the retailers have chosen low price. Discounted price results in higher willingness to pay for unrelated optional products, and responses may be generated because of a low price (Karbasivar and Yarahmadi, 2011). In the sales promotion strategy, price promotions have appeared to be a vital marketing feature, and in recent times have attracted an ever-increasing quantity of concentration (Hultén and Vanyushyn, 2014). Sales promotion can be described as a direct encouragement that offers an additional importance for customers; almost all consumer goods and services producers/providers use sales promotions (Virvilaite *et al.*, 2009). Promotional plans and special offers encourage

aspiration in the minds of shoppers, and shoppers consider the unplanned purchases entirely an advantage, and such an action may possibly create an encouraging post-purchase reaction (Kollat and Willett, 1969). This increasing attention is an outcome of their capability to encourage sales in the short term and to boost market share. Encircled by mounting competition in retailing consumer products, innovative point of sales promotions presented by supermarkets are designed to increase sales and enlarge the store brand value (Gutierrez, 2004). However, sales promotions do have positive outcomes all the time: such activities also cause negative and adverse effects on the products (Dittmar *et al.*, 1996). One of the undesirable outcomes of price discounts is that they might generate negative impressions about the quality of the product and secondly, they will also decrease the expenses by preventing customers from deciding to purchase additional products (Hartley and Cross, 1988). This indicates that individuals are sensitive to the sales promotions and if they recognize an opportunity to achieve financial benefit it will encourage individuals to make purchases even if they did not intend to make any.

4.6 Discussion

This research explores online and offline factors affecting impulse buying behaviour of university students. Impulse buying has been described by various researchers as unintended and unplanned buying due to the influence of internal or external stimuli (Stern, 1962, Cobb and Hoyer, 1986). Moreover, Rook and Hoch (1985) explained impulse purchase behaviour as an unanticipated desire to purchase immediately without considering the consequences. Additionally, impulse buying is considered as negative behaviour for the reason that individuals sometime feel disappointed after making an impulse purchase. In summary, impulse buying is when an individual buys without having any intentions or plans to purchase anything prior to entering the store or visiting a website. Any in-store or website stimuli facilitate individuals to make impulse purchases without considering the consequences. This part of the study was conducted to achieve first objective of the study which was;

- **To explore various factors affecting impulse buying behaviour in an online and offline purchase situation.**

As discussed earlier, for analysis of semi-structured interviews thematic analysis was used. During the analysis process after coding the entire dataset a list of different codes was developed; this list was sorted for the identification of themes at a broader level. After that, developed codes were examined carefully to find out the link between various codes and to develop overarching themes. In next step the developed themes were reviewed to check whether a logical pattern exists or not and then a mind map was developed by creating links between various themes. During this stage, some sub-themes were merged into other themes, which can be seen in figures 5.2 After reviewing the thematic map, it was further refined, three overarching themes then appeared (Figure 5.3), namely online impulse buying, offline impulse buying and situational factors themes. Each theme contains various sub-themes such as for online impulse buying the sub-theme was website characteristics, while for offline impulse buying the sub-themes were store environment and tangible influence and for situational factors the sub-themes were presence of others, mood, sales promotion availability of time and availability of money. On the other hand, one sub-theme product category exists in two overarching themes, i.e. online and offline impulse buying .

It appears from the analysis of the data that retailers utilize in-store sensory stimuli such as salespeople, store layouts and attractive product display in order to make the environment exciting and stimulating affecting customers' impulsive buying behaviour positively (Hultén and Vanyushyn, 2014). In this study, store layout, product display, sales people and tangible influence seem to be influencing factors. Product display seems to be one of the most influencing factors, as individuals mentioned that they are attracted when they see something beautiful on the display and that display attracts them into the store where presence of other stimuli motivate them to make impulse purchases.

In retail stores salespeople play a vital role in achieving sales targets, in building long-term beneficial business relations, and in maintaining good buyer–seller relationships by providing quality service (Mattila and Wirtz, 2008). It appears that most of the respondents do not like to be approached by the salespeople and they said they will not purchase if the salespeople try to sell anything to them. However, they said they will interact with salespeople and they will get their help if they are buying beauty-related products or when

they are buying an expensive product. The literature also suggests that salespeople are responsible for the determination of client needs, and identification of products or services that fulfil those specific wants (Park and Lennon, 2006).

Touch is one of the major sensory elements of the human body and the representation of physical contact (Lindstrom, 2005). In a shopping environment touching a product can play a vital part in the decision-making process. It has appeared as one of the reasons for shopping offline, which is absent in an online shopping situation. One of the reasons may possibly be the reality that the eye alone cannot be sufficient to make the judgement about the product (Hultén and Vanyushyn, 2014). It suggests that individuals want to see the features and texture of the product before making any purchase, especially when they are buying apparel products, they even want to try it on to make sure it fits properly and to check if it looks good or not. Similarly, while buying cosmetics during offline shopping individuals have the liberty to check the product by applying it on their skin. Consumer behaviour and buying intentions are influenced positively by touching the product (Peck and Wiggins, 2006). On the other hand, during online buying individuals make their purchases by relying totally on a picture and the given information about the products, therefore immediate satisfaction cannot be achieved during online buying.

At the present time, the internet is being used in our everyday life and the existence of the internet has brought many advantages to our daily lives (Dawson and Kim, 2009). As a result the study suggests that individuals are engaging in online shopping for the reason that it saves time and one can do all sorts of buying while being in the comfort of one's home. Similarly, elegant design, maximum navigability and ease of use while shopping online lead to increased online impulse purchases (Liu *et al.*, 2013). One of the most encouraging features of a website that increases impulse purchases during online shopping is perceived ease of use. It can be termed as the level to which an individual uses the website with less effort. It appears that mostly individuals avoid difficult-to-navigate and confusing websites and the findings suggest that they enjoy shopping on easy-to-navigate websites. Ease of transition from one step of the purchase process to another enhances mood and consequently the impulse buying behaviour during online buying environment. Likewise, a

poorly designed website creates difficulties in navigation and will produce the same results as a confusing physical layout of a retailing store. This does not mean that quality of website is the sole factor that affects customer purchase intentions. Features of a website are an important matter that influence and motivate an individual to make an impulse purchase. Functional aesthetics are paramount during online buying in contrast to the more immersive offline store environment; elegant design and maximum navigability while shopping online creates an impulse buying mood. Therefore, websites must be easy to navigate because well-designed websites will boost the mood of the buyers positively and as a result stimulate their desires to shop.

In terms of situational factors, it has been identified that time available; mood, available money and presence of others are the elements of this category. The results of the study show that individuals are expected to purchase more impulsively if they have more time. Most of the participants of the study mention that they will purchase products impulsively when they come across promotional stimuli in the retail store, for instance price discounts, buy one get one free and loyalty points. Similarly, the discount signs in a store also attract individuals into the store. According to the finding, when individuals see sale signs they become attracted and feel like they are getting a good bargain so they make more purchases or act impulsively even though they did not need the product or they were not planning to purchase the product. Customers often consider promotional campaigns as helpful for them in saving money; such campaigns help in generating impulsive buying and more importantly, they heightened the likelihood of repeat occurrence of impulse buying as the buyer perceives the experience as highly beneficial (Liao *et al.*, 2009).

The financial condition of individuals plays a very important role during a purchase situation and individuals always keep their financial situation in their mind while making a purchase (Beatty and Ferrell, 1998). Similarly, availability of enough money acts as a vital influencer during the impulse purchase process. This suggests that chances of impulse buying may increase with the availability of money and individuals may feel provoked when they recognize that they have extra money to spend. However, the results of this study are different from earlier studies: the respondents in this study have mentioned that their

financial condition does not have an effect on their impulse buying, as they mentioned that they will make impulse purchases, without considering their financial situation. The difference in results may be because of the selected sample of the study, as this study is focusing on students and previous studies have not focused on students. Another factor may be the availability of credit (credit card) facilities which is very common these days therefore individuals do not consider their financial condition and get involved in impulse purchases.

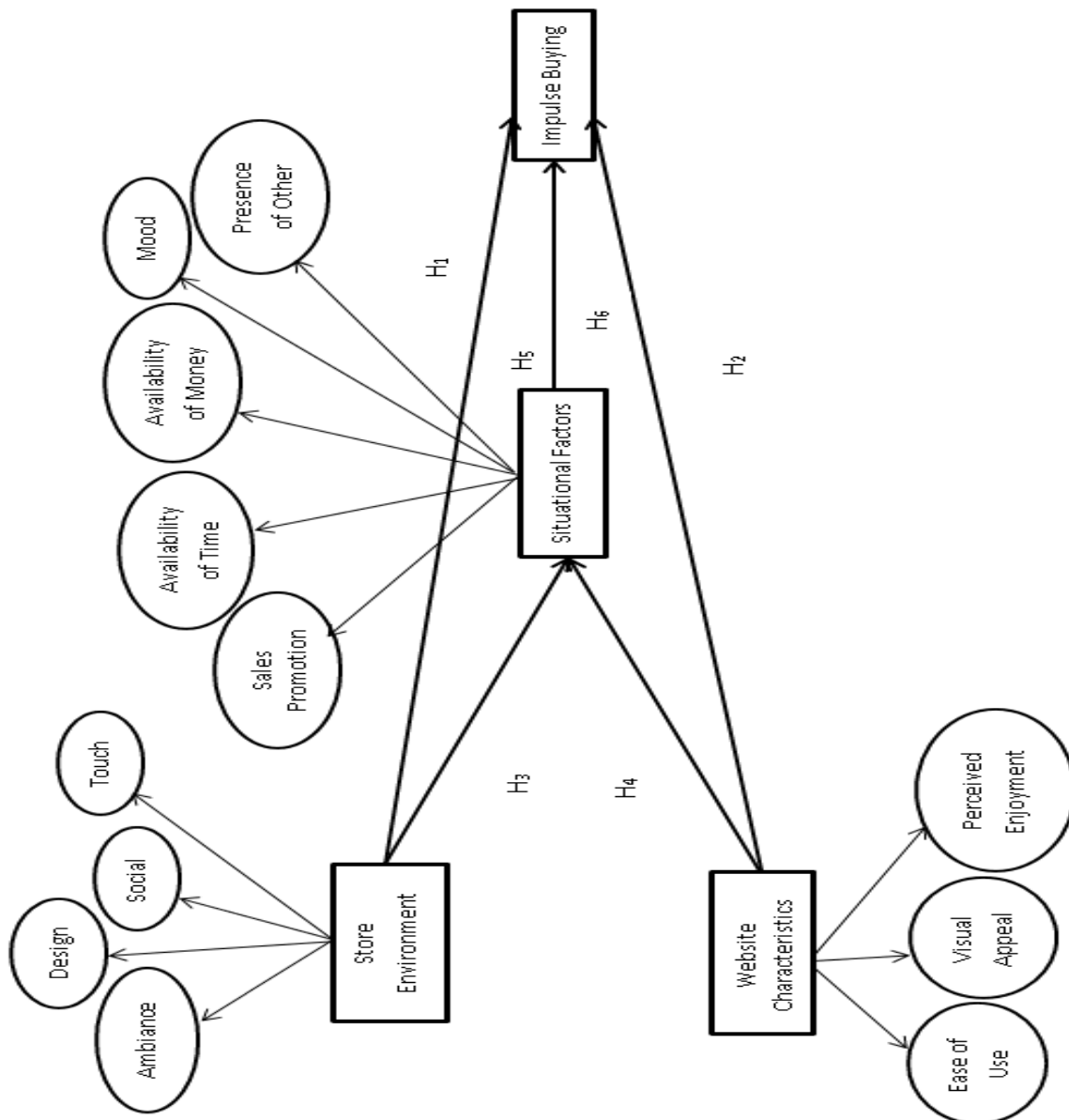
Mood also plays an important role. Individuals make purchases when they are stressed to raise their mood but the possibility of impulse buying is low (Rook and Gardner, 1993). This is for the reason that individual's purchase more when their mood is good compared to when they are stressed, when they do not get drawn by anything until and unless the influence is very strong. Findings of the study show individuals make impulse purchases whether they are in a negative or in a positive mood; in fact they purchase more when their mood is bad or when they are feeling low or if they are not happy. By buying impulsively they want to change their mood. An interesting insight has explored that when individuals are depressed or when they are not in good mood due to any reason, they make impulse purchases for others to change or to boost their mood.

Presence of others during a purchase situation either encourages or discourages customers. If they are with their family they might not make impulse purchases and they are most likely to stick to a shopping list, but when they are with their friends, they tend to make impulse purchases. Sales promotions, especially price discounts, are a good attraction for customers to make impulse purchases, but sometimes they create doubts in the buyer's mind, such as whether the product is out of date and not a good selling product. When customers possess extra money to spend, they are likely to be carefree and act more positively towards the shopping environment. However, when it comes to impulse purchases, mostly individuals do not consider their financial condition or availability on money. Time consumed while shopping affects impulse buying, as consumers try to maximize satisfaction by allocating time. When customers spend more time in a store, it will have a more positive influence on impulse buying and the probability of responding impulsively will become higher. Presence

of others during a purchase situation can either increase or decrease the likelihood of impulse buying (Luo, 2005). Findings suggest that company of friends is most likely to increase the urge of impulse buying while on the other hand presence of a family member reduces the chances of impulse buying. However, some of the individuals mention that they make more impulse purchases when they are alone, when no one is around without any restriction; this finding is in harmony with the finding of Rook and Fisher (1995) who establish that the chances of impulse buying increase when the individual is alone in a purchase environment.

As a result of pre-study the initial framework was revised as new variable was identified during pre-study i.e. factor of touch. The results of the study suggest that touch is one of the influencing factors that attracts individuals towards traditional brick and mortar stores. It depicts that while buying in a store individuals will have the advantage of checking the actual product and they can check material which will influence their impulse buying. Understanding the function of touch during the customer's decision-making process is still limited (Peck and Childers, 2003); therefore, it is required to study the influence of touch on customer's buying intentions. It has been revealed that touching a product has a positive effect on the buyer's purchase intentions and it is linked with effective placement of the product in a store (Citrin *et al.*, 2003). In addition, studies have revealed that for some individuals the influence of touch is stronger compared to others and its positive influence on them is also observable (Peck and Childers, 2003). Individuals prefer to assess products by touching them and become frustrated while shopping if they could not get the opportunity to touch the product; therefore, touching a product will develop positive emotional response that might develop further positive feelings towards certain products (Peck and Wiggins, 2006).

Figure: 4.5 Revised Conceptual Framework



4.7 Conclusion of the Pre-study

As mentioned previously, semi-structured interviews were conducted for data collection during the pre-study. Even though the size of the sample for the pre-study was small, as the purpose of the pre-study was not generalization of the result, but to explore further factors affecting impulse buying behaviour of university students. In other words, the objective of the pre-study was to provide material for the questionnaire design and modification instead of acquiring representative data. The pre-study data has revealed different situations in

which individuals were involved in impulse buying and also revealed factors that influence impulse buying behaviour. This research explores factors that influence impulse buying behaviour of university students in an online and offline purchase situations. During a purchase situation when individuals act spontaneously they are actually showing impulse behaviour comprised of purchase intentions and impulse buying tendency. (Rook and Hoch, 1985, Rook and Fisher, 1995). During offline purchase situations product display, store layout, tangible influence and presence of sales people have appeared as the most influencing factors. Attractive product display appears to generate positive emotions and it draws individuals into the store which results in impulse purchases. Similarly, a well-organized store seems to make the buying process easier for buyers, whereas in a disorganized store individuals feel irritated and they will quickly leave the store. Results also indicate that crowding in a retail store can either attract or restrict the customer: crowding in a shop might create a positive image in the customer's mind and they might feel that something important or interesting is going on in the store that has attracted these people. On the other hand, crowding in the store means long queues, and minimum privacy which can obstruct customers. One of the important factors that motivate most of the individuals towards offline shopping is the factor of touch, i.e. checking the material of the product, its colour and other features, which encourages impulse purchases. Others factors like mood, presence of others, sales promotions, availability of money and availability of time have also appeared as important motivators of impulse buying. During online shopping stimuli that encourage individuals to purchase on impulse are perceived enjoyment, web aesthetics and ease of navigation. Respondents of the pre-study have clearly indicated that most of the time they avoid difficult-to-use websites, especially when they ask for too much information and when they cannot move between the pages easily.

4.8 Integration of Qualitative and Quantitative Studies

A vital question for this section is "How findings of the qualitative study can help in designing the questionnaire and provide a better understanding of the elements of store environment and website characteristics on impulse buying behaviour?" There was a need to enhance the understanding of the research context by conducting a primary qualitative

study with a quantitative study due to the researcher's lack of understanding about some of the variables of the study. An initial semi-structured interview was considered helpful for this study for two main reasons: i) to support the research question by exploring factors that affect impulse buying behaviour of individuals and ii) it would provide the researcher further material for questionnaire design and modification and it would also provide information about real impulse buying situations identified by respondents of the study, as interviews have the ability to acquire much large insight information which can be adaptable to individual situations.

The qualitative study was carried out to get materials for the development and modification of the questionnaire for the quantitative study including real impulse buying scenarios reported by the respondents of the study. More specifically, individual's experiences and situations in which impulse buying take place may help in making required adjustments in the questionnaire. This technique of conducting an initial qualitative study for better understanding of the concept is also used in other social research. It has been established that the instrument which is revised with an intention to match the language of the respondents further closely is more effective in later studies (Blumberg *et al.*, 2008). In addition, qualitative findings of the study helped the researcher to design the sampling techniques and data collection procedures and improve the survey instrument. In addition, the findings of the qualitative study allowed the researcher to plan for the quantitative study, data collection procedures and finally, in refinement of the survey instrument.

The field study enhanced the understanding of the definition and characteristics of impulse buying behaviour. The qualitative study improved the understanding about various factors affecting impulse buying behaviour of university students. The qualitative finding revealed that while buying in a store certain factors such as touch play pivotal role in changing a normal purchase into an impulse purchase. It emerged that in most cases touching the physical product can influence the individual's purchase intentions; therefore this factor was considered for the final study. The analysis and interpretation of data collected through interviews helped in increasing understanding about important concepts and qualitative data was used to adjust the questionnaire accordingly. Additionally, items used in the

questionnaire to measure variables have emerged from the qualitative findings of the study as well as previously used instruments found in the literature.

The analysis and interpretation of the qualitative data helped the researcher to understand and operationalize the important concepts such as situational factors, perceived enjoyment and impulse buying. The data acquired through semi-structured interviews was used in developing items that reflect the main constructs as defined and understood by the respondents of the study. Moreover, indicators of the latent variables used in the instrument emerged as a result of qualitative study and also from previously used instruments found in the literature. The qualitative study aimed at identifying various online and offline factors influencing impulse buying. The findings of the qualitative study revealed that there is a similarity about the understanding of the constructs, for example, one of the respondents mentioned that “I consider a purchase as an impulse buying if I am buying something without planning”. Similarly another respondent mentioned that “impulse buying is when you are not intended to buy but suddenly something encourage you to purchase”. Therefore, the researcher has used simple language in the final questionnaire.

The experience gained by conducting a qualitative study and analysing data qualitatively further encouraged the researcher to use a self-administered survey method, in order to collect data from university students. Even though quantitative data is considered as reliable, a number of researchers have shown concerns about the issue of validity of qualitative data. The relationships between variables discovered in the quantitative study combined with the provided contextual understanding gained from findings of the qualitative study. In conclusion, using a qualitative study for initial exploration and questionnaire modification and development enabled this thesis to provide a comprehensive account of how various factors influence impulse buying behaviour of university students during online and offline purchase situations. To conclude, a preliminary semi-structured interview should be able to provide help to the researcher to understand impulse buying situations and language in the real world, which will possibly contribute more to the questionnaire design.

5 Quantitative Study

5.1 Introduction

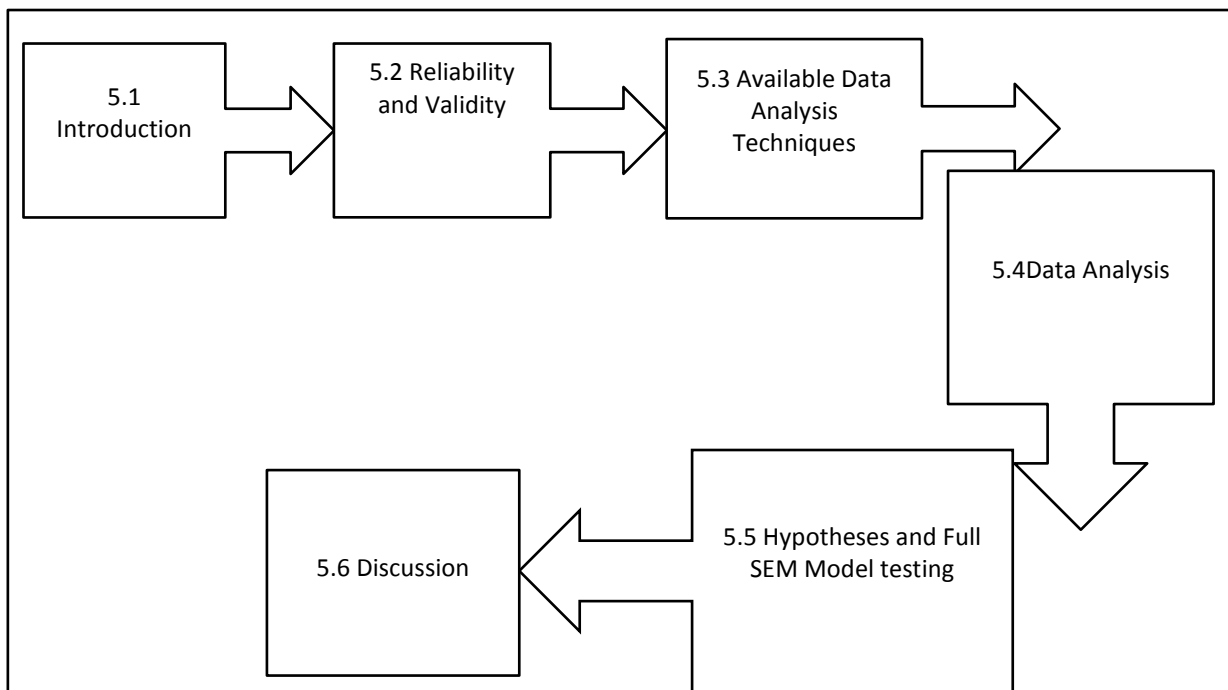
This chapter provides detailed information about the process involved in data analysis for confirmation or disconfirmation of the hypotheses. This chapter also provides an in-depth explanation of various techniques of data analysis which are used for hypotheses testing. Initially, this chapter provides information about the sample used for the final phase of the study and detailed information about the sample profile. Next, information about the data collection techniques and results of the reliability analysis of the pre-test are presented.

Quantitative study is carried out in the final phase of the research to achieve the three research objectives. In quantitative studies the investigator develops knowledge by doing surveys and by collecting data on predetermined tools that produce statistical data (Huber and Power, 1985). Moreover, according to Lewis *et al.* (2007), quantitative studies are deductive in nature and contribute to scientific knowledge through hypothesis testing, studying cause and effect relationships and testing and validation of theories. The key steps during the quantitative research process are hypothesis development, research design, methods of data collection and analysis, and write-up of findings (Bryman, 2006). The factors identified during the pre-study are also incorporated into the final phase. As a result of the design considerations for this research a quantitative study was considered with the intention of maximizing the usefulness of the study; the quantitative data was collected through self-administered questionnaires. In practice it entails a questionnaire that the respondents complete by themselves.

This chapter also provides details about the analysis conducted for the quantitative data. First, it provides information about the final sample used in this study and the sample profile in detail. It provides details of the data collection and data analysis methods used for this study and also provide information about the initial reliability analysis. Figure 5.1 provides the plan of this chapter. This study is an empirical study of the store environment and website characteristics that affect the individual's impulse purchase intentions. The previous chapter provided the detailed purpose of using a SEM model; this chapter

discusses the results of the proposed model developed in the previous chapter. The hypotheses that are accepted and rejected are discussed in this chapter. This chapter details the analysis of quantitative data for which SPSS 22 has been used. Following this, for data analysis and presentation software AMOS 22 was also used, specifically the confirmatory factor analysis, the measurement model analysis and the full SEM model. Empirical evidence is also provided to confirm the hypotheses at the end of the chapter.

Figure: 5.1 Plan of this Chapter



5.1.1 Sampling Techniques

Sampling involves selecting a relatively small number of elements from a larger group of elements and expecting that the information gathered from the small group of elements will provide accurate judgement about the larger group (Shukla, 2008). For all research enquiries it would be impracticable for the researcher to collect data from the entire population. For that reason the researcher needs to select a sample. Convenience sampling technique was adopted for this this study because of time limitations. The foremost criticism of using convenience sampling is that it hard to represent the general population, even though this method of data collection is cost and time efficient (Blumberg *et al.*, 2008). As in this study the research has used convenience sampling, efforts were made to minimize

the issues. For example, the research has attempted to maintain the diversity and equality in the sample. Literature suggests that every individual is likely to be involved in impulse buying offline or online. Therefore it was ensured that both sexes were well represented in this study. Although convenience sampling technique was used, the following measures were taken in order to make the sample more representative and results drawn more generalizable. All respondents were to be over 18 years of age and from different age groups. The reason for not including individuals under 18 years of age is because of the fact that mainly these individuals have limited access to credit cards; therefore there are fewer chances for them to get involved in online buying. The respondents were not limited to any particular city. Furthermore, a convenience sample was considered usable in current study for the reason that it is fair to make the assumption that every individual has an equal opportunity to get engaged in impulse buying. It has been established in previous research that most individuals occasionally purchase impulsively and up to fifty percent of all purchases are being categorized by the buyers as impulse purchases (Cobb and Hoyer, 1986, Han et al., 1991, Hausman, 2000). Therefore, the respondents of this convenience sample should be as aware with impulse purchase situations as any other individual of general population. Determining sample size is a main concern when structural equation modelling is used (Mcquitty, 2004). In the literature there is no agreement on the size of the sample to be used. It has been recommended to use a minimum 100–200 sample size (Boomsma, 1985), or 10 cases per variable (Nunnally, 1978). Similarly, Wolf *et al.* (2013) conducted an SEM study with a sample size of 200. Other researchers have suggested that a study where the research would use SEM should have a sample size of 200, or with 5 to 10 cases per variable would be sufficient (Weston and Gore, 2006, Kline, 2010). Researchers using SEM have normally used a sample size between 200 and 300. In any research endeavour sample size plays the role of most important influencing factor (Shavelson, 1988). An increase in size of the sample will result in decreased variability of sample distribution whereas an increase in sample size will provide greater statistical power. Hence, to achieve this, a suitable sample size was established for the current study. In well-established research areas a researcher can infer from available studies about what sample size will be appropriate for

the study. This research targeted 355 respondents; 312 complete responses were retained for the final analysis.

5.1.2 Item Development

Instrument development and selection is one of the most important steps in the research process. If the instrument is developed appropriately, then the bias during data collection and interpretation reduces. According to Garson (2002), the survey instrument is a list of questions offered to the respondents, which comprise of open-ended and close-ended items for which the respondents of the survey are asked for a response. Therefore, to collect individual responses a structure questionnaire was developed to assess variables through self-administered questionnaire. Questionnaire has been used for the main study in the present research based on the theoretical framework. In impulse buying literature questionnaires are very commonly used. Similarly, questionnaires are considered as one of the efficient techniques of explanatory or descriptive data collection method from a much larger sample (Mark *et al.*, 1997). Moreover, it provides a greater sense of anonymity and had the lowest likelihood of bias. A structured questionnaire consists of items measured on a five-point Likert scale measuring the latent variables. The indicators for the final questionnaire were drawn from the findings of qualitative study and from the previously used items in the literature.

In this study the questionnaire was designed very carefully to maximize the response rate of the participants; therefore, the research made it as easy to use and visually pleasant as possible. Moreover, the questionnaires was planned to be brief, organized, eye-catching and simple to follow with an intention of getting correct data and high response rate, by reducing fatigue for the respondents and by keeping participants of the study involved during the survey (Zikmund, 1997). According to Lietz (2010), a questionnaire should achieve two key objectives, i.e. maximize response rate and obtain accurate information for research. To increase the response rate individuals are approached by the researcher personally and encouraged to participate in the study. By keeping to a constrained time for the respondents (students) the research assured that the amount of time required to complete the questionnaire would be limited to only a few minutes in order to make sure

that the respondents would not avoid the survey because of time constraints. With the intention of adjusting the questions and the design of the questionnaire it was pre-tested with a small sample. The concerns of privacy and anonymity were handled by confirming to the respondents at the beginning of the survey that only the author of the thesis would use their answers. To make it easier for the respondents, close-ended format questions were added in the instrument by asking respondents to tick one of the choices in section A and multiple choices in section B, and confusing questions were avoided. The questionnaire had three sections: demographic questions, multiple option questions, and variable-related questions.

Store environment including design factors, social factors and ambient factors were measured to establish if presence of these factors in a store environment has an effect on impulse buying. Items were assessed on a five-point, strongly disagree to strongly agree Likert scale based on Mohan *et al.* (2013). To measure Store environment 12 items within three dimensions were used. Four items measuring ambience factors were assessed with a five-point Likert scale, with the following four items: "The fragrance used in the store affects my buying intentions"; "Appropriate lighting in a store makes you indulge in browsing more items in the store"; "Pleasing colour scheme induce my purchase intentions"; and "Pleasant and calm back ground music makes me to spend more time in a store".

Information about design is important because this factor in a store environment may inhibit impulse buying. To measure impact of design factors in a store environment four items were used: "I get an idea of what I want to buy after looking through in-store displays"; "Attractive display draws my attention and induce my impulsive purchasing"; "If it is easy to find out the products courage me to do more purchases"; and "If the store has eye catching arrangements I tend to spend more time in the store". Similarly, a five-point Likert scale was used to measure social factors in a store environment: "Helpful behaviour of sales person makes me buy an item I didn't plan to purchase"; "Friendly attitude of sales person encourages me to buy more than I intended to purchase"; "A crowded store doesn't really bother me"; and "It's worth having to deal with a crowded store if I can save money on the things I buy". During the qualitative study it was found that touch plays an important role

during offline purchase situations. Therefore, the factor of touch was also included in the final questionnaire; the items were: "I like to touch products before buying them"; "I trust products more that can be touched before purchase"; "I feel more comfortable purchasing a product after physically examining it"; and "To make sure a product is worth buying is to actually touch it".

A five-point, strongly disagree to strongly agreed scale was used to measured various variables which were included as situational factors. To measure the effect of mood the scale of Baker *et al.* (2002) was used; after modification the items were: "I buy a product to change my mood"; "When I am feeling down, I go out and buy something impulsively"; "I often buy more things than needed when my mood is pleasant"; and "When my mood goes low, I often buy more than needed to lift my mood up". Items regarding availability of money and time were adapted from the Beatty and Ferrell (1998) study; the items for availability of time were: "When I have time I usually make more purchase"; "I only buy things that I really need when I am under time pressure"; "The more time I spend on looking at products, the greater is the chance of buying"; and "When I have less time, I only buy what is on my shopping list". Similarly, the items for availability of money were: "I often control my feelings to buy something impulsively because of my limited budget"; "When I feel financially comfortable, I tend to do more impulse purchases"; "When I feel I can have enough money to make a purchases I do Impulse purchase"; and "When I have more money I am more likely to buy more impulsively".

The degree to which buyers are influenced by others was measured by using the Lichtenstein *et al.* (1995) scale; the items were: "I feel more delighted to have companions in the shopping trip"; "I usually make purchases on impulse when I am with my friends"; "It's more fun to shop with friends than it is to shop alone"; "I often buy more than needed when I go shopping with my family members"; and "I impulsively purchase a product due to my family pressure". Items related to sales promotion were adapted from Kchaou (2009); the items were: "I am more expected to make an impulse purchase if the product has a sale sign"; "Promotional activities (buy one get one etc.) make me to do impulse purchases"; "I

buy extra products with discount price”; and “If I see discount price, I tend to buy impulsively”.

Regarding the perception of the respondents about websites where they had made their last online purchases, 15 items were used to evaluate the website characteristics (i.e. ease of use, perceived enjoyment and visual appeal). Items were adapted from earlier research on website characteristics and certain adjustments were made, for instance modifying the statements to present tense. To measure ease of use items from the studies of Ahn *et al.* (2007) were used; the items were: “I prefer to purchase from a website which is ease to use”; “Ease of finding the product I want on a website could increase my purchase intentions”; “Quick and easy to complete a transaction tend to increase my impulse purchases”; “I prefer to buy from an online store where I can easily find the relevant information”; and “Ease of navigating a website will encourage my purchasing behaviour”. To measure perceived enjoyment items from Castaneda *et al.* (2009) were used; the items were: “I probably spend more time shopping if I enjoy using a website”; “If I feel excited while using a website then I am more likely to purchase more”; “Using attractive website increase my enjoyment during purchasing”; “Enjoyment while using a website affects my intention to shop online”; and “I enjoy surfing the net for the purpose of shopping and receiving information”. Whereas to assess visual appeal this research adapted items for the study of Loiacono *et al.*, (2002); the items were: “I feel attracted if the website is visually pleasing”; “Visually pleasing websites evokes positive impulse buying feelings”; “I prefer to buy from online stores only if they are visually appealing”; “If the website is beautiful it evokes positive emotions”; and “Colourful and vivid product pictures will influence my purchasing positively”.

This section was developed with the aim to uncover whether purchases made by respondents in the recent past were impulsive. A five-point agree-disagree scale measured the urge to buy impulsively and included and modified four items used in Beatty and Ferrell’s (1998) and Rook and Fisher’s (1985) studies. These items were: “I see it, I buy it describes me”; “Buy now, think about it later describes me”; “When I go shopping, I buy

things that I had not intended buying”; “I can’t suppress the feeling of wanting to buy things spontaneously”; and “I often buy products without thinking”.

Section ‘B’ of the instrument consist of questions related to demographic factors of the respondents. In this section four questions were asked to measure the demographic characteristics of each respondent (Gender, Age, Average Monthly Income and Level of Education). The responses were used to describe the general characteristics of the respondents. Additionally, one question was about the product category which they purchase more impulsively, and the respondents were asked to select one option for each product category. The question was “How frequently do you purchase the following items impulsively” and the options were “Never”; “Rarely”; “Sometimes”; “Most of the times”; “Always”.

5.1.2.1 Language

Language plays a vital role as it helps the respondent in understanding the questions and enables the respondent to answer correctly (Devellis, 2003). In this study the questionnaire starts with a short summary informing the respondent about the purpose of the survey and declaring then that the researcher is using this data only for academic purposes. Thorough guidelines were given at the start of the questionnaire. A simple definition of impulse buying is then given: “impulse is when you unexpectedly experience the urge to purchase something instantly” (Rook, 1987). In the questionnaire careful consideration was given to the selection of words; therefore, through the questionnaire design clear and easily understandable words were used in the questionnaire and language was also tested during the pilot study, and to make the questionnaire easy for the respondents some adjustments were made. This possibly would help the respondents of the study to have a cohesive and better understanding about impulse buying so that they would answer the questions properly.

5.1.3 Data Collection Procedure and Instrument Used

The data collection instrument plays a vital role in acquiring useful information from respondents to understand and evaluate changes in the perception of individuals (Churchill

and Iacobucci, 2006). The qualitative approach has been used for primary data collection whereas the quantitative approach has been used for data collection for the main study. The qualitative data were collected through a semi-structured interview while the quantitative data were gathered through a self-administered questionnaire. Compared to interviews this format is less expensive, quicker to administer and interviewers do not affect the answers.

Self-administered method was used for data collection as it is considered the most effective method to capture responses. Self-administered questionnaires might however miss some important questions and issues that could be raised in an interview setting (Bryman and Bell, 2007). The survey instrument refers to the schedule of questions presented to respondents, which include the open-ended or structured items for which a response is solicited from the survey respondent (Garson, 2002). Therefore, a structured format of questionnaire was used to measure observed variables and a self-administered technique was used to collect data. Questionnaire was used for certain reasons such as it provides a sense of anonymity is low cost, less time consuming and has low chance of bias. For the main study a survey questionnaire was used for data collection, as an instrument questionnaire has its own importance for analysing consumer behaviour that it may not be possible to examine or test directly (Sommer and Sommer, 1997) and survey questionnaires are considered as one of the favoured procedures in quantitative research (Bryman, 1984).

Moreover, earlier impulse buying studies provide certain reliable propositions about the situations in which impulse buying is expected to take place. As a result, a structured questionnaire was adapted for data collection. The reason for using a questionnaire can be that it is the most effective method of acquiring explanatory or descriptive data from a much larger sample. In impulse buying studies questionnaires have commonly been used (Navarick, 2010). Questionnaire is used for this purpose as it is the most effective technique for obtaining explanatory or descriptive data from a much larger sample size (Bhasin, 2012, Trong Tuan, 2012). Questionnaires as a tool are successfully used for data collection for business, marketing and decision-making (Wang and Feng, 2012, Woodside *et al.*, 2012). The questionnaire consists of a series of questions, open-ended or close-ended, for which a

reply is asked from the participant of the study (Garson, 2002). The central theme of the study is impulse buying, which is a known concept as almost everyone, i.e. nine out of ten individuals, sometimes gets involved in impulse buying (Cobb and Hoyer, 1986, Han *et al.*, 1991, Hausman, 2000). The structured questionnaire for this study contains items measured on five-point Likert-type scales measuring the variables. Likert scales are very commonly used with interval variables, provided the scale item has at least five and preferably seven categories. This allows the retention of more characteristics of the data and greater versatility in statistical analysis. Participants were asked to take part in the survey, and in order to screen for disqualified respondents before they begin the survey, a few questions were asked to subjects. The first question to answer was do you visit shops frequently; the second question was do you visit online stores frequently. The third question was “do you consider yourself as a frequent buyer” and the last question was “do you purchased anything recently”. Only the individuals who answered “yes” to the first question were asked the second question, if they were at least 18 years old. Qualified individuals at the age of 18 years or older were then asked if they were willing to participate. Upon agreement, the researcher distributed a paper-based questionnaire to them. According to Silverman (2000), young consumers are becoming the most attractive and active market. This segment of the market has a tendency to grow in the future for the reason that the purchasing power of young consumers is growing quickly (Shim and Koh, 1997) and many young individuals are getting involved actively in shopping not only for themselves but for their family members as well. They spend more time and money for shopping compared to middle- and old-age individuals (Silverman, 2000).

In a questionnaire, just like an interview schedule, the introductory part explains the aim and importance of the research. Survey instructions were provided to participants along with the definition of impulse buying behaviour. Participants were asked to respond to each question. The questionnaire of the study was divided into three sections: the introductory part of the questionnaire was articulated to encourage participation by describing the aim of the research, the reason why they might take part, anonymity of their participation, how data will be used and how findings will be disseminated. The participants were first thanked for sparing the time to take part in the survey. They were then informed that their

responses to the questionnaire would provide valuable insight in understanding consumer behaviour in a retail environment. It was stressed that there were no right or wrong answers to any of the statements in the questionnaire and that their first impressions and feelings were of interest to the researcher. It was also mentioned that the questions were not product- or retailer-specific.

The second part of the questionnaire contained questions about the products which they purchase impulsively. The last segment of the questionnaire was about the respondent's demographic profile. Though Garson (2002) suggested that the questions related to demography of the respondents should be placed early, however, in this work these questions were positioned at the end of the questionnaire and important questions regarding the main variables were placed at the beginning to acquire answers before the respondent became exhausted and did not respond to the remaining questions. Moreover, participants consider demographic questions somehow personal and sensitive. After pre-testing the final questionnaire consisted of four or more items to signify each construct. See Appendix 8.8 for the complete questionnaire.

5.2 Reliability and Validity

In the assessment of the quality of research, reliability and validity have been recognized as main indicators of any research process. Generally, the term reliability denotes the degree to which a research method and the process recording observations is replicable and produces the same outcomes. While validity is the indication that the findings are truly illustrative of the phenomenon which is being investigated (Johnson *et al.*, 2006, Sekaran, 2006).

5.2.1 Reliability

Reliability analysis is used to know whether the items for each variable are measuring the particular variable or not. Despite the fact that reliability is considered as essential to quantitative research, it has been maintained that reliability has partial importance in qualitative studies. Reliability refers to whether the data collection and analysis procedures will produce consistent results if the same procedures were repeated on other occasions by

different researchers (Creswell, 2009). However, reliability is also essential in qualitative studies to support future inquiries to construct knowledge on earlier qualitative studies. Researchers (Silverman, 2000, Welman and Kruger, 2001) have proposed substitute techniques to assess qualitative research regarding objectivity and consistency; certain of the techniques which are being utilized in field studies have involved little inference descriptors (research should not reconstruct the general sense of what a person said) and consistent coding. With the purpose of assuring the reliability in the first phase, the researcher had to make sure that all the interview questions are easily understandable for all respondents so that they will respond to the questions without any hesitation (Bell, 2010, Silverman, 2011). Pre-test of the interview guide is essential as suggested by Silverman (2011), that a research can increase the reliability of the interview as a result of interview schedule, pre-testing, by developing interview skills and by producing quality transcription. For assuring consistency for this study, pre-test of the interview guide was carry out with a PhD student in marketing with the intention to make all the respondents understand the questions in the same way.

For the second phase of this work internal consistency is applied as a technique for making sure of reliability. According to Franklin and Ballan (2001), clear understanding of the research procedure and truthful explanation of data collection and analysis approaches significantly improve replicability of any study. To assess the internal consistency of the items Cronbach's alpha is most used commonly; it is generally used by researchers when they have multiple Likert scale questions in their survey questionnaire and by using Cronbach's alpha, the researcher can verify the scales' consistency. This shows how closely items are related as a group.

5.2.2 Validity

There are different explanations regarding validity in qualitative and quantitative studies without any established term or standard of assessment (Sekaran, 2006). Validity involves the precision of data collection methods and whether these methods are assessing what they were planned to measure (Hardesty and Bearden, 2004). However, a study needs to address possible dangers for developing internal and external validity regardless of the

standards employed. In qualitative studies the emphasis on validity is to establish accurateness, dependability and credibility of both collected information and the results (Franklin and Ballan, 2001). Therefore, in this work measurement of validity includes assessment of correctness of information during data analysis procedures, use of external reviewers and validation with participants of the study. The validity of the research affects the quality of assumptions obtained from the outcomes (Carl and Gates, 2004).

To determine the instrument validity, quantitative researchers depend on statistical processes and make sure that the obtained responses from the participants of the study are important indicators of the constructs. It includes evaluation of content validity (how much items in a questionnaire signify the concepts), face validity (which is used to predict future performance as compared to previously founded standards) and content validity (the level to which an item assesses what it is expected to assess).

5.2.2.1 Face validity

Hardesty and Bearden (2004) have provided following guidelines to make sure of the face validity of the questionnaire.

- All developed measures must have a convincing theoretical background.
- The developed questionnaire should be grounded on the questions that have been verified and tested previously in relevant literature, i.e. impulse buying behaviour.
- To ensure measurement of the face validity an expert view is highly recommended (Devellis, 2003). The complete questionnaire was then shared with two experts and they gave a few suggestions about wording of the questions and recommend removing some identical items; the questionnaire layout was then designed after review.

5.2.2.2 Content Validity

Face validity of the questionnaire is essential; however it is not sufficient to ensure the validity of the questionnaire. Each item of the questionnaire has to succeed in a content validity test. Content validity is utilized to make sure that the developed measure signifies

the construct's whole area (Hardesty and Bearden, 2004). For this study the issue of content validity was addressed by identifying the features of the construct area by reviewing existing literature. Various elements of each construct were found and incorporated into the questionnaire to acquire valuable information.

5.2.3 Internal and External Validity

Besides validity of the scores, researchers involved in quantitative studies have shown their concerns about internal and external validity of their assumptions. There are various possible threats a research has to look for, for example, selection bias, participant attrition and maturation (Creswell, 2009). As a result, researchers are required to deal with such threats at different phases of the research process. External validity signifies the degree to which the outcomes of the research can be generalized across populations (Bailey, 1994). Even though external validity can be described as generalization of results assumed mostly in quantitative investigations, it remains as one of the weakness of qualitative research because of the small sample sizes (Sekaran, 2006). Therefore, most of the time, qualitative research focuses on theoretical generalization, which signifies theory building that can be generalized to other settings instead of the population (Bryman, 2006). In the meantime, this study is mostly quantitative, therefore the researcher aimed at statistical generalization instead of theoretical generalization.

5.2.4 Measures against Bias

It has been ensured that each item which is used in this questionnaire would not only measure variables accurately but also be applicable for the entire sample. By developing explicit questions the researcher has reduced the chances of bias in the instrument, meaning questions specifically avoid sweeping statements. In the instrument the response sets were mutually exclusive and no multiple response items were included. Pre-testing of the questionnaire sought to obtain opinion from expert and peer, to deal with bias and other matters, for instance, avoidance of leading and negative questions, or complex and unusual terms (Garson, 2002, Dillman, 2011). This was obtained by conducting a pre-test of the questionnaire and by seeking opinion from peers and experts.

5.2.5 Pilot Study

Pilot study is known as a formal and trial examination of a comprehensive research carried out to test the instruments validity and reliability. Sometimes pilot studies are carried out to find further insights about the concept and the investigator should be ready to make changes in methodology and inclusion and exclusion of variables as an outcome of disclosure of new concepts and new insights (Teijlingen and Hundley, 2001). It is also recognized as a viability study because by carrying out such activities researchers are actually doing assessment of proposed methods and identifying flaws (Polit and Beck, 2008). By conducting a small level of study the researcher examines how well instruments, methods and relationships that have been established by the researcher according to their understanding will perform (Blaxter *et al.*, 1998). If required it can then be modified and adapted as a result of the pilot study. Furthermore, it has been observed that pilot studies are used to shape the basis of further conclusive investigation and it helps in exploring the issues related to the instrument and data gathering technique (Singh, 2007).

In research, most of the time, things never happen as expected by a researcher; despite the fact that the researcher has done it so many times the research has the habit of acting in a different way than anticipated. Blaxter *et al.* (1998) stated that sometime researchers believe that they have sufficient knowledge about what they are doing; however, one cannot underestimate the importance of a pilot study. It has become quite clear that, by conducting a pilot study, the researcher can avoid the wastage of effort, time and money (Davenport *et al.*, 2012). Welman and Kruger (2001) argue that many beginner researchers become disappointed when they discover that procedures for conducting a research are only valid in ideal settings which are not achievable in a real-life research situation where they normally execute research; so it may be the one of the reasons pilot studies are necessary. It is considered as one of the most important steps in quantitative research; moreover, some researchers have suggested a pre-test with an instrument comprising additional items compared to the final version (Garson, 2012). For the current research pilot study was specifically conducted to identify if there were any issues with the instrument being used for the study. Pilot study provides help in identifying issues related to a

questionnaire, whether it is difficult to understand and does not make sense to the participants of the pilot study, or issues with the questionnaire that may possibly lead to biased responses. The respondents of the pilot study were university students, both male and female students with different social and economic backgrounds. Their participation in the pre-test was considered the way that they would be completing the actual study. The participants of the pilot were informed about their participation in a pre-test, that they would be helping in refinement of the terms used in the questionnaire for their clarity, applicability to the topic structure of questions and the overall appearance of the questionnaire. While the participants were completing the survey, the researcher was present as a silent observer, and to provide help if they needed any clarification or explanation of any question. After making certain changes in the adapted questionnaire, the research carried out a pre-test with 40 participants to make sure of the instrument's validity and reliability.

To check the reliability, Cronbach's alpha is used most commonly; it is generally used by researchers when they have multiple Likert scale questions in their survey questionnaire, to verify the scales' consistency. This shows how closely items are related as a group. According to Devellis (2003), the value of Cronbach's alpha should be greater than 0.6. Some items of the scale were then excluded from the questionnaire to ensure internal consistency between items of the scale. Factor analysis of the questionnaire was conducted to find out if the questions asked were the right questions to evaluate the supposed variable. Factor analyses identify and filter weak variables. The factor analysis of the questionnaire items was tested along with reliability to ensure the results are effective, consistent and reflect the true picture of the items under study. According to the positivist paradigm, the basic objective of scientific inquiry is to discover the laws which enable the researchers to anticipate and understand phenomena. As a result, reliability and validity of the instrument used by the research for data collection need to be significant. Validity of the instrument indicates that the researcher is assessing the concept that is expected to be assessed.

5.3 Available Data Analysis Techniques

Quantitative data analysis is a systematic method for examination during which numerical data is collected or the research transforms what is collected into numerical data (Sekaran, 2006). It usually defines an event or situation, answering the how and what questions the researcher may have. According to Babbie (2010), quantitative analysis is the numerical representation and manipulation of observations for the intention of defining and describing the concept or phenomenon reflected by those observations. By using quantitative data analysis techniques research can generate numbers that need to be described, summarized and analysed (Garson, 2002). Characteristics of the collected data can be explained and explored by illustration through charts and graphs, frequencies of variables, doing cross-tabulations and differences between variables, and calculating means and standard deviations (Navarick, 2010). Further analysis such as looking for patterns and relationships in the data by carrying out multiple regressions or an analysis of variance depends on initial findings (Lewis *et al.*, 2007).

Advanced modelling procedures might ultimately be utilized to develop better descriptions of how the data address the actual question (Bryman, 2012). However, most of the quantitative research studies would not always need to proceed that far and simple descriptive statistics would answer the questions (Carl and Gates, 2004). For this study the researcher has used descriptive statistics to study the relationships. Pearson correlation test was used to determine the relationship between independent variables and dependent variable. To test the hypotheses the researcher has used regression. The moderating effect is tested through the Baron and Kenny test for moderation. For all these analyses the researcher has used SPSS and AMOS software.

The data analysis approaches are generally divided in to two categories, first and second generation of data assessment methods. The **first generation methods** comprise of linear regression, descriptive analysis of a single variable and examination of multivariate (Gefen *et al.*, 2000). On the other hand, **second generation techniques** of analysis consist of more advanced techniques such as structural equation modelling (SEM) procedures, which include LISREL and PLS (partial least squares) (Bagozzi and Fornell, 1982). The use of

structural equation modelling is preferred compared to the first generation techniques of data examination, mainly for two reasons, i.e. measurement accuracy and concurrent analysis that can be carried out with the help of SEM. The main critique faced by first generation techniques of data assessment is that they presume that the variables which are included in the study are flawlessly assessed, which is almost impossible because of the presence of indirectly measured constructs. When such procedures are being used, the measurement error is considered as if it does not exist and as a result, these procedures are vague and produce unclear results (Barbara, 2001). On the other hand, the second generation techniques of data assessment do not believe in flawless measurement of the variables being investigated. Instead, assessment of measurement errors which are associated with the variables plays an essential role during the test of the suggested research model (Gefen *et al.*, 2000). As a result, SEM methods offer further rigorous examination of the research model being proposed; moreover, in recent times, various researchers have supported that structural equation modelling offers the most effective procedure that helps in achieving measurement accuracy (Chin *et al.*, 1997, Gefen *et al.*, 2000). To test a research model by applying first generation techniques of data analysis a researcher needs to carry out two separate analyses (Gefen *et al.*, 2000). Initially, the researcher is required to use factor analysis, to investigate in what way the various items load on the respective construct. While in the following step, the researcher has to examine the relationships between the various constructs. On the other hand, structural equation modelling helps the researcher in answering certain interdependent research questions by carrying out a single, organized and broader examination (Gefen *et al.*, 2000). Therefore, factor analysis and hypothesis testing can be done by using SEM methods in a single analysis; such simultaneous examination provides fruitful information to the researcher regarding the degree to which the proposed research model is supported by the data.

5.3.1 Structural Equation Modelling

SEM implements a confirmatory approach for research model testing (Barbara, 2001) and the term SEM suggests two vital features of this method. First, it characterizes the relationships between various constructs that are denoted by a sequence of regression

equations. Secondly, these relationships are exhibited in picture form to provide an understandable conceptualization of the theory which is being investigated (Barbara, 2001). As a result, a further comprehensive description of the research model is obtainable and verified (Gefen *et al.*, 2000). Structural equation modelling techniques are preferred compared to other available data analysis procedures for the reason that with the help of such techniques researchers can develop the relationship between a number of independent and dependent variables (Gerbing and Anderson, 1988).

The SEM model consists mainly of two types of variables, that is the latent and the observed variables (Barbara, 2001). The constructs used in social science research are not possible to observe or assess directly (Straub, 1989); such conceptual constructs are recognized as latent variables and researchers assesses these variables indirectly by using self-reported methods. The self-reported response scores signify essential constructs and these evaluated scores are recognized as manifest or observed variables.

5.3.2 The SEM Model

By using structural equation modelling the researcher can do factor analysis and test hypotheses simultaneously; therefore, the structural equation modelling model consists of measurement and structural models (Gefen *et al.*, 2000).

5.3.2.1 Measurement Model

By utilizing the measurement model researchers define the latent variables used in the model and allocate observed variables, respectively (Gefen *et al.*, 2000). Specifically, the measurement model creates a link between self-reported scores and latent constructs (Barbara, 2001). Therefore, it identifies the latent variables being studied and the related observed variables, along with their theoretical relationships with the construct. It is identical to confirmatory factor analysis as it has to be specified by the researcher which factors have to be loaded on which constructs; evaluation of the measurement model establishes the degree to which an observed variable loads on the latent variables (Barbara, 2001).

5.3.2.2 The Structural Model

The structural model helps the researchers in defining the relationship between latent variables used in the model (Gefen *et al.*, 2000). Furthermore, it also describes how particular latent variables influence either directly or indirectly other latent variables which are included in the research model (Barbara, 2001). Therefore, the researcher tests hypothesis with the help of the structural model and evaluates the relationship between independent and dependent variables, which hypothesized. By using the structural model, the measurement error for latent variables can also be established. Two different methods are available in structural equation modelling, i.e. covariance-based (CB) structural equation modelling and partial least squares (PLS) structural equation modelling. Even though both methods are different when it comes to modelling structural equations, the two procedures are explained in the following sections.

5.3.2.3 Covariance-Based SEM

For testing theory structural equation modelling works well and researchers can define the model with verified constructs and verify the theoretical model on the basis of the collected data from a specific sample (Gefen *et al.*, 2000). Structural equation modelling requires normally distributed data to establish the relationships between various variables (Chin and Newsted, 1999). The sample size is another key element that has to be considered when using SEM. It requires a considerably larger sample and it has been recommended that the minimum sample should be 100 responses (Hair *et al.*, 1998); this is for the reason that the statistical fit which is used to test model fit (chi-square), is sensitive to the size of the sample. Structural equation modelling allows the researcher to measure the unidimensionality; the extent to which items load exclusively on closely connected constructs. This evaluation is not possible to perform by utilizing conventional methods, for instance, factor analysis or by determining the construct reliability (Gerbing and Anderson, 1988), and the purpose of structural equation modelling is to confirm the proposed research model based on available data (Bollen, 1989).

5.4 Data Analysis

5.4.1 Techniques Used for Data Analysis

The collected data was entered into SPSS and then coded. Statistical techniques were used to analyse online, offline and situational factors affecting impulse buying behaviour of university students and statistical analysis consist of descriptive statistics, correlation test and test of hypotheses. Using SPSS for data analysis, initially frequencies and percentages were analysed to summarize the demographic profile of the respondents of the study. For measurement and hypotheses testing structural equation modelling (SEM) was used. It was used instead of simple regression because of certain reasons, such as SEM has the capability of assessing a series of distinct but mutually dependent multi-regression models all at once by specifying the structural model. In this study there are various latent variables in the model which require confirmatory factor analysis. Furthermore, SEM makes it possible to assess measurement error during the process of estimation for latent variables. SEM has the capability to bring the measurement and structural model into a concurrent assessment and it makes it possible for the researcher to carry out factor analysis and observe estimation error in single task which is further thorough assessment. According to Straub (1989), the constructs used in social science research cannot be observed or measured directly. For example, it is not possible to determine the emotional state of individuals by simply observing them. As an alternative, researchers assess these variables indirectly, mostly by using self-reported methods (Nunnally and Bernstein, 1994). For the social science researcher when it comes to select a data analysis method, it is essential that the selected procedure should take into consideration this error of measurement.

By using convenience sampling technique the researcher has surveyed individuals who were university students. Luton, Hertford, Birmingham, Coventry and London were chosen for collection of data for the reason that the researcher had easy access to the target population. A total of 355 responses were approached for the study, out of which 338 completed the questionnaire; after initial screening of the questionnaire a total of 312 questionnaires were found completely filled, which were then used for the final data analysis. In addition, the respondents were also asked to provide demographic information

such as gender, age and education. Respondents of the study were over 18 years of age, the reason for including individuals more than 18 years of age is because of the fact that mainly these individuals have access to credit cards; therefore there are more chances for them to do online buying. Everyone, whether men or women are almost likely to purchase impulsively offline or online, therefore in order to make sure that both sexes were well represented, both females and males were included in this study. Responses were analysed by using SEM. It has been recommended for use with a minimum 100–200 sample size (Boomsma, 1985), or 10 cases per variable (Nunnally, 1978). Similarly, Wolf *et al.* (2013) conducted an SEM study should have a sample size of 200. The questionnaires included structured close-ended questions and consisted of multi-item scales and demographic questions. A Likert scale of 1 to 5 is utilized to document respondents’ reactions (1=strongly disagree/ disagree/ neutral/ agree/ 5=strongly agree).

5.5 Findings

5.5.1 Demographic Characteristics

Data was collected from both male and female university students, the demographic data of which includes gender, age, annual income and level of education.

i. Gender

The gender distribution table 6.1 shows that the majority (58.3%) of the respondents were male students and 41.7% were female students.

Table: 5.1 Gender

Gender	
Male	58.3%
Female	41.7 %
Total	100.0%

ii. Age

Findings of the study indicate that majority of the respondents (64.4%) were 21–25 years old. 17% of the respondents were 26–34 years old. 14% of the respondents were in the age

group of 20 year or below. A small number of respondents (4.5%) were in the age group of 35 years and above.

Table: 5.2 Age

Age	
20 and Below	14.1%
21-25	64.4%
26-34	17.0%
35 and above	4.5%
Total	100.0%

iii. Income

The frequency distribution analysis (Table 6.3) shows that the annual income of the majority (49.7%) of the respondents is between £35,000 to 45,000. The second large group yielded 22.4%, with annual income between £24,000 and £34,000. In total, respondents of these two groups represented 72.1% of the whole sample's annual income pattern.

Table: 5.3 Income

Household Income	
Less than 12,000 £	5.4%
13,000–23,000£	16.3%
24,000–34,000£	22.4%
35,000–45,000£	49.7%
More than 45,000£	6.1%
Total	100%

iv. Education

Table 6.4 shows the distribution pattern of education level respondents, the largest group (58.3%) possess a master's degree, 30.8% of respondents possessed a bachelor's degree, 58.3% of respondents had a master's degree and 10.9% had higher than a master's degree.

Table: 5.4 Education

Education Level	
Bachelors	30.8%
Masters	58.3%
Higher than Masters	10.9%
Total	100.0%

5.5.2 Impulsively Purchased Products

Different product categories were included in the questionnaire to explore the product categories which are purchased impulsively. Results of the study show that respondents purchase various product categories impulsively and the frequency of purchase also varies depending on type of the product.

i. Apparel Products

Results show that 68.6% of the respondents purchase apparel products most of the time, whereas 26.6% of the respondents sometimes purchase apparel products and only 4.8% of the respondents mention that they rarely purchase apparel products impulsively. The results also indicate that majority of the female ($n=116$ out of 130) respondents purchase apparel products impulsively most of the time and also a good number of male ($n=83$ out of 182) respondents impulsively purchase this product category most of the time.

ii. Shoes

The results show that 43.3% of the respondents rarely purchase shoes impulsively, while 28.5% of the respondents purchase this product category impulsively. Results indicate that only 28.2% of the respondents purchase shoes on an impulse. Results also indicate that most of the time ($n=59$ out of 130) females purchase shoes impulsively, whereas the majority ($n=89$ out of 182) of males rarely purchase shoes impulsively.

iii. Books

Results show that this product category is the least impulsively purchased product category as only 2.2% of the respondents mention that they purchase books impulsively most of the time, while on the other hand 77.9% of the participants of the study mention that they

rarely purchase books impulsively and 19.9% of the respondents sometimes purchase books impulsively.

iv. Beauty Products

It has been identified that 36.2% of the participants of the study impulsively purchase beauty products most of the time, the majority of the respondents (55.1%) rarely purchase such products impulsively and a small number of respondents (8.7%) sometimes purchase beauty products impulsively. Further analysis of the data shows that majority ($n=109$ out of 130) of female respondents purchase beauty products impulsively most of the time and a very small number ($n=4$ out of 182) of male respondents mentioned that most of the time they purchase beauty products impulsively and a large number ($n=162$ out of 182) of the male participants mentioned that they rarely purchase such products impulsively.

v. Accessories

It has been found that accessories like ties, rings, bracelets, necklaces and belts are purchased impulsively as 43.6% of the respondents mentioned that they mostly purchase such products impulsively, similarly a handsome number of respondents (36.5%) mentioned that they sometimes purchase such products on an impulse, whereas 19.9% of the respondents rarely purchase these products impulsively. A detailed analysis of this product category indicates that the majority of ($n=105$ out of 130) females purchase this product category impulsively most of the time, while on the other hand a majority ($n=94$ out of 182) of male respondents sometime purchase these products impulsively.

vi. Food and Food Items

It has been identified that 69.3% of the respondents mostly purchase food and food items impulsively and 17.6% sometimes purchase food items impulsively, while only 13.1% rarely showed impulsive behaviour towards such products. It has also been found that the majority ($n=140$ out of 182) of males purchase such items impulsively most of the time and a good number ($n=74$ out of 130) of females also mention that most of the time they purchase food and food items impulsively.

5.5.3 Reliability Test and Factor Analysis

5.5.3.1 Discriminant Validity

Discriminant validity analysis shows the level to which a construct is associated with its own measure instead of any other and the items which are being used reflect that the construct differs from those that are not assumed to formulate the construct (Straub, 1989, Gefen et al., 2000). Hair et al. (2010) stated that discriminant validity is generally used for the assessment of the extent to which two conceptually comparable concepts are different from each other; if the constructs fail to meet the requirements of discriminant validity then it is possible that the two constructs are similar and required to be assessed as single construct. To ensure that all constructs are highly correlated to their measures, for assessment of discriminant validity the researcher has used the criteria established by Fornell and Larcker (1981). To ensure the validity of the constructs an additional assessment of multicollinearity, an examination of the tolerance and variance inflation factor (VIF) was conducted. The results indicate that tolerance values for all constructs of the model were greater than the .01 (Table 6.5) which is considered as the minimum acceptable value (Meyers et al., 2006) and VIF values of each construct were less than the generally preferred minimum value, i.e. 3.3 (Petter et al., 2007). In this study the maximum value is 2.79, which mean VIF values are within the acceptable range. Therefore these results provide additional evidence that there is no issue multicollinearity and therefore, further analysis can be done. To confirm the validity correlation was also used to investigate the relationship between the constructs. According to Rumsey (2016), if the correlation values are less than .50 it suggests a weak relationship and if the values are .50 to .70 then it is an indication of moderate relationship, whereas correlation values .70 and higher indicate the relationship is considered as a strong relationship; similarly, if the correlation value is 1 then the relationship between constructs and variables is considered as a perfect relationship. The values of correlation suggest that there is a strong and positive relationship between constructs of the study as the minimum value was 0.73 whereas the highest value was 0.89.

Table 5.5 Discriminant validity of constructs and multicollinearity

(N=312)

Variables	Tolerance	VIF	CR	AVE	MSV	MaxR(H)	1	2	3	4	5	6	7	8	9	10	11	12	13
SOCI	.96	1.04	0.85	0.60	0.01	0.86	0.77												
AVT	.73	1.38	0.94	0.75	0.06	0.95	0.02	0.86											
POT	.63	1.59	0.89	0.59	0.16	0.97	0.07	0.25	0.77										
MOT	.82	1.21	0.91	0.71	0.30	0.98	-0.09	-0.05	0.19	0.84									
WQ	.55	1.81	0.94	0.79	0.27	0.98	0.00	0.18	0.08	0.09	0.89								
DIG	.49	2.02	0.91	0.71	0.38	0.99	0.02	0.16	0.33	0.14	0.05	0.84							
AVM	.74	1.36	0.87	0.58	0.08	0.99	-0.02	0.21	0.29	0.15	0.29	0.13	0.76						
VA	.92	1.09	0.93	0.77	0.01	0.99	0.03	-0.11	0.08	-0.02	-0.06	-0.09	0.04	0.88					
SP	.79	1.26	0.89	0.66	0.13	0.99	-0.05	0.12	0.13	0.21	0.21	0.24	0.14	-0.05	0.81				
NAV	.54	1.84	0.85	0.59	0.27	0.99	-0.01	-0.11	0.17	0.20	0.52	0.09	0.08	0.11	0.10	0.77			
IMP	.43	2.30	0.85	0.54	0.30	0.99	-0.02	0.15	0.35	0.55	0.34	0.31	0.27	0.00	0.37	0.31	0.74		
AMB	.36	2.79	0.89	0.67	0.38	0.99	-0.01	0.18	0.40	0.25	0.26	0.62	0.06	0.02	0.32	0.34	0.41	0.82	
TUC	.82	1.22	0.82	0.53	0.04	0.99	-0.08	-0.09	0.20	0.17	0.06	0.02	0.13	0.08	0.17	0.02	0.10	0.00	0.73

5.5.3.2 Normality

Multivariate normality is considered as an essential requirement for carrying out multivariate regression analysis (Pallant, 2007). To check if the data is normally distributed or not skewness and kurtosis test was conducted. Probability plots and histograms are also used to test the normality (Hair *et al.*, 2010). For this study a statistical test of skewness and kurtosis was conducted to test the data normality. Table 6.6 shows that the values of means, standard deviations, skewness and kurtosis are within the acceptable range for each construct which means these values fall well within the guidelines of normality assumption, i.e. skewness within -1.96 to $+1.96$. Similarly the kurtosis index for betweenness, centrality and diversity of nodes was within the acceptable range as the highest value of kurtosis was 2.07, which is within the acceptable range as it has been recommended that for larger size (>300) sample a threshold of ± 2.58 can be used and kurtosis value larger than 3 provides evidence of non-normality of distribution (Field, 2009). Therefore it is considered as appropriate for further analyses.

Table: 5.6 Normality Test

Normality (N=312)								
Variables	Minimum	Maximum	Mean	SD	Skewness	Kurtosis		
	Statistic	Statistic	Statistic	Statistic	Statistic	S.E	Statistic	S.E
TUC	.81	2.82	2.14	.36	-.96	.14	1.17	.28
SOCI	.74	4.23	2.45	.78	-.34	.14	-.61	.28
AMB	2.02	4.87	3.52	.67	-.76	.14	-.14	.28
IMP	1.94	5.17	3.63	.70	-.40	.14	-.38	.28
NAV	1.36	3.68	2.52	.58	-.34	.14	-1.18	.28
SP	.91	4.07	2.94	.52	-1.49	.14	2.07	.28
VA	.96	4.84	3.33	.74	-.96	.14	-.02	.28
AVM	1.43	3.92	2.90	.61	-.59	.14	-.52	.28
DIG	1.96	4.98	3.48	.70	-.73	.14	-.42	.28
WQ	1.18	5.10	3.32	.83	-.41	.14	-1.09	.28
MOT	1.52	5.26	3.61	.94	-.25	.14	-.95	.28
POT	1.40	5.28	3.76	.74	-.70	.14	.11	.28
AVT	.87	4.43	3.12	.67	-1.10	.14	.41	.28
WEBC	1.85	4.06	3.06	.48	-.41	.14	-.69	.28
STEN	1.81	3.70	2.90	.38	-.66	.14	.20	.28
SIFC	1.95	4.31	3.36	.44	-.44	.14	-.18	.28

5.5.3.3 Construct Reliability

To check the reliability of the constructs, the internal consistency method was used for the questions used in the questionnaire. By using this method researchers can assess inter-correlation between the items of the measure and can confirm that each item is measuring the same construct. Generally, researchers use Cronbach's alpha for the measurement of internal consistency. Internal consistency can also be measured through confirmatory factor analysis by extracting composite reliability and average variance. Reliability in the study was calculated first by using Cronbach's alpha. According to Devellis (2003), Cronbach's alpha value of must be greater than 0.6, while Carmins and Zeller (1979) recommend that the value should be 0.80 in order to establish internal consistency. However, Nunnally (1978) proposed a rule of thumb where the acceptance levels of alpha should be higher than 0.70. Thus, for this study the research has used an alpha value of 0.70 as a cut-off value to evaluate the internal consistency of the scale used for the study. Along with Cronbach's alpha values reliability analysis was also conducted using composite reliability of the measures and average variance extract.

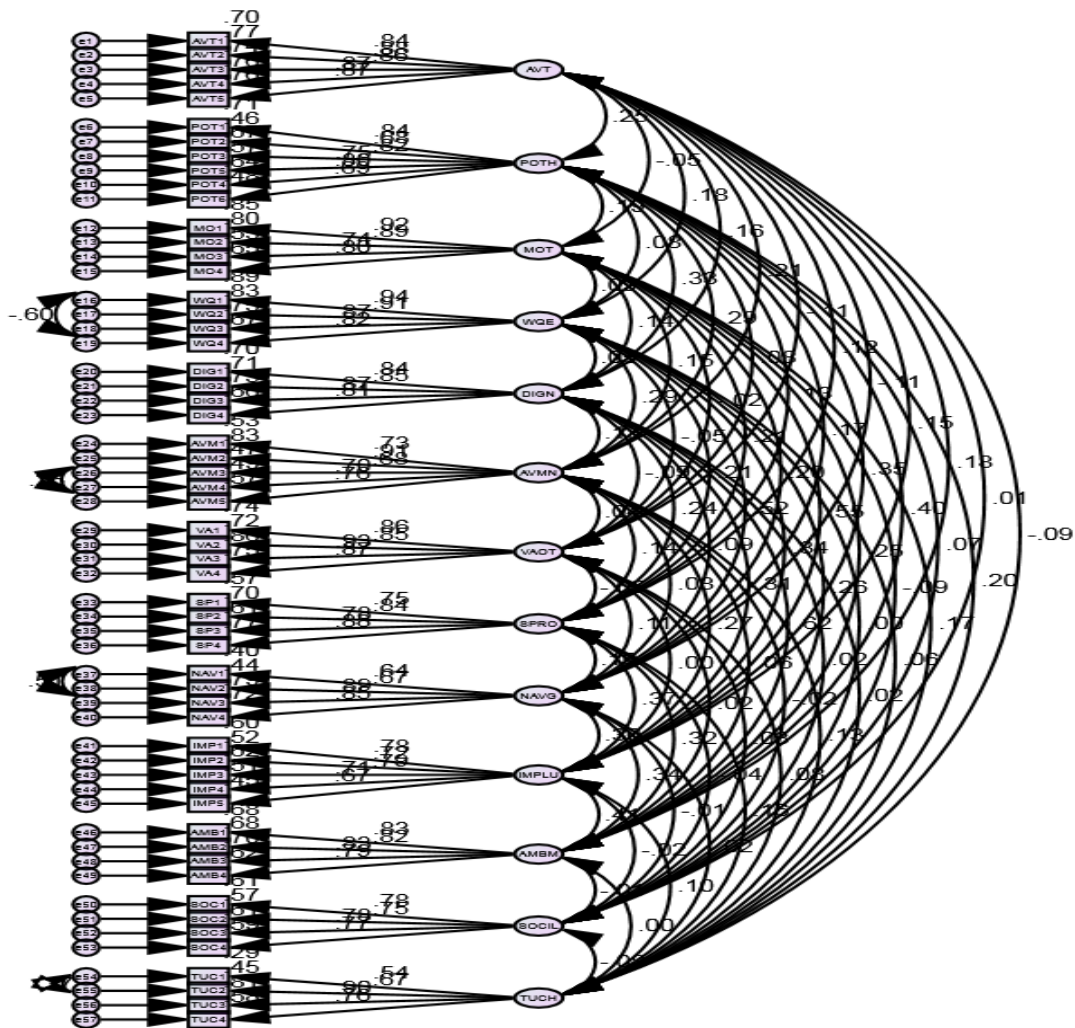
Validity determines the degree to which the research truly measures what we intend to measure or how truthful the research results are (Trochim and Donnelly, 2008). The convergent validity of measurement items to their constructs was ensured by checking the values of standardized factor loadings (Fornell and Larcker, 1981). The measurement model is used to explain relationship between observed and latent variables; the structural model evaluates the relationship between latent variables. The measurement model is first evaluated by examining the reliability of each individual item, the construct reliability and then the validity of all the constructs, in order to make sure that the construct measures are reliable and valid before evaluating the nature of the relationships between the constructs (Lau and Roopnarain, 2014). By using the measurement model reliability of each individual item is assessed; adequate reliability occurs when the factor loading of every item is greater than .06 (Nunnally and Bernstein, 1994); however, it has been highlighted that factor loading values above 0.60 are considered reasonable and values above 0.80 can be considered as good. Similarly, for the reliability of items, confirmatory factor analysis was

conducted as shown in Table 5.7. Reliability is the quality of measurement, demonstrating how precisely the same results are reproduced with the repeatability of a measurement (Trochim and Donnelly, 2008).

While analysing reliability of individual items in this study, no item was deleted. As mentioned by Hair *et al.* (2011), if an indicator's loading is between 0.40 and 0.70, it should be considered for removal from the scale only if removing an item results in an increase in composite reliability. Composite reliability can be calculated by dividing the sum total of standardized loadings squared by the sum total of standardized loadings squared plus the sum total of measurement errors (Hair *et al.*, 2009). The recommended values for composite reliability should be higher than .70 (Hair *et al.*, 2011). However, indicators with low loadings, i.e. below 0.40, should always be removed from the scale because such indicators have less explanatory power for the observed variables on latent variables. Therefore, to ensure the instrument's reliability and validity a pilot study was carried out with a small sample of 40 students. During this pilot study, some of the items with poor loadings were excluded from the questionnaire to ensure internal consistency between items and to obtain a reasonable average (above 0.65) of Cronbach's alpha and thus ensure higher reliability values for the instrument used. The reliability of each construct items was assessed by using composite reliability. Composite reliability is suggested as the total amount of variance which is accounted for by all core factors (Hair *et al.*, 2009), and assesses the internal consistency of measures (Fornell and Larcker, 1981). Item loadings for each factor were above 0.50 and composite reliability was above 0.7, which is considered an ideal composite reliability score (Vandenbosch and Higgins, 1996). Similarly the alpha values were above 0.7: according to Devellis (2003), the value of Cronbach's alpha should be greater than 0.6, while Carmins and Zeller (1979) recommend that the value should be 0.80 in order to establish internal consistency. However, Nunnally (1978) proposed a rule of thumb where the acceptance levels of alpha should be higher than 0.70. Thus, an alpha value 0.70 was used as a measure to determine the internal consistency of the scale used for the study.

Validity of constructs was established by confirming consistency among the measurement items; to achieve this pilot test of the instrument was carried out. As suggested by Churchill (1979), a construct's convergent and discriminant validities have to be examined. Therefore, for this study the researcher measured the convergent validity of the constructs by checking composite reliability (CR). The values of CR of each constructs were between .76 and .91 (Table 6.7), all more than the recommended minimum value 0.70 (Hair *et al.*, 1998). The first condition for excluding problematic observed variables can be carried out by examining factor loadings. Convergent validity can only be achieved if the factor loadings are higher than 0.70. Whereas according to Comrey and Lee (1992) factor loading higher than 0.60 should be considered as good loading. Therefore, all observed variables which have factor loadings less than 0.60 should be dropped because they decrease the relationship between the constructs of the model. The factor loadings were assessed to detect any problematic observed variable. However, the factor loadings for each construct were between 0.70 and 0.93. This proves that the measurement model has the characteristics of convergent validity.

Figure: 5.2 Standardized Estimates



5.5.3.4 Common Method Bias

A structured questionnaire was used for the collection of data, as it offers a greatest sense of secrecy and had the fewer chances to introduce biasness. Therefore, in this study the researcher ensured that the items that have been used in the questionnaire are precisely measuring the construct. To safeguard against the introduction of biasness in the questionnaire the researcher has ensured that questions included in the questionnaire were unambiguous and explicit: meaning questions are detailed preventing sweeping statement with a clear objective. The 'response sets' in the questionnaire were mutually exclusive and items with multiple responses were not included. Through pre-testing of the developed questionnaire and obtaining opinion from experts and peers biasness issue was addressed

before conducting any statistical test. Similarly, by avoiding negative and leading questions, and by avoiding adding complex and multidimensional terms, the biasness was minimized.

Any bias in the data set external to the measure is known as common method bias (CMB). It happens when variations in responses are produced by the instrument instead of the respondent's actual predispositions that an instrument seeks to disclose. In other words, the instrument becomes the source of bias, which causes variances; therefore, the results are affected by the biased instrument (Podsakoff *et al.*, 2003). To test the common factor bias Harman's single factor score was used. It has been suggested that the total variance for a single factor should be less than 50%. A value less than 50% indicates that CMB does not affect the responses and therefore the results of the study. The results of the study (Table 5.11) explain that the total variance (16.736) is less than 50%, which suggests that CMB does not affect the data; therefore in this study there is no issue of CMB.

Table 5.7 Common Method Bias

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.540	16.736	16.736	9.540	16.736	16.736
2	5.007	8.785	25.521			

5.6 Measurement Model

The SEM process consists of two fundamental steps: the first step includes validation of the measurement model that has been conceptualized, while the second step involves fitting the structural model. SEM starts with building a model based on the theory and each variable included in the model is conceptualized as a latent variable; these are measured by one or more indicators. In SEM it is useless to continue to the structural model unless validity of the measurement model is satisfactory (Schreiber *et al.*, 2006) and this can be tested by conducting confirmatory factor analysis (CFA). In CFA the measurement model links the variables to the constructs and by conducting CFA only those indicators are retained in the model which best measure the variables. The measurement models are generally tested by confirmatory factor analysis (Iacobucci, 2009). While conducting CFA the loading of one of the indicators defining a variable is fixed to one and this is done with an intention of setting the scale for each factor and also to provide support in the overall estimation model. The CFA model mainly enables two inferential tests; first, it allows the

testing of significance of factor loading and second, it allows establishing the model fit. If factor loadings are not significant it suggests that there is cross-loading between factors or it is simply a poor measure; as a result in such cases the items or variables need to be removed from the model and further analysis of these items and variables cannot be conducted. In CFA the final step is to ensure that the developed measure model fits well enough; when this is ensured the next step is develop a structural model. This step is also known as the structural or path model and theoretically it is considered as the most important; in the path model research needs to specify both exogenous and endogenous variables. The exogenous constructs are also known as independent variables and in the path diagram no arrows pointing towards these suggest that no other factors are assumed to cause any changes to these factors. Whereas on the other hand, in the model the endogenous constructs are predicted by other constructs, at this stage of SEM only the structural prediction errors are measured. CFA was performed using AMOS 22 to check the validity and reliability of the measures. Validity is the accuracy of the measurement or the strength of the conclusions, inferences or propositions (Trochim and Donnelly, 2008).

The full SEM model is the combination of the two models which have been described in the previous paragraph, the measurement model which links the variables to the constructs and the path model which establishes relations between different constructs (Iacobucci, 2009). The main analysis was carried out after the initial analysis that involved reliability analysis and correlation analysis, and this involves using the measurement model and full SEM model for testing different hypothesized relationships. Mainly, there are two broad approaches available for the assessment of measurement model validity by conducting CFA, by examining data normality and then by evaluating construct's validity and reliability in the measurement model (Schreiber *et al.*, 2006). In structural equation modelling there is no particular or one statistical test that can explain the strength of the model best; as an alternative, various types of measures have been developed over time by researchers to assess the data in combination.

The Kaiser-Meyer-Olkin (KMO) test was run for each construct to check the appropriateness of data for factor analysis and it is used to measure the sampling suitability for the study.

The chi-square is 13,844.42 with 1596 degrees of freedom and it is significant at the 0.05 level. The KMO value of 0.789 in this study indicates that the sampling in the current study is adequate and it satisfied the requirements. The KMO values between 0.8 and 1 suggest that the sampling is adequate, whereas if the values of KMO are less than 0.6 then it signifies that the sampling is not suitable, and therefore corrective measures should be taken in that case (Sharma, 1996). The values of KMO suggest that factor analysis can be carried out for further data analysis. In general, it is assumed that a factor should explain no less than half of variance in a variable.

5.6.1 Confirmatory Factor Analysis

The results of the path analysis of the structure model confirm a reasonable fit index. Therefore, the hypothesized relationships between the latent variables and their related observed variables were assessed and the relationships among the independent and the dependent variables were created. To check the model fit the researcher has used different indicators for assessment of the model. Some of the common fit indices are chi-square, Confirmatory fit index (CFI), Normed fit index (NFI), Tucker Lewis Index (TLI) and root mean square error of approximation (RMSEA). The values of chi-square assess the amount of discrepancy between the sample and fitted covariance matrices (Hu and Bentler, 1999). The probability values of 0.05 would symbolize a good model. The chi-square test results were decent for this study. Preliminary measure of model fit indices is standardized root mean square (SRMS), which is the mean difference between predicted and observed variances and covariance in a model, based on standardized residuals. SRMR values (SRMR = 0.050) of this study suggest a better model fit. Garson (2012) mentions that SRMR value = 0 suggests a perfect fit whereas values less than .05 indicate a good fit, on the other hand values as high as 0.08 are considered acceptable.

The results of the chi-square test were decent and other indicators also indicated reasonable fit for the model; the values of absolute fit indices (RMSEA, CMIN/DF, SRMR and CFI) in Table 6.11 show that the model is fit for analysis. RMSEA is a widely used to measure fit, partially for the reason that it does not need to be compared with a null model and is considered as one of the indicators of model fit which is least affected by size of the sample;

however if the sample size is smaller, then it overestimates of model fit (Byrne, 1998). The value of RMSEA suggests exactly how well the model is fit for analysis; during the early 1990s, the RMSEA range was between 0.05 and 0.10 and values below 0.05 were considered as good fit value and above 0.10 as a sign of poor fit (Maccallum *et al.*, 1996). According to Browne *et al.* (1993), the values of RMSEA should be less than 0.08 and ideally, less than 0.05. The reported value of RMSEA in the table indicates that the model is fit for testing hypotheses as RMSEA is .070. The values of SRMR of this study were .050 which is within adequate fit range. The values CFI and TLI should be greater than 0.90 in order to ensure model fitness, however the values of CFI and TLI in this study was 0.830 and 0.814 respectively according to Hu and Bentler (1999), CFI and TLI values greater than 0.8 are sometimes permissible. To assess the model fit in confirmatory factor analysis CMIN/DF is conducted and researchers have recommended CMIN/DF values should not be lower than 2 and higher than 5 to indicate a reasonable fit (Loo and Thorpe, 2000). The CMIN/DF value 2.539 in Table 6.11 indicates a reasonable fit.

Table: 5.8 Model Fit Indices

Model Fit Indices	
KMO	0.798
Chi-square	13844.42
Degree of Freedom	1596
Probability Level	0.05
Absolute fit indices	
CMIN/DF	2.539
RMSEA	0.070
SRMR	0.050
PCLOSE	.000
Incremental fit indices	
CFI	0.830
TLI	0.814

5.6.1.1 Store Environment

Store environment mainly consists of factors such as ambience, design and social factors. The ambience factor is of three types: lighting, music and fragrance; the design factor also consists of three factors: product display, store layout and colour; and social factors consist

of two elements: salespeople and crowd. The results (Table 6.7) of the reliability test show that the questionnaire used for the data collection was reliable as the factor loading of each item was above the minimum acceptable range, i.e. .60. Alpha values were also higher than the acceptance levels as recommended by Nunnally (1978), that alpha values should be higher than 0.70. Hair *et al.* (1998) have recommended that the average variance extracted (AVE) should be 0.5 or more. In this study, the AVE of the store environment constructs exceeds 0.50. Following are the detailed results of each factor of store environment with factor loading, Cronbach’s alpha, composite reliability and AVE values.

Table: 5.9 Factors of Store Environment

	Factor Loadings	Composite Reliability (CR)	AVE
Ambience			
AMB1	0.66	0.89	0.67
AMB2	0.86		
AMB3	0.73		
AMB4	0.76		
Design			
DES1	0.85	0.91	0.71
DES2	0.80		
DES3	0.83		
DES4	0.79		
Social			
SOC1	0.79	0.86	0.53
SOC2	0.76		
SOC3	0.78		
SOC4	0.77		
Touch			
TOC1	0.63	0.82	0.53
TOC2	0.75		
TOC3	0.83		

5.6.1.2 Website Characteristics

This consists of three factors: ease of use, visual appeal and perceived enjoyment; and each factor consists of four items. The factor loadings, Cronbach’s alpha and composite reliability of each item were within the acceptable range. Table 6.8 shows the minimum value of

factor loading is 0.63 and the maximum value is 0.93, whereas the values of Cronbach's alpha for each construct is more than 0.80 which is above the acceptable standard. The values of CR for the constructs were between 0.87 and 0.93; all values are higher than the recommended minimum value, i.e. 0.70 (Hair *et al.*, 1998). Similarly, the AVE values are also within the acceptable range, between .59 and .79.

Table: 5.10 Factors of Website Characteristics

	Factor Loadings	Composite Reliability (CR)	AVE
Ease of Use			
EoU1	0.82	0.87	0.59
EoU2	0.86		
EoU3	0.73		
EoU4	0.68		
Visual Appeal			
VA1	0.88	0.92	0.77
VA2	0.86		
VA3	0.92		
VA4	0.86		
Perceived Enjoyment			
WQ1	0.91	0.93	0.79
WQ2	0.93		
WQ3	0.79		
WQ4	0.85		

5.6.1.3 Situational Factors

There were five situational factors being assessed to test reliability. The constructs sales promotion and mood consist of four items each, while the constructs availability of time and money consist of five items each, and the final construct presence of others consists of six items. Table 6.9 shows the minimum value of factor loading is 0.70 and the maximum value is 0.93, whereas the values of Cronbach's alpha are between 0.87 and 0.94, which is well above the acceptable standard, according to Nunnally (1978), the alpha values of the variables should be greater than 0.70. The values of composite reliability (CR) for the five constructs were between 0.71 and 0.86; these values are also greater than the

recommended value (Hair *et al.*, 1998). The AVE values were also above .50 which is the minimum acceptable value.

Table: 5.11 Social Factors

	Factor Loadings	Composite Reliability (CR)	AVE
Situational Factors			
Sales Promotion			
SP1	0.76	0.88	0.66
SP2	0.83		
SP3	0.81		
SP4	0.85		
Mood			
MD1	0.95	0.9	0.71
MD2	0.87		
MD3	0.73		
MD4	0.78		
Availability of Time			
AVT1	0.81	0.93	0.75
AVT2	0.87		
AVT3	0.85		
AVT4	0.88		
AVT5	0.89		
Availability of Money			
AVM1	0.74	0.87	0.58
AVM2	0.83		
AVM3	0.79		
AVM4	0.8		
AVM5	0.77		
Presence of Others			
POT1	0.79	0.89	0.59
POT2	0.66		
POT3	0.85		
POT4	0.83		
POT5	0.73		
POT6	0.67		

5.6.1.4 Impulse Buying

This consists of four items for which the reliability and validity testing (Table 5.10) was conducted by evaluating factor loading, Cronbach alpha, composite reliability and AVE.

Factor loading for each item was higher than 0.50 which is the minimum acceptable value. Whereas, Cronbach alpha values was also greater than the 0.70 which is considered the cut-off value. Similarly, AVE was also higher than the minimum acceptable value, i.e. .50.

Table: 5.12 Reliability Analysis of Impulse Buying

	Factor Loadings	Composite Reliability (CR)	AVE
IMP1	0.69	0.85	0.54
IMP2	0.68		
IMP3	0.87		
IMP4	0.7		
IMP5	0.75		

The above results show that the measurement items have higher reliability and validity. In this study the AVE values of each construct was higher than .50, which is an indication of good convergent validity and it is an indication that more than half of the variance in the construct is explained by the corresponding items (Fornell and Larcker, 1981).

To measure impulse buying during online and in a store environment the researchers have used the measurement items that have been developed by Beatty and Ferrell's (1998) and Rook (1987). This scale is being used by majority of researchers who have investigated impulse buying in online sitting and those who have studied impulse buying in a store environment. Impulse buying can be assessed by the ability of senses to produce an unexpected and abrupt response, which results in a purchase decision without much deliberation. As a result, sensory stimulation can generate the emotional and unintentional reaction that result in buying impulsively to a greater extent regardless if the purchased is being made in a traditional store or by using internet (Aragoncillo, 2018). Similarly, impulse buying depends more on personal and situational elements compare to channel factors, those who consider themselves as impulse buyers in traditional store also accept that they were impulse buyers during online purchasing and vice versa (Aragoncillo, 2018). Therefore for this study the research has used the same sales as in this study impulse buying behaviour is being studied in both online and store environment

5.7 Hypotheses and Full SEM Model Testing

5.7.1 Relationship between Store environment and Impulse buying

It was hypothesized that for an offline impulse purchase to take place store environment must significantly influence customer impulse purchases. Results show that environment of the store has a significant effect on the individual's impulse buying behaviour and it motivates individuals to make impulse purchases. The results in Table 6.12 suggest that store environment ($H_1: p < 0.000, \beta = 0.32$) is a vital determining factor of impulsive buying; a number of micro components combine to make up the store environment; these include ambience, design and social factors (Tendai and Crispen, 2009).

5.7.2 Relationship between Website characteristics and Impulse buying

It was hypothesized that during online impulse buying, website characteristics such as ease of use, web aesthetics and enjoyment will significantly influence impulse purchase. Results indicate that website characteristics positively influence impulse buying behaviour during online buying ($H_2: p < 0.000, \beta = 0.29$). This suggests that factors such as ease of use, perceived enjoyment and aesthetically attractive websites positively influence individuals' purchase decision and they make impulse purchases.

5.7.3 Relationship between Store environment and Situational factors

Results in Table 6.12 illustrate that the relationship between store environment and situational factors is positively significant ($H_3: p < 0.000, \beta = 0.41$).

5.7.4 Relationship between Website characteristics and Situational factors

Similarly, results in table 6.12 demonstrate there is positive relationship between website characteristics and situational factors ($H_4: p < 0.018, \beta = 0.12$).

Table: 5.13 Results of hypotheses
Results of hypotheses (N=312)

Paths	Situational Factors (Mediator)		Impulsive Buying (DV)		Results
	Estimate	p	Estimate	p	
Hypothesized direct effects					
Store Environment (IV)	0.41**	.000	0.32**	.000	Supported
Website Characteristics (IV)	0.12**	.000	0.29*	.018	Supported

* $p < 0.05$

** $p < 0.01$

5.7.5 Meditation effect of situational factors

Mediation effect was tested by following the four steps proposed by Baron and Kenny (1986). Ever since Baron and Kenny (1986) proposed how to analyse and interpret mediation their works have been cited more. The explanation given by Baron and Kenny (1986) about statistical mediation is simple and it allows identifying mediator variables by using sequential adjustment from several linear regression models. During these years, their works have been cited more and perhaps, so decisively have an effect on the way applied researchers recognise and analyse mediation in health and social sciences. The suggested method has not only been the most commonly used method in the since it has been proposed in order to determine mediation in health and social sciences (West and Sheets, 2002; Beckman, and Cook, 2008) and it is still most exercised method. The great popularity of Baron and Kenny's (1986) recommended approach could lead one to consider that it is the best way to perform mediation (Zhao *et al.*, 2010). Various methods have been formulated over the period of time, but still the steps suggested by Baron and Kenny's (1986) are being widely followed by researchers and are being consider as best approach to demonstrate mediation and moderation. They have delineated a statistical method for both moderation and mediation and their steps have been considered as most effective way of conducting mediation and moderation.

Baron and Kenny (1986) have suggested a four step method for assessment of mediation and moderation in which a number of regression analyses are carry out and significance of the coefficients is assessed at every step. The purpose of the initial two steps is to establish the relationship between the independent variable. To proceed further this relationships

has to be significant; if not then further analysis cannot be carried out. In second step the relationship between independent variable and mediator is accessed whereas the third step of Baron and Kenny (1986) mediation method shows the effect of mediator on dependent variable. In the final step the combine effect of independent and mediating variables needs to be assessed when the significant values of step one becomes insignificant shown full mediation. Partial mediation takes place when the effect of independent variable reduces on dependent variable when mediator is introduced.

The result indicates that the relationship between independent variables (store environment and website characteristics) and dependent variable (impulse buying) is significant and positive. Therefore further analysis was carried out and in the next step the indirect effect of variables was assessed; the indirect effect is the effect of mediating path and Table 6.13 summarizes the findings, and shows that situational factors has a positive and significant mediating relationship between store environment ($p = .001$), website characteristics ($p = .020$) and impulse buying. The result in Table 6.14 indicates that the predictor variables explain 50% of the variation in impulse buying ($R^2 = .50$).

Table: 5.14 Indirect Effect

	Website Characteristics	Store Environment	Situational Factors
Situational Factors
Impulse Buying	.023	.001	...

Similarly, results of direct effect (Table 6.14) show the change in significance values of store environment and the relationship between store environment and impulse buying behaviour becomes insignificant ($p = .192$), which is an indication of full mediation. Whereas the values (.001) of website characteristics also show that situational factors partially mediate the relationship between website characteristics and impulse buying.

Table: 5.15 Direct Effect

	Website Characteristics	Store Environment	Situational Factors
Situational Factors	.023	.001	...
Impulse buying	.001	.192	.001
<i>R-Square</i>	0.21	0.50	

The result shows that individuals are more influenced by situational factors when they are in a physical store environment compared to when they use the internet for their purchases.

The study aimed to investigate the relationship between store environment, website characteristics and impulse buying behavior. The purpose of the quantitative study was to infer causality and to develop a model fit of store environment and website characteristics that can predict impulse buying behavior. Both store environment and website characteristics were found to be significantly related to impulse buying behavior of university students (Figure 6.2); similarly, situational factors mediate the relationship between store environment, website characteristics and impulse buying. The next chapter discusses the results of the study.

6 Discussion

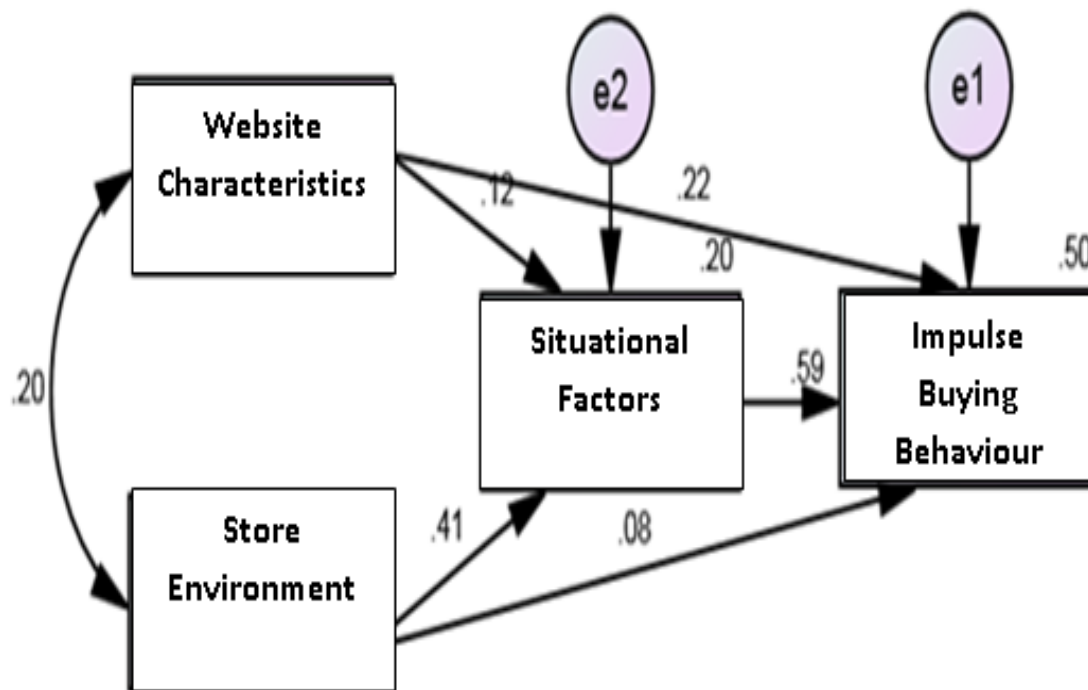
This thesis aims to study the influence of store environment and website characteristics on university students' impulse buying behaviour. This study also aims to provide and validate a model that explains the relationship between store environment and website characteristics with impulse buying behaviour. Impulse buying has become a common behaviour; our consumption culture enables us to generate temptation to purchase something without considering the outcomes of the purchase. Is that a bad thing? Some people will say yes but on the other hand some will say no. According to one view, impulse buying is associated with anxiety and unhappiness and limiting it will help in improving one's psychological wellbeing (Gardner and Rook, 1988). On the other hand, for some individuals the primary motive of impulse buying is to relieve themselves from stress and anxiety. These individuals might also intend to extend their positive mood and want to get away from problems (Youn and Faber, 2000). To control something it is important first to understand it and to understand impulse buying it is important to find an answer for the question of what motivates impulsive behaviour. As matter of fact, there are many answers to such questions, and knowing these will help individuals to make smart and rational decisions during their shopping trips. Some individuals possess a trait in their personality which is known as impulse buying tendency, which suggests that these individuals have a habit of making impulse purchases (Rook, 1987). This may seem innocent, however there are a number of behaviours that are linked with this attribute that reflect its negative effect. Impulse buyers are considered as more socially and status conscious, therefore impulse buyers may purchase impulsively to look good, and most of the time they experience it as hard to control their emotions which might make it difficult to resist emotional desire to spend money impulsively (Gardner and Rook, 1988). Knowing what motivates individuals to make impulse purchases and whether these motivators influence individuals can help individuals to spend the minimum amount of money on impulse buying. It is pertinent to mention here that everyone acts impulsively from time to time and a certain degree of impulse buying can be harmless; however, excessive impulse buying can result in debts. Therefore it is in the individual's best interest to have an understanding about the warning signs (Silvera *et al.*, 2008).

After acquiring theoretical knowledge through literature review and then integrating literature streams, the author developed a theoretical model (Figure 6.1) that explains impulse buying in-store and online. The findings of the study indicate that the study contributes significantly towards a better understanding of impulse buying in a store environment and during online situations. Analysis of the data has identified a good fit for this model and all hypotheses are accepted (Figure 6.2). The results of the study indicate that among all factors, the respondents of the study link their impulse buying behaviour with the attractive display of the product in a retail store. Former theories have also highlighted the significance of product presentation in the store (Dunne and Lusch, 2008). This research also indicates that attractive display can lead customers towards impulse buying inside the store. The research reveals that despite the fact different customers have different preferences; the appropriate use of store environment will influence individuals to stay in the store for a longer period, which then will lead to the impulse buying. Overall findings of this study are consistent with various earlier studies (Mattila and Wirtz, 2001, 2008; Abdolvand et al., 2011; Chang et al., 2014; Amos et al., 2014) who have also identified the positive influence of store environment on individual's impulse buying behaviour.

The website may evoke positive and negative affective responses of a customer at the same time. For example, when a consumer gets engaged in purchase by using a website which is easy to use and aesthetically attractive, it creates positive influences. In this research perceived ease of use, website quality and perceived enjoyment have been found to have a positive influence on an individual's impulse buying behaviour. As suggested by Eroglu et al. (2001), these cues create positive feelings at the website, which makes the consumer's online buying experience more enjoyable and as a result presence of these cues increases the chances of impulse buying (Childers et al., 2001; Mathwick et al., 2001) and also add value to online buying. Perceived ease of use has been found to increase the level of enjoyment when interacting with a website (Van der Heijden et al., 2003). Therefore, the enjoyment gained from interacting with a website will be influenced by the existence of characteristics linked with website quality. Based on the proposed research model, the presence of cues such as website quality, perceived enjoyment and ease of use were

expected to influence an individual's impulse buying behaviour. Support has been found for this relationship and these findings of the study will add to the body of knowledge.

Figure: 6.3 Final Model



Stimulus-Organism-Response (S-O-R) is an important theoretical model used by various researchers to assess the impact of retail environment on the behaviour of an individual. For this study the research has also used the S-O-R model to study the factors of store environment and website characteristics. The key assumption of the S-O-R model is that an individual's reaction can be stimulated and as a result of this, their behaviours can be anticipated. Impulse buying is normally considered as a reactionary behaviour that consists of an instant reaction to stimuli which are present in the retail environment (Piron, 1991; Smith and Sivakumar, 2004). It has been evident theoretically as well as empirically that both emotional and affective states are key drivers of impulse buying (Strack and Deutsch, 2003). Therefore, the S-O-R model is used widely in consumer behaviour research.

With regards to the three main elements of the S-O-R model (Figure 6.4), stimulus, organism and response are consistent with shopping environment, customer emotions and buying behaviour in this study, as presented in Figure 6.1. In this model, store environment acts as

the stimulus and situational factors (S), situational factors act as mediators (O) which produce some buying behaviour (R). Stimulus in general is recognized as any entity or experience that has the capability of provoking or encouraging an individual's actions (Sherman et al., 1997). In previous studies regarding decision-making processes, the stimulus has not been labeled as an external element that drives consumers to make impulse buying decisions. However, Sherman et al. (1997) have a different interpretation of stimulus in the stimulus-organism-response system, on the basis of the classical S-O-R model where stimulus denotes objects which have the ability to influence an individual's inner emotional states. They have narrowed down the subject matter of the stimulus and described it as the store environment that functions as the stimulus to influence customers' emotional state and feelings. Sherman et al. (1997) divided the store environment into three classes: social aspects, for example, sales people; design elements, such as display, layout, color scheme and cleanliness of the store; and ambient aspects, such as fragrance and lighting.

Eroglu *et al.* (2001) are considered among the pioneer researchers who took the initiative of studying the atmospheric cues to examine online stores as virtual retail outlets. On the basis of Robert and John's (1982) study, they developed a model for individual response towards online shopping situations, by suggesting that online stores also generate an environment that influences individuals' reactions. However, during online buying due to absence of certain sensory cues such as touch and olfactory cues, online retailers can influence customer behaviour only by manipulating certain visual cues, for instance, graphics, colors and layout. An individual's reaction towards environmental cues at an online store either leads to approach or avoidance behaviour. The S-O-R framework has been used by a number of researchers to study impulse buying during online buying (Koufaris *et al.*, 2002). This study is also based on the same paradigm: the effect of these website characteristics on mood states and their subsequent effect on impulse buying are also explained.

At the pre-study stage, a qualitative study was conducted to understand impulse buying and to identify more factors that can affect impulse buying. For the main study a quantitative study was conducted to achieve the following objective by testing the hypothesized

relationship by using structural equation modelling to achieve the three main objectives of the study:

- **To evaluate the effect of store environment on impulse buying behaviour.**
- **To analyse the influence website characteristics on impulse buying behaviour.**
- **To assess the role of situational factors as mediator between store environment, web characteristics and impulse buying behaviour.**

6.1 Relationship between Store Environment and Impulse buying

This study makes certain theoretical contributions by addressing the existing gap in the literature by studying the influence of store environmental elements and website characteristics on impulse buying behaviour. The study also contributes by studying the mediating effect of situational factors between store environment, website characteristics and impulse buying. The study will develop a wider understanding of UK consumers and contribute to the impulse buying literature for further research on associated issues and product categories. The current research will be helpful for those retailers and producers who would like to improve their knowledge about impulse buying behaviour. To increase impulse purchases and ultimately sales, retailers need to create a suitable online and offline store environment to attract customers and induce their buying behaviour.

Results of the study have highlighted the importance of the factors of store environment that contribute to increase of sales through impulse purchases. In retail stores, salespeople and product displays play a vital role in achieving sales targets, in building long-term beneficial business relations, and in maintaining good buyer–seller relationships by providing quality service (Mattila and Wirtz, 2008). If retailers provide an enjoyable shopping environment then the chances of an individual to get involved in impulse purchases becomes higher. As has been proposed in earlier research, the atmosphere of the store creates positive feeling even if the individuals are entering the store with a negative emotional state (Chang *et al.*, 2011, Kiran *et al.*, 2012, Badgaiyan and Verma, 2015). This means that good store environment has the ability to convert the customer's negative feelings into positive feelings.

Retail store include various factors such as design factors, which includes product display, colour combination, ambient factors such as lighting, scent and music, whereas social factors refer to people such as salespeople and other customers (Baker *et al.*, 2002). These factors combine together to influence a customer's purchase intentions and are extremely valued by the customers who visit the retail stores for buying. A well-designed store has the ability to attract the attention of passing customers (Dunne and Lusch, 2008); this has been confirmed by the customers' approach behaviour such as entering the store once they notice the attractive store display. Nevertheless, customers can have an understanding about the products and services being offered by the store as a result of the attractive product display before entering a retail store (Mohan *et al.*, 2013). The results of the study indicate that among all factors, the respondents of the study link their impulse buying behaviour with the attractive display of the product in a retail store. Former theories have also highlighted the significance of product presentation in the store (Dunne and Lusch, 2008); this research also indicates that attractive display can lead customers towards impulse buying inside the store. The research reveals that despite the fact different customers have different preferences; the appropriate use of store environment will influence individuals to stay in the store for longer period, which then will lead to impulse buying.

In retail stores, salespeople play a vital role in achieving sales targets, in building long-term beneficial business relations, and in maintaining good buyer–seller relationships by providing quality service (Mattila and Wirtz, 2008). Good conduct of salespeople can be very advantageous in sales growth as they can influence customers' decisions without letting them realize that they are being influenced by the salesperson; similarly salespeople are responsible for the determination of client needs, and identification of products or services that satisfy those specific needs (Park and Lennon, 2006). Product display seems to be one of the most influential factors, as individuals mentioned that they become excited when they see something beautiful on the display and that the display attracts them into the store where the presence of other stimuli motivates them to make impulse purchases. Customers are now becoming more immune to prominent product display in a store as they are regularly exposed to such factors. Therefore, retailers are required to be more sophisticated

regarding new approaches of product display because in the modern world prominent product display has become very easy, which has increased competition in the market. Similarly, during offline buying the influence of other shoppers, which is mainly considered as crowding, has both positive and negative influences on customer purchase intentions, and this has been proven by the qualitative study as well. Some of the participants of the qualitative study suggest that once they realize that crowding is happening in a store they become anxious and sometimes they even escape from the store by spending a very short time in it. According to Turley and Milliman (2000), once customers realize that the environment of the store is becoming crowded they are most likely to have negative attitude towards the shopping experience. On the other hand, some of the respondents in the qualitative study suggest that they feel more excited when there are many people in a store. According to Lee *et al.* (2011), human crowding in a store plays a relatively positive role in developing customer attitude, leading to positive buying behaviour.

6.2 Relationship between Website Characteristics and Impulse buying

This study contributes to existing literature regarding online factors affecting impulse buying by considering various features of online stores that have been found to be substantially significant in earlier studies. The results of the study indicate that the relationship between website characteristics and impulse buying is significant, which means that factors such as ease of use, perceived enjoyment and aesthetically attractive websites positively influence individuals' purchase decision and they make impulse purchases. To increase the probability that the customer will be involved in an impulse purchase, the website needs to have cues which can keep the adverse cognitive responses to a low level. During online shopping, the website needs to be easy to navigate by online customers: the easier the website is to navigate, the more online impulse buying will take place; consequently, online retailers need to consider those factors that influence impulse buying behaviour. For instance, when an individual make purchases by using a website which is easy to use and visually attractive then it creates positive influences. During online buying, the website is the only interface which customers navigate. Therefore, the design of a website is an essential feature that influences online impulse buying.

The atmosphere of an online store consists of cues which assist and allow the customers to attain their shopping goals. In this research perceived ease of use, website quality and perceived enjoyment have been found to have a positive influence on an individual's impulse buying behaviour. As suggested by Eroglu *et al.* (2001), these cues create positive feelings at the website, which makes the consumer's online buying experience more enjoyable and as a result presence of these cues increases the chances of impulse buying and also adds value to online buying. For instance, perceived ease of use has been found to increase the level of enjoyment when interacting with a website. Therefore, the enjoyment gained from interacting with a website will be influenced by the existence of characteristics linked with website quality. Based on the proposed research model, the presence of cues such as website quality, perceived enjoyment and ease of use were expected to influence an individual's impulse buying behaviour. Support has been found for this relationship and these findings of the study will add to the body of knowledge.

Consistent with the idea of Park *et al.* (2015), the results of the study reveal that a well-designed website has the ability to reduce effort, costs and time. Moreover, for online retailers, a fast and easy-to-navigate website can reduce customer shopping time and facilitate the shopping process. If customers experience many difficulties in browsing a website, it is expected that they will feel less happy after buying a product from that website (Shirmohammadi *et al.*, 2014). Therefore, this suggests that users will be more likely to feel satisfied if the website is easy to use. Ease of use of a website is a key element of visual aesthetics of a website and web aesthetics can be enhanced by appropriate use of colours, fonts and graphics. Ease of use and perceived enjoyment during online purchasing are the most effective aspects of online impulse buying behaviour (Verhagen and Dolen, 2011). Similarly, aesthetically appealing websites are positively associated with customers' enjoyment during online buying and aesthetics refers to the order, ease and overall impressiveness of a website (Wang *et al.*, 2011). In addition, during online buying, store layout is different from offline shops, and therefore it is essential that the website must be easy to navigate; as a result the customer will enjoy using such websites and this increases the probability of impulse purchases (Jeffrey and Hodge, 2007). Results of the study indicate that perceived enjoyment while using a website has a positive influence on the online

purchase intention: this shows that the ease of use of the website and the level to which the customer is satisfied with their online buying experience are vital to online impulse buying. However, elegant design and perceived pleasantness increase an individual's visits to the website, and as a consequence create an impulse purchasing mood among visitors (Liu *et al.*, 2013). Furthermore, individuals intended to make online purchases only if they found it to be enjoyable and were combined with the ease of use. To increase impulse buying, it is essential for a website that its visitors should feel satisfied with the website quality, which includes design of the website and ease of use (Atici and Bati, 2010). As identified by earlier researchers, pleasure of shopping is small on a website in comparison to a conventional store (Wells *et al.*, 2011). Therefore, a relationship exists between a well-designed website and increased purchases and even highly motivated impulse buyer decisions can be influenced either directly or indirectly by the quality of the website.

To conclude, during online buying, website characteristics play an important role in generating online impulse buying behaviour. In addition, online retailers need to concentrate more on features of the website and its design, so as to increase the chances of impulse purchases and ultimately, their sales.

6.3 Mediating Effect of Situational Factors

This study has responded to the existing gap in the research by testing a model using both online and offline factors in one model. A theoretical model was proposed that used situation factors as the mediating variable of the relationship between store environment, website characteristics and impulse buying behaviour. One of the objectives of the study was to develop and validate a model that explains how situational factors mediate the relationship between store environment, website characteristics and impulse buying behaviour. The initial stage of model validity was completed by assessing the validity and reliability and findings suggest that there was no issue for validity and reliability. The next step involved testing the relationship between independent and dependent variables; the results in section 6.12 indicate that a significant and positive relationship exists. The next stage involved testing the mediation effect of situational factors on relationship between store environment, website characteristics and impulse buying.

The result of the study also shows that situational factors play a positive and fully mediating role between store environment and impulse buying behaviour whereas the relationship between website characteristics and impulse buying is partially mediated by situational factors. Results of this study are consistent with previous studies (Beatty and Ferrell, 1998; Badgaiyan and Verma, 2015). It has been argued that availability of money and time increases browsing time in a retail store and that will enhance the chances of impulsive buying. Availability of money generates confidence in the customer's mind to spend more and encourages them to visit retail stores frequently to make purchases when they possess more money available for spending (Foroughi *et al.*, 2012). Similarly, availability of time encourages individuals to spend more time in the retail store, which possibly will transform them into an impulse buyer (Baron *et al.*, 1996). Sales promotions have positive an effect on impulse buying (Peck and Childerns, 2006; Puccinelli *et al.*, 2009) as sales promotions influence buying behaviour directly and most of the time sales promotions enable the customer to feel encouraged and to purchase additional items. Promotional activities such as temporary reduction in price are used by retailers to increase sales and on the basis of their nature, sales promotion practices can be categorized as price and non-price (Nagadeepa *et al.*, 2015).

During a purchase situation, presence of others can influence the urge to purchase impulsively (Luo, 2005). During an offline purchase situation, individuals are influenced by presence of others, such as members of the family, friends or co-workers. In some cases, though, individuals may consider that opinions of others are more reliable; in this case the nature of the effect may be subject to the norms of the reference group (Badgaiyan and Verma, 2015). The results of the study indicate that during a purchase situation presence of others can either encourage or discourage individuals from getting involved in an impulse purchase. Results indicate that during a purchase situation presence and suggestions of friends increase the urge to impulse purchase, while on the other hand presence of a family member reduces the chances of impulse purchasing. These findings are consistent with the previous studies, as Baumeister (2002) suggests that the presence of family members, especially parents, may discourage wastefulness by increasing awareness of obligations for all family members. On the other hand, presence of friends increases the tendency of

impulse buying when individuals go shopping (Childers and Rao, 1992). Whereas online buying takes place in isolation without the influence of others, availability of time during online buying does not matter very much as customers can make their purchases at any time of the day (Zaini *et al.*, 2011).

However, during online buying customers with more available time will browse more websites and might purchase products which they did not intended to purchase. Changes in availability of time will affect impulse purchases intentions of an individual and occurrence of impulse purchases will increase with the increased availability of time and vice versa. Customers with limited time during a shopping trip may change their buying intentions, for example, if a customer is in a hurry they will only focus on specific products and will only purchase required products without exploring further. While customers with enough time will experience less pressure and as a result they will fully explore the retail store before making any purchase; hence this will increase the chances of a customer getting involved in an impulse purchase (Chang *et al.*, 2014). According to Beatty and Ferrell (1998), mostly, pressure of time negatively influences impulse buying, because individuals might experience frustration due to limited availability of time for browsing and shopping. It can be concluded that because of these reasons situational factors influence the individual's impulse buying more during in-store purchase compared to online buying.

Sales promotions often result in sales increase, therefore unexpected cheaper price can influence customer impulse actions. Because of sales promotion individuals make more purchases even though they did not need to or were not planning to purchase the product (Youn and Faber, 2002). Pricing of the product has a significant influence in developing individual's perception; according to Sinha and Smith (2000), customers can easily be influenced to purchase items as individuals do not see them as an extra cost. Customers often consider promotional campaigns as helpful for them in saving money; such campaigns help in generating impulsive buying and more important, they heightened the likelihood of a repeat occurrence of impulse buying as the buyer perceives the experience as highly beneficial (Liao *et al.*, 2009). Sales promotion activities are carried out by retailers in both

mediums as such activities are considered an important contributing factor which can result in increased sales. Sales promotional activities carried out by the retailers affect purchase decisions of individuals and sales promotion activities are the main elements in marketing campaigns, comprised of a collection of encouragement tools, generally for a short time and fabricated to encourage quick purchase of certain products by customers (Kotler *et al.*, 1991). Promotional activities such as temporary reduction in price used by retailers to increase sales and on the basis of their nature, sales promotion practices can be categorized as price and non-price (Nagadeepa *et al.*, 2015).

Similarly, during a buying situation, if individuals realize that they have sufficient money, then they are further expected to feel happy as availability of money acts as a facilitator as it increases the buying power of customers (Srivastava and Kumar, 2007). As a result money availability positively influences the impulse purchase intentions of individuals during both offline and online purchase situations (Khan *et al.*, 2015). According to Beatty and Ferrell (1998), customer perception about the availability of money during buying has a significant effect on the individual's buying behaviour; moreover, perception about availability of extra money is most likely to increase an urge to purchase impulsively. However, Sharma *et al.* (2010) suggest that impulse buying can be identified in situations even when customers have limited money. The results of the qualitative study suggest that whether or not a customer has money, their intentions to purchase impulsively are not affected that much. During online purchase, the payments are usually made through credit or debit cards and the availability of this facility has been seen as one of the vital features that encourages impulse buying.

Results of the this study suggest that impulse buying can take place during all states of mood; this comprises the extremes of individuals being in a positive mood or being in a negative mood and making use of impulse buying to repair their mood. Impulse buying may possibly take place any day, while being stressed or feeling bored. An unpleasant mood does not necessarily cause impulse buys; however it may possibly have an adverse influence on the individual's impulse buying behaviour (Dittmar *et al.*, 1996). Similarly, Gardner and Rook (1988) indicate that the individual's mood plays an extensive and complex role during

impulse buying, and negative state of mood, i.e. frustration or boredom, contribute significantly for impulse buyers to buy impulsively. In previous literature it has been indicated that as customer mood becomes positive, intentions to purchase impulsively increase and individuals with negative mood are most likely to purchase less impulsively (Rook and Gardner, 1993). However, results of the qualitative study suggested that individuals get involved in impulse buying whether they are experiencing a positive or negative mood. Most of the respondents mention that they purchase more impulsively to feel better or to change their mood if they are experiencing a negative mood; in fact, they purchase more when their mood is bad or when they are feeling low or if they are not happy. The actions of individuals are generally grounded in emotional feelings irrespective of the level of cognitive activity (Fagerstrøm, 2010). Moods are generally influenced by situations, as moods are temporary and easily affected by small things, and they are also triggered by customers' exposure to external forces at each purchase situation (Rook and Gardner, 1993). Individuals with happy feelings, and those that like the surroundings, will aim to remain in the store longer, spend extra money, and purchase additional merchandise (Sigurdsson *et al.*, 2010). While on the other hand to uplift mood individuals will spend longer time in a store and purchase more products impulsively (Osman *et al.*, 2014). It has been observed that presence of parents has an effect on impulse buying behaviour (Luo, 2005), as most parents make an effort to discourage their children by considering impulse purchasing as wasteful; however, members of a peer group may perhaps encourage them to make impulse purchases regardless of the possible undesirable consequences (Coley and Burgess, 2003).

To uplift the mood of the customer, retailers have now acquired knowledge to utilize atmospheric cues (Osman *et al.*, 2014), as positive mood influences the customer's behaviour and this will make them spend a longer time in a store and also on a website and purchase more products. Features of store environment, for instance, attractive store display and sales personnel can influence the customer's mood (Liao and Liaw, 2007). During online buying, perceived ease of use and perceived enjoyment develops positive mood and if the customers find a website is hard to use then they will avoid that website for the reason that such websites require additional mental effort to navigate (Kang and Kim,

2006). Therefore, under such circumstances, individuals become confused and they might consider it annoying and will avoid such websites (Webster and Ahuja, 2006). The result of the quantitative study also shows that mood plays a positive role during impulse buying and positive perception of store environment exerts positive influence on an individual's mood, which as a result affects impulse buying behaviour. Individuals make purchases when they are stressed to raise their mood but the possibility of impulse buying is low (Rook and Gardner, 1993); in fact, they purchase more when their mood is bad or when they are feeling low or if they are not happy.

Further analysis of the data revealed that certain product categories are purchased more impulsively, i.e. food and food items, clothes, accessories and shoes. Individuals purchase more or less the same products using both traditional stores and websites. However, the majority of the participants in the qualitative study mentioned that before they purchase clothes, they wish to check the material, colour and size and even want to try it before making the final purchase decision, and the same goes for shoes. The findings further revealed that there are some differences between the types of goods purchased impulsively by women and men; for example, female respondents purchase more accessories and shoes, while male respondents purchase food items more impulsively. The results of the study further revealed that apparel products have been purchased by both male and female respondents impulsively.

7 Conclusion

This research analysed various factors that influence impulse buying behaviour during online and offline purchase situations. Impulse buying behaviour is defined as unintended and unplanned buying due to the influence of any stimuli in the shopping environment (Stern, 1962, Cobb and Hoyer, 1986). Moreover, according to Stern (1962), there are four types of impulse buying which include pure impulse buying, reminder impulse buying, suggestion impulse buying and planned buying. Moreover, Rook (1987) defined impulse buying behaviour as an unexpected urge to purchase immediately without considering the consequences that can emerge as a result of impulse buying. In addition, impulse buying is associated with arousal, both pleasure and guilt; in the literature impulse buying is perceived as negative behaviour for the reason that most of the time customers feel disappointed or guilty after making the purchase (Sharma *et al.*, 2010). However, researchers have associated impulse buying with happiness and sense of achievement especially when the purchase is for others (Kalla and Goyal, 2010). To conclude, a purchase will be considered as an impulse purchase if:

- It was not pre-planned
- Due to a sudden urge
- Due to the influence of a stimuli (internal or external)
- Buying without evaluation of the consequence.

During offline buying, attractive display and well-designed stores have the ability to attract the attention of the passing customer (Teller and Reutterer, 2008), and this has been confirmed by the participants of this study as well, that because of the attractive display they visit a store even for the shortest period the moment they notice the attractive display of the store. Though, before entering the physical stores, the customers can have a rough understanding of the products or services inside the store through the display. Among all store environmental factors, impulse buying behaviour is influenced most by attractive display (Akram *et al.*, 2016). Store display has the capability to induce individuals to enter the store. This has been confirmed by the participants of the study, that the design factors

of the store generate positive emotions and feelings in the shoppers and these factors are strong enough to stimulate them to make impulse purchases. A well-organized store has the ability of facilitating the customers during the buying process in a retail environment (Mohan *et al.*, 2013); this can also be confirmed during online buying . For impulse buyers, the electronics stores which are easy to use can help them complete their shopping within the shortest possible time period, which can lead to their positive emotions and attitudes towards the store and can make them spend more time due to the ease of use and navigation. Online stores which can make the individuals enjoy their buying in a relaxed environment are preferred by individuals for their online buying. It has been suggested by Morschett *et al.* (2007) that a properly designed store can increase the possibility of impulse purchases; the research demonstrates that ease of use, perceived enjoyment and aesthetic can lead to the individual's impulse buying behaviour during online buying . Generally retailers exploit the store environment to consciously guide the customer's buying process (Morschett *et al.*, 2007). Similarly, behaviour of the employee significantly influences vital customer responses and most of the time subtle characteristics in the behaviour of sales personnel can play a role in developing positive feelings, for example welcoming customers with a smiling face or being easily available for the customers. Salespersons can guide and help customers in exploring the store and various product ranges, in so doing they influence customer buying behaviour to develop an urge to buy impulsively, and as suggested by Mattila and Wirtz (2008), even in short and routine encounters the behaviour of employee induces positive influence.

The characteristics of a website seem to play a vital role during the impulse buying process because that is all the customer has to interact with and by providing different features online retailers can encourage online purchases. Nowadays the internet is almost available everywhere and a larger number of buyers from all over the world are increasingly using online sources for their purchases, and as a result impulse buying on the internet has now become a global phenomenon. Website characteristics such as ease of use, perceived enjoyment and aesthetics have been found to maximize impulse buying during online buying. Perceived enjoyment and aesthetics are symbolized by the features linked with representational delight. Therefore, the reactions towards a website can be improved by

making the website more visually appealing, creative and innovative. Furthermore, results of the study indicate that during online buying perceived enjoyment, ease of use and aesthetics enhance the individual's online impulse purchase behaviour. The results of the study further indicate that individuals will purchase more by using the internet if they find it more enjoyable coupled with ease of navigation. Similar results have been found by Ramayah and Ignatius (2005), that perceived enjoyment during shopping is linked with the individual's browsing and buying activities. These features, e.g. ease of use, considerably increase the convenience of shopping; according to Stern (1962), ease of buying has a positive relationship with impulse buying. If the website is easy to use then eventually individuals will spend more time browsing that website, and browsing plays an important role during purchase decision and the time customers spent in a store, and the concept of browsing has been linked with higher impulse buying (Beatty and Ferrell, 1998). If a customer faces many problems while browsing a website, the chances of impulse buying are reduced (Madhavaram and Laverie, 2004). Similarly, ease of use can produce higher degree of enjoyment during online buying and the more an individual experiences enjoyment while using a website, the more they will get involved in online buying. The same has been suggested by Vrechopoulos *et al.* (2004), that during online buying store layout and ease of navigation leads to higher level of enjoyment and due to these reasons (enjoyment and ease of use), customer enjoyment increases. There are also various website characteristics that can make online impulse buying difficult as online retailers are heavily dependent on visual cues only, since the interface does not have the sensory cues which are available in an offline store. However, online retailers have identified various ways to enhance online shopping experience such as by developing the website to be easy to use and making them more enjoyable and by making them aesthetically more attractive. The aesthetic dimension of a website consists of the designs in which the information is displayed in a website. Previous studies regarding online environments have supported the positive influence of web aesthetic on customer satisfaction by suggesting that observed complexities of a website have adverse effect on enjoyment (Jeon and Jeong, 2016). Web aesthetics is a vital component of online service quality, and has strong correlation with other elements of online buying, for example, ease of use and perceived enjoyment (Kumar *et al.*, 2017). Most

of the time, aesthetic appeal is demonstrated through attractive features such as colourful images and graphics to ascertain the website quality and therefore, may have a greater influence on the customer's intentions to purchase. A website's higher aesthetic appeal results in higher level of enjoyment even for those who browse websites without any intentions to purchase. Since the features of website aesthetics contribute towards improvement of overall beauty of a website, it was expected that web aesthetics will have a positive influence, as mentioned by Wang *et al.* (2011), that perceived aesthetic appeal has a strong influence on customers.

In terms of human factors in a store environment , Turley and Chebat (2002) suggest that perceived crowding can influence the customer's emotions negatively and ultimately, it can influence their behavioural responses. However, some of the participants of the study mentioned that crowding in a store does not affect their purchases negatively: for them the presence of many customers in a store is a sign that something interesting, such as a sales promotion, is going on in the store. As a result crowding in the store will attract them towards it, while on the other hand some individuals pointed out that they will leave the store once crowding happens. Another social factor is presence and behaviour of sales people in the store, as Turley and Milliman (2000) mention that the customers' buying urge can be increased by the behaviour of the sales people. The results of the qualitative study suggest that attitude of the salesperson has the ability to alter customers buying decision and it has the ability to positively influence them to make impulse purchases.

To date, it seems that the traditional store strategies which encourage impulse buying have not been applied to online store environments. The extended literature review brought out various similarities between traditional stores and online stores as both mediums are used to sell products and to communicate with customers about existing and upcoming products. Both channels guide customers during the process buying , moreover, both offline and online retailers allocate a substantial amount of money for advertising and promotion with the intention to motivate individuals to visit and carry out their purchases (Ling and Lawler, 2001). To attract customers traditional stores use attractive storefronts and friendly sales people while online retailers develop user-friendly and aesthetically attractive websites.

Such marketing practices are not restricted to traditional or online retail environments. Even though both online and traditional retail environments have many common features, transactions in an online retail store are very different from in-person purchase in an offline retail store. During online buying, the store does not have any physical existence, no salesperson to provide services or obstruct the buying process, no tangible product that can be smelt, touched or felt by the customer. The absence of a salesperson during online buying will be felt if the steps of online buying are easy, such as if the website is easy to navigate. Furthermore, customers are responsible for completing every step of the buying process from adding items to the shopping cart to providing payment information.

In-store factors such as prominent display, presence of salesperson and layout can be transferred to online stores through visual display, ease of use / easy navigation and web aesthetics, and by interacting with the customer while browsing via a monitor. Individuals need to be exposed to stimuli in order to make an impulse purchase; in summary, individuals do not purchase the product if they cannot see the product. As an outcome, prominent display of the product is equally important in both traditional and online stores. Even though during online buying the expense of sales people are not incurred, during online buying the customer will not be able to get answers to their questions and no one will be there to suggest or recommend an additional product or provide assistance when needed. Therefore it is essential to have an interface which is based on intuitions, easy to navigate and attractive (Palmer, 2002, Lee and Benbasat, 2003) to overcome the absence of personal communication during online buying, that can result in missing out on additional sales.

7.1 Contributions of the Study

The study is most likely to contribute to the existing body of knowledge by conceptualizing the relationships between various online and offline factors that influence consumers' impulse buying behaviour and will also contribute by testing empirically all the conceptualized relationships by proposing an integrated theoretical framework. Although the contribution of this study is not very big in the enormous reservoir of impulse buying behaviour inquiries, it will act as a stepping stone for future research on impulse buying

behaviour. The result of the study also shows that situational factors play a positive and fully mediating role between store environment and impulse buying behaviour whereas the relationship between website characteristics and impulse buying is partially mediated by situational factors.

7.1.1 Implications for Theory, Practice and Research

Even though some limitations have been identified in this study, the current study makes important contributions to both theory and practice. The foremost aim of the study was to build a model and then analyse the influence store environment and website characteristics have on impulse buying. A quantitative study was designed to test the proposed model. As a result, convincing assumptions can be illustrated regarding the merits of the proposed model. Theoretical and practical implications of the study are presented in the subsequent subsections.

7.1.2 Theoretical Implications

This research contributes to theory in various important ways. First, contribution is made to theory verification by testing empirically all the conceptualized relationships. Recently, prevalence of impulse buying in offline and online contexts has garnered the curiosity of a number of researchers. While previously researchers have contributed by proposing models either for online or for offline factors affecting impulse buying behaviour, the foremost contribution of this study to academia includes a theoretically grounded and tested model which includes both online and offline factors influencing impulse buying.

This research makes a contribution to model establishment through broadening the S-O-R model to describe the process of how different perspectives of store environment and website characteristics affect customers' impulse buying behaviour. The proposed model of the study is theoretically grounded and thorough analysis of the model was carried out. Therefore, findings of this study will help researchers to utilize this theoretical framework to other situations of consumers' buying behaviours. Also, this framework can be applied to impulse buying behaviour for all product categories, for example, apparel products, food products or electronic products. As a result, findings of the study can be considered as

robust and this model can be used in future studies to understand impulse buying behaviour in better and more novel contexts. Second, by not selecting one particular product category, this research directly contributes to the generalization of theory.

Third, this research reveals mediating effect of situational factors, (i.e. availability of time, availability money, presence of others, sales promotion and mood) on the relationships between store environmental website characteristics and consumers' impulse buying behaviour. The mediating effect of situational factors is a thought-provoking finding which was not assessed in earlier studies. Individuals with more time and money available during shopping will respond further positively to the environment of the store and will purchase impulsively. This indicates the importance of having understanding about the target customers' financial conditions and income levels to alter strategies of the company. The inclusion and discovery of the mediating variables contributes to a better understanding of impulse buying. It has been found that situational factors influence and trigger an individual's impulse buying behaviour.

Another interesting finding which adds to the body of knowledge is the relationship between touch and impulse buying behaviour. It has been shown that touching a product exerts an encouraging influence on buyer attitudes and behaviour, along with buying intentions, and is linked with effective product display in the retail outlet. In addition, research has established that the consequences of touch are powerful (Peck and Wiggins, 2006). Similarly, earlier researchers suggest that product displays might encourage individuals to touch the product and this can lead to an interaction with the product that the customer otherwise would have overlooked (Peck and Childers, 2010).

The implications of touch in the marketing field are more significant than was believed previously. The incorporation of sensory cues in a store environment is effective and economical to establishing profitable relationships with the customer. The findings indicate that customers respond more positively and are further expected to make their purchases in an attractive and therefore appealing atmosphere. In such circumstance, visual and sensory cues encourage the customers' reaction, including touching behaviour. Furthermore, with the growth of online retailing, practitioners need to be aware of the unique differentiating

characteristics that lead consumers into shopping in physical retail outlets. The result of the study shows that consumers generally prefer to touch products before purchasing those. This research, therefore, contributes considerably by finding the need to touch the product before making an actual purchase as one of the reasons that individuals prefer physical retail outlets.

The occurrence of impulse buying during online purchase situations has gained the attention of researchers in recent times. Although previous studies have provided a basis for understanding impulse buying in an online context, a common theme evolved from these research works is a call for further exploration to understand the impulse buying behaviour during online purchasing. An important segment of this research was to generate illustration of the different web characteristics that make online impulse buying considerably different from conventional impulse buying (see Chapter 2). This study makes an important contribution to understanding online impulse buying behaviour. The results of this study confirm current literature on impulse buying: results of the study shows that ease of use, perceived enjoyment and visual appeal increase the chance of impulse buying during online purchasing. To increase the probability that the individuals will engage in an impulse purchase, it is necessary to make the website easy to use and it is also important maximize the enjoyment by keeping negative reactions to minimum. In order to minimize negative reactions, the consumer has to feel safe to use the website and at the same time, be able to navigate easily from one page to another; this will increase perceived enjoyment. This finding provides food for thought and provides a substantial contribution to the literature of technology acceptance. Van der Heijden (2004) examined the role of perceived enjoyment and ease of use and it has been identified that both factors are strong determinants.

This study further contributes to the body of knowledge by addressing the gap in previous research by investigating how various characteristics of a website and store environment affect impulse buying behaviour of university students. The results of this study can act as a stepping stone on the road to understand impulse buying during online and offline situations.

7.1.3 Managerial Implication

The findings of the research will be helpful for retailers and marketing personnel to structure strategies applicable for their products and will also help them in delivering their promises. This will help them in increasing sales, designing stores and improving performance of the stores. Furthermore, this study will also help retailers in developing a suitable store and website environment in which their customer will feel important and relaxed, and such environment induce individuals to make more impulse purchases. From a managerial point of view, the author proposes that retail managers should invest in enhancing the environment of the store and website to encourage impulse purchasing. Particularly, they need to concentrate on enhancing the friendly attitude of sales people, designing proper layouts, making the website easy to use and more enjoyable, and having attractive displays to encourage impulse purchasing. Similarly the implications of the study will also help retail managers to target impulse buying customers by effectively and efficiently designing sales promotion programmes to increase the number of impulse purchases. The results also suggest that it is necessary for managers to design the retail store and website environment carefully for highly involved customers, as they are most likely to make impulse purchases.

7.1.4 Contribution to Consumer Behaviour Literature

For this study the research carried out two types of literature review with an intention to broaden the understanding on impulse buying. At the initial stage, a systematic literature review was conducted to acquire the best available information about the areas which require further research. A systematic literature review is considered as a piece of research in its own right. It is mainly helpful as it can be utilized to produce results of many distinct studies investigating the same question, which may have contradictory results. Statistical techniques were used to integrate and summarize the results of individual studies within the systematic literature review to produce a single summary. Systematic literature reviews follow precise scientific design, based on clear, reproducible and pre-identified techniques, for the reason that, when executed well, they deliver reliable estimates, and as a result their conclusions are justifiable. After that, an extended literature review was also carried out

which revealed that several researchers have studied the phenomenon of impulse buying more in offline settings and some researchers have studied impulse buying in online settings as well. These studies have made an important contribution to the understanding of impulse buying in traditional and online shopping contexts.

7.1.5 Use of Different Techniques of Data Analysis

This study makes vital methodological contributions by utilizing two techniques for data analysis. Qualitative data was evaluated by using thematic analysis, whereas SEM, CFA, correlation and regression were used to test hypothesized relationships between various variables and the path between latent variables and their relationship with observed variables. As compared to quantitative analysis, there are no specifically established rules or techniques for qualitative data analyses. However, commonly used methods include ethnography, thematic analysis, grounded theory and content analysis. This study also contributes to the methodology by using thematic analysis for qualitative data. One of the positive points of thematic analysis is that it allows themes to emerge from the theoretical framework as well as from responses of the participants. Thematic analysis is embedded in content analysis; it shares much of the values and measures of content analysis (Joffe and Yardley, 2003). It was used for the reason that it is an adaptable and straightforward technique that allows the study to make use of a theoretical framework and also develops further understanding by generating new insights. It consists of explicit contents, which are directly observable throughout the interview transcripts; on the other hand, it can comprise more hidden content and therefore, particular measures need to be specified regarding what can and cannot be coded within such themes. Thematic analysis can tap the apparent and hidden content regarding an issue such as impulse buying behaviour.

SEM was used for analysis of quantitative data; the latest advances in SEM techniques and software can deliver a variety of goodness of fit tests for evaluation of structural models (Hair *et al.*, 2011). The research has followed a rigorous approach; initially, the measurement model was assessed with CFA, and hypothesized relationships between various variables were tested with path analysis. Once the measurement model was considered acceptable, composite variable factors scores were then estimated by using

regression analysis to achieve a parsimonious model. As a result, this study makes a methodological contribution by using SEM to validate the proposed model. In future, researchers may use similar techniques by applying the latest developments in structural equation modelling tools. These techniques provide help in achieving measurement precision in addition to instantaneous examination of psychometric properties of a concept and hypothesized relationship between the variables (Gefen *et al.*, 2000). As a matter of fact, use of such techniques to validate the instrument and for relationship testing between constructs are becoming essential; for these reasons the structural equation modelling approach is considered as a vital tool for data analysis in this study.

7.2 Limitations of the Research

This study has certain limitations starting with the size of the sample that is not appropriate enough for drawing robust conclusions. Thus the findings are limited in terms of generalizability. Moreover, only university students were selected as a sample, and they are not true representatives of the whole population. In future, research could include individuals from others walks of life as well. In this study various categories of impulse buying behaviour (pure impulse buying, planned impulse, reminder impulse buying, and suggestive impulse buying) are not examined. In future, researchers should conduct research by distinguishing various types of impulse buying to clarify various intentions related to online and offline shopping and by doing so more suitable strategies can be developed to trigger impulse purchases.

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8 Appendices

8.1 Appendix 1 Ethical Approval

The screenshot shows an email client interface for the University of Bedfordshire. The search bar at the top contains 'ram'. The email is from Ram Ramanathan (ram.ramanathan@beds.ac.uk) dated 10 Mar. The subject is 'BMR Ethics Approval No. BMR/Ethics/2015-16/010'. The body of the email contains the following text:

Dear Ammar,

BMR Ethics Approval No. BMR/Ethics/2015-16/010

The BMRI Research Ethics Committee has considered your application with revised documents for Ethics approval for your research project, and is satisfied that you have taken adequate care of ethical requirements for the use of secondary data in your research. Therefore, I am happy to provide ethics clearance for this project in my capacity as the Chair of the BMRI Ethics Committee.

While executing your project, please ensure that you adhere to the ethics principles of the University (<http://www.beds.ac.uk/research-ref/rgs/research-ethics>) at all times. Please note that if there is substantial change in your research project, you may have to seek ethical approval again.

Since this project is not externally funded, this clearance is not forwarded to the University Research Ethics Committee for further approval.

As you have included a screenshot in your word document, I am unable to include this approval in your application document. Please use this email as a proof of BMRI Research Ethics approval.

Finally, it is not the intention of the BMRI Ethics Committee to comment on the research design of proposals but we recommend that you consider the earlier observation about your research design.

The BMRI Research Ethics Committee wishes you success on your interesting research project.

I am copying RGS in this email to update your student record with this ethics approval.

Regards
Ram

The interface also shows a sidebar with folders (Compose, Inbox, Starred, Sent Mail, Drafts, More), a contact list for Ammar, and a 'People (8)' section on the right.

8.2 Appendix 2 Information Sheet

I would like to invite you to take part in a research study. Before you decide you need to understand why the research is being done and what it would involve for you. Please take time to read the following information carefully. Ask questions if anything you read is not clear or would like more information. Your participation is voluntary. I would like you to consent to participate in this study as I believe that you can make an important contribution to the research. Take time to decide whether or not to take part

Research Study Title

Effect of store environment and website characteristics on Impulse Buying Behaviour of University Students

Purpose of the study

The research is being carried out for the purpose of completion of the PhD degree at University of Bedfordshire

Why have you been invited?

You have been chosen for this particular research study as it requires students.

Your participation in this research

Your participation in this study is voluntarily and you have right to withdraw at anytime

What will happen to the results of the research study?

All information provided by you will be stored anonymously on a personal computer which is password protected and only the researcher and his supervisory team will have the access. Data will be processed fairly and lawfully and will be used only for the stated purpose.

Who is organising the research?

This research is self-funded by the researcher/PhD student Ammar Hussain and there is no external or internal organisation is involved in this research.

8.3 Appendix 3 Consent Form

Title of Project: Effect of Store Environment and Website Characteristics on Impulse Buying Behaviour of University Students

Name of Researcher: **Ammar Hussain**

I wish to participate in the above named project. I have read the participant information sheet for the above research project and understand the following:

1.	I have read and understood the information about the project, as provided in the Information Sheet dated _____.	<input type="checkbox"/>
2.	I have been given the opportunity to ask questions about the project and my participation.	<input type="checkbox"/>
3.	I voluntarily agree to participate in the project.	<input type="checkbox"/>
4.	I understand I can withdraw at any time without giving reasons.	<input type="checkbox"/>
5.	The procedures regarding confidentiality have been clearly explained (e.g. use of names, pseudonyms, anonymization of data, etc.) to me.	<input type="checkbox"/>
7.	Use of the data in research, publications, sharing and archiving has been explained to me.	<input type="checkbox"/>
9.	Select only one of the following:	<input type="checkbox"/>
	<ul style="list-style-type: none"> • I would like my name to be used and what I have said as part of this study will be used in reports, publications and other research outputs so that anything I have contributed to this project can be recognised. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> • I do not want my name used in this project. 	<input type="checkbox"/>
10.	I, along with the Researcher, agree to sign and date this informed consent form.	<input type="checkbox"/>

Participant:

Name of Participant

Signature

Date

Researcher:

Name of Researcher

Signature

Date

8.4 Appendix 4 Interview Schedule

Hello. Thanks for joining me today

Opening

I am your Interviewer, Ammar Hussain. I will discuss with you who I am and give you an outline about this research study.

I am currently doing PhD from University of Bedfordshire, under the supervision of, Dr. Alexander Kofinas. This study has been designed to explore online and offline factors effecting impulse buying behaviour of university students.

This interview will be semi-structured. Therefore, the questions will normally follow a certain pattern; however the order is dependent upon the answers you provide. As an interviewer I will make clarification if need.

Consent (2 Signed Copies)

It is important to gain the interviewee's consent before I begin.

I shall now give you a copy of consent form to read. If you are happy to proceed, please sign two copies and keep one.

Ethical Considerations

I shall now read to you the ethical considerations of this research.

To confirm that all participants have been informed about the nature of the research, consent for participation has been obtained and their right to withdraw at any time will be respected. Confidentiality and anonymity is assured at all stages of the research including writing up the results. Only the researching team will have access to data collection, storage and analysis of data and this will be kept no longer than necessary for the purpose of the study. Data will be processed fairly and lawfully, and used only for the purposes of this research.

Do you have any question?

(The interviewer will be informed that they will be recorded from this point onwards).

Interview Questions

Q1: Tell me about yourself

This question is asked for ice breaking

Q2: Which mode of shopping you usually use? In-store or online and why?

This question will help in identifying the most preferred medium for shopping (online or offline) and what are the reason of using that specific mode of shopping.

Q2: What do you understand by impulse buying?

To identify the level of understanding about the phenomenon of impulse buying

Q3: Did you buy anything on impulse last week? Please tell me more about it

To identify how impulsively they purchase

Q4: When you go for shopping, do you buy things that you had not intended to purchase? Or you just stick to your shopping list?

This question asked to see impulse buying Tendency

Q5: Which product categories do you mostly purchase impulsively? (Confectionery, liquors, cosmetics, clothes etc.).

What items the consumers actually purchase impulsively.

Q6: When you are walking through a store what makes you enter a store? What motivates you to do impulse purchases?

To explore the factors forcing individuals to enter into a store and identifying specific factor/s in a store environment motivates individuals to make impulse purchases decisions.

Q7: In general, do you communicate and interact with the salespeople? Do you make purchase on recommendation or information provided by them?

This question will provide understanding about whether the presence of sales people influence individual impulse purchases decisions or not.

Q8: How you meet with the situation when store is crowding? And will it influence your in-store behaviour?

This question will identify the positive or negative effect of crowded environment on individual impulse purchases decisions.

Q9: Do you get attracted by the discount poster/signage? How do you feel when you see discount signs? Will it stimulate your impulse buying behaviour?

To see the effect of sales promotion activities on impulse purchases

Q10: Which features of website do you consider most while online buying?

This question will provide help in exploring various characteristics of website that motivates an individual to make purchases decisions.

Q11: When you make more impulse purchases? When you are with your family or when you are with your friends? Why?

This question is asked to see the effect of presence of other on their impulse buying behaviour

Q12: When you make more impulse purchases? When you have enough time? When you have enough money?

This question will help in exploring the situations when individuals do more impulse purchases when they have enough time and money or when they are experiencing time pressure.

Post Interview

Well, it has been a pleasure interviewing you; I appreciate the time you took for this interview. Is there anything else you would like to share with me? Do you have any questions for me, or would you like clarification about anything that we have discussed?

Thank you very much for your time – end recording

8.5 Appendix 5 Transcript Sample

A: Which mode of shopping you usually use, do you like to go into stores or you like online shopping

RK: I personally like going into store, I have tried online shopping but I prefer to see physically something before I buy it

A: so going into the shop you said physically sees the product so that's the reason

RK: ya that is one of the main reason I have tried online shopping it just that what you see is not what you always get you know things are always little different online than they do come like the material is different the colour is different the fit is different so I am type of person who likes to go into a shop for example if it is clothing I like to try it on and take it from there it is just easy for me

A: What do you understand by impulse buying?

RK: impulse buying is when for example when you go into a shop and you see something and you just buy you don't intend to buy you don't go with intention to say I am going to buy this or that today you just go doing something else and all of sudden you see something you like it and you buy it

A: when you go for shopping do you buy things that you had not intend to

RK: All the time all the time amm its really it is quite difficult to say amm I do a lot I use to do a lot of impulse buying back in few years back now I still tend to do it but not as much but it just one of those things as soon as you go into a mall you go into a shop there might be few things you like you going for something else but end up buying something and it is may be the way it is displayed may the colours it is just one of those thing you end up buying something that you never even need to buy you probably got ten thing at home but some reasons something just obviously pulls you towards it and you end up buying it

A: It means you don't just stick to your shopping list

RK: oh no no never I can help myself

A: which product category you mostly purchase impulsively

RK: Items of clothing I am quit bad at and make up I mean I might have ten shades of the same lipstick of different makes but if I see something advertise on TV for example it sits back of my mind even though I know I got it and I am not intending to buy it if I walk past for example if I am going boos or super drugs whatever I will just go in say let me just try it I knew I will end up in buy it even though I know I got the same shade ten time back at home I can't just help myself, I thought probably mood plays quite big role in it because psychologically it is inside my head you know even though I didn't intend to say I am going to buy it I happen to glance I go pass I know that oh I seen the advertise and let me try it out stuff then just hold if it is on the advertise and so and so is wearing it you know it is really good specially when they have offers on these stuff technically they are not even offers but then that is how they invite people is it. So you just like hmm this is a really good offer technically isn't but it is just the way it is marketed and you thinking it is so you like it I have to buy it don't buy it for my self

A: When you walk close to a store do you notice the display

RK: Yes I do (while smiling) that's one of the reasons why I am going into a shop when I just say if am going to town myself I not looking going into this shop today but I will end up going into half to the town because obviously display are so important it catches your eyes is it. It draws you in that is it especially when they you know put something new then you start thinking let me just I just going to have a look let us see how it looks, do they have my size, so they have the colour that I want, then it just starts from then and I end up buying it so ya it is good marketing

A: so you get attracted by the display

RK: yes

A: you go into store

RK: that is what pulls you in the store

A: then you try the product then you end up in buying that product?

RK: That's it I walk out of the shop I am like oh it was fast in two minutes

A: Which specific factors in a store motivated you to do impulse purchases?

RK: Special offers like I say if they got by one get one half prices or something like that normally ya I end up buying tow three things because I think that is a good offer and after wards I think like I have spent 30 pounds on two lip sticks technically that wasn't good values for money anyway oh I had the same shade at home or whatever, but when you are there it is the way they have been marketed you know the habit just like woooo two for one or the bonce points if you got the store cards then you thinking it is really good and also the way they do there they present there

A: Display

RK: Display is very very important if it was scattered stuff it is not. If it is like bold colours the way they do it is quite nice it's easy on the eye that's it you just look at it straight way and you just like oh let me have look that's what pulls you towards it is it, otherwise if it was dull you wouldn't look at the first play those kind of factors I thinks would influence you think I am getting a good deal here let's just go for it.

A: Do you generally communicate with the sales people in the store

RK: I do if for example I am looking for something they don't have my size or what I am looking for in particular the obviously I would approach them and just say look can you look for me. Because sometimes it not all on the display they do have some stuff in there store so I would I will ask them any other deals anything like that

A: what about the behaviour of the sales people you know the way they behave will it influence your impulse purchases or not.

RK: ya it does you have some people who are helpful more helpful they are obviously more chances you are going to buy something and if you have likes sales staff who won't bother who are not answering your questions or who are rude you tend not to shop there or you just say oh forget it I won't buy so ya I think the influence sales staff have in terms of their behaviour very very important when it comes to buying things

A: OK do you purchase on the bases of their recommendations?

RK: Ya I do it depends on the sales staff is be honest with you for example just say if it is makeup I say makeup because I wouldn't really takes someone approach on clothing because clothing for me I know what look good it and what don't look good it if I want I will take a friend with me in terms of makeup you need that specialist advice so for example if I am looking for a concealer which I always look for under eye concealer it is quite common for girls I would ask them to make it with your colour or you know which one is the best one which one is the best seller which one has the mat finish which one has the shiny finish for example and depending on what they say and good sales staff they will show you on your skin as well that show you one side with you use it and one side without it and how you use it that's normally compels me to buy it I have done it quite few times if they explain it well they show me I will end up buying

A: means you will go with their expert opinion

RK: ya I would only if it explains well I know it differs person to person only if it comes to the makeup I would take because when you are looking for that specific product you want that specific advice you want someone to say ya this is your shade I matched you this how you ware it and let me show you and you are like you know what ya I don't know may be sometimes light in store is different isn't it because when you go home when you ware it exactly the way they show it just looks different doesn't it but I think it is because of light you just like you know I will have that, that's my perfect shade it look it looks perfect

A: How do you meet the crowding situation in store? Do you like to go into the stores which are or

RK: I think that works both ways sometimes if you walking pass and you see there are lots of people in a shop, you just like why there are so many people in one shop so you thinking probable there is some bargain, there is sales you know there probably something new let me go check it out, so you obviously you go in and check it out and other times I don't know may be if it is quite you just like take your time just peruse through the store to see if they got anything new and you can do it that way but most of the time I think I like busy stores to be honest with you

A: you like busy store

RK: I like busy stores when it is hustle and bustle everyone is buying I say unless waiting in the cue that is different but I just feel like when it is bit busy it attracts me more because I am thinking you know what everyone is buying so it's good I think it is more psychological isn't everyone is buying the same thing that has to be good so therefore I am getting a good deal as well so I am buying as well

A Did you get attracted by the discount signs in a store

RK: Ya majorly

A: How do you feel when you see a discount sign?

RK: When I see a discount sign it depends what it is if it is on something which I want or even if it is on something I don't want if it is good discount you know it inclines you go look at it obviously we are human beings we are very curious and we are very inquisitive obviously we want to go we want to look and then obviously if it is a good sale you know what I notice I don't know what it is even if it is twenty percent or something minor like that after you brought this thing then you sitting at your home with a cup of tea or whatever you are thinking you know what it is only twenty percent it was nothing major but when you in that situation it is like woooo it's twenty percent you know it seems like it's a lot especially when you are in that situation so ya of course discount are very important no matter how much they are

A: will these discount signs lead you towards impulse purchases

RK: ya of course very much so very much so

A: just because of that you will purchase impulsively

RK: Just because of that ya even though that's what I am saying to you because it is spur of the moment in that environment when everyone else is there is the hustle and the bustle you thinking wao twenty percent lets buy it as soon as you go home you thinking you know what why did I just buy that it was only twenty percent it was nothing major any way and you know you probably might already have that stuff at home or whatever so ya it was the discount that kind of like motivated to buy it I do that quite a lot anyway.

A: What about online buying

RK: I had a few bad experiences I have tried online buying and I do some times but when it comes to clothing and makeup and things like that specially I like to go into the shop I like to try on and I like to see it I like to touch it and then I buy it only because I had few bad experiences like I said what you see is not what you get and I know lot of people do it because it saves time but if you like ordering technology you know technological stuff then that fine I have used online shopping for that or for things that what you see is what you get like stuff like that that is not going to change like books or whatever then ya online shopping is fine but for me because you know what we girls shop a lot for makeup clothing you know shoes I like to go and see it so that's why I prefer to go into shops

A: what specific feature attract you to do online shopping

RK: Sometimes they you know they do like these cods like they email you all this special offers like free delivery for example or you are getting extra ten percent off or you know when they say oh if you do online shopping you know you will get further discount on things like that majority of the time that's all is to be honest with you

A: and what about if the website is very difficult to use or very

RK: Ya no ya no I wouldn't bother then I like easy I hate technology anyway amm I am not a very technological person so ya if the website is very difficult to use and navigate through then I just won't bother I like quick and easy and you know I like to be able to navigate to the page that I want to go to find what I am looking for and that's it ya I am going to check out very quickly that is why I want it if it is complicated then there is no point isn't it the whole point of internet shopping is to save time and if you are wasting time trying navigate through this complicated website then it is kind of like what you are doing anyway no point

A: Does presence of others like friends and family affects your impulse purchases

RK: Ya I tend to do impulse purchases on my own and majority of the time if I am with my friends and family they are like you don't need that, if I am incline to do an impulse purchase then they normally stop me so I normally do a lot of impulse buying when I am on my own.

A: when no one is around

RK: When no one is around to stop me then I think about it later so ya that that just make a difference

A: Means when you are with your friends and your family then you do less impulse purchases

RK: Less because they normally took me out of it saying you don't need it you got ten of these at home and I am like ya you know what you are right but when there is no one to tell you and when you are your own then I tend to just go crazy

A: So when you make more purchases when you have extra money or you know

RK: No it doesn't matter

A: It doesn't matter it is one of those things ya even if you don't have it's just how good the advertising is how good you know display and things are amm you know the mood in the shop for example the environment if it is busy if it is not buy things like that makes massive

impact so you know what half the time I will be like you know I will get paid next month I shouldn't really be waste that money but because it is such a good deal you are thinking you know what I might miss out it might not be there tomorrow I will just do it I will just grab it.

A: Regardless of

RK: Regardless of you know whether I got money I bank or not whether I got enough it doesn't cross you mind because you are thinking you are getting a good deal you are thinking if I don't get it now then I am going to lose out

A: So what about time like if you have extra time or you are in a rush

RK: You always find time to do impulse purchases whether it is five minutes five hours ammm for me anyway I might be just walking through town to get to somewhere else but I always end up buying something or another because I think oh my God woo that is good deal I just go in and literally it take me five minutes literally it take me five minutes to go by something and go out that's how bad I am (laughing)

A: It means it doesn't matter

RK: No it doesn't matter if I am in a rush or not if I see something I am like you know what I literally got no minute to spare what so ever I always come back because if I have seen something then I will be like I need to go back and check what that was it's like that curiosity I need to check what it was so then I will comeback or whatever the next day I will make sure I will go and check and then obviously there you go bought it.

A: How do you mood effects your impulse purchases

RK: A lot if I am upset or depress ammm like back in the day like I said I went through this phase when I was little bit I don't know what it was it was like middle life crises because when you are twenty nine but ammm ya I don't know I was going through like quit things at home oh my God I spent stupid amounts of money on stuff that I probably, is probably so still sitting there or I never used it never touched it ammm gifts for friends when crazy I used to get like gifts every single day for my friends you know what I feel like in a way I thought

me spending and getting things for other people not myself was making me feel happy just make me feel worth something may be feel little bit valuable especially when I was down that's when I tend to do my impulse purchases ammm ya when I am upset or emotional or I am going through something I tend to do a lot. But now ammm I don't think ya it still ya these day. of-course mood does play a part I am not that much depressed these days aamm but I still end up doing it but I did a lot of more like those two three years for impulse purchase I spent stupid amount of money was when I was highly depressed now I still do it but not as much as I did before of course it makes massive I think that's make massive difference as I am not upset these days but amm I think it works both ways to be honest with you aaamm if you are overly happy that really really really really really really happy works the same way as well aa you know these day I am not overly happy any way I am like in a middle so I don't do as much as used to but I can think I was very very happy (with a pause) very very happy then I would just go out and get stuff. I mean I still I do when I am like with my friends and stuff and I am in good mood today I will just go and buy whatever I just give it to them

A: It means you do purchases just to lift your mood

RK: Ya to lift my mood back then I am telling you that was my height of depression I use to go every single day and I used to get stuff that I didn't know why I was getting it all the time that's how much of the influence had on me just so I could feel little bit of lifted I felt worth something I thought you know what let's make someone else happy so when me giving them stuff like buying stuff just giving it to them would make me happy it make me feel bit better about myself.

8.6 Appendix 6 Coding

Name	Sources	References	Created On	Created By	Modified On
Availability of Time	8	33	24/03/2016 11:40	AH	04/05/2016 12:57
Availability Money	0	0	24/03/2016 11:40	AH	04/05/2016 12:36
Availability of Enough Money	6	12	15/04/2016 12:21	AH	04/05/2016 12:35
Availability of Less Money	6	13	15/04/2016 12:24	AH	04/05/2016 12:32
Crowding Situation in Store	0	0	26/03/2016 12:49	AH	04/05/2016 19:39
Negative Effect of Crowd	8	35	15/04/2016 12:37	AH	04/05/2016 12:59
Positive Effect of Crowd	4	16	15/04/2016 12:40	AH	04/05/2016 12:57
Impulse buying	9	35	24/03/2016 11:39	AH	04/05/2016 12:35
Impulse Buying Tendency	8	27	24/03/2016 15:36	AH	04/05/2016 19:39
Mood	0	0	24/03/2016 11:41	AH	04/05/2016 16:16
Negative Mood	8	21	15/04/2016 13:00	AH	04/05/2016 16:01
Positive Mood	7	18	15/04/2016 13:00	AH	04/05/2016 16:14
To Change Mood	9	20	15/04/2016 13:00	AH	04/05/2016 16:03
Buying for Others	2	6	04/05/2016	AH	04/05/2016

			19:38		19:38
Offline Mode of Shopping	0	0	24/03/2016 11:46	AH	04/05/2016 13:16
Image of Store	3	8	27/03/2016 19:53	AH	25/04/2016 19:39
In-store Shopping	8	17	04/05/2016 13:09	AH	04/05/2016 13:14
Reason of Offline In-store Shopping	5	10	24/03/2016 15:17	AH	04/05/2016 23:25
Online Shopping	0	0	31/03/2016 21:43	AH	04/05/2016 19:39
Browsing Online	3	6	15/04/2016 13:48	AH	25/04/2016 19:39
Online Shopping Experience	3	8	24/03/2016 19:18	AH	25/04/2016 19:27
Product Delivery of Online buying	2	4	15/04/2016 13:48	AH	28/04/2016 20:16
Reason of Doing online Shopping	5	23	24/03/2016 15:17	AH	15/04/2016 14:03
Recommendations on Website	2	6	15/04/2016 13:51	AH	28/04/2016 20:12
Security of Online buying	5	18	15/04/2016 13:51	AH	25/04/2016 19:39
Uncertainty of online buying	6	13	24/03/2016 19:27	AH	02/05/2016 13:55
Using Online Mode of Shopping	5	8	04/05/2016 13:07	AH	04/05/2016 13:09
Web Aesthetics	4	6	15/04/2016 13:47	AH	25/04/2016 19:39

Web Sites Difficult to Use	3	6	15/04/2016 13:49	AH	25/04/2016 19:39
Websites Easy to Use	5	14	15/04/2016 13:49	AH	25/04/2016 19:39
Own Decision Making	7	27	28/03/2016 13:20	AH	04/05/2016 19:39
Presence of Others	0	0	28/04/2016 13:48	AH	04/05/2016 19:39
Presence of Family	8	20	15/04/2016 12:56	AH	04/05/2016 13:33
Presence of Friends	7	21	15/04/2016 12:55	AH	25/04/2016 19:39
Product Category Purchase Online	0	0	04/05/2016 19:39	AH	04/05/2016 19:39
Product Category Purchase Offline	9	22	24/03/2016 12:00	AH	04/05/2016 19:39
Sales People	0	0	28/04/2016 13:42	AH	04/05/2016 19:39
Behaviour of Sales People	9	24	15/04/2016 13:25	AH	04/05/2016 13:34
Communication Skills	4	5	15/04/2016 13:25	AH	04/05/2016 23:24
Expert Opinion	6	11	15/04/2016 13:26	AH	04/05/2016 23:25
Interaction with Sales People	9	23	15/04/2016 13:26	AH	28/04/2016 21:23
Product Knowledge	4	10	15/04/2016 13:27	AH	04/05/2016 23:25
Sales Promotion	0	0	24/03/2016	AH	04/05/2016

			15:51		19:39
Discounts	9	44	04/05/2016 13:41	AH	04/05/2016 13:58
Perception about Discounts	6	18	28/03/2016 14:26	AH	04/05/2016 13:58
Store Environment	0	0	28/04/2016 13:55	AH	04/05/2016 19:39
Color Scheme of Store	3	7	15/04/2016 12:51	AH	28/04/2016 20:12
Motivational Factors In-store	3	9	24/03/2016 15:35	AH	25/04/2016 13:04
Product Display	9	46	24/03/2016 15:33	AH	04/05/2016 13:39
Store Layout	5	8	30/03/2016 19:48	AH	04/05/2016 13:40
Store Lighting	2	5	24/03/2016 12:02	AH	15/04/2016 16:13
Tangible Influence	0	0	28/04/2016 14:18	AH	04/05/2016 19:39
Likes to Try	4	5	24/03/2016 15:08	AH	28/04/2016 21:11
Touch	3	4	24/03/2016 11:58	AH	04/05/2016 13:40

8.7 Appendix 7 Searching Themes

Codes	Emerging Themes
Impulse Buying	
Impulse Buying Tendency	
Presence of Family Presence of Friends Influence of Others	Presence of Others
Likes to try Likes to see	Tangible Influence
Shopping Online Perceptions About Online Buying Reasons of doing online Shopping Online Shopping Experience	Online Shopping
Perception About Discounts Discounts	Sales Promotion
Availability of Time	
Enough money Little Money No Money	Availability of Money
Negative Mood Positive Mood To Change Mood Buying for Others	Mood
Negative Effect of Crowd Positive Effect of Crowd Crowding in Store	Crowd in Store
In-store Shopping Reasons of Doing In-store Shopping	Offline Shopping

Store Layout Colour Schemes Visibility Store Lighting Display Attraction Product Category Purchased Impulsively	Store Environment
Self-Decision Making	
Web Aesthetics Browsing Online Product Delivery of Online Buying Website Difficulty to Use Website Easy to Use Navigation Recommendation on Website Security of Online Buying	Web Characteristics
Behaviour of Sales people Communication Skills of Sales People Expert Opinion of Sales People Interaction with Sales People Product Knowledge of Sales People	Sales People

8.8 Appendix 8 Common Method Bias

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.540	16.736	16.736	9.540	16.736	16.736
2	5.007	8.785	25.521			
3	4.231	7.423	32.944			
4	3.942	6.916	39.859			
5	3.601	6.318	46.177			
6	2.866	5.027	51.204			
7	2.841	4.984	56.188			
8	2.625	4.605	60.793			
9	2.467	4.328	65.121			
10	2.046	3.589	68.710			
11	1.731	3.037	71.747			
12	1.416	2.484	74.231			
13	1.216	2.133	76.365			
14	.777	1.363	77.728			
15	.748	1.312	79.040			
16	.720	1.264	80.304			
17	.643	1.128	81.432			
18	.620	1.087	82.519			
19	.544	.954	83.473			
20	.538	.943	84.416			
21	.508	.891	85.308			
22	.477	.838	86.145			
23	.440	.772	86.917			
24	.422	.741	87.659			
25	.418	.733	88.391			
26	.401	.703	89.094			
27	.392	.688	89.782			
28	.359	.630	90.412			
29	.348	.611	91.022			
30	.334	.587	91.609			
31	.314	.550	92.159			
32	.293	.514	92.673			
33	.288	.506	93.179			
34	.271	.476	93.655			
35	.267	.468	94.123			
36	.252	.443	94.566			
37	.243	.426	94.991			
38	.222	.390	95.381			
39	.212	.372	95.754			
40	.207	.363	96.116			
41	.200	.351	96.467			
42	.185	.325	96.793			
43	.183	.321	97.113			

44	.174	.304	97.418		
45	.167	.294	97.712		
46	.164	.288	97.999		
47	.147	.258	98.257		
48	.131	.229	98.487		
49	.127	.224	98.710		
50	.120	.210	98.920		
51	.112	.196	99.116		
52	.105	.184	99.301		
53	.089	.156	99.456		
54	.085	.148	99.605		
55	.080	.140	99.744		
56	.077	.135	99.880		
57	.069	.120	100.000		

8.9 Appendix 9 Questionnaire

Dear Respondent,

Thank you for agreeing to participate in this survey. I am a student of PhD at University of Bedfordshire and conducting a survey on **Effect of Online and Offline Factors on Impulse Buying Behaviour of University Students**. Your completion of the survey is essential to the success of this research. Your participation in this survey is valuable to better understand Impulse Buying Behaviour during online and offline purchase situations and your participation in this survey are voluntary and you may withdraw from participation at any time.

It should take about 10 minutes to complete this survey. There is no right or wrong answers, so just answer the questionnaires based on your true feelings and best judgments. No individual responses will be shared and all information collected in this survey will remain confidential and will only be reported in aggregate form. You are also assured that the information sought is only for academic purpose. Again, thank you for your cooperation and contribution to this study. If you have questions at any time about the study, you may contact the researcher.

Ammar Hussain

Business and Management Research Institute (BMRI)

University of Bedfordshire, UK

Email:ammarr.hussain1@study.beds.ac.uk

Instructions

Some questions may look similar, but each question was designed to measure different things. So, please respond to all the questions. There is no right or wrong answers. Please answer the questions based on your true feelings and best judgment. Please mark tick (✓) in a box to choose your response to the questions.

SECTION A: Impulse buying

impulse is when you unexpectedly experience the urge to purchase something instantly”
(Rook, 1987)..

SDA= Strongly disagree, **DA**= Disagree, **N**= Neutral **A**= Agree, **SA**= Strongly agree

		S.DA	DA	N	A	SA
Impulse Buying						
1	“I see it, I buy it” describes me.	1	2	3	4	5
2	“Buy now, think about it later” describes me.	1	2	3	4	5
3	When I go shopping, I buy things that I had not intended buying	1	2	3	4	5

4	I can't suppress the feeling of wanting to buy things spontaneously	1	2	3	4	5
5	I often buy thing without thinking	1	2	3	4	5
Store Environment						
Ambience Factors						
6	The fragrance used in the store affects my buying intentions	1	2	3	4	5
7	Appropriate lighting in a store makes you indulge in browsing more items in the store	1	2	3	4	5
8	Pleasing colour scheme induce my purchase intentions.	1	2	3	4	5
9	Pleasant and calm back ground music makes me to spend more time in a store.	1	2	3	4	5
Design Factors						
10	I get an idea of what I want to buy after looking through in-store displays.	1	2	3	4	5
11	Attractive display draws my attention and induce my impulsive buying	1	2	3	4	5
12	If it is easy to find out the products courage me to do more purchases	1	2	3	4	5
13	If the store has eye catching arrangements I tend to spend more time in the store	1	2	3	4	5
Social Factors						
14	Helpful behaviour of sales person makes me buy a product I didn't plan to buy.	1	2	3	4	5
15	The friendly attitude of sales person encourages me to buy more than I planned to buy.	1	2	3	4	5
16	A crowded store doesn't really bother me	1	2	3	4	5
17	It's worth having to deal with a crowded store if I can save money on the things I buy	1	2	3	4	5
Touch						
18	I like to touch products before buying them.	1	2	3	4	5
19	I trust products more that can be touched before purchase	1	2	3	4	5
20	I feel more comfortable buying a product after physically examining it.	1	2	3	4	5

21	To make sure a product is worth buying is to actually touch it.	1	2	3	4	5
Situational Factors						
Sales Promotion						
22	I am more likely to make an impulse purchase if the product has a sale sign.	1	2	3	4	5
23	Promotional activities (buy one get one etc.) make me to do impulse purchases.	1	2	3	4	5
24	I buy extra products with discount price.	1	2	3	4	5
25	If I see discount price, I tend to buy impulsively.	1	2	3	4	5
Availability of Time						
26	When I have time I usually make more purchase.	1	2	3	4	5
27	I only buy things that I really need when I am under time pressure	1	2	3	4	5
28	The more time I spend on looking at products, the greater is the chance of buying.	1	2	3	4	5
29	When I have less time, I only buy what is on my shopping list.	1	2	3	4	5
Availability of Money						
30	I often control my feelings to buy something impulsively because of my limited budget.	1	2	3	4	5
31	When I feel financially comfortable, I tend to do more impulse purchases.	1	2	3	4	5
32	When I feel I can afford to make any purchases I do Impulse purchase.	1	2	3	4	5
33	When I have more money I am more likely to buy more impulsively.	1	2	3	4	5
Presence of Others						
34	I feel more delighted to have companions in the shopping trip.	1	2	3	4	5
35	I usually make purchases on impulse when I am with my friends.	1	2	3	4	5
36	It's more fun to shop with friends than it is to shop alone.	1	2	3	4	5
37	I often buy more than needed when I go shopping with my family members.	1	2	3	4	5
38	I impulsively buy a product because of my family members.	1	2	3	4	5
Mood						

39	I buy a product to change my mood.	1	2	3	4	5
40	When I'm feeling down, I go out and buy something impulsively.	1	2	3	4	5
41	I often buy more things than needed when my mood is pleasant.	1	2	3	4	5
42	When my mood goes low, I often buy more than needed to lift my mood up.	1	2	3	4	5
Website Characteristics						
Ease of Use						
43	I prefer to purchase from a website which is ease to use.	1	2	3	4	5
44	Ease of finding the product I want on a website could increase my purchase intentions.	1	2	3	4	5
45	Quick and easy to complete a transaction tend to increase my impulse purchases.	1	2	3	4	5
46	I prefer to buy from an online store where I can easily fine the relevant information.	1	2	3	4	5
47	Ease of navigating a website will encourage my buying behaviour.					
Visual Appeal						
48	I feel attracted if the website is visually pleasing.	1	2	3	4	5
49	Visually pleasing websites evokes positive impulse buying feelings.	1	2	3	4	5
50	I prefer to buy from online stores only if they are visually appealing.	1	2	3	4	5
51	If the website is beautiful it evokes positive emotions.	1	2	3	4	5
52	Colourful and vivid product pictures will influence my buying positively.	1	2	3	4	5
Perceived Enjoyment						
53	I probably spend more time shopping if I enjoy using a website.	1	2	3	4	5
54	If I feel excited while using a website then I am more likely to purchase more.	1	2	3	4	5
55	Using attractive website increase my enjoyment during buying	1	2	3	4	5
56	Enjoyment while using a website affects my intention to shop online	1	2	3	4	5
57	I enjoy surfing the net for the purpose of shopping and receiving	1	2	3	4	5

information					
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Section B: Product Category Purchase Impulsively

58. How frequently do you purchase the following items impulsively?

Items	Never	Rarely	Sometimes	Most of the Time	Always
Clothes					
Shoes					
Books					
Beauty Products					
Accessories (Belt, tie, Jewellery)					
Food items					

Section C: BIO DATA

Name: (Optional) _____

Gender: Male Female

What is your age bracket? Below 20 21-25 26-34 35 and above

Household Income (Give an approximate amount)

Less than 12,000 £ 13, 000- 23,000 £ 24,000- 34,000£
 35,000- 45,000 £ More than 45,000£

What is your level of Education? Undergraduate Postgraduate PhD

Thank You

8.10 Annexure 10 Training and Development

<u>Activity/ Training</u>	<u>Date</u>
Introduction to Teaching and Learning	11/01/2015
Teaching and Learning Support	11/02/2015
NVivo Training	22/04/2015
Research Philosophy	18/05/2015
Mode of Thinking & Argumentation	21/05/2015
Knowledge Creation & Creativity in Research	28/05/2015
Research Design & Methodology	29/05/2015
Critical Literature Review	11/06/2015
Academic Writing, Editing and Crafting	12/06/2015
Introduction to SPSS	19/04/2016
Introduction to NVivo 10	20/04/2016