LITERATURE REVIEW

CONCEPT OF IMPULSE PURCHASE & VARIOUS FACTORS AFFECTING IT

Our research and study of factors influencing Impulse purchase behavior is mainly having its basis on prior research done in this field across the globe as well as the articles that are published in various journals. While doing the research we had gone through peer-reviewed articles only and did not take into consideration articles that are peer-reviewed for making it more reliable. This was done with a view in line with SAUNDERS et al. (2009) who necessitated the importance of being critical while doing review of literature as it is the very foundation of any study.

Reviewing an already done research work will give an easy understanding of research done previously (SAUNDERS et al., 2009). While doing a review of literature about our topic we made a scan of various sources of information related to Retail sector in India, Impulsiveness of customers and factors affecting it etc. While making a choice of various theories and literature a critical analysis of the data sources is done to make sure that they are fitting to our area of research and are relevant in this context.

The research started with search on articles in Indian Retail sector and Effect of Advertisements and promotions on consumer buying behavior and then shifted to Impulse buying and various factors affecting it. The search for scholarly articles was done in databases from GRIET Library and on Google Scholar and EBSCO. Wherever the search was done we made sure that it is a peer-reviewed one. We used Keywords like Impulse, Organized Retail in India, Factors affecting Impulse Buying etc.

Impulse Buying of Customers is the process of unplanned purchase by the customers at retail stores and mainly depends on their personality traits and Visual Merchandising, a concept of presenting the retail space in a way to maximize the sales. Carefully presenting our products in the retail space will help us in creating an identity unique to the business. We can set our self apart from the prevailing competition by making the retail space cool, smooth, trendy and approachable to the customer. Retail displays will help the business in achieving the sales target because the visual elements will be making good the first impression of the potential customers. Retails displays are a key element to
make branding successful. If we are able to make customers like the way the store looks and the products look appealing through various types of displays (window, stock and shelf), there will be a more likelihood of them spending more time as well as money at the retail store. The purpose of conducting the research is to find the Impact of Effective Visual merchandising (VM) on the buying behavior of customers at various retail stores in the cities of HYDERABAD, SECUNDERABAD and VIJAYAWADA.

Increased disposable incomes and Demographics shifting towards favorably towards higher retail spends made the Union Government of India make two key amendments that became a turning point in Indian retail landscape. First was the announcement on January 11, 2012 allowing 51 percent ownership in Single Brand retail and the second was on September 14, 2012 which paved the way 51 percent ownership in multi-brand retail and made the sector come full circle. Both came with a rider that retailers entering with FDI should source goods from Indian SME’s (Small and Medium Enterprise) which was a timely one paving the way for them to slowly become an integral part of big global supply chains as also strengthen India’s position as a sourcing hub. However, no foreign investment has taken place in the sector so far. Global retailers like Wal-Mart, Tesco and Carrefour have been demanding further clarifications in the policy. To encourage them, the government on August 1, 2013 has decided to relax the policies related to mandatory sourcing, investment in back-end infrastructure and selection of cities. In case of mandatory sourcing from the small and medium enterprises, a onetime $2 million investment ceiling for identification of SME was required for at the time of engagement. As per the earlier norms, it was mandatory for the overseas investors to source at least 30 per cent of goods from SME, which has investment of less than $2 million. There was ambiguity that what will happen if the investment of SMEs crosses $2 million. For the Indian Customer improving the Service Quality at Organized Retail Stores is also as important as increasing FDI in this sector. A survey of 488 retail customers was done and results interpreted in this paper.

For most shoppers whom I came across, weekend shopping is an indulgence which they openly resort to and it is an activity to splurge money which is not likely to be like their other activities. Some customers felt that shopping soothes their sense of feeling let down
due to other circumstances. With the time shifts in work growing people are spending little time with friends and family and are more involved with their work. This creates a sense of loneliness in them. People who once feel this loneliness will be disturbing their won thought process and cannot take the right decisions and the process becomes subjective instead of objectivity. Due to lack of enough time in browsing across product categories and taking the right decision they depend more on Advertisements and Visual Appearances and make decisions in flash of second and thus there will be more chances of incidence of impulse purchases. Rise in the Advertising revenues also is an indicator of Impulse buying as companies want to catch the impulse of the customer instead of gaining their confidence through good product quality. Even the quality leaders for example HONDA in scooter segment are forced to advertise their products as the customer impulse is changing on the basis of advertising. Rising sales of Supermarkets, Malls and other organized retail outlets indicates an uptick in Impulse purchases. This can be illustrated by a customer waiting at the check-out sighting a chewing gum which makes his mouth to water creating an urge to purchase it on impulsively. Items which create enormous satisfaction when savored which adds to the perceived product value will create an excitement and makes him anticipate for more and increases the value derived due to consuming it (LOEWENSTEIN, 1987; LOEWENSTEIN & THALER, 1989).

**RELATIONSHIP MODEL**

Relations had slowly shifted from the ONE-TO-ONE to ONE-TO-MANY and then to MANY-TO-MANY scenarios. In the ONE-TO-ONE scenario individuals used to be more focused in their talking, feelings and concern for others. Slowly with spread of national culture they shifted to the ONE-TO-MANY scenario where they deal with many people from across the nation and so their concentration shifted to numerous relations instead of the limited local interactions. In the final stage people began to shift to the MANY-TO-MANY scenario where they began to interact with people from cultures across the globe and also their tendency to have a good relation with a set of people that fits their memory in stable environment is on the decline.
In this shift aided by the growth in work time and less interactions with friends and family and also the decrease in the WEIGHTAGE given to words like ETHICS, HONESTY, RELATION, GRATITUDE people are now-a-days tending towards the thought of having an upper hand over others in every aspect of commerciality and highlight themselves and for achieving this they try to acquire products or symbols that help them in accomplishing it. Due to the lack of sufficient time to think objectively they slowly shift to the process of taking decision in a flash of in the immediate future and subjectively. Products that are having a high brand recognition and fashion quotient are frequently brought on impulse when compared to utility products which are used daily in common.

Organized retail stores and have prepared a list of factors which need to be focused like using effective sign/displays inside the store and also specific categories of products for increasing their sales (WOODSIDE and WADDLE, 1975; ABRATT and GOODEY, 1990). The Main reason which is behind the increase in customers urge to buy impulsively is the “looked good on shelf” factor of effective VM according to ROSTOCKS (2003). MATTILA and WIRTZ (2008) stated that ability to create a stimulating environment in-store will improve the likeliness of occurrence of purchases impulsively as it will lead to decrease in control of self for a moment.

Impulsiveness in purchase behavior rises with the bottom to top shift in hierarchy of needs in Maslow’s Pyramid. People who are in the self-actualization mode are more prone to impulse purchases. In India with growing disposable incomes people tend more towards this phenomenon to satisfy their feeling of self actualization. Weekend shoppers are more likely to do impulse purchases than weekday shoppers as generally the former feel shopping is a leisure activity in which they can splurge money to feel a sense of achievement while for the latter it is done to fulfill their necessities. Average income Shoppers generally show more tendencies to buy impulsively at their favorite retail store than a store that they visit for the first time whereas high net worth customers are bent to buy impulsively at even new stores they visit for the first time if it is able to provide the right thrilling feel to them. The presence of modern equipment like escalators right
parking amenities also gives the customers a thrilling and joyful atmosphere at the store will drive even average income customers to try buying on impulse.

Research has proved that impulse buying is an area which could become of more interest to retailers as well as marketers and manufacturer’s world wide as it is a factor that can increase sales volumes and improve their bottom lines. Some retail stores place confectionary at the base level at the checkout stores where small babies and kids pick them up and pester their parents to buy them and in some cases unknowingly put them in their mouth forcing the latter to pay up for the same. An upward trend of customers doing impulsive purchase without prior plan was reported by COBB and HOYER (1986). Most shoppers do impulse purchase once at least occasionally according to WELLES (1986).

Impulse buyers are who are accustomed to impulsiveness are unlikely to stop doing purchases on impulse even when got let down by some products as it is a hobby or habit they can’t desist from due to their money splurging character and lack of sensing utility of product. Impulsiveness in my mind is the sixth sense that most people have and exhibit at Times they senses the right threshold stimulus that is able to drive them to display it. People who are having a busy five day work lifestyle and high salaries are the ones who tend to be more prone to impulse purchases due to their busy scheduled and mechanical work life which will reduce their utilitarian thinking aspect and increase their hedonic feelings and do it repeatedly without feeling the negatives of being letdown in the previous cases. For them doing a shopping is a social activity that will make their Loneliness to disappear.

Festive day atmosphere makes people do purchases on impulse than on normal days and people who don’t do it will be prone to it because of their family and friends. The festive atmosphere in the malls has a soothing effect on the stress and negative emotions of customers. Generally due to them undergoing a mechanical and stressful life, they try shopping on weekends to relieve their stress as a result of their negative emotions. When they enter the store they feel excited on seeing new products in the background of good music, fragrance and neat packaging and in the presence of family members and friends want to try new products which are increasing their comfort and style quotient. In some
cases they try to improve their Para social interaction with people whom they don’t come across on their workdays.

The tendency to do an Impulse buy is the degree to which the customer is likely to do a purchase on impulse (JONES, REYNOLDS, WEUN, & BEATTY, 2003). The discount display boards is a major factor that makes people to do impulse purchase because of their feeling discounted on seeing the prices prior and after discount. The customer having enough money available with him facilitates him in making an impulse purchase in the words of The availability of money is a facilitator in the impulse buying process (MAI et al., 2003), as it gives him the power to make a purchase. In the event of him not having sufficient money he will avoid shopping in total. JONES et al (2003) stated that customers will have the propensity to make impulse purchases.

DOBBIN (2011) says that CUSTOMERS behavior and habits in doing has undergone a sea change with the emergence of malls and them becoming landmarks for shopping in the Urban Context. Stores and Online retailers now a day’s wait for an occasion or festival to offer discount for clearing their old stock. Recent happenings indicate a clear threat to organized and unorganized retail due to online retailers as they are providing a Comparative information search as well as description and specification of the product at the fingertips of customers and in most cases deliver them to the address of customer for free. The organized retail as well as e-tailing is expected to witness a rapid transformation due to the advances in technology like product tagging as well as increased number of modes of payment and delivery. E-tailing is expected to show a higher growth rate due to increased penetration of internet and rising usage of smart phones. This has led E-TAILERS like FLIPKART shift to an App only model to tap the Smartphone customer base.

Stores selling high end products focus more on impulse buying and not those dealing in groceries and this is the reason for importance given to Visual Merchandising in the former than in the latter. VM is used as a technique to generate an urge on the side of customer to make impulse purchase as well as decreasing his utilitarian attitude by prompting him to make a pleasure purchase by breaking his routine decision making process. Even low income customers are sometimes forced to make impulse purchases by
breaking their resistance to visual merchandising. Young customers are more prone to impulse purchases because of their attitude as well as status quotient while old customers tend to think twice before buying any product. Heightened impulsive nature can be seen in online shoppers due to their socialization and this is exponentially greater in comparison to regular shopping at the retail store.

While browsing shopping apps on smart phones, people come across various products which show discount percent and this is wooing them to purchase impulsively and this is the driving factor for Indian online retailers like AMAZON, SNAPDEAL and FLIPKART to announce Big Billion sale which promises to offer unbeatable discounts across categories.

MALCOLM GLADWELL in his Bestseller ‘Blink’ (NEW YORK TIMES) tried to prove the fact that quick and unplanned purchase decisions also can be that nice and good as cautiously and well thought decisions and they can be based on education and experience and surrounding environment of the customer. G. MURUGANANTHAM & RAVI SHANKAR BHAKAT (2013) in their study on behavior of impulse buying have prepared a framework that helps researchers to have a better understanding on the concept. According to them there are four categories of factors that influence impulse buying behavior. They are outside stimuli, inner stimuli, situational factors that are related to the product, cultural social and demographics and Development.

**IMPULSE BUYING DEFINED**

Researchers and marketers across the globe felt the need to study the phenomenon of impulse purchase and studies on this were going on for the past six decades. First among them are Study on Consumer Habits in the forties through sixties and the POP institute sponsored studies like the one by Patterson in the sixties which were done across different countries and mainly focused on US and these concluded that Customers in US are impulsive than the rest and also that eighty purchases in hundred in some categories of products are done on impulse and also that ninety out of hundred customers do impulsive purchases. One study concluded that magazines and Confectionaries categories
combined had generated revenue of 4.2 billion dollars annually on account of impulse purchases.

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Some Eminent researchers in the field of Impulse buying whom I came across in my study are CLOVER (1950), ROOK, STERN, ABRATT & GOODEY, PECK &CHILDERS and CHANG et al. Impulsiveness is a customer trait that shows his tendency to buy immediately, kinetically, unreflectively and spontaneously (ROOK and FISHER; 1995). They developed a framework to measure impulsiveness on the basis of a nine point scale. PIRON (1991) stated that the primary characteristic of impulse buying is being an unplanned purchase as decision to purchase the product is taken in spur of moment and the second character being it done when exposed to some stimulus without evaluating consequences of buying it and concluded that impulse buying is almost similar to the process of unplanned purchasing as suggested by CLOVER and WEST and reviewed its definition and in the end stated that none of those were able to describe it fully and also identified thirteen dimensions that are common through all the prior definitions that are given previously.

Prior to ROOK (1987), the studies on impulse buying mainly were having their focus on the product traits and not Consumer and his personality. From then researchers focused on behavioral attributes of customers who are indulging in impulse buying. ROOK (1987) concluded that consumers who do impulse buy experience an instantaneous desire that overpowers their feelings. According to ROOK and GARDNER (1993) impulse
buying is a behavior that is unplanned and will involve instant decisions along with a tendency to acquire the products immediately. In the recent past innovations like television marketing, Home Shoppe networks, and credit cards made impulse buying a lot more easy (ROOK 1987).

Characteristics of Impulsive Buying: ROOK (1987) identifies several themes: the impulsive buying urge appears to arise spontaneously; the impulsive buying urge feels intense; the impulse buying urge reflects animate forces; and the impulsive buying urge is synchronistic. Some examples given by ROOK:

I was in the Pottery Barn browsing, and saw this crystal candle holder. It came over me instantly. (Male-34 in ROOK 1987, p. 193)

Once I can see it in my mind, it won't go away until I buy it. If I can see it, that's it. (Female-55, describing a piece of jewelry in ROOK 1987, p. 193)

The pants were shrieking "buy me," so I knew right then I had better walk away and try and get something else done. (Female-35 in ROOK and HOCH 1985, p. 25)

It felt like something that you had been looking for a long time had appeared before your eyes, and if you don't buy it now you won't have another chance. It is just the right place and time. (Female-37, describing a pair of shoes in ROOK 1987, p. 194)

In the words of BEATTY and FERREL (1998) impulse buying occurs when customers do a purchase that is immediate and they are not having a preplanned objective to shop it for their need fulfillment. Impulse buying is a behavior that is compelling, hedonically complex and sudden and the process excludes thoughtfulness & also consideration of alternate choices. A hedonic Person is a Pleasure seeker while a utilitarian person is interested in functionality as well as value addition from products/Services he is buying. BAYLEY and NANCARROW (1998) concluded that customer will develop a Powerful and sudden urge and will not deliberate while doing an impulse purchase. Impulse buying occurs when customer acts in the absence of conscious, recognizable intention to buy formed before him browsing the store.
STERN's NINE FACTOR THEORY

STERN (1962) in his studies concluded that there are nine factors influencing purchases done on impulse at the brick-and-mortar stores and the common aspect of all these factors is they are having a link with easiness while doing a purchase. They are

1. LOW PRICES
2. MASS DISTRIBUTION
3. SELF-SERVICE
4. MASS ADVERTISING
5. PROMINENT STORE DISPLAYS
6. LOW MARGINAL NEED FOR AN ITEM
7. SHORT PRODUCT LIFE
8. SMALLER SIZES OR LIGHTWEIGHT
9. EASE OF STORAGE

LOW PRICES

Strategies to price the product low will encourage impulse purchase in two different ways. We can see the example where the customer had two oranges on his shopping list and they are priced at $.40 each or three for $1 so he gets the extra lime for $.20. So if he purchased the extra third orange it will be treated as a planned impulse purchase as it occurred due to special pricing offered there. Another way of pricing having an influence on Impulse purchase can be seen in the ‘dollar store phenomenon’ in which every product is at a price of ‘$1’ only and the bill in total exceeded the amount the customer will spend in another store of equivalence with the same products on their wish list

MASS DISTRIBUTION

The process which involves steps that make an item to be available at as much location those are possible so as to enable the customer to purchase it whenever he chooses and also feels its availability. We can observe this strategy in the case of Confectionary and Chewing gum which are available at grocery stores, cigarette shops, convenience stores
PAN WALAS and some restaurants and the idea behind this is the more places it is available the more are the chances of customers seeing it and deciding on buying it.

SELF-SERVICE

Retail stores that emphasize on Self-service are expected to witness more impulsiveness in customer purchases as they have the freeness in looking the products, touching them and reading the displays without any interference from the sales person and there is no need for him to rely on the latter for going through the process of purchase.

MASS ADVERTISING

Advertisements on a mass scale will improve the chances of impulse purchase as it will increase the information availability to the customer about the product and brand and him recognizing and choosing the same (KOTLER, 1991). We can see a customer who is not interested in normal circumstances in buying and eating ice cream but does it when he comes across the store because of him being reminded of the advertisement which showed teenage people poking fun at each other and having a refreshed look on eating it.

PROMINENT STORE DISPLAYS

The major challenge of merchandizing at any retail store is to be able to make the customer break his routine and making him notice a promotion or product. In case of customers who are not on the lookout to purchase an impulse item they must put a store display that is catching his eye and appears prominently (DESMET & RENAUDIN, 1998). As now a day they are getting exposed to the offers regularly that become a routine affair and reduce their interest in going through them.

LOW MARGINAL NEED FOR AN ITEM

The degree to which the customer is in requirement or need for a product is termed marginal need and it higher with items like bread, milk have high marginal need. Every family that has a child needs milk in the morning. Purchase of items with high marginal need are well planned and they would be appearing in the shopping list and also are scheduled to be bought at a particular point of time whereas items with low marginal
need quotient can be purchased without prior planning and bought on convenience as in the case of gum, chocolate bars, and magazines. Items whose marginal need is low are generally located at the checkout point and the customer buys them in his convenience.

SHORT PRODUCT LIFE

Perishable Items that are consumed in short time period have a very short Product life cycle. Due to the frequent purchase of such items there is less or no need for planning a purchase in these items; so customers only remember them on encountering the same at the store and buy them on impulse (STERN, 1962). This can be illustrated by women shopping at the same shop weekly at the same grocery store.

SMALL SIZE AND LIGHT WEIGHT

Items of bigger size and have heavy weight Large or heavy items will be discouraged in being bought on impulse as the extra effort needed to transport them to the customers place will outweigh the benefits accrued from them. In the case of a customer searching for stationary noticing a wheel chair will be discouraged to buy it on impulse if it has huge size and heavy in weight. In the reverse small and light weight products are immediately bought on impulse.

EASE OF STORAGE

The easiness and availability of storage space will also have an impact on the customer’s impulse purchase decision. We can see this with the case of a favorite ice cream of the customer which he wants to buy in large quantity for a week but discards it due to unavailability of refrigerator space at his home.

Sometimes a customer seems instantly attracted towards a product after he gets exposed to the right stimulus (WOLMAN, 1973). KROEBER-RIEL (1980) concluded that to buy on impulse is a reaction to a stimulus and frequently ends with a response. HOCH & LOEWENSTEIN, (1991); THOMPSON et al., (1990) stated that customers who are having a high disposition to make an impulse purchase are not able to reflect themselves in their thoughts, get attracted with their emotions towards the object, and also pay interest in gratifying themselves immediately. They are least attentive to the probable
negative outcomes and setbacks as a result of their doings (HOCH & LOEWENSTEIN, 1991; ROOK, 1987; O’GUINN & FABER, 1989). Purchasing on impulse buying is the consequence of an intensive and excited urging developed in the customer lacking any concern about various consequences of the decision to do it (GUTIERREZ, 2004). The terms Impulse buying and compulsive buying is used interchangeably (DITTMAR, BEATTIE, & FRIESE, 1996), but are distinguishable as they differ in severity, frequency, cause and outcomes (FABER, 2010). According to TVERSKY and KAHNEMAN (1974) Consumer Research has indicated that the choice of consumers is based on rational thinking and any decision is taken after consideration of various available set of alternatives and this is violated in some cases. In these instances choice is made in the absence of careful deliberation of alternatives lacking sufficient information on the particular product and without having a predetermined intention to buy it (TVERSKY and KAHNEMAN 1981) and such an instance is called impulse buying and this phenomenon is now-a-days is accounting for high volumes of sales of products (HAUSMAN, 2000). Impulsive purchase behavior pursued with hedonic passion when in the limits is an enjoyable past time similar to habits like consuming alcohol and the same will be destructive and will harm the customer when it exceeds the limits and the driving factor behind it is the state of negative psychology/mindset like having a lower esteem of self and negative dispositions towards others (VERPLANKEN HERABADI, PERRY, & SILVERA, 2005).

According to PIRON (1991) experiential impulse purchase can be differentiated from non experiential impulse purchase in that the latter is spontaneous like the decision to include the candy bar at the time of checkout in the last minute. STERN (1962) was the first to classify a purchase as impulsive or planned or unplanned. A purchase that is planned, involving more time and browsing for information and done rationally is called planned purchase whereas decision to shop without prior plan is called unplanned. Impulse buy distinguishes itself from the former by being quick and also the customer developing a strong urge to buy that is irresistible and sudden. A customer without any intent to buy certain products before shopping taking an instant decision to purchase is termed as intention to buy certain products prior to shopping is termed Impulse buying by GHANI, IMRAN, and JAN (2011).
HAN et al (1991) developed a classification with four categories of impulse buying with reference to fashion products. They are Impulse buying that is planned; Impulse buying when reminded; Impulse buying on suggestions; Impulse buying in pure form. In the scenario of impulse buying that is planned, the shopper has not come to a decision regarding the specific product and the categories and had planned only partially. In case of reminded impulse buying, the buy will come to remind self about the necessity of the product only after seeing it at the store. For suggestion impulse buying the shopper will be motivated through self suggestion into buying the product. In case of pure impulse buy it is sudden and pleasure purchase that sets itself apart from usual buying. Various factors like store environment, the Personality trait of the customers, Characteristics of the product and demographic variable like Gender, Age as well as the cultural and societal norms will influence impulse buying. The argument of THOMPSON et al (1990) is that while buying on impulse involves emotions and is not rational, it does not mean that it should be irrational.

According to PARBOTEAAH (2005) a purchase that is not planned but occurs due to exposure to stimuli and due to urge that compels the customer to do it is called impulse purchase. PARBOTEAAH has done a comprehensive review of various models that were framed for explaining reasons behind impulse purchases. People at times will buy things and consume them for their aesthetic value, having fun or for their symbolism as stated by HOLBROOK and HIRSCHMAN (1982). KACEN and LEE (2002) concluded that a product purchase that is unplanned purchase and done spontaneously and involve subjective decision making is the primary and most typical character of impulse buying. Triggers for impulse purchase are classified into internal and external according to WASNIK (1994).

The principles and techniques available to measure impulsiveness of the purchasing customer are problematic according to POLLAY (1968). Customers are unwilling to share their pre-purchase intentions according to KOLLAT and WILLET (1969).
FACTORS AFFECTING IMPULSE PURCHASING

DUNNE and LUSCH (2008) concluded that retail sector has the capability to spur the economy through fast rates of growth by establishing a link to connect shoppers, retailers, wholesalers and manufacturers. As retailers are facing a stiff competition which is on a constant rise, impulse purchase is given priority for having a competitive edge. In the academic context, impulse purchase phenomenon evolved into a topic of interest and which was able to attract a large number of researchers from diverse fields like consumer behavior, marketing, psychology and economy (VIRVILAITE, SALADIENE, and BAGDONAITE, 2009).

According to BLACKWELL et al., (2006) studies on consumer behavior will focus on how he obtains, consumes and disposes the product or service for fulfilling his needs and to accomplish that he goes through numerous decision making processes. For this firstly the consumer will recognize about the necessity of the product or problems of not owning it. Then in the second step they will do information search which is internal to them (their prior knowledge) or external (peers, advisors, colleagues, family and friends). In the third step he will be evaluating the available alternatives to the product based on various attributes like pricing and quality. In the Final and fourth step he concludes the purchase of that product and consumes it which can be either immediate or delayed. After consumption consumer will do evaluation. In case of Purchases on Impulse the time taken for taking decision to solve a problem is limited (BLACKWELL et al., 2006) which means there is limitation in the process of search for information and also the evaluation. The customer will be accessing the information provided, evaluate alternatives, recognizing his needs inside the store only.

Consumer behavior is an activity and process of taking decision which they will get engaged during evaluation, acquisition, usage or disposal of products and various services (LOUDON and BITTA, 2009) and according to SOLOMON,2009 it is the process that involves the individual selecting ,purchasing, using or disposing goods, service, idea or an experience for satisfying his need and desire.
Most customers are taking decisions to make a choice subconsciously, and in the least in an almost subconscious state of mind according to DIJKSTERHUIS, SMITH, BAAREN and WIGBOLDUS (2005). Almost all the products bought or chosen by customers are selected as the choice in a quick moment without them being fully aware of the decision.

Customers very often will be confused in deciding among various conflicting alternatives according to MYUNG, MCOOL and FEINSTEIN (2008). TIRMIZI, REHMAN, & SAIF (2009) stated that retail stores act as a market where shoppers purchase products and services; which may be planned in advance/they may be unplanned as well. A shopper in the waiting line at a store who is very rare at buying magazines on seeing a magazine of his interest at checkout point will be having an enhanced desire of owning it on the basis of its cover story and images.

The reason for frequent impulsive purchase behavior at most brick-and-mortar stores is due to the immediate satisfaction he derives from it even in the situations like dining at the restaurant, studying an item or its usage which is not the case in online impulsive purchases as the delay in receiving the article as it is not in his possession and will not fulfill his instant needs and so he is also not that much impulsive to buy it. The fact that sufficient information on the product along with a good word of the mouth publicity will drive impulse purchases was established by HARMANCIOGLU et al (2009).

Shopper doing an evaluation of hedonic and utilitarian aspects of his shopping experience is highest in situation where there is slow music (high density) and fast music (low density) according to EROGLU, MACHLEIT and CHEBAT (2005).

Location of the retails store, seasonal factors and habits of the customer are the things that have an impact on his impulsive behavior according to SHAPIRO (1992). The role played by various shopping excursions in a mall like bonding socially, varying tastes and preferences beyond the normal purchase in the suburbs of HELSINKI was studied by LEHTONEN and MĀENPĀÄ (1997). “The place” of the product is the most important of the four P’s of marketing (price, product, promotion, and place) and has a significant role while devising strategies for marketing (MCCARTHY and PERREault, 1984).
Now-a-days shoppers in the retail environment in general will be spending little time in devising a shopping plan due to increase in disposable income, decrease in their leisurely time spends and also their change in perception towards self-identity and life-style (SOLOMON et al., 2006). Due to this reason, they are getting encouragement to do more purchases and this is resulting in increased impulse purchases (LUO, 2005). BEATTY and FERRELL (1998) concluded that customers doing purchases on impulse is an important source for retail managers in enhancing their sales and profits.

Often, the location or place, and in specific the atmosphere, will be having more influence on the purchase decision than the product that is brought on impulse (KOTLER, 1974; and MILLIMAN, 1986). PHILIP KOTLER a pioneer in marketing was the first to introduce the atmospherics aspect to retailing and he concluded that it is a primary factor and he gave the description of it as “the conscious designing of space to create certain effects in buyers”.

Online impulse purchases as a segment has huge growth potential with rise in e-shopping according to DAWSON and KIM (2009). Factors Affecting Impulse Purchasing can be classified in four general categories, namely consumer characteristics, store Characteristics, situational factors, and product characteristics. Demographics and other characters of the customer have an impact on his impulsiveness according to KOLLAT and WILLET (1967). INMAN et al (2009) stated that factors like age, gender, in-store browsing time, packing, colorful displays, creativity in advertisements and attractive promotions trigger desires and needs that are not recognized and motivate customers to buy products unintentionally and on impulse.
I. CONSUMER CHARACTERISTICS

These are the various characteristics and traits possessed by the consumer which will increase the propensity of the consumer in being impulsive and they include his age, gender, culture, mood, materialism etc.

1. AGE:

There is no pattern observed in the impulsiveness of consumers of particular age groups (SHARMA, SIVAKUMARAN, & MARSHALL, 2010; PRIYANKA & ROOBLE, 2012). Impulse buying behavior of consumers in the age group 18-39 shows a similarity pattern and it decrease as age increases (WOOD, 1998; GHANI et al., 2011). Gen Y customers have different set of values when compared to other generations (NOBLE, HAYTKO & PHILLIPS, 2009) and are as active as the present and next gen customers when it comes to buying at the marketplaces (NOBLE et al. 2009) and frequent the stores mainly for groceries.

YOUN & FABER, 2000 concluded that young customers tend to be more impulsive than ones and they have a preference towards new experiences and have the urge in doing spontaneous purchases, whereas old shoppers may be better in their ability in controlling feelings of inner self.

Generation Y customers will prefer purchasing cheap food and also they are highly willing towards paying to buy food that is healthy and fresh (HOFFMAN; 2012). The probability of viewers who are old developing Para social interactions through TVs is high and is also dependent on their education also. In the words of GREGG (1971) elderly people have a tendency of relating Para socially with TV personalities in programs of their interest.

LEE & KACEN (2008) tried to demonstrate the relation between age of the customer and his impulse purchase tendency across cultures. They made a comparison of Asians and Caucasian customers and concluded that customers have a reduced propensity to do an impulse purchase as they become old in the Asian context whereas in the Caucasians there is no major impact of age on impulsiveness of the customer. MASON and SMITH (1974) opined that aged customers develop a
tendency of greater involvement in shopping activity very actively and like the participation of their relatives and friends.

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2. GENDER:

Gender and social attributes have an impact on impulse purchase according to DITTMAR et al (1996). Female customers show interest in products that show symbolism and are self-expressing and are easily mixing with their emotional self and appearance. MAI, JUNG, LANTZ, and LOEB (2003) from their studies stated that men are more prone to impulse buying than women. TIFFERET and HERSTEIN (2012) from their studies stated different genders are behaving differently when it comes to purchasing on impulse.

Female customers have greater tendency to do purchases on impulse than male customers. They had done an investigation into hedonic attributes while doing impulse purchases and concluded that women buyers are doing regular impulsive purchases as they get greater pleasure than men while doing it and they attributed reason is that it lies in pre-historic gender roles. Behavioral responses of Genders vary and women do more impulse buy than men according to GIRAUD (2001); PRIYANKA & ROOBLE, (2012).

Female Customers will be more prone to impulse purchases than male counterparts and there is a significant difference in their buying emotions, moods according to COLEY & BURGESS (2003). Their study also was successful in identifying that it will be more relevant in product categories like shirts, sweater, pant, skirt, coat, , shoes, and electronic products.

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CULTURE:

Socio-cultural environment is a major factor that influences the customer without any commercial aspect and involves friends; family; peers; culture; social class (SCHIFFMAN and KANUK, 2007). VOHS and FABER (2007) stated that culture and market locality effect the customer in his decisions while buying impulsively. Culture as a moderating factor between the Customer traits and his impulsiveness was seen in studies of HERABADI (2003); KACEN and LEE (2002) as quoted by PREMANANTO (2007). HOFSTEDE (2001) and HOFSTEDE, HOFSTEDE and MINKOV (2010) stated that culture will enact a collective programming of mentality of the customer mindset and makes him distinguish a particular group with the other and will influence their thinking pattern and this will reflect in their ability to think as well as gets a spread across various divisions of the society.

DAMEYASANI, A. W., & ABRAHAM, J (2013) did a study on impulse buying with cultural dimensions and was able to show that culture is having a general influence on the customers buying behavior (SHETH & SETHI, 1977; GILLY, MONEY, &GRAHAM, 1998; KO et al., 2004; LAROCHE et al., 2007; LEGOHÉREL et al., 2009). It also showed that self-control or self-regulation is effected by culture (SLOSAR, 2009; ACKERMAN et al., 2009). It assumed that customers intense emotive aspects of money having a symbolically known meaning will stimulate them towards obtaining it and is the first of its kind to have included various cultural value predictors of HOFSTEDE and broadened the synergies between psychology and economics. According to MATTLA and WIRTZ (2008) social factors like employees in the store as well as fellow customers have an influence on impulse buying.
4. MOOD:

The state of Customers Mood will play a significant role in his impulsiveness and sometimes they are lost in the present while doing it for relieving their unpleasantness in their mood (ELLIOTT, 1994). ROOK (1987) and GARDNER and ROOK (1988) in their studies proved that customers felt better after purchasing products on impulse. Shoppers who are in a negative state of mood like depression, frustration, boredom are able to get out of them and developed a feeling of their betterment after buying on impulse (GARDNER and ROOK, 1988).

ROOK and GARDNER, (1993) cited “pleasure,” followed by “carefree” and “excited” as the most frequent responses they got from customers when they were asked to mention their state of mood that is preceding their conclusion of buying an impulse product. They sometimes tend to do it for cheering themselves (MICK and DEMOSS, 1990). A customer in depression making impulse purchase to change his moodiness was suggested by SNEATH et al (2009).

This is similar to a study done by VERPLAKEN and HERABADI (2001) in which they concluded that people wanting to escape low self esteem, negative moods and feelings and bad psychological perceptions that are negative are more likely to make impulse purchases as a way of exiting them. Customers are motivated towards purchasing products on impulse as it gives them a pleasure in the short-term (HAUSMAN, 2000; VERPLANKEN et al., 2005). BEATTY and FERRELL, 1998 stated that the state or mood of an individual is determining factor in the impulsiveness of a customer. If he is in a good mood he tries to reward self in a generous way and thereby in the process will be more impulsive.
5. EMOTIONS:
ROOK and GARDNER (1993); BEATTY and FERRELL (1998); YOUN and FABER, (2000) HAUSMAN (2000); in their research studies stated impulse buying is effected by emotions in a large way. Customers will purchase goods due to reasons that are not based on economy aspect such as having fun, fantasies, socialization and emotion related satisfaction and these will be pushing them towards ignoring the bad and negative consequence of doing a purchase on impulse (HAUSMAN, 2000). BABIN and BABIN (2001) found that in store purchase intentions of customers and pattern of spending will be largely based on their emotions.

The environment in the store influences the emotions of customers leading him to do impulse buying according to XU (2007). Self generated autistic stimuli like emotions and thoughts of the customer are the reason for purchases on impulse according to HIRSCHMAN (1992). Moods, emotions and psychological cognitions are affected by coupons offered at the store in the words of HEILMAN et al., (2002). Customers who have favorable emotions towards the store environment are the ones who are expected to make impulse buy according to CHANG et al (2011).

Customers who to tend to purchase impulsively consider themselves as more emotional that those who do not do impulse purchases (WEINBERG and WOLFGANG, 1982). HOCH & LOEWENSTEIN, (1991); THOMPSON et al., (1990) stated that customers who are having a high disposition to make an impulse purchase are not able to reflect themselves in their thoughts, get attracted with their emotions towards the object, and also pay interest in gratifying themselves immediately. They are least attentive to the probable negative outcomes and setbacks as a result of their doings (HOCH & LOEWENSTEIN, 1991; ROOK, 1987; O’GUINN & FABER, 1989).

6. MATERIALISM:
Materialism is defined as the importance attached to title ownership and ability to acquire materialistic goods to achieve important goals in life or state or position of desires (RICHINS and DAWSON (1992). Customer impulsiveness to purchase is
embedded in his lifestyle and has a link to factors like materialistic nature, him having a habit of seeking a sensational hype and also recreation.

7. SHOPPING ENJOYMENT:
The fact that customers who do impulse buy have higher levels of enthusiasm, delight, joy and amusement was established for the first time by WEINBERG and GOTTWALD (1982). In the words of YOUN & FABER (2000) purchasing on impulse arises due to factors like stimuli, joy of shopping, impulsive nature and lacking of self-control on the part of customer. Retailers and sales people can increase their sales by making use of impulsive nature of customers as now-a-days, the latter are willing to spend more, have high aspiration's, interested in having as a wide array of products to choose from, the culture of the country moving towards westernization according to KUMAR (2007).

SINHA (2003) stated that the orientation of customers in India is shifting to joy and entertainment aspect that arises from it. Customers desiring high levels of self-esteem have a high tendency to purchase products impulsively as they derive a sense of pleasure from the process (HAUSMAN, 2000). Enjoyment during shopping is an aspect where customers will be considering the event of shopping as recreational without sticking to a prepared list and are having a tendency towards making purchases on impulse (BEATTY and FERRELL, 1998).
8. IMPULSE BUYING TENDENCY:

ROOK, 1987 stated that IBT will determine the propensity of an individual to do an impulsive purchase. Impulse buying tendency (IBT) has an influence on these in-store cues (YOUN and FABER, 2000). If the Customers have higher IBT greater are the chances of them experiencing impulsiveness while purchasing a product and there is more scope in them lacking a sense of control over their own self when compared with customers having low IBT and therefore discounts and advertisements are not that much important in making them to buy on impulse.

In store browsing has an effect on impulse buying tendency(IBT) and will be positively impacting the urge to do an Impulse purchase (BEATTY &FERREL, 1998). FOROUGHI, BUANG and SHERILOU (2011) through their study concluded that there is a positive and significant relation between IBT, Enjoying the shopping, browsing the store and doing an impulse buy. An illustration can be seen in the Figure below.
9. SHOPPING LIST:

Research into various aspects of use of lists in shopping was done by SPIGGLE, 1987; THOMAS & GARLAND, 1993; THOMAS & GARLAND, 1996; BLOCK & MORWITZ, 1999; THOMAS & GARLAND, 2004; SCHMIDT, 2012. Preparing a list prior to shopping will serve many purposes and helps in saving valuable time in the store (THOMAS & GARLAND, 1996; IYER & AHLAWAT, 1987) by serving as an aid to the memory in reminding the customer about the items he has to buy (THOMAS & GARLAND, 2004; BLOCK & MORWITZ, 1999) and indicates a pre-planned shopping (THOMAS & GARLAND, 2004; THOMAS & GARLAND, 1996; POLEGATO & ZAICHKOWSKY, 1994). SHARMA & SIVAKUMARAN (2004) concluded that the customer’s attitude to enjoy shopping will have an effect on his impulsiveness and their ability to stick to the buying list. Researchers suggest the usage of a shopping list by customers for controlling their expenditure at the store as well as making sure they are not buying excess items that are not in their plan and due to this are not exceeding the budgeted spending (THOMAS & GARLAND, 2004; BLOCK & MORWITZ, 1999) and in the family setup listing items prior to shopping is a norm for efficient functioning of any family and is a tool of management for the same (POLEGATO & ZAICHKOWSKY, 1994).

10. INDIVIDUALISM:

Individualistic customers are more likely to make impulsive purchase than collectivistic counterparts according to KACEN and LEE (2002). There is high probability of a customer doing impulse buy if he is in the presence of other people known to him as in the case when individuals as a group eating more than when they eat single (LUO, 2004). Studies were not done extensively on impulsiveness of a customer with regard to factors affecting the cultural aspects of his individualism and collectivism and are seen only in case of researchers like HARVIONA (2010), KACEN and LEE (2002), and MAI et al. (2003).
11. PARA-SOCIAL INTERACTIONS:

There is a negative relationship between Para social interactivity and education according to GRANT et al (1991). Viewers who are low in education have more tendency to develop Para social interactivity. Viewer’s loneliness is sometimes related to their Para-social interactivity with their favorite personality on television according to RUBIN et al (1985). NORDLUND (1978) stated that Low social interactivity and limited leisure time also can be a cause of viewer’s loneliness. Lonely people have a tendency of interacting with TV personalities often than people not feeling lonely. According to STEPHENS et al (1996) the TV hosts ability to converse will propel viewers to increase Para social interactivity as well as make them do impulsive purchases. In his study STASI (19) concluded that in TV shopping the items that are on display in a well structured manner and appear attractive to viewers and the anchor who is hosting the show plays a vital role in enticing their interest. HARDEN (1996) stated that older consumers do watch shopping programs on TV more than young Consumers for alleviating their lonely behavior.

12. SELF-DISCREPANCY:

DITTMAR et al., 1996 concluded that customers who are in a perception of self-discrepancy will be trying in usage of materialistic goods for compensating it. Customers who are perceiving discrepancies in themselves will buy goods of materialistic nature and will conclude with impulse purchase (LUO, 2004). ROOK and HOCH (1985) stated that customers lacking control of their own self sometimes called as “psychological disequilibrium” is an important aspect that is affecting impulse purchase behavior and due to it they feel a lack of control on themselves for a short period and think that there is need for the product. Self-control refers to “the self’s capacity to alter its own stated and responses.” (BAUMEISTER, 2002). More is the control lost during the purchase process, greater is the possibility of them developing a feeling of guilt when he is not purchasing the
product and they called it as “anticipatory guilt” (BURNETT and LUNSFORD, 1994). A customer feeling Guilt means he feels a sense of regret or remorse for his purchase decision and perceives it as bad and like changing their way or doing the thing again all over (TAGNEY et al., 1996). It is an emotion that is a negative and not conforming to the values and norms of the shopper (BURNETT and LUNSFORD, 1994). It occurs as an outcome after the impulse buy process (GARDNER and ROOK, 1988). The self-esteem of the customer is lowered if he experiences the emotion of guilt (BURNETT and LUNSFORD, 1994). There is another feeling of guilt called as post-decision guilt experienced by customers doing impulse purchases and it happens only after he bought the product according to BURNETT and LUNSFORD (1994).

Anticipatory guilt is likely to happen in case of reminded impulse buy and not pure impulse buys (STERN, 1962). Customers after buying a product on impulse will feel another guilt called financial guilt and it is bound to occur when they buy a product that is not needed by them and they develop the thinking that they are spending too much money on it. For coping with this financial guilt feeling they develop two strategies for controlling themselves the first being deducting their desire to buy and second one being developing the will power (HOCH and LOEWENSTEIN, 1991).

Generally most of the consequences that arise due to purchase on impulse are in the negative (HAUSMAN, 2000) and it may be due to the guilty feeling as most of these are not well thought about (ROOK & HOCH, 1985) or due to poor evaluation of the reference group. As the purchase is being evaluated on the basis of the norms and values of that group a retail manager who is in knowledge of them will be able to comply with them.

VERPLANKEN et al. (2005) in their studies proved that purchases on impulse are being driven by the customers feeling a sense of low self-esteem. A state of POSITIVENESS and NEGATIVENESS sometimes motivate Impulse purchases (YOUN and FABER, 2000). VERPLANKEN et al. (2005) concluded that negative feelings and not positive ones are driving chronic impulsiveness. TAUBER (1972) concluded that customers may resort to shopping for receiving others attention or as a way to alleviate their lonely behavior and like communicating with others.
Shoppers are comfortable chatting with Sales persons at the store in the areas of their own interest and this phenomenon is more prevalent in older people whose socialization is low on account of their physique. Self-completion is the process where “people acquire and display material symbols to compensate for perceived inadequacies in certain dimensions of their self-concept” (DITTMAR et al, 1996; WICKLUND & GOLWITZER, 1982). Negative feelings of the Shopper like distress, anxiety, tension and unconsciousness which they are not able to that resist will be driving them towards making rush purchases (SALEH, 2012).

A customer controlling self will turnout as the most significant trait when it comes to impulse buying. Self-control will have an influence on a customer’s impulsiveness (PECK et al. 2006; ROOK et al. 1995; HAUSMAN, 2000) and on his self-esteem (BAUMEISTER, 2002). Lower levels of self-esteem will be causing impulse purchases by customers to overcome the discrepancy they felt to their image of self also will affect their vulnerability to the influence of various reference groups.

Impulse Buying is majorly influenced by the Reference groups that the customer follows. Reference groups will be consisted of the customer’s peers, family or people that are in aspiration of the customer to whom he will like to be related in some way or the other (BEARDEN & ETZEL, 1982; CHILDERS & RAO, 1992; SHIBUTANI, 1955). A Shoppers decision regarding a purchase will be made according to s norms and values of his reference group (BEARDEN & ETZEL, 1982; KAPLAN & MILLER, 1992) and thus they wield a lot of influence on the same.
II. STORE CHARACTERISTICS

Store environment include the Layout, size of the store, Ambience, cleanliness as well as format and marketing along with advertisements. ROOK(1987), ROOK and FISHER(1995) had suggested that innovations like instant credit availability, cash vending machines, 24/7 open retail outlets will propel impulse purchases. In the present ever-changing environment, it is necessary that retailers develop a strategy for in-store marketing for enhancing the sales volumes (BEATTY and FERRELL, 1998; ZENTES, MORSCHETT, and SCHRAMM-KLEIN, 2007). Shoppers buying behavior will be impacted in a positive or negative way due to environment at the store (ZENTES, MORSCHETT, and SCHRAMM-KLEIN, 2007). Information and communication techniques can be used by store managers to devise strategies for marketing in-store (ZENTES, MORSCHETT, and SCHRAMM-KLEIN, 2007).

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<td><strong>Store Type, Store Layout, Store Atmospherics, Presence of Salesperson</strong></td>
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1. STORE LAYOUT:

Promotion of a well planned layout of the store for the convenience of the customer by marketers will be maximizing sales according to (CRAWFORD and MELEWAR, 2003). Successful retailers should be designing the layout of the store in such a way that it is consciously or unconsciously directing the shoppers towards places in the store where
merchandize that has prospect of generating high sales is on display thereby stimulating the impulsiveness of the customer and also is resulting in improved efficiency and productiveness of shelf space according to ZENTES, MORSCHETT, and SCHRAMM-KLEIN (2007).

Retailers choose the best layouts suitable for them from the different alternatives available to them and the factor that is given priority in this decision is the type of merchandize they sell (MC GOLDRICK, 2002). Supermarkets design is done aiming to direct customers to places where items that are sought the most and give margins to the retailer are put on display and it generally occurs at the store’s sides and back walls (PETER and OLSON, 1998). To display the most sought after and highly sold products at the back of the outlet will be forcing the shopper to browse the entire store and make him confront as by as many unlisted item as possible. Tea and Sugar if on display at extreme ends of the store will make the customer to pass a range of other category products and encourage purchases on impulse on the way to these products (TERRAZAS, 2006).

Layout should be designed in such a manner that it is creating an ease of understanding and facilitating the grasping nature of customers about the distribution of various categories of merchandize across the store. Customers have a tendency of creating a mental mapping about the design and the way a store is laid out and this mapping will be having information where to locate the products they need, the time to check-out etc which will be influencing convenience of the shopper as well as increase his impulsiveness to do a purchase (ZENTES, MORSCHETT, and SCHRAMM-KLEIN, 2007). Retailers generally choose among grid store layout and free-form store layout when it comes to designing a store.

**BASIC TYPES OF STORE LAYOUT (ZENTES, MORSCHETT, AND SCHRAMM-KLEIN, 2007)**

Grid store layout will create a feel of convenience in the customers who like to pin pointedly locate the products they need with ease and also browse through the store very fast and will facilitate retail managers to take steps that help in avoiding a crowded store and in general it is not a stimulus creating layout (DUNNE and LUSCH, 2008).
In contrast to Grid Store Layout, free-form layout will provide the customers a path to make free movements in desired areas and due to the irregularity in its pattern, it will be conducive for a relaxed shopping experience.

ZENTES, MORSCHETT, and SCHRAMM-KLEIN (2007) emphasized the importance of allocating shelf space, which according to them must be designed on the basis of
quality of the available space. Different regions in a store are given a different preference by different shoppers and they browse the store with varying speed and some areas in particular will be drawing the customer’s attention than the rest and also retail managers must be paying high attention to checking-out points as customers at this point are easily susceptible to impulse products. On the whole, the layout should be designed such that it evokes the necessary emotions in the customer, create a sense of comfort when they are inside the store and also help in differentiation of the store from the rest.

2. PRESENCE OF SALESPERSON:

BAGOZZI (1978), DAVIS and SILK (1972) and WEITZ (1981) through their studies stated that interaction between salesman and customer is an important marketing factor that improves chances of customer purchase. The intentions of buying by customer are influenced by the way customer reacts emotively with a Sales person according to BABIN et al (1995). Receiving praise from friend and sales persons will increase the chance of impulse buying according to YU and BASTIN (2010). Customers have a tendency of enjoying their shopping in the company of supporting sales person with a friendly approach and they make a difference by making it bit of fun and enjoyable through their service (JONES, 1999).

Store employee is an component of significance of store atmospherics (TURLEY and MILLIMAN, 2000; BALLANTINE, JACK, and PARSONS, 2010). Sometimes consumers have fun and enjoyment while shopping in the absence of a talking salesperson even though while appreciating his presence is helping when he is near (JONES, 1999). Training a salesman to guide and aid the customer will reduce the frustration of the latter and will be activating his impulsive purchase behavior. Ensuring Employees to be friendly and increasing their ability to control crowds though proper training will encourage impulse buying by customers according to MATTILA and WIRTZ (2008).

NORDLUND (1978) in his study stated that older ladies like to interact more with sales persons as well as have interest in developing Para social interactivity with TV celebrities to compensate for their low social interactivity. The attitude and behavior of employees at
the store may sometimes result in causing a sense of feeling uncomforted in the shoppers. Sometimes salespersons will show some attitude in order to make the customer purchase a product while providing little/no help to the shopper and in such a circumstance the shopper may develop a tendency towards perceiving such an experience to be lacking comfort and pleasantness (SALEH, 2012).

3. STORE ATMOSPHERICS:

KOTLER, 1974 described atmospherics as an effort put to design a “buying environment” by creating various emotions on the part of a customer and enhancing the probability of occurrence of the purchase. Atmospheric factors of the store like lights, music, color, and layout design will have an effect on the customer response and also the way they behave at the store according to KOTLER, 1974; CALDWELL and HIBBERT, 1999. Store atmosphere will refer to the total efforts in designing the retail store environment which will be positively influencing the customer’s emotional attributes and his feelings that will have an influence of their purchasing behavior (BOURLAKIS, MAMALIS and SANGSTER, 2005; DUNNE and LUSCH, 2008).

The role of store atmosphere as a factor effecting customer buying decision was studied by researchers like SOLOMON et al. 2004, ESPINOZA et al. 2004 and few like ROSTOCKS, 2003 put their emphasis on role of visual stimuli as a factor motivating customers impulse purchase behavior. Store atmospherics can be used to stimulate and arousing the pleasure of customers in making them purchase on impulse (BOURLAKIS, MAMALIS and SANGSTER, 2005; DUNNE and LUSCH, 2008). A pleasing atmosphere in the store atmosphere will have a positive effect on the willingness of the customers to purchase according to ESPINOZA et al. (2004).

Environmental factors like store layout, playing music etc will be playing an important role cause avoidance and approach behavior according to TURLEY & MILLIMAN, (2000); MATTILA & WIRTZ (2001). CRISPEN, (2009) in his study concluded that in-store shopping environment is having an influence on impulsive purchases behavior of shoppers and established that discount coupon, giving voucher,
good displays at the store, advertising and promoting products, behavior of staff at the store are the significant factors that are affecting it.

Retailers have a perception that store atmospherics is a tool helpful in generating an influence on psychology of customers in enhancing their tendency to make a purchase by creation of appropriate environment at the store (CHEBAT and MICHON, 2003). Customers have thinking that store atmospherics is an essential element which they will be taking into account at the time of evaluation of the store surrounding quality.

Primary sensory channels for Atmospherics are optic, olfactory, auditory and, tactile according to MARI and POGGESI (2013). Impulse buy is a phenomenon bound to happen when customers visualize and encounter promotional as well as the right ambience along with good feel in the store according to DHOLAKIA (2000). Visual stimulus is a factor that motivates purchases on impulse (ROSTOCKS, 2003). Music was the factor that was investigated more when compared to other atmospheric factors as it can be done at a very minimal cost and easy installation (DEMOULIN, 2011).

OAKLEY, 1990 stated that retailers give priority to visual merchandising for differentiating themselves from fellow retailers as presenting goods is having an effect on decision making. Store managers can look at a number of environmental design variables to increase stimulation in their shops. For example, fast-tempo and high-volume music increase arousal levels, warm colors such as orange, yellow and red are associated with elated arousal, and ambient scents such as grape fruit or other citrus fragrances also increase stimulation levels of buying. When the store environment is highly stimulating it will have a positive impact on impulse purchase according to MATTILA and WIRTZ (2008).

According to DONOVAN and ROSISTER (1982) a stimulating store environment will have an impact on emotions of customers. Continuous arousal and stimulating environment will decrease the self-regulating power of the customer and his self-thinking ability, thereby increasing the prospect of him making an impulse purchase.

The first researcher to point that impulse buying may happen due to the customers exposure to a stimulating store environment was APPLEBAUM (1951). According to
HOYER and MACINNER (1999), a pleasant and a stimulating store environment will enhance the impulse buying process. Visual Merchandising plays an important role in inducing an impulse purchase and the factors include color, smell, lightning, sounds, packaging etc. EROGLU and MACHLEIT(1993); MITCHELL (1994) from their studies stated that sight, sound and smell trigger desires and motivate customers to do impulse purchases. Sight, Sound, Smell and Touch are the factors inside a store that affect the choice making of the customers according to MC GOLDRICK (2002).

The effect of lighting on the buying behavior of customers cannot be generalized across all categories and types of retail stores. DUNNE and LUSCH (2008) contrasted this with their illustration. According to them lighting when bright as in a wine store will be influencing a shopper in examining as well as handling large number of items and in case of a fashion store it will be conveying the discounted appeal and store image to a customer. BALLANTINE, JACK, and PARSONS, 2010 concluded that lighting when used effectively will be resulting in a rise in enjoyment levels of a shopper in a situation where customers feel that a product or service is very cheap and does not excite them.

Researchers classified store atmosphere components into five categories based on sensory channel into sight, sound, scent, touch and taste (ZENTES, MORSCHETT, and SCHRAMM-KLEIN, 2007). Some researchers identified that store atmospherics should be seen in a broad perspective which will include exteriors, interiors, store layout and store design, POP, decorative display, and human factors (TURLEY and MILLIMAN, 2000; BALLANTINE, JACK, and PARSONS, 2010).

Customers perceive ninety percent of the environmental cues in the store through sight only (EDWARDS and SHACKLEY, 1992). Color will make a positive effect in influencing the purchase behavior of the consumer, increase the time duration spent by the customer at the store and was arousing their pleasantness and feelings as well as improved the customer perception of the store’s image according to BALLANTINE, JACK, and PARSONS (2010).

ZENTES, MORSCHETT, and SCHRAMM-KLEIN, 2007 concluded Retailers generally are seeing success in applying color psychology while designing a store and in their view
various colors will be generating varied influence on the psychology of the shopper. SOLOMON et al., 2006 concluded that white and blue colors symbolize cleanliness and calm, orange red, & yellow will be good at creating a stimulus and arouse the emotions of the customer. Very Often specific colors that are also extensively used in branding will be given preference by retailers and some of them like using as few colors as possible in order to prevent them from creating a conflict with merchandize colors.

VERPLAKEN and HERABADI (2001) concluded that background music and appearance of the product were the most important stimuli on the customer. NORTH and HARGREAVES (1998) concluded that music has the capability to evoke a complex of behavioral and affective response in customers and might have an impact on the time spent by them in the store and the quantity of products they purchase there. When a combination a two in-store cues – music are arranged in the right proportions it will have a positive effect on the customers impulse purchase behavior (MATTILA and WIRTZ, 2001).

MILLMAN (1982 and 86) has done two studies on the music affect aspect and in the first study he found that customers will spend more money and time if the store plays slow tempo music and in the second study that in slowly played music they take more time in eating their meal in comparison to a store playing faster music. If the customer listens to slow music which is played while he is eating, it will have a significant effect on him and will increase the dining time he will spend at the restaurant and also will show an increase in the billing according to MCELREA and STANDING (1992).

Any music in composition depends on attributes like volume, tempo, rhythm, emotion in the tone, preference of customer towards music according MATTILA and WIRTZ, 2001, which in combination would be exerting a substantial influence on customer. Fast music will be conductively fostering the excitement of a shopper and create a vivid expression in him enhancing the purchase behavior, while Slow music will be driving them to make slow movement and see that they are devoting more time at the store according to ZENTES, MORSCHETT, and SCHRAMM-KLEIN (2007).
High Visibility and a prompting environment at the store will make the customers to defer decision on making purchase until they enter the store according to BOWLBEY (1997) STERN, 1962). HULTEN (2012) stated that customers will stay for long periods at the POP if there are nice stimulating cues of sight like a well designed architecture and lightning along with good cues for odor and also that they like to have tactile feel with the products in their presence. This will increase the chances of the customer purchasing the product and also result in rise of sales at the store. Retailers should consider the products and service offered by them as also the customer category they target before choosing an ambient scent which will be showing consistency with the image of the outlet (DUNNE and LUSCH, 2008).

MATTILA and WIRTZ (2001) concluded that shoppers will have a tendency to positively evaluate a retail store environment that is having an ambient scent and that customers differentiate a scent on the basis of three attributes like its effectiveness (e.g. pleasantness of the scent), arousing degree of the scent, and intensity of the scent. An Ambient scent will be influencing a customer’s emotion and his feel; so, retail managers can use it as a marketing tool in-store for alleviating the mood of the customer. Customers will be experiencing the atmospherics at the store mainly through sensor detecting channels like sight, sound, scent, touch and taste (ZENTES, MORSCHETT, and SCHRAMM-KLEIN, 2007).

<table>
<thead>
<tr>
<th>SENSE</th>
<th>COMPONENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISUAL SENSE</td>
<td>COLOR, BRIGHTNESS, SIZES, SHAPES OF FIXTURES AND GOODS, FLOORS, LOOK OF SALESPEOPLE, ETC.</td>
</tr>
<tr>
<td>AUDITORY SENSE</td>
<td>BACKGROUND MUSIC, AUDIO ADVERTISING, IN-STORE RADIO, NOISES FROM OTHER PEOPLE, ETC.</td>
</tr>
<tr>
<td>OLFACTORY SENSE</td>
<td>THE SCENT IN THE STORE, ETC.</td>
</tr>
<tr>
<td>TACTILE SENSE</td>
<td>THE MATERIAL USED FOR FLOORS, THE SENSATION OF TOUCHING PRODUCTS, ETC.</td>
</tr>
<tr>
<td>GUSTATORY SENSE</td>
<td>FOOD SAMPLES, ETC</td>
</tr>
</tbody>
</table>
TURLEY and MILLIMAN, 2000; BALLANTINE, JACK, and PARSONS, 2010 divided the elements of store atmosphere into five categories including external stimulus, general interior stimulus, layout and design, POP and decorative display, and human stimulus.

<table>
<thead>
<tr>
<th>STORE ATMOSPHERE CATEGORY</th>
<th>COMPONENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXTERNAL STIMULUS</td>
<td>External signs, entrances, exterior display windows, height of building, size of building, surrounding stores, lawns and gardens, address and locations, architectural style, surrounding area, parking availability, congestion and traffic, exterior walls</td>
</tr>
<tr>
<td>GENERAL INTERIOR STIMULUS</td>
<td>Flooring and carpeting, color schemes, lighting, music, P.A. usage, scents, tobacco smoke, width of aisles, wall composition, paint and wall paper, ceiling composition, merchandise, temperature, cleanliness</td>
</tr>
<tr>
<td>LAYOUT AND DESIGN</td>
<td>Space design and allocation, placement of merchandise, grouping of merchandise, work station placement, placement of equipment, placement of cash registers, waiting areas, waiting rooms, department locations, traffic flow, racks and cases, waiting queues, furniture, dead areas</td>
</tr>
<tr>
<td>POINT-OF-PURCHASE AND DECORATION DISPLAY</td>
<td>Point-of-purchase displays, signs and cards, wall decoration, degrees and certificates, pictures, artwork, product displays, usage instructions, price displays, teletext</td>
</tr>
<tr>
<td>HUMAN STIMULUS</td>
<td>Employee characteristics, employee uniforms, crowding, customer characteristics, privacy</td>
</tr>
</tbody>
</table>

In the context of Store Atmosphere, External stimulus is defined as the retail stores outer/outside design that will be playing a crucial role in the ability to attract shopping customers who are going nearby make them to come inside the store. While elucidating the importance and attributes of external design, DUNNE and LUSCH (2008) had tried to show analogy that a store’s exterior, also referred to as storefront may be equated to a book cover, in case if retail store equated a book and they believed that exterior of a store if properly given the right design will be able to get the notice of passer-by’ with ease and also will be successful in creating a long lasting impact on them about the store.

The general interior stimulus category will be covering a very wide variety of elements that include floor deco, light, scent, sound, room temperature, level of clean surroundings.
The way in which Shoppers perceive interior stimuli at the store will be influencing their approach or avoidance behavior, time spent by them at the store and also the sales volumes (BALLANTINE, JACK, and PARSONS, 2010).

PECK and CHILDE RS (2006) from their study concluded that chances of impulse buy are more in customers with high tendency in touching the product than customers with low tendency in touching the product and so if retailers invite them to feel the product by touching it they are more likely to purchase it even if they don’t have any prior plan of doing it before entering the store. Right AMBIENCE; EXCLUSIVE products; large SPACE are having their role in impulse purchases at airports according to OMAR et al (2001).

Music was successful in evoking a positive buy response and is influencing the purchase behavior of shoppers in the retail store according to ZENTES, MORSCHETT, and SCHRAMM-KLEIN (2007).

According to MICHAEL et al (2010) Shoppers at airports are induced to make impulse purchases by the bright and creative displays and also the self-service concept. Allowing customers to touch the products at the store, providing a free sample to know the taste of food, sniff the aroma that enticed those, giving a free test drive in the case of a luxury vehicle will be enhancing their desire towards purchasing it on impulse (FABER and VOHS 2004).

4. VISUAL MERCHANDISING:

The shopper’s brain may not be in a position to process all aspects instantly. The eyes of the customer will be browsing the store when he is inside it (SOARS, 2003) and in that process it will not be possible for every product to get his attention and so retailers should ensure that they are distinct from the rest to ensure that they get noticed by him. Research done over previously had suggested that visual merchandising will be able to promote impulse purchase tendency of the customer (KIM, 2003).
MURUGANANTHAM and KALIYAMOORTHY (2005) observed that Visual merchandising will be acting as a silent salesman in the store. EBSTER and GARAUS (2011) defined visual merchandising as an art/science to present various categories of goods at the store in a way that is visually effective and appealing with emphasis on communicating with consumers with the help of pictures and presentations. Visual Merchandising is anything that the consumer visually sees outside and inside the store which will create an appealing picture about the products resulting in generating the customer’s interest, increase his attentiveness and desires and result in an action according to BASTOW-SHOOP et al (1991).

VM will enable retailers in attracting and motivating consumers towards spending much more time at their stores, help them and aiding them to find and select product of their choice those which are planned or unplanned and project a pleasing image about the store(BASTOW-SHOOP et al., 1991; GAJANAYAKE, GAJANAYAKE, & SURANGI, 2011). The drawback of a retailer increasing products visibility is that it is at the expense of rest of the products as the shelf space and displays availability is limited in the particular store (GLADSON, 1990).

**PROMOTIONS**

Promotions In-store can be defined as “techniques to increase unplanned purchases of products” and will be reminding the shoppers about needs that are existent in the past and will be evoking new needs (ABRATT et al. 1990, p. 112). Promotions that are commonly used are cut in price, allocating more shelf-space; POP displays (ABRATT et al. 1990; YOUNG et al. 2000). NARASIMHAN, NESLAN and SEN (1996) Price cuts are classified into three categories-Features, displays and pure price cuts. Features are reduction in price and retailers announce them through a leaflet. As it is not an in-store it will not have an impact on impulse buying. Display is used to present a reduction in price of a particular product or a group. Pure price cuts mean a retailer slashing the price when compared to an actual price. Purchase of products impulsively by customers is influenced by Advertisements and Promotions inside the Store (STERN, 1962).This was confirmed by ABRATT and GOODEY (1990) in their study on supermarkets in South Africa. PECK & CHILDER, 2006; JONES, REYNOLDS, WEUN & BEATTY, 2003 stated
that retailers will be having different types of promotion at their hand to convince people towards buying their products and all promotional techniques will not have same effect on impulsiveness of the customer and it differs category wise also in some cases.

Even though promotion is able to influence shoppers purchase decision the outcome will vary and depends on type of promotion and also the target customer in that particular context. Even when entire product category sale is promoted, a promotion may be able to influence sales of the brand that is promoted in particular (BELL et al, 1999). Promotions are affected by various product characteristics like size, price, storage ability etc.

**DISPLAYS:**

Product display positively affects unplanned purchases according to PEAK& PEAK (1997), QUELCH (1983). Seeing an product that is put on sale will increase chances of it becoming an impulse purchase according to RAMASWAMY and NAMAKUMAR(2009).Customers who undergo impulse purchase process are attentive to displays in the store as well as product which are put in combo offers according to HULTEN and VANYUSHYN (2001). Displays and Posters at the point of purchase are cost-effective and enhance chances of impulse buy according to YU and BASTIN (2010).

Retailers generally resort to displaying products that are having very little inter-purchase times in a clear distinct manner. Shoppers are focused on visually appealing products at the eye level and so the display will be enhancing the customer’s impulse purchase in a significant way (ABRATT et al. 1990). The strategy brick-and-mortar stores follow in merchandising is to focus on development of effective store displays (DESMET & RENAUDIN, 1998; DRÈZE, HOCH, & PURK, 1994).

Even trolleys that are used to carry kids along with the products should be adjusted to that specific height so that they do not miss the displays as now a day they are playing a major role in influencing purchase decision (TERRAZAS, 2006). STERN (1962) concluded that a prominent display at a store is one among nine factors that encourage customer to purchase on impulse at brick-and-mortar stores.
Product display positively affects unplanned purchases according to PEAK& PEAK (1997), QUELCH (1983). Retailers should be having an understanding of consumer’s habits to create effective store displays (TERRAZAS, 2006). Designing displays strategically will be helpful in increasing the impulse purchases by customers and retailers should identify purchases that are done for a common need and see that they are displaying the complementary goods next to the common goods.

Shoppers now-a-days are slowly going through a process of sophistication and becoming immune to various techniques of retail merchandising as they are getting regularly exposed to it (MILLER, 2002). Due to this a substantial research was carried out to implement an effective in-store display procedure for brick-and-mortar stores (DESMET & RENAUDIN, 1998; DRÈZE et al., 1994; SHAPIRO, 2001; WILKINSON et al., 1982).

DUNNE and LUSCH (2008) emphasized about importance of display windows outside the store and according to them they can be used by retail managers for serving as a tool for disseminating information and advertisements to prospective customers. Shoppers form their opinion and develop an attitude about a store and the products and services in the inside just within a matter of seconds of their reaching within the proximity of the store (DUNNE and LUSCH, 2008). The Windows while conveying feelings of interest and excitement to shopping people should be able to successfully pass suitable information about the products and services available at the store (BALLANTINE, JACK, and PARSONS 2010) and also stated that these window displays outside the store be changed often for satisfying the novel desires of shopping persons.

5. STORE TYPE:

AHLAWAT and IYER, 1987 concluded that customer’s tendency to be impulsive varies with the type of the store and also that most impulse purchases will be occurring in grocery shops. Research done in the past on store environment was mainly focused on DEPARTMENT STORES, SUPERMARKETS, GROCERY STORES and CLOTHING STORES (BELLENGER; ROBERTSON, and HIRSCHMAN, 1978; PARK, IYER and SMITH, 1989; ABRATT and GOODEY, 1990; ZHOU and WONG, 2003;
6. CROWDING:

EROGLU & MACHLEIT (1990), in their studies described store density as presence of a number of people and objects in a limited space, which will result in a crowd experience at the store. Atmospherics or store environment when dynamic and the crowd condition will be altering the psychology of the customer and will be evoking a varied pattern in the behavior of the customer according to HARRELL and HURT (1976). The perception of feeling the crowd at the store will varying with individual customers as two shoppers at a same store will be having a different perception about it and it will vary with their nature and the situational factors (MACHLEIT & EROGLU, 2000).

Customers generally treat big crowds as a bad experience during shopping and perceive it as an unpleasant experience in shopping according to BATESON and HUI (1987) and they try to adjust by decreasing the time spent to shop, changing their plans for shopping, purchasing few goods, using quick check-out counters, postponement of certain buying requirements, writing checklists and lowering their exploratory search and communications (MICHON et al., 2005). NOONE and MATTILA (2009), stated that definition of crowding is taken either in a physical perspective (counting people in the available space) or through a psychological perspective (perception of crowding).

Customers if undergo an experience in developing a perception of overcrowding at the store will be exerting a negative influence on their satisfaction levels, the total purchase count, joy of purchasing and also the opinion of quality of goods and services at the store (TURLEY and MILLIMAN, 2000). Thus it is better for retail managers to avoid the creation of crowding at the store.

MACHLEIT, EROGLU and MANTEL (2000), stated that the perception of crowding results from various physical, social, and personal factors which make the customer sense the real or probable difficulties that arise due to space becoming scarce (STOKOLS, 1972). More crowd density will cause a reduction in the ability of a customer in performing the desired actions according to RODING, SOLOMON & METCALF
(1978). The Shoppers ability in feeling a sense of control will reduce and they feel a sense of discomfort when the store is overcrowded (WARD & BARNES, 2001) and this will result in a customer deciding to move away from the uncomfortable situation and in some cases may resolve to reduce the number of visits to such a store.

III. SITUATIONAL FACTORS

There refer to factors arising from the particular situation existing at the time of impulse purchase (DHOLAKIA, 2000). They are time availability, money availability, presence of others, and in-store browsing. Time availability and money availability along with individual difference variables were found to endogenously influence a variety of variables like having a positive and negative influence and the like according to BEATTY and FERRELL (1998). BEATTY and FERRELL (1998) concluded that more time availability and easy in-store browsing will have an impact on the impulsive nature of the customer.

AMIR FOROUGHI, NOR AISAH BUANG, REYHANE HAJ MIR SADEGHI (2012) in their study concluded that Time and Money availability have positive effect in increasing the urge to do an impulse purchase. The retailers when designing the store should see that the shopper will be feeling a sense of easiness as it will influence the purchase amount and the total time he spends there as well as his decision in visiting the same store again and again (DONOVAN & ROSSITER, 1982).
1. **TIME:**

   Time available with the shopper will determine whether he is tending towards impulsive behavior. More is the time available with him greater is the chances he will become impulsive and spend extra time to browse the store (BEATTY and FERRELL, 1998). According to JEFFREY & HODGE (2007) chances of impulse purchase is more when the customer spends high time and there is high probability of him seeing the impulsive item. XU (2007) stated that the moderating factor linking the store ambience and impulsive nature of the customer is time pressure.

   TIME is a factor of importance in retail scenario as retailers see a simple correlation the amount spent on purchasing and the time the customer spends at the store according to YALCH and SPANGENBERG (2000). Ferreira and OLIVEIRA-CASTRO (2011) from their studies showed that total time spent by the shopper was positively affected in the presence of well-versed music in higher tempo played at medium volume.

2. **MONEY:**

   BEATTY and FERRELL, 1998 stated that money is the facilitating factor in the process of impulse purchase as it will increase the purchase parity of the shopper and if he does not have enough of it will avoid shopping altogether. MURRAY (1938) noted that rise in disposable income of consumers and easy availability of credit to them has made impulse buying a common occurrence now-a-days.

3. **PRESENCE OF OTHERS:**

   There is high probability of a customer doing impulse buy if he is in the presence of other people known to him as in the case when individuals as a group eating more than when they eat single (LUO, 2004). If the customer has a feeling that his behavior will be perceived as irrational in presence of other people it will be having a deterring effect on his purchase decision and in such situations he will make the impulse purchase when alone. Shopping when done in vicinity of peers will result in rise of urge to make a purchase and when with family will reduce it according to LUO
Anonymity encourages purchasing on impulse according to ROOK and FISHER (1995).

4. **IN-STORE BROWSING:**

This process is an impacting factor in the process of impulse purchase and people who browse will be usually making higher number of unplanned purchases than people who do not browse the store (BEATTY and FERRELL, 1998). The process of examining a retailer’s store merchandise for recreation of getting information regarding the interested products in the absence of intention to buy immediately is called In-store browsing (BLOCH, SHERRELL et al. 1986). To browse the outlet lacking any intention in specific provides an experience of purchasing with high pleasure and vicariousness (MACINNIS and PRICE, 1987).

Impulse purchase behavior has received considerable attention in marketing and psychology literature but till date there exists less literature which has tested the impact of browsing on impulse purchase behavior. In-store browsing creates a situation in which the customer will encounter products that will arouse an urge to buy and it is difficult to refrain it due to the proximal nature (JONES et al, 2003). Customers before doing an impulse purchase browse the store not having any intention to buy that before their visit to the store and conclude it with a buy if they get the right stimulus to which they are exposed there (KIM & JIYEON 2003).

<table>
<thead>
<tr>
<th>Situational Factors and Impulse Buying</th>
<th>(Year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time availability</td>
<td>Iyer and Ahlawat 1987</td>
</tr>
<tr>
<td></td>
<td>Iyer 1989</td>
</tr>
<tr>
<td>Money availability</td>
<td>Abratt and Goodey 1990</td>
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<tr>
<td></td>
<td>Dholakia 2000</td>
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<tr>
<td></td>
<td>Mai et al. 2003</td>
</tr>
<tr>
<td>Presence of others</td>
<td>Rook and Fisher 1995</td>
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<tr>
<td></td>
<td>Hausman 2000</td>
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<td></td>
<td>Luo 2004</td>
</tr>
<tr>
<td>In-Store Browsing</td>
<td>Jarboe and McDaniel 1987</td>
</tr>
<tr>
<td>Time availability &amp; Money availability</td>
<td>Hoch and Loewenstein 1991</td>
</tr>
<tr>
<td></td>
<td>Beatty and Ferrell 1998</td>
</tr>
<tr>
<td>Money availability &amp; In-Store Browsing</td>
<td>Crawford and Melewar 2003</td>
</tr>
</tbody>
</table>
IV. PRODUCT RELATED FACTORS

Product aspects like more number of uses, price and substitutes that come to the mind of customer when he is in the store effect his impulsive purchasing behavior according to STERN (1962). In the words of HOCH and LOEWENSTEIN (1991) there are three product conditions which will be conducive in order to trigger an impulse purchase: The first is closeness and proximity to the product physically to the customer; presence of temporal proximity; and social comparability of the stimulus.

A distinct shape, texture and color may be having an impact on the shopper’s impression towards a product and act as an enhancement on his impulsiveness in doing a purchase (CHIAPPETTA, 2011). Easily stored products are more likely to be purchased on impulse than the products which pose problems when stockpiled according to STERN, 1962; BELL et al. 1999.

EDER, 2002; IYER, 1989 concluded that impulse goods give good margins to the space occupied by them and at the same time do not eat into the remaining item on sale at the store as they are place at the checkout counter. The varying nature of impulsiveness in different categories of products was stated by YU and BASTIN (2010). Positioning of the product and increasing its space occupancy in the shelves will be translating into rise in sales as its visibility is increased (DESMET & RENAUDIN, 1998; WILKINSON, MASON, & PAKSOY, 1982). A positive relation exists between area of shelf space occupied by an impulse brand and its acceptance according to COX (1970). Cross-selling and Up-selling will have an impact on impulse purchase according to DAWSON and KIM (2009).

Allocation of Shelf-space can be defined as allocation of total retail space between different products and their categories in a store (DESMET & RENAUDIN, 1998). Retailers should understand that doubling of shelf-space allocated to a particular product may not necessarily double its sales (DESMET & RENAUDIN, 1998). STAHLBERG and MAILA (2010) concluded that customers are making about seventy percent of brand choices at retail stores; an indication that retail store is still the top channel in terms of popularity among shoppers indulging in buying.
Sometimes purchase done on impulse will create a sense of displeasure which is generated due to the malfunctioning of the products which are bought at a high price and this leads to creation of negative emotions and feelings among the shoppers’ (SALEH, 2012).

<table>
<thead>
<tr>
<th>Product Characteristics and Impulse Buying</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product Line</strong></td>
</tr>
<tr>
<td>Kotler 1973-1974</td>
</tr>
<tr>
<td>Cobb and Hoyer 1986</td>
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<tr>
<td>Rook 1987</td>
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<tr>
<td>Giraud 2001</td>
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<tr>
<td>Jones et al. 2003</td>
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<tr>
<td>Mai et al. 2003</td>
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<tr>
<td><strong>Product Price</strong></td>
</tr>
<tr>
<td>Piron 1991</td>
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<tr>
<td>McGoldrick et al. 1999</td>
</tr>
<tr>
<td>Dittmar and Drury 2000</td>
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<tr>
<td>Crawford and Melewar 2003</td>
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<tr>
<td>Zhou and Wong 2003</td>
</tr>
<tr>
<td><strong>Symbolic Meaning</strong></td>
</tr>
<tr>
<td>Dittmar et al. 1995</td>
</tr>
<tr>
<td>Burroughs 1996</td>
</tr>
<tr>
<td><strong>Product Price &amp; Product Line</strong></td>
</tr>
<tr>
<td>Bellenger et al. 1978</td>
</tr>
<tr>
<td>Abratt and Goodey 1990</td>
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<tr>
<td>Dittmar 2001</td>
</tr>
<tr>
<td><strong>Product Line &amp; Symbolic Meaning</strong></td>
</tr>
<tr>
<td>Hoch and Loewenstein 1991</td>
</tr>
<tr>
<td>Dittmar et al. 1996</td>
</tr>
</tbody>
</table>

1. **Product Category:**

In their study CRAWFORD & MELEWER (2003) concluded that the product that is highly likely to be brought on impulse is Confectionery. Clothing and Apparel which establish an emotional connect with shoppers are more prone to impulse buy and the styling and Color of displays at the store have an impact on it according to TAUBER (1972). All products cannot be hedonic as in is the case with consumables such as chewing gums, chocolates and candy. According to ANNIE SEELEY, a nutritionist working at the Food Commission “70% of confectionary is purchased impulsively”. - MARKETING WEEK, 2003, p.23.
McDonald’s capitalized on impulse purchase of customers for years by bundling of its products and passed instructions to cashiers to ask, “Would you like an apple pie with that?” after the customer has ordered a burger, pop and fries. Suppliers dealing with Building equipment succeeded to encourage purchases on impulse on relocation of displays on power tools to places that are crowded like a contractor desk and placing carpenter pencils, sharpeners, tape measures and safety glasses, at checkout counter (KOCI, 2002).

Swatch is an another example that capitalized on impulsiveness of the customer by putting POS displays by allowing them to handpick their products of choice and put them to test instead of putting them behind glass showcases and is a classic case where tactile or touch factor is able to increase the sales (MILLER, 2002). DITTMAR et al (1995) concluded that products like clothing and music that will have a reflection on self-identity are frequently bought on impulse and goods bought for functional purposes are rarely purchased on impulse.

Vice products are products that have positive short-term consequences when they are being bought that outweigh the bad long-term consequences (WERTENBROCH, 1998). Virtue products have good, or at least better, long-term consequences and the short-term effects may be less satisfying (WERTENBROCH, 1998).

Customer to buy on Impulse will involve his hedonic motives (ROOK, 1987; SILVERA, LAVACK, & KROPP, 2008). SHARMA et al. (2010) describe impulse purchasing as hedonic involving psychology, symbolic meanings and feelings and also it involves high momentum for acquiring products and there will be huge gap between thinking ability and the benefits of their functions. BABIN, DARDEN, & GRIFFIN (1994) stated that the activity that involves purchases for consumption will be motivated by the hedonic and utilitarian outcomes. Motivation to achieve the self-actualization needs which is a hedonic indulgence is the reason to buy on impulsiveness was stated by HAUSMAN (2000).

2. **Product Price:**

Power to spend on the part of the customer on well as availability of time with him will affect the process of impulse purchase. SCHIFFMAN and KANUK, 2007 stated
that marketing at the Retail store includes deciding the right package and size, giving guarantees, advertising through media, efforts for promotion, deciding the right price (discounts and offers), distribution. DESMET & RENUADIN, 1998; NARASIMHAN et al., 1996 stated that Promotions can be useful in persuading a customer to buy a product and in making its visibility more and according to MATILLA & WIRTZ, 2006 they can help retailers to decrease the distance between the customer and the product. WONG and ZHOU, 2003 concluded that Price of the product will be a determining factor in the impulse purchase process and customers will have the tendency to be more impulsive in the presence of discounts. Reduction in the product price, savings on cost savings, promotional sales will be able in persuading purchases that are not intended (LAROCHE, PONS, ZGOLLI, CERVELLON, & KIM, 2003).

3. Product Involvement:

KARBASIVAR et al., (2011) Impulse buying is bound to happen in instances where the shopper will involve into purchase of a product immediately taking the help of his previous experience. BAUER et al. (2006) concluded that there are three major attributes on which the customer’s involvement with the product is measured. First is the significance in the product in terms of value it delivers to the customer, second the importance of the product, and third the pleasure derived by the customer from the product.

Impulse purchases will involve products not only on the basis of only lower price and low involvement products according to ROOK (1987) and he stated that they may now-a-days also be having a higher pricing and also have high involvement. Retailers have different strategies for advertisements for products based on their level of involvement (high or low) according to PETTY and CACIOPPO (1983).

When it comes to high-involvement products like cars, and high end furniture the process of Impulse purchase decision would require lots of researches prior to purchase research and such items have a very high price tag which will mean that the probability of them being purchased on impulse is very low (STERN, 1962). Though electronic goods are considered as high-involvement products whose price tag is high
the process of purchase will be involving a higher risk and will require collection of information, time to process it, but then also impulse purchases are common while purchasing them (KOTLER et al., 2005).

Low-involvement products, which will be purchased on habit and need no motivation for consideration of available alternatives (SOLOMON, 2007). Impulse buying is generally more prevalent in the case of products with low price and low involvement (ASSAEL, 1985; STERN, 1962) but that will not mean high-involvement products would not experience it.

Customers seek variation and differentiation which are factors responsible for switching brands and purchases on impulse according to HAWKINS et al (2007). The degree of customer involvement with products also varies in impulse purchases when compared to routine purchases as in the former there is no prior plan or decision made and his depth of involvement in decision taking is low according to MICHAEL et al (2010). O'GUINN and FABER (1989) concluded that the probability of occurrence of impulse purchase is high when customers think it as appropriate.

Customers whose involvement with the products is more will have a tendency of browsing the store more that those with low involvement and therefore the chances of them making an impulsive purchase is also high (JONES et al, 2003). The product category which has the largest share of customer experiencing impulsiveness in their decision while doing purchases is jewelry with an aggregate 62% of the whole (BELLENGER et al, 1978). BAUER et al. (2006) concluded that Jewelry scores high on the scale of measurement due to the significance of its value and thus it can be considered as a product of high involvement.
V. EXTERNAL AND INTERNAL STIMULI

More are stimuli that are present in a store, greater are the chances a shopper getting a reminder of a need that he forgets and him recognizing new needs and thereby getting him to involve in reminder or suggestion impulse buying (BEATTY & FERREL, 1998).

EXTERNAL STIMULI

THE MEHRABIAN-RUSSELL THEORY

The main and core proposition of MEHRABIAN and RUSSELL’S (1974) theory is that people emotive responses will mediate how behavior is impacted by a situation and a set of factors will generate a particular emotional (affective, connotative, feeling) reaction, which in turn will lead to a behavioral response and the whole universe of these array of responses are being shown as one or a combination of three expressions like pleasure, arousal and dominance.

The emotional state Pleasure is distinguished from other emotional attributes like preference, liking, positive reinforcement or approach avoidance in that latter are varying with stimulus quality that arouses and its composition includes happiness, contentment and satisfaction, etc. Arousal is oriented activity and illustrates the extent to which the person is awake and the readiness of him/her to react. The extent up to the point where a person is in control of himself or him being taken over by the environment surrounding him is called as dominance.
This will finally lead to the customer either resorting to Approach kind of behavior of totally Avoid the situation and this will be useful in understanding Consumer behavior with respect to various categories of products at the Retail Stores.

Customers sometimes purchase products on impulse due to them being motivated by convincing factors inside the store. Various Stimuli acting on the customer inside the store motivate them to purchase impulsively and some examples of them are giving free samples, providing discounts on MRP, positioning of products on the shelf, attractive displays of the products at POP, giving demos and free coupons of the same (ABRATT and GOODEY, 1990).

**INTERNAL STIMULI**

The hedonic and affective components affect a customer’s Impulse buying (WEINBERG & GOTTVALD, 1982; COBB & HOYER, 1986; ROOK, 1987; PIRON, 1991; ROOK & FISHER, 1995). WEINBERG and GOTTVALD (1987) concluded that impulse purchase is due to conflict in emotions arising between purchases that are previously planned and those concluded. There are two emotional shifts that are affecting the purchase habits – first is an increase in levels of stress levels in customers due to them being outside their normal daily routines and the second being a rise in the excitement and anticipation levels of them (THOMAS, 1997).

In their study, ROOK and HOCH (1985) stated that customer senses and his perceptions are the starting point and driving factor in his impulsive buying behavior and will be concluded with a strong urge to buy a product. OBEIDAT (1989) defined Impulsive buying is the unexpected, convincing, hedonically multifaceted buying behavior where swiftness of the process of making the impulse choice will be precluding the shopper doing a thorough consideration of available information and making choice thoughtfully.

The tendency to do an immediate, unintentional purchase is called buying on impulse according to WEUN et al (1998). It is the customer, not the product that is experiencing the impulse of consumption according to ROOK and HOCH (1985). MURRAY (1938)
concluded that individuals with high impulsiveness are not able to restrict their behavioral self and do impulse purchase in different contexts frequently.

A purchase on Impulse and lacking an immediate intention shows that decision making process involves lower levels of cognition and there is a likelihood of tilting towards heuristic thinking (MICHAEL, WILLIAM, & PANDIT, 2010). Consuming certain products is used a means to acquire and express the customers sense self identity in many Developed countries (DITTMAR et al, 1996). The unconscious nature of humans seeing their own self positively will have a bearing on their not regretting decisions in the past according to PAULHUS (1984).

Customers who have lower levels of arousal show variations while buying products according to ROEHM and ROEHM (2004) and they came to the conclusion that the customer’s nature of seeking variety is related to the time during the day at which he makes the purchase.
MODELS OF IMPULSE BUYING

I. THE REFERENCE POINT MODEL

HOCH and LOEWENSTEIN (1991) were the pioneers who bought the Reference point model into existence based on economical and psychological theories of WINSTON (1980) and MISCHEL (1974) and its main purpose is to explain the reasons behind the how and why of impulse purchase behavior of the customer. A reference point was conceptualized at which “shoppers are concerned to a lower level about absolute attainments of their own in comparison with attainments in relation to some comparison point that is psychologically relevant”. On exposure to certain stimuli the customer will develop an urge to own it (ROOK, 1987). Subsequently, there will be shift in the customer’s reference point where they are already imagining that they own the product. If they do not acquire the product it will be considered that they are at a loss and so they buy it for minimizing the loss (HOCH and LOEWENSTEIN 1991). The benefits of immediate gratification that accrue will outweigh all other considerations regarding the future (monetary) at that point of time, (DITTMAR and DRURY 2000).

Various factors will be causing a shift in the customer’s reference point thereby causing an increase in his impulsive purchase behavior and the relevant one among them is the proximity of the customer from the product and it can be physical proximity; temporal proximity and social comparison (HOCH and LOEWENSTEIN 1991). The Atmosphere at the store is having an impact on impulse buying nature of the customer (DHOLAKIA 2000). Arranging the product in an ambient atmosphere and a layout with the right Visual Merchandising is found to cause the shift in reference point according to MISCHEL and GRUSEC (1967).

The physical proximity of product if decreased will increase the customer’s impulsiveness towards acquiring it. Temporal shift i.e. the rise in desirability of a product due to possible instant gratification will also cause the reference point to shift. Social comparison meaning the individuals comparing self with their peers, friends and trying to acquire similar products they have will also cause a reference point shift (DITTMAR et al. 1995).
The Reference Point model will help researchers understand a customer’s impulse purchase behavior and puts emphasis on the necessity to understand the perception of the customer about the product and the process which involves the reference point shift but the major limitation of this model is its inability in explaining the reason why certain categories of products are purchased on impulse while some are not.

II. DITTMAR MODEL OF IMPULSE BUYING

Another model was proposed by DITTMAR and colleagues (1995) for addressing the limitations in the Reference point model. Inspired by the social constructionist perspective and the psychology studies on material possessions, it tries to address and elucidate the various dimensions of impulse buying behavior. It assumes that customers are no longer buying a product for its functionality and do it for its symbolic meaning and also the social status they gain from it. Various Dimensions of Impulse Purchase Process are seen in the figure below.
DITTMAR model distinguished between uses due to the products functionality and use of symbolic identity. They validated the model with the responses obtained from customers interviewed and the sample is matured students. They concluded that the main difference between products that are brought on impulsive and non-impulsive products is that the former are good at creating an expression of identity of the individual. Women who do impulse purchases buy products that help them in expressing their emotions and appearance aspects and men who purchase on impulse prefer them for their functionality.

III. THEORETICAL MODEL OF IMPULSE BUYING

As an extension and improvement of their previous model and on the basis of its findings DITTMAR et al (1996) developed a much more and improvised model based on HIGGINS’ (1987) self-discrepancies concepts, the materialism concept of RICHINS and DAWSON (1992) and symbolic self-completion theory of WICKLUND and GOLLWITZER (1982) to explain impulse purchase behavior and it will address some limitations of the HOCH and LOEWENSTEIN (1991) reference point model.

HIGGINS 1987 theory suggested that the basic premise involved in the self-discrepancies is that there will be a discrepancy between the way in which a person will see his actual self and the way in which he perceives his ideal self. WICKLUND and GOLLWITZER (1982) through their self-completion theory stated that the consumer will try compensating for their self discrepancies they perceive in different ways and these include acquisition and usage of products of materialistic interest which they feel they are lacking. The materialism concept will provide evidence into concept of customers acquiring products for completing their self. The notion of materialism provides evidence that individuals use product acquisition as a self-completion strategy (RICHINS and DAWSON 1992) and is an priority goal of most people and they consider it as an indication of their success and is a key ingredient of their happy life.

This model postulated that customers will be differing in their purchase decisions on the lines of their social category they are belonging and this is a powerful determinant of their perspective of their own self and also that variables like the materialistic nature of the customer, his feeling of self-discrepancy gender and compulsions would help the
retailers gain an idea into categories of products that the customer is interested as well the reasons behind the same.

In both models DITTMAR et al mention that motivation is not the one and only reason for impulse purchases and that a conjunction of materialistic nature and feeling a discrepancy of self put together will be explaining the impulsive nature of shoppers (DITTMAR 2001). Even though both models are addressing the limitations HOCH and LOEWENSTEIN (1991) reference point model the limitation of DITTMAR models is they are failing in considering the situational aspects of impulse purchase.
IV. TWO-FACTOR COST-BENEFIT ACCESSIBILITY FRAMEWORK

This framework was proposed by PURI (1996) which tried to address the limitations of the DITTMAR models which failed to consider the situational aspects of impulse purchase. PURI’s framework bases itself on the previous works on impulse nature, control of one’s self and changing preferences with time and is built on hedonism aspects which profess that customers feel an urge that is irresistible to buying the impulse product when they exposed to it. DITTMAR and DRURY 2000 in their study on various preference aspects that are inconsistent with time concluded that when a customer gets exposure to stimuli they think that the benefits of them becoming gratified will be outweighing the considerations of the future. PURI’s model is based on the principle that degree of impulse will be impacted by the situation and will emphasize the negative side of the cost of that impulse purchase; the benefit that accrues due to the purchase of that product or both and also the customers nature to be impulse.

When the situation dictates that the benefit from the product will be outweighing that cost of it, the customer will be tempted towards succumbing to the urge is high and will become the compelling force of impulsiveness. In the event of cost of the impulse product becoming greater than the benefit the customer will resist the urging and will result in the lowering of chance of impulse buys.

The Two-Factor Cost-Benefit Accessibility Framework
A customer decision to focus on benefit aspect or aspect of an impulse purchase will ultimately depend on his core values and thought process. Some of them are more hedonic than the rest and they are highly inclined towards focusing on the benefit aspect of the impulse purchase and not on the cost front. PURI (1996) termed these set of people as “HEDONICS” and the set of the rest as “PRUDENTS” who are prudent in their thought process and only tend to be concentrating on the cost aspect. “Hedonics” Set of customers is considering the benefit of an impulsive purchase only and have the tendency to be impulsive, whereas they tend to be impulsive, the “prudent” Set do not try to be impulsive. The likeliness of occurrence of an impulsive purchase is interplay of situational factors and the consumer’s IBT.
V.A MODEL OF ENVIRONMENT-SHOPPER RELATIONSHIPS

Customers will give a cognitive response on exposure to various cues in the surrounding environment and on the bases of these they will be exhibiting a behavior of approaching or avoiding it according to BITNER (1992). Based in this concept Mc GOLDRICK et al (1999) proposed a new model which shows a relation between environment and the shopper which also has its roots in theories like the theory of reasoned action (FISHBEIN and AZJEN 1975) and examined the role of certain moderating factors in the different possible paths and validated it in the seasonal sales context.

The Mc GOLDRICK model identified two moderating factors that affect relation that exist between the surrounding environment and response of the shopper to it and they are socio-demographic background and the cognition levels of the consumer. The SOCIO-DEMOGRAHICS variable of a customer will determine their response to the environmental cues and also the chances or likeliness of them making a impulsive buy. Researchers have proved that age (BELLENGER et al. 1978) and gender (DITTMAR and DRURY 2000; DITTMAR et al. 1995) will determine the propensity levels of customers in doing an impulse purchase. Another major factor that effects the process of impulse purchase is the value or consideration of money that he customer has with him (BEATTY and FERRELL 1998).

A CONCEPTUAL MODEL OF ENVIRONMENT-SHOPPER RELATIONSHIPS (FROM MCGOLDRICK et al. 1999)

![Diagram of Environmental-Shopper Relationships]

SOURCE: DHANILA VEENA PARBOTEAAH

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Response of the customer to the environment either in the form of ‘avoidance of dissonance’ behaviors will be moderating how the relation will span between the customer and the environment and thus the behavior that results from his behavior. One such consequence of purchasing on impulsiveness is the sense of regret once the customer incurred the cost of an impulse purchase and the dissenting feel will pressurize him as he must be defending his own decision. As Impulsive Buying Behavior is a direct consequence of the exposure to external stimulus it can be better understood by going through prior research done in environmental psychology. Mc GOLDRICK model is having a major limitation is that it is only applicable to seasonal sales and cannot be generalized to routine sales.

VI. AN INTEGRATED MODEL OF CONSUMPTION IMPULSE FORMATION AND ENACTMENT

Integrated Model of Consumption Impulse Formation and Enactment was proposed by DHOLAKIA (2000) to explain the process of a customer’s impulsiveness to buy and the basic premise of his framework is that the process of impulse purchase will consist of a continuum of various behaviors involving process factors of motivation, volition, cognition and psychology. DHOLAKIA model tries to explain role psychology mechanisms with regard to process of impulse purchase.

Marketing stimulus, the impulse traits of the customer and the situation are identified as the antecedents of the process of impulsive purchase. ROOK (1987) identified that exposing the customer to a marketing stimulus is the vital factor of process of impulse purchase. DHOLAKIA (2000) concluded that marketers can increase the likeliness of occurrence of impulse purchase through manipulation of store atmospherics. HOCH and LOEWENSTEIN 1991 stated that physical and temporal proximity with respect to the product will determine the impulse purchase tendency of a customer. Environmental and Personal factors existing at the time of impulse purchase are considered as the Situational factors. Take the instance of amount of money with the customer (environmental factor) will play an important role in the likeliness of occurrence of an impulse purchase (BEATTY and FERRELL). Mood of the customer (personal factor) is a determining factor behind the process of impulse purchase (BEATTY and FERRELL 1998).
Customer’s propensity of to do an impulse purchase referred as the impulsivity trait (ROOK and FISHER 1995) is also a vital factor that determines the process of Impulse purchase. Presence of one or a combination of these factors will suffice in bringing an urge to do an impulse purchase.

THE INTEGRATED MODEL OF CONSUMPTION IMPULSE FORMATION AND ENACTMENT (DHOLAKIA 2000)

Along with the rise in urge to do an impulse purchase there will be a spontaneous release of certain psychological response which might be constraining the customer’s impulsiveness and the factors that are involved in this process are impeding aspects in the current context, the customer considering the deleterious consequences in the long-term and anticipatory emotions.

Current impediments like certain situational factors, like the money or time available with a customer will be disrupting the flow of impulse purchase process (BEATTY and FERRELL 1998). Long-term consequences of an impulse purchase when considered by a
customer will make him do the thinking seriously with regard to the cost of his decision to do an impulse purchase. The emotion that is anticipated which may be negative like a sense of feeling regret will be causing a feeling of resistance to do an impulse purchase on the part of the customer and in the presence of the factors of restraint he will be experiencing a moment of internal conflict and in the absence of this conflict he will be responding to the urge of impulsiveness and then buying the product “on-the-spot” (ROOK 1987).

Customers when in the context of their consideration of these factors of restraint would weigh the pros and cons of the decision to purchase a product on impulse which is an instantaneous process and will result in an evaluation that is positive or negative. In case if there is a positive evaluation about the impulse purchase, the shopper will be purchasing the product as he feels that benefit of impulse purchase is more than the cost involved in it and in case of evaluation in the negative he will be under the influence of various restraint strategies that will be deterring his purchase on impulse. The customer through the usage of various said strategies will be regulating his own mental state, by controlling self or avoiding the situational stimuli.


KIM (2003) modified CHURCHILL’S and PETER’S (1998) model and omitted several steps, with the likes of recognizing need, searching for information, and evaluating alternatives, and reclassified various factors that influence the process of impulse purchase behavior. The process of impulse purchase will starts with awareness about the product. In the beginning shoppers will start to browse a store in the absence of any desire of doing a purchase or thinking about a certain item. In the process of them browsing the store they get exposure to various stimuli which in turn will be triggering the urging of a customer to do an impulse purchase and upon feeling their desire to do it in the absence of any search for more information and doing an evaluation of the various alternatives available. Once the customers completed an impulse purchase he will face the consequences either positive or negative and in the process will be under the influence of internal factors like mood, desire, need, cognition, affection, hedonic
pleasures and also external factors like VM, Displays, Merchandise, Promotions which will be triggering impulsive behavior of the customer.

![Impulse Purchase Process Model - Kim (2003)](image)

**VIII. JAN-RIEMER ROORDA Early Bird and Night Owl Model**

JAN-RIEMER ROORDA (2013) in his studies tried to prove that aged/old age customers (early birds) tend to purchase impulsively in the evening or late afternoon and young customers (night owls) do it at mornings and early afternoons. Aged people sleep lesser than their younger counterparts (KLERMAN and DIJK, 2008) and so are treated as early birds in this context. YOON (1997), YOON et al. (2007) and MAY et al. (1993) also from their studies correlated with the same. Retailers in the morning and early afternoon can focus on impulse products that target the younger customers and in the late afternoon & evening focus on impulse products preferred by older customers by replacing them at the checkout counter thereby increasing the chances of occurrence of impulsiveness on the part of customers at the stores. Advertisements on these impulse products preferred by younger customers could be done in afternoon or evening and for products preferred by aged customers could be in the morning or early afternoon.
The behavior of early bird and night owl customers will vary according to their alertness pears spread throughout that day. Early bird customers (larks) are found to be showing high activity in early morning and Night owls at late hours/Nights and this extremity is on account of variation in diurnal arousal levels of these categories (HORNIK, 1988). This is shown as the reason for high arousal energy levels of early bird customers in the morning and early afternoon than night owls. Night owls have high arousal energy levels during late afternoons and evenings when compared to early birds (THAYER et al., 1988). In case of high involvement products customers search for strong arguments which is not the case with low involvement products and hence a brand endorsing celebrity will be able in persuading the potential buyers (PETTY and CACIOPPO, 1983).