Chapter- 2
Literature Review
<table>
<thead>
<tr>
<th>S#</th>
<th>Particulars of Contents</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CHAPTER 2 LITERATURE REVIEW</td>
<td>54-102</td>
</tr>
<tr>
<td>2.1</td>
<td>Impulsive Buying</td>
<td>56</td>
</tr>
<tr>
<td>2.2</td>
<td>Internal factors and impulsive buying</td>
<td>57</td>
</tr>
<tr>
<td>2.3</td>
<td>Demographic and socio cultural factors and impulsive buying</td>
<td>63</td>
</tr>
<tr>
<td>2.4</td>
<td>External Factors and impulsive buying</td>
<td>67</td>
</tr>
<tr>
<td>2.5</td>
<td>Situational Factors and impulsive buying</td>
<td>77</td>
</tr>
<tr>
<td>2.6</td>
<td>Type of Impulsive Buying</td>
<td>81</td>
</tr>
<tr>
<td>2.7</td>
<td>Proposed Model of Impulsive buying behavior for present Research Study.</td>
<td>84</td>
</tr>
</tbody>
</table>
The effective research can not be accomplished without critically studying what already exists in the form of general literature and specific studies. Therefore, it is considered as an important pre-requisite for actual planning and execution of research project. This helps to formulate hypothesis and framework for further investigation. In this research, the survey of literature has been classified according to variables studied by the researcher. The present chapter reviews the past literature and is divided into seven broad dimensions:

2.1 Impulsive Buying
2.2 Internal factors and Impulse Buying
2.3 Demographic and socio cultural factors and Impulse Buying.
2.4 External factors and Impulse Buying
2.5 Situational factors and Impulse Buying.
2.6 Type of Impulsive Buying
2.7 Proposed model for the study.

2.1 Impulsive Buying

Impulse buying is an unplanned decision to buy a product or service, made just before a purchase. The researchers from the field of marketing and consumer psychology have been trying to grasp this concept of impulse buying since 1950’s the research conducted earlier one of the famous researcher namely Stern (1962) indicates that impulse buying was influenced by a variety of economic, personality, time, location and even cultural factors. Four classifications were made which included (i) pure impulse buying, (ii) reminder impulse buying, (iii) suggestion impulse buying, and (iv) planned impulse buying. Further, he indicated that factors such as low price, marginal need for item, mass distribution, self-service, mass advertising, prominent store display, short product life, small size or light weight and ease of storage majorly influenced impulse buying. Further, he classified impulse buying into various categories and found the factors that influence impulse buying. Dennis W. Rook, Stephen J. Hoch (1985) distinguish impulsive buying and unplanned buying by following five elements: 1) a sudden and spontaneous desire to act; 2) a state of psychological disequilibrium; 3) the onset of psychological conflict and
struggle; 4) a reduction in cognitive evaluation; 5) lack of regard for the consequences of impulse buying. Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict Dennis W. Rook (1987)³

Geoff Bayley, Clive Nancarrow (1998)⁴ indicated two different styles of openness to the shop experience and four different styles of motives and rewards in relation to impulse Purchase. Two style of openness includes Self-willed impulse and Captivated impulse. Four style of impulse shopping includes Accelerator impulse (self-confirmation role), Compensatory impulse (self-compensation), Breakthrough impulse (self-redefining role), and Blind impulse (dysfunctional). Accelerator and compensatory impulse purchase tend to occur very often. Breakthrough and blind impulse purchases tend to occur less often.

The literature has further pointed out that a product-specific conceptualization of the impulse buying behavior was a better predictor of actual impulse purchasing behavior when compared to general impulse buying tendency. Michael A. Jonesa, Kristy E. Reynolds, Seungoog Weunc, Sharon E. Beatty (2003)⁵

In a study by Sreedhar Rao Madhavaram and Debra A. Laverie (2004)⁶, the researcher have examined CDs, clothing, cosmetics, DVDs, shoes, books, toys, car air filter, computer, computer hardware, amplifiers, golf equipment, life jacket, wet suit, printer has been more purchased impulsively on internet.

2.2 Internal Factors and Impulse Buying

Impulse buying of the shopper is influenced by number of factors which could be either related to the shopping environment, shopper’s personal traits, product itself and the diverse demographic and socio-cultural aspects. Consumers are affected by internal, external and some situational factors of impulse Buying (Wansink, 1994)⁷. Since impulse buying behavior is often stimulus driven (Rook and Fisher, 1995)⁸, increased exposure to certain external stimuli increases the likelihood of impulsively buying (Iyer, 1989)⁹. Internal Stimuli are related to the different personality related factors which characterizes an individual rather than the shopping environment or stimuli. Internal factors of impulse
buying denote the individual’s internal cues and characteristics that make him / her engage in impulse buying. Further, based on past literature review internal factors affecting impulse purchase has been discussed in below sub sections.

- **Self- control failure**

Self-control is the ability to control one's emotions and behavior in the face of temptations and impulses. As an executive function, self-control is a cognitive process that is necessary for regulating one's behavior in order to achieve goals. Recent developments in social and consumer psychology have suggested that self-control plays an important role in the decision making process. A study by Rook (1987)\(^{10}\) emphasized a buying impulse tends to disrupt the consumer's behavior stream. The consumer is more likely to feel out-of-control when buying impulsively than when making contemplative purchases. Baumeister (2002)\(^{11}\) explained relationship between self-control failure and impulsive Buying. Further, Researcher noted that self-control failure might be an important cause of impulsive purchasing. Researcher described three causes of self-control failure. First cause was conflicting goals and standards undermine control such as when the goal of feeling better immediately conflicts with the goal of saving money. Second cause was failure monitor own behavior. Third self-control depends on a resource that operates like strength or energy, and depletion of this resource makes self-control less effective. Seounmi Youn, Ronald J. Faber (2000)\(^{12}\) found relationship between impulse buying tendencies and three general personality traits like lack of control, stress reaction, and absorption. Additionally, this study identifies several different types of internal states and environmental/ sensory stimuli that serve as cues for triggering impulse buying. Researcher found personality trait lack of control has more impact on IBT Compare to other personality traits.

- **Mood and Emotions**

A considerable amount of research has shown that mood, emotions and feelings is a significant factor of consumer behavior. The literature by Weinberg, Peter and Wolfgang, Gottwald (1982)\(^{13}\) recognized relationship between emotions and impulse purchase
Study suggested that Impulse buyers assess themselves as being more emotionalized than nonbuyers. Impulse buyers differ significantly in their affective process from nonbuyers. Information processing plays a part in the buying decision. But despite the possibility of later justification of the buying behavior, its influence is smaller than that of the emotional engagement. Dennis W. Rook (1987)\textsuperscript{14} in his study found impulse buying is more emotional than rational, and it is more likely to be perceived as "bad" than "good."

In particular, the Meryl Paula Gardner., Dennis W. rook (1987)\textsuperscript{15} explained relationship between consumers' impulse buying behavior and the internal affective states. Further, researcher have discussed effects of impulse buying on feeling state valence and intensity and examined how impulse buying was related to specific post-purchase affective state. In addition to this, researchers have examined the relationship between specific feeling states, valence of affective states and level of arousal with post-purchase feeling states. Researcher examined mood factors play an extensive and complex role in consumers' impulse buying behavior. A study conducted by Francis Piron(1993)\textsuperscript{16} reported some emotional reactions are experienced differently by planned and unplanned purchasers. Most of the differences may be due to the fact that, as opposed to unplanned purchasers, planned purchasers’ decisions to buy are made prior to being at the point-of-purchase. It follows that the emotional reactions experienced during the decision making process by unplanned purchasers may have been experienced earlier by planned purchasers, but are not expected to recur. However, post-purchase emotional reactions such as feeling good or pleased may be experienced by either planned or unplanned purchasers.

Research conducted by Kordelia Spies, Friedrich Hesse(1997)\textsuperscript{17} examined relationship between mood state and Shopping atmosphere. Further, Study reported that the good atmosphere of Store would induce a better mood in the customers than the worse atmosphere. A literature by Beatty, S. E., & Ferrell, M. E (1998)\textsuperscript{18} observed positive relationship between positive affect and urge to buy impulsively. Study also stressed direct relationship between in-store browsing and Positive affect.
A Study conducted by Faber R. J. (2000)\textsuperscript{19} suggested that some external cues and internal cues effect impulsive buying. Internal cues include respondents’ positive and negative feeling states. Internal cues referred to consumers’ self-feelings, moods, and emotional state. According to Hausman Angela (2000)\textsuperscript{20} individual consumers' impulse buying is correlated with their desires to fulfill hedonic needs, such as for fun, novelty, and surprise. Furthermore, result of the study demonstrates that consumers who were more impulsive are more likely to shop for hedonic reasons than those who possess a small or moderate score on impulsiveness. Thomas Adellar, Susan Chang, Karen M. Lancendoref(2003)\textsuperscript{21} in their study observed emotional responses had positive Relation to their impulse buying intent. Thus, the more a subject feels a positive emotion towards the stimuli, the greater the impulse buying intent. Researcher noted that who are exposed to a video stimulus would have a greater impulse buying intent compared to those exposed to still image and text stimuli.

Eun Joo Park, Eun Young Kim and Judith Cardona Forney (2006)\textsuperscript{22} in their study on A structural model of fashion-oriented impulse buying behavior and examined fashion involvement and positive emotion had positive effects on consumers’ fashion-oriented impulse buying behavior. Further, the study observed greatest effect of fashion involvement on fashion oriented impulse purchase. Hedonic consumption tendency noted as an important mediator in determining fashion-oriented impulse buying. Moreover, Chien-Huang Lin and Shin-Chieh Chuang(2005)\textsuperscript{23} have investigated a relationship between Emotional Intelligence (EI) and Impulsive Buying Tendency (IBT). Study asserted that high EI adolescents manifested less impulsive behavior than did low-EI adolescents, and high-IBT adolescents were more likely to engage in more impulsive buying behavior than were low-IBT adolescents. Impulse buying, though in itself a pleasurable activity, seemed driven by feelings of low self-esteem and dispositional negative affect Verplanken, Herabadi (et al) (2005)\textsuperscript{24}

A study by David H. Silvera, Anne M. Lavack, Fredric Kropp (2008)\textsuperscript{25} has examined the predictors of impulse buying and noted that moderate levels of impulse buying can be pleasant and gratifying. Moreover, research suggested that chronic, high frequency
impulse buying has a compulsive element and can function as a form of escape from negative affective states, depression, and low self-esteem. Results also indicated that the cognitive facet of impulse buying, associated with a lack of planning in relation to purchase decisions, is negatively associated with subjective wellbeing. The affective facet of impulse buying, associated with feelings of excitement and an overpowering urge to buy linked to negative affect and susceptibility to interpersonal influence. The level of impulsiveness in positive mood is significantly higher than the level of impulsiveness in negative mood (Tariq Jalees(2009)\textsuperscript{26} )

Literature survey by Sandy Dawson, Minjeong Kim(2009)\textsuperscript{27} suggested that positive correlation found between a person’s IBT and online impulse-buying behavior, and between a person’s affective state and online impulse-buying behavior. Furthermore, study observed a negative correlation between a person’s cognitive state and actual online impulse-buying behavior. Researcher found impulsive buying is more emotional and affective state effect more on impulsive buying. The available money and shopping enjoyment positively related to positive emotions and available money, available time and shopping enjoyment negatively related to negative emotions ( Lan-Ying Huang, Ying-Jiun Hsieh (2011)\textsuperscript{28} ). The higher level of mood are positively related to higher levels of impulse buying (Rong-Ho Lin et al. (2012)\textsuperscript{29} )

- **Hedonic feelings**

In addition to mood and emotions, hedonic feelings also play a significant role in the impulse buying phenomenon. Hedonic feelings refers to the level of perceptions where shopping is considered emotionally useful through positive feelings. Number of studies has also confirmed this fact.

Mai Ngoc Khuong and Ta Bao Tran (2015)\textsuperscript{30} asserted direct impacts of consumer’s need for uniqueness and optimum stimulation level on impulse buying while hedonic purchase did moderate the effects of consumer self-spending control and novelty-fashion consciousness on impulse buying behavior. The impulse buying is a hedonic need predominantly motivated by achievement of higher order needs loosely grouped around
Maslow’s ‘hierarchy of needs’. Efforts to satisfy the higher order needs in this hierarchy lead to different types of impulse buying behavior (Hausman (2000)\textsuperscript{31}). Furthermore, Sharma et.al, (2010)\textsuperscript{32} argued that impulse buying as hedonic behavior that is associated with feelings and psychosocial motivations instead of thinking and functional benefits. Impulse purchasing is associated with sensory stimulation and hedonic motivation. (Beatty and Ferrell (1998)\textsuperscript{33}. Furthermore study conducted by Arnold and Reynolds (2003)\textsuperscript{34} examined the importance of hedonic motives for induce impulse buying. Study suggested that there should be studies focusing on the relationship between the types and intensity of hedonic motives and impulse buying.

- **Impulse Buying Tendency and Impulse Purchase**

  Impulse buying tendency is defined as the “degree to which an individual is likely to make unintended, immediate and unreflective purchases” (Jones et al. 2003, p. 506)\textsuperscript{35}. Researcher reported Impulsive-buying tendency as a consumer personality trait. Individuals vary in their tendency to buy on impulse this is the basic assumption for the study.

  Study on impulse purchase reported that many factors like external factors and internal factors have a significant role in increasing the impulsive buying tendency (Beatty and Ferrell, 1998\textsuperscript{36}; Verplanken and Herabadi, 2001\textsuperscript{37}; Harmancioglu et al. 2009\textsuperscript{38}). Moreover, a study conducted by Beatty and Ferrell (1998)\textsuperscript{39} examined that buying impulsiveness is a distinctive personal trait that represents individual’s tendency to think and to act in a distinctive, identifiable way. Highly impulsive buyers are more likely to react to spur-of-the-moment buying stimuli, they are more open to unexpected buying ideas; they are triggered by physical proximity to a desired product and are dominated by emotional attraction to the product as well as the immediate gratification (Rook and Fisher 1995)\textsuperscript{40}. Hence, they experience buying impulses more frequently and strongly than other buyers experience and are more likely to respond positively to their buying impulses.
Youn and Faber (2000)\textsuperscript{41} have investigated that consumers with a higher IBT are more likely to be affected by marketing stimuli such as advertisements, visual elements, or promotional gifts and thus engage in in-store browsing and tend to respond more frequently on urges to buy impulsively. Therefore, the impact of impulse buying tendency has been analyzed on impulse buying. Rook and Fisher (1995)\textsuperscript{42} reported that even highly impulsive buyers do not respond to every buying stimulus, because various intervening factors such as economic position, social visibility, or time pressure may interrupt the shift from impulsive desire to impulsive behavior. Rook and Fisher (1995)\textsuperscript{43} examined that individuals buying impulsiveness trait moderate consumer appropriateness of engaging in impulsive buying in a particular situation.

2.3 Demographic and Socio Cultural Factors and Impulse Buying

The impulse buying behavior also shows variations with respect to the personal factors, which include age, income, gender, marital status and occupation. Many studies have examined the relationships of demographic variables and impulse buying behavior. Literature review based on various demographic factors has been mentioned in below sub sections.

- Gender

Literature found that many researchers have researched on the effect of gender on impulse purchase. However, the results of these studies are inconsistent. In his study Dittmar Helga, Jane Beattie b, Susanne Friese (1995)\textsuperscript{44} suggested that men tend to impulsively buy instrumental and leisure items projecting independence and activity, while women tend to buy symbolic and self-expressive goods concerned with appearance and emotional aspects of self. Further, they reported gender as a major social category, should influence both the products bought impulsively and the buying considerations used. Wood (1998)\textsuperscript{45} found that gender and impulsive buying were weakly related which is supported by (Hausman Angela (2000)\textsuperscript{46}). However, Tariq Jalees(2009)\textsuperscript{47} observed that tendency for impulsive buying is gender specific. Level of impulsive buying in females is significant higher than males.
Sigal Tifferet, Ram Herstein (2012) had done research on Gender differences in brand commitment, impulse buying, and hedonic consumption. They have mentioned reasons why women may be more inclined to do impulsive buying. First, since impulse buying is related to hedonic consumption, and women score higher in hedonic consumption than men. Second, women, more than men, suffer from anxiety and depression. Given the link between impulse buying and negative emotions (Silvera et al., 2008; Verplanken et al., 2005), women may use impulse buying as a means to improve their mental state. They reported that women have higher levels of impulse buying in comparison to men. It has been found that the gender has a significant impact on impulse purchase with special reference to beverage purchase (Gandhi Aradhana et al., 2015).

- Age

Among the personal factors, the demographic factors also affect the impulse purchase. Age is the most essential factor which predicts impulse buying behavior in consumers (Bellenger et al., 1978; Wood, 1998). It has been observed that Impulsive buying tends to increase between the ages 18 to 39, and then it declines thereafter. Further, an inverse relationship was found between age and impulsive buying. It was also found that the relationship is non-monotonic (Bellenger & Robertson & Hirshman, 1978). Impulsive Buying tendency is at a higher level between age 18 to 39 and at a lower level thereafter (Wood, 1998). Further, similar findings found by (Tariq Jalees, 2009). A literature study conducted by Cornelia Pechmann et al. (2005) reviewed basic research on adolescent development in neuroscience, psychology, and marketing. They noted that adolescents are more impulsive and self-conscious than adults.

Further research conducted by Feng Xuanxiaoqing et al. (2011) found that Females over 41 years old are more likely to intend to impulse buy, perhaps because they have a permanent salary and would like to spend money on themselves. Moreover, results showed that age is significantly related to impulse buying behaviors of Vietnamese consumers. A study conducted by Abu Bashar, Irshad Ahmad, Mohammad Wasi (2012) noted age is related to most impulse buying indicators and to the impulsivity collective indicator. However, Muhammad Ali Tirmizi et al. (2000) reported no association of
impulse buying in higher income group of young people having prevalent impulse buying tendencies.

- **Income**

Researcher has studied many factors, which influence on impulse purchase among many other factors higher level of income also has impact on the impulse purchase of customer. Abratt & Goodey, (1990)\(^6^1\) reported in their study that high-income shoppers are more likely to show higher impulse buying tendencies. A study by Mai et al. (2003)\(^6^2\) examined a significant relationship between income and impulse purchase. However, Kollat and Willet (1967)\(^6^3\) have challenged this finding reported that Incomes do not have any influence on rate of unplanned purchase. Findings of the study conducted by kollat and willet is supported by wood (1998)\(^6^4\).Further, research conducted by Feng Xuanxiaoqing et.al (2011)\(^6^5\) discovered that Income did not make a difference to impulse buying intention for impulse purchase of cosmetic. Mogelonsky (1998)\(^6^6\) stressed that the impulse buying is for those consumers who are financially in a position to afford it. If shoppers have more income, they face fewer constraints in order to buy a product on impulse. Further, researcher reported high-income consumers shop more frequently on impulse as compared to the low-income shoppers.

- **Education**

Among the demographic factors researchers has also studied impact of education on impulse purchase. Peter & Olson (1999)\(^6^7\) examined strong relationship between college education and purchasing power. Further he noted education is an important determinant of impulse buying. A study by Wood (1998)\(^6^8\) discovered that people of higher educational status make less of impulse purchases. People that are more educated tend to make planned purchases. People with low educational qualification have an immediate gratification state and a lesser planning horizon and hence may indulge in more impulse buying. According to Feng Xuanxiaoqing et.al(2011)\(^6^9\) educations did not make a difference on impulse buying intention.
• **Occupation**

Researchers have studied many factors, which motivate a customer for impulse purchase, among other factors, many researchers have also studied the impact of occupation on impulse purchase. A research conducted by Martineau (1977)\(^70\) reported that an individual in a higher class position tends to have more saving desire, and a person of a lower class position is likely to have spending desire. Furthermore, Wood, (1998)\(^71\) examined that people in high occupational status are more rational in their decision-making and have a future orientation and a longer time horizon in decision making. However, the consumers in relatively lesser occupational levels were not future-oriented and took less time for decision making. Consumers in low levels of occupation were more towards enjoying life and living well for the day than saving for the future or caring Coleman (1977)\(^72\). According to Hendon et al. (1988)\(^73\), people in higher occupation prepare shopping lists and are careful planners. Further, research carried out by Richins and Dawson (1992)\(^74\), Dittmar et al. (1995)\(^75\), Rindfleisch, Burroughs et al. (1997)\(^76\), Wood, (1998)\(^77\) argued that consumers who are of a low occupational status tend to show more impulse purchase compared to high occupational status.

• **Marital Status**

In the past, many researchers have examined the impact of marital status on impulse purchase. In a study by Bloch and Richins (1993)\(^78\) noted that marital status has an important role on the resources available. A person who is single, without any dependent, is more likely to spend without any embarrassment than a married person does. Those married with dependent children are more likely to have restraints on the available resources. Married consumers do shopping without purchase (browsing behavior) than unmarried, but less of impulse buying. Further research by Richins and Dawson (1992)\(^79\), Dittmar et al. (1995)\(^80\), Rindfleisch, Burroughs et al., (1997)\(^81\), Wood, (1998)\(^82\) reported that married individuals have commitment to take care of dependents, and hence the level of impulse buying found is less for married individuals, and consumers who are single tend to exhibit a higher level of impulse buying.
• Culture and Impulse Purchase

Apart from internal factors and demographic factors, culture also played an important role for impulse purchase. Thus, many researchers have tried to understand impact on culture on impulse purchase. Kacen and Lee (2002)\textsuperscript{83} conducted research in muti country like Australia, United States, Hong Kong, Singapore, and Malaysia and examined that both regional level factors (individualism–collectivism) and individual cultural difference factors (independent –interdependent self-concept) systematically influence impulsive purchasing behavior. Buying impulsiveness trait was more strongly associated with impulse buying behavior for the individualist than for the collectivist groups. Further, researchers noted that cultural factor moderate many aspects of consumer’s impulsive buying behavior, including self-identity, normative influences, the suppression of emotion, and the postponement of instant gratification. Researcher suggested that impulse buying decreases with age among college-aged asian students and increase in impulse buying among United States consumers in their 20s, with declines occurring after the mid-30s.

Moreover, noted that culture affects the relationship between trait buying impulsiveness and impulsive buying behavior at the cultural grouping and individual difference levels. Compared to Caucasians, Asians engage in less impulse buying behavior due to trait buying impulsiveness. A study by Harry Taute, Shaun McQuitty (2004)\textsuperscript{84} discovered relation with impulsivity and social norms. They found that social and personal norms are important for impulsive buying behavior. They found positive relationship between social norms, personal norms and impulsive buying.

Furthermore, In a study by Tariq Jalees(2009)\textsuperscript{85} observed that relationship between trait buying impulsiveness and impulsive buying behavior will be stronger among people from collectivist cultures compared to people from Individualistic cultures. Hence, individualistic culture people compare to collectivist culture more prone to do impulsive buying.
2.4 External Factors and Impulse Buying

Apart from the internal factors and demographic factors external factors or in store factors have been identified as the key factor, which dominate the impulse purchase. External factors of impulse buying refer to marketing cues or stimuli that are placed and controlled by the marketer in an attempt to lure consumers into purchase behavior (Youn and Faber, 2000). External Stimuli are related to the shopping and the marketing environment. The shopping environments include the store size, ambience, design and formats while the marketing environment is the various sales and advertising activities. Buying impulses can be induced when a consumer encounters a relevant visual stimulus in the retail environment, or some promotional stimuli (Piron, 1991). Impulse buying is considered as relevant in today’s shopping scenario with the innovative sales promotions, creative messages and appropriate use of technologies in the retail stores (Schiffman, 2010). Exposure to in-store stimuli and customer commitment influencing impulsive buying.( Kollat and Willett, 1969).

- Perceived crowding

Previous research on impulse purchase found that perceived crowding of the store play a important role for shoppers’ decision for impulse purchase. A study by Bateson and Hui(1987) noted that crowding is generally perceived as an unpleasant experience in shopping situations. Further, P. Desmet, V. RenaudinIntern.(1998) studied relationship between shop elasticity and impulsive buying and noted positive relationship between space elasticity and impulse buying. Michon et al (2005) discovered that consumers adjust to higher retail densities by reducing shopping time, deviating from their shopping plans, buying less to enter express checkout lanes, postponing purchases, relying more on shopping lists, reducing interpersonal communications and refraining from exploratory behaviors All these behaviors might against consumer impulsive buying. Mattila Anna S., Wirtz Jochen (2008) found that two social factors like perceived crowding and employee friendliness jointly influence consumers’ unplanned purchases.
• **Background music**

Background music of the store is an important factor for the study. Research conducted by Millman (1982 and 86)\(^9\) reported that shoppers spent more time and money in a slow music tempo retail environment compare to fast music environment. A study by North and Hargreaves (1998)\(^9\) discovered that Music is capable of evoking complex affective and behavioral responses in consumers and encourage shoppers for impulse purchase. Further, Mattila A S, Wirtz J (2001)\(^9\) found that music may influence both how long consumers spend in a shop and on how much they buy. Study suggests that customers in a slow music condition took more time to eat their meals compared to those in the fast-music condition. Hence, research on impulse purchase concluded that background music had significant impact on impulse purchase. Research reported that slow music create pleasant environment in the store and shopper like to spend more time in the store which indulge shopper for impulse purchase.

• **Behavior of Shop staff**

Researcher has found behavior of staff was the important factor for the study. The staff of the retail store has direct contact with the customers. The employee of the retail store can either make a positive impact on the customer buying behavior help for purchase decision or even make a negative state in the customers’ mind. According to the Jones (1999)\(^7\) consumers tend to enjoy a shopping experience with supportive and friendly shop assistants. Salespeople can really make the shopping experience fun and enjoyable by providing extraordinary service. Consumers enjoy shopping more without the presence of an overbearing salesperson although they do however, appreciate when a salesperson is nearby and helpful. A study conducted by Mattila and Wirtz (2008)\(^8\) discovered that social factors influence impulse buying. Social factors include two types: store employees and other customers. Social factor (e.g. employee friendliness) was found to directly influence impulse buying. Store managers might be able to reduce the negative effect of crowding by training their employees to be extra friendly at busy times. A study by Tendai and Crispen (2009)\(^9\) discovered that staff behavior has significant relationship with unplanned purchase.
• **Window Display**

The retailing business globally is experiencing favorable trends due to the ever-changing nature of consumer tastes, consumption patterns and buying behavior. Each retailer’s ability to sell his merchandise depends on the strategic strength of the marketing mix activities. Notwithstanding other marketing activities, in-store marketing activities such as point-of-purchase displays and promotions, through background music and supportive store personnel are all instrumental in winning the consumers as well as encouraging them to spend more. Given the power of impulsive buying in enhancing revenues and profits the marketers are trying to influence in-store decisions of their potential consumers by creating enjoyable, attractive and modern state-of-the-art environments ranging from background music, favorable ventilation, freshened scent, attractive store layout, in-store displays and persuasive shop assistance among other things. This trend is more evidently visible in the shopping malls.

Based on past research conducted on impulse purchase window display had greater importance while referring to impulse purchase. Window display is the fine art of displaying store merchandise in the store window. Window display is emerging as the new mantra in retail and is fast changing from a dull, uninteresting exhibition of wares in the store window to a dynamic form of advertising. Retailers are recognizing the importance of window display as the first point of contact between the store and the customer and a chance to create the most critical first impression on the customer. It defines the store and gives an idea of what the store is all about to the customer. It determines whether the customer will walk into the store or walk away from it. It is an effective tool to use when the image of the store needs to be changed. (http://www.fibre2fashion.com/)

Bashar and Irshad (2012) studied impact of variables like form display, window display, promotional signage and floor merchandising on impulse purchase. Researcher found positive relation of window display and floor merchandising on impulse purchase. Further, study reported no significant relationship between floor merchandising and
impulse purchase. In a research by Omar, O. (1999)\textsuperscript{102} have stated that window display is a medium which creates first impression in customer’s mind to enter the store. Physical attractiveness of the store impresses customers highly for store selection. In a study by Mehta & Chugan, (2012)\textsuperscript{103} researcher revealed direct relationship with window display and impulse buying. Further, research by Sujata Khandai, Agrawal bhawna (2012)\textsuperscript{104} revealed the same result that window display had significant relationships between respondents’ impulse buying behavior of the respondents. Meysam Moayery Samar Zamani and Hosein Vazifehdoost(2014)\textsuperscript{105} discovered significant positive relation with window display and impulse purchase for apparels in Iran. Furthermore research conducted by Khurram L. Bhatti(2014)\textsuperscript{106} investigated significant relationship between window display and impulse purchase.

From the above discussion it is inferred that attractive window display trigger impulse purchases. Window display has the potential to attract more customers than a hoarding or a television advertisement. Furthermore, it is significant to mention that window display attracts the right kind of customers. The retail industry is undergoing a major transformation and competition. The retailer who able to provide enjoyable shopping experience to customers can survive and become successful. In other words, window displays influencing customers to purchase impulse. When consumers are uncovered to visual stimuli, they are more likely to make purchase decisions on impulse thus suggesting that these stimuli rouse a desire that motivates a consumer to make an unplanned purchase decision entering the store. Therefore, it suggests a significant influence of window display on impulse purchase.

- **Price**

Apart from the window display, price also plays an important role in the impulse buying phenomenon. A study by P.Kannan, A.Vinayagamoorthy(2014)\textsuperscript{107} reported that pricing strategy had influence on impulsive buying if price of the product is less people prefer to do more. Impulsive buying. Further, research conducted by Mohd. Rumzi Taushif, Manisha Gupta (2013)\textsuperscript{108} investigated relationship of various factors like price, merchandise, promotion display and ambience with impulse buying tendency of
consumers in the Delhi region. They found that external factors like promotion display, price, ambience increase the likelihood of impulsive buying. A study by Parmar Vishnu and Ahmed R. Raheem (2013) discovered that consumers are more likely to buy impulsively when they see free product and price discounts offered by a store. Sonali Banerjee, Sunetra Saha (2012) reported price and discount offered found most effective stimuli which trigger impulse buying in consumer. Factors like price and coupons were more likely to influence impulsive buying than other factors Mariri Tendai, Chipunza Crisp (2009). Further, P. Kannan, A. Vinayagamoorthy (2014) researched on to understand the various factors like sales and promotions, placement of product, window merchandising, effective price strategy etc on customer impulse buying behavior at Salem city. Researcher discovered price strategies had more impact on impulsive buying. Research conducted by J. Vidhya, Dr. K. Tamizhjyoti (2014) supported the result of previous research conducted on to understand the impact of price on impulse purchase.

From the above discussion, it is inferred that low price had significant relationship with impulse purchase.

- Promotion Scheme

Apart from the window display and price, promotional tools also play an important role in the impulse buying. Promotion is used to ensure that consumers are aware of the products that the Organization is offering. It is, definitely, the most noticeable element of the marketing mix (Govoni, Eng and Galper, 1986; Guiltinan and Paul, 1994; Lamb, Hair and McDaniel, 1992; Pride and Ferrel, 1989).

The promotional mix is the combinations of the different channels that can be used to communicate the promotional message to the consumers’. The channels for the sales promotion include advertising, direct marketing, public relations, personal selling, sponsorship and sales promotion (Rowley, 1998). Sales promotion is one of most important channel among all. Further, Sales promotions are the set of marketing activities undertaken to boost sales of the product or service which includes the schemes, discounts, commissions and incentives.
A research by Ronald J. Faber (2000)\textsuperscript{118} emphasized cues that were directly associated with shopping and buying. These include having money, receiving money, a favorite store, credit cards, and shopping malls. Several other items reflect getting good deals on purchases. Included here were items on sale, low prices, free samples, gifts, coupons, and a bargain. A study by Shu-Ling Liao, Yung-Cheng Shen and Chia-Hsien Chu (2009)\textsuperscript{119} found relation with sales promotion and impulsive buying researcher found that both sales promotion strategy and its interaction effects with product appeal are found to have significant influences on reminder impulse buying. Specifically, an instant reward promotion promotes stronger reminder impulse buying than a delayed-reward promotion. Furthermore, both a utilitarian product appeal with a price discount promotion and a hedonic product appeal with a premium promotion can encourage greater reminder impulse buying. Further, Sandy Dawson and Minjeong Kim (2009)\textsuperscript{120} had studied relationship between Promotional schemes and ideas related to new styles, trend with impulsive buying. Researcher found positive relationship between impulsive buying and external cues like promotion scheme, fashion and trend.

In a research by Rong-Ho Lin et al. (2012)\textsuperscript{121} the researchers have tried to find the relation between money values and impulse buying. Researcher discovered that higher levels of money values like price discount and gifts are positively related to higher levels of impulse buying. However, A research by Chakravarthi Narasimhan, Scott A. Neslin, & Subratak Sen (1996)\textsuperscript{122} reported no significant relationship between promotional elasticity and impulse buying. Furthermore, Dholakia, U. M. (2000)\textsuperscript{123} argued that consumers can experience an urge to buy impulsively when visually encountering cues such as promotional incentives. A research by Koski Nina(2004)\textsuperscript{124} has investigated on Impulse Buying on the Internet: Encouraging and Discouraging Factors and noted that Anonymity, easy access, greater variety of goods available, marketing promotions and direct marketing, as well as use of credit cards were found to be the factors encouraging impulse buying on the Internet.

Overall, the literatures pertaining to the behaviour of shoppers in the organized retail store recommend that the anticipation of finding a good deal is likely to lead consumers
to buy more (Morris, 1987\textsuperscript{125} ; Rose, 1988\textsuperscript{126}). Hence, inclination to sales promotions causes consumers to experience feeling of excitement and being exposed to such stimuli ultimately triggers a stimulus to buy more. Thus, sales promotion activities encourage customer to buy impulse purchase.

Considering the above-mentioned facts, nowadays, retailers should understand the importance of impulse buying phenomenon and attempt to attract more customers through incentives that makes them impulsive in stores. Furthermore, impulse buying generates a large amount of product sales every year (Hausman, 2000)\textsuperscript{127}, it is important for marketers and managers to plan more effective strategies to increase consumers impulsive buying in order to make more profit.

Hence, a study of consumer behaviour in response to sales promotion techniques in retail stores needs a great deal of attention. Company spends lots of energy and money for sales promotion activities therefore, it is important to understand the impact of sales promotion on encouraging sales of retail stores.

- **Advertising**

In addition to price, promotion offer and window display advertisement also play important role on the impulse purchase of customers. Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media. (Bovee, 1995 p. 7)\textsuperscript{128}. It is crucial to create brand awareness for the customers to know about the brand’s existence. The retailer must strive hard to communicate the USPs (Unique selling Proposition) of the brand to influence the buying behavior of the customers. Further, advertisements help the end-users to know to which brand a particular product belong. Advertisements play a crucial role in promoting a brand and creating its awareness amongst the masses. They help in creating an image of a particular product or brand in the minds of the potential customers.
According to Pasi Huovinen and Petri Rouvinen (2008)\textsuperscript{129} impulse buying is positively associated with exposure to commercial television, but not to other forms of mass media. A study by Feng Xuanxiaoqing et.al (2011)\textsuperscript{130} examined that Female consumers’ buying intention is easily affected by advertising, displays of goods, atmosphere, promotions and sales. Research study done by Murad Hussain et.al (2011)\textsuperscript{131} described relationships between celebrity endorsement and impulse buying researcher found no relationship with celebrity endorsement and impulsive buying of the consumer.

Overall, the literature pertaining to the consumer behavior suggests that the advertisement had influence on buying intension of product. Researcher noted that advertisement on television is effective compare to other media for advertisement. Furthermore, researcher found no relationship of celebrity enforcement.

- **Proximity**

In addition to the advertisement, promotional offer, price, window display proximity of the product also play an important role for the impulse purchase of the customer. Proximity activates the decision making of the customers which in turn triggers the buying process. This leads to unplanned purchase of the product. Proximity means product is eye catching to customer it is near to customer so than can touch, feel, smell or taste. Researchers found relation with proximity and impulsive buying. Many Researcher conducted research on found relation with proximity and impulsive buying. Hoch &Lowenstein, (1991)\textsuperscript{132} Miskel, & Ayduk, (2004)\textsuperscript{133} and Mishcel & Ebbesen (1970)\textsuperscript{134} found that Proximity is also a factor that facilitates impulsive actions.

Rook (1987)\textsuperscript{135}, Rook & Hoch (1985)\textsuperscript{136} studied that Consumers have indicated that by just looking at the items in stores or catalogues can stimulate desires for the purchase of goods. A study by Voh & Faber (2007)\textsuperscript{137} Physically proximity also stimulate sensory inputs such as (1) touching goods in store (2) tasting free sample of foods, which also affect desire. Research conducted by Tariq Jalees (2009)\textsuperscript{138} suggested proximity and impulsive buying have very strong relationship. Which support result of faber vohs(2004).
Overall, the literature pertaining to the consumer behavior suggests that the proximity had influence on buying intension of product.

- **Product- Specific Nature**

Apart from the window display, price, promotion offer product-specific nature also play an important role for impulse purchase. Consumers buy either products or services. While making such purchases, consumers display high or low involvement. High-involvement products are those that represent the consumer’s personality, status and justifying lifestyle. Based on past research low involvement product define as consumable items that entail minimal effort and consideration on the part of the consumer prior to purchase since they do not have a substantial effect on the buyer's lifestyle and hence are not that significant an investment. A low involvement product can also be an item that is habitually purchased and so the decision to do so requires less effort.

Trevor Watkins (1984)\textsuperscript{139} studied on how consumer purchased low involvement good whether it is impulse purchase or routine purchase. Previously a very high level of impulse purchasing had been assumed to occur for low involvement. However, researcher discovered more routinised behavior for low involvement products. A study by Jones Michael A, Kristy E. Reynolds, Seungoog Weunc, Sharon E. Beatty(2003)\textsuperscript{140} investigated on the product-specific nature of impulse buying tendency and discussed impulse buying tendency as a context or product category specific. Previous studies have treated the impulse buying tendency as a generalized consumer trait consistent across product categories. The results indicated that a product-specific conceptualization of the impulse buying behavior was a better predictor of actual impulse purchasing behavior when compared to general impulse buying tendency for two product categories. In addition, involvement was found to be an important variable impacting consumers’ tendencies to purchase products of a particular product category on impulse. Furthermore, the study demonstrated that product-specific impulse buying tendency is more strongly related to product-specific impulse buying than the generalized impulse buying trait. Rong-Ho Lin et al. (2012)\textsuperscript{141} noted the relation between product attributes and impulse buying. Hawkins (1962)\textsuperscript{142} has discussed The Significance of Impulse
Buying Today and noted low price, Marginal Need for Item, Mass Distribution, Self-Service, Mass Advertising, Prominent Store Display, Short Product Small Size or Light Weight, Ease of Storage were major factor for influencing for impulsive buying.

2.5 Situational Factors and Impulsive Buying

In addition to the external factors, internal factors and situational factors also put forth an important influence on the impulse buying behavior of the consumers. Situational factors refer to both environmental and personal factors that are present when the consumer makes the impulse purchase (Dholakia, 2000). These factors include the time available, money available, and impact of peers.

- Impact of peers

Past research have shown that the situation plays a important role in influencing the consumers to buy on impulse. Further, the shopping with others also exerts an influence on the buying decisions. It has been observed that most people are preferred to visit shopping mall with friends, family members and colleagues. While making a purchase shopping partner helps consumer to take right decision for purchase. Thus, a shopping partner is a kind of spur in the impulse purchase process that creates a favorable atmosphere for the shoppers to make a purchase which was not planned earlier. The shopping companions play a inspiring role for impulse purchase. When a customer is in doubtful situation whether to purchase or not in this situation positive feedback received from the shopping companion helps customer to take decision for impulse purchase.

When shoppers purchase in the presence of others they try to conform to group identity and meet the expectations of others and behave in a similar way as other group members. The presence of other people in a retail setting therefore has variable effects on impulse purchases for example contact with others has an informational element and influences the cognitive aspect of impulse buying (Silvera et al, 2008) which may sometimes decrease the probability of buying on impulse.

A study by Xueming Luo (2005) examined that the presence of peers increased the urge to purchase, and the presence of family members decreased it. However, this
difference was greater when the group (peers or family) is cohesive and when participants were susceptible to social influence. However, in a study by Gandhi Aradhana, Apoorva Vajpayee, Dewanshi Gautam (2015) reported that number of people accompanying a Shopper showed no significant impact on impulse purchases with reference to beverage purchases. Furthermore, research by J. Vidhya, Dr. K. Tamizhjyothi (2014) found that most of the respondents prefer impulsive buying because of the recommendations from their friends.

From the above, it is inferred that, presence of peers while shopping have an influence on the shopping behavior.

- **Type of Shopping Trip**

Apart from impact of peers, type of shopping trip also has influence on impulse purchase. Jens Nordfalt (2009) investigated relationship between type of shopping trip and Unplanned Purchase. Researcher has consider two type of shopping trip Major trip (Larger) and Fill in trip (Smaller). Major trips are defined as regular trips, performed on a preferred day rather than when there is an urgent need, with the aim of purchasing a household’s more commonly used items. They generally require quite a lot of time, effort, and money due to the large number of items to be bought. A fill-in trip, on the other hand, is made to solve an urgent need. Researcher found that if better planned the shopping trip had smaller the share of unplanned purchases. A study by (Kollat and Willett, 1967; Bayley and Nancarrow, 1998) mentioned that “Fill in trips” are more focused and will generate fewer unplanned category purchases and “major trips” involve more category purchases, therefore more impulse buying would be there. Further, Occasion based shopping type is, shopping carried based on occasion/festivals. On major trips, consumers typically make a greater share of unplanned purchases than on fill-in trips this assumption is based on the logic that on larger trips, consumers have to visit more aisles and scan more shelves, and because of this customer have more exposure about products. Further, consumers have a greater economic incentive to look for good deals and prices on larger trips than on smaller trips, increasing the share of unplanned purchases (Kollat and Willett, 1967; Granbois, 1968; Kahn and Schmittlein,
Fill-in trips, on the other hand have been defined as shopping trips with a clearly defined goal that have not encouraged unplanned purchases. Research finds that 68% of unplanned purchases are during major shopping trip and 54% of them are in small shopping trips.

- **Availability of Time**

Based on theory it has been noticed that for purchase of any product consumer goes through five stages of the decision making process which include motivation, need or problem recognition, information search, alternative evaluations, and final purchase (Engel et al., 1993). Further, researcher noted that during the decision-making process, the consumer’s use rational thinking. However, there are factors, such as time and the encouragement of peers, which cause consumers to reduce the decision-making process to make purchase decisions and therefore display another type of consumption behavior, called "impulse buying" (Mowen and Minor, 1998).

A study by (Beatty & Elizabeth Ferrell, 1998) discovered that the time availability is related to feeling of shoppers about amount of time, which a person has available in one day and it is opposite of time pressure. Moreover, research conducted by (Beatty & Smith, 1987) reported that time available has positive effect on impulse purchase. However, time pressure has a negative effect on unplanned purchase. Beatty and Ferrell (1998) in their study have reported that there is significant influence of available time on impulse buying. Therefore, sellers must attempt to affect the time shoppers think they have available in the store. The retailers do this by making shopping more efficient, such as by helping the buyer in finding their planned items more quickly. However, In a study by Mohammad Mahmoudi Maymand and Mostaf Ahmadinejad(2011) reported no purchase significant relation with availability of time and customers impulse. According to Jeffrey & Hodge (2007) If customer more spent more time in the retail store prior to seeing an Impulse item, the more is the chance to buy impulsively.
• Availability of Money

According to research conducted by Beatty and Ferrel (1998)\textsuperscript{161} reported that money availability is “the amount or budget an individual perceives she or he has on that day” (p. 176). The researcher has connected availability of money with impulse buying as money acts as a catalyst for purchasing the desired good. If the people don’t have required money, they avoid buying and the shopping environment. Studies have also revealed that when individuals have money available, it leads to positive affect and this positive affect influences impulse buying, however, some researchers have also indicated that with the availability of money, people tend to avoid impulse buying (Heidarizade and Taherikia, 2010)\textsuperscript{162}. In a study by Mohammad Mahmoudi Maymand and Mostaf Ahmadinejad (2011)\textsuperscript{163} found that availability of money does not have influence on impulse purchase.

Based on the above discussion it is inferred that availability of money has influence on impulse purchase. Customer perception about availability of money tends to reduce negative feelings about the environment and produce more positive feelings while shopping. The positive feelings generate more urges to buy impulsively and feelings of sufficient availability of money directly influence whether these urges are fulfilled. The amount of available money is thus a motivating factor to buy on impulse. Further, the feeling of having more money creates a better shopping mood; hence a positive mood state increasing the chances of impulse buying (McGoldrick, 2002)\textsuperscript{164}.

• Credit Card

Apart from the availability of money and availability of time having credit card also influence on impulse purchase. In the shopping malls today most of the payment is usually made with non-cash, i.e. with a credit or debit card or money transfer. In research on impulse buying, the availability and use of credit cards has been viewed to be encouraging impulse buying.

According to Maha Jamal, Samreen Lodhi(2015)\textsuperscript{165} credit card motivate shoppers for impulse purchase. A study by J. Vidhya, Dr. K. Tamizhjypthi (2014)\textsuperscript{166} inferred that
credit card, financial aspects and rewarding themselves are the key factors for impulsive buying. A research by Alireza Karbasivar, Hasti Yarahmadi (2010)\textsuperscript{167} reported positive relationship with consumers' apparel impulse buying behavior and credit card and Window Display. As Dittmar & Drury (2000)\textsuperscript{168} in their study have pointed out that the payments by credit card do not really feel like spending money. The large ratio of credit card purchases made online is considered as a factor increasing susceptibility to impulse buying. Hence, it is in the interest of all the retailers to accept credit card payments so as to encourage impulse buying.

2.6 Type of Impulsive Buying

- **Product Related Impulsive Buying**

Since the early 1950s many researcher around the world have been investigated on impulsive buying behavior and try explain significance of impulsive human behavior (Rook, 1987)\textsuperscript{169}. The majority of the work on impulse buying has intense on defining and conceptualizing the phenomenon. Initially research on impulse buying was emphasis on product categories (Bellenger, Robertson, & Hirschman, 1978)\textsuperscript{170} and within different retail establishments (Clover, 1950)\textsuperscript{171}. Product related research concentrated on classifying individual products as impulsive verse non-impulsive items ((Ballenger et al., (1978))\textsuperscript{172} discovered that consumer impulse buying was widespread, both across the population and across product categories

Past research on impulse purchase reveled that over 50 percent of supermarket items (Kollat & Willet, 1967)\textsuperscript{173}, 51 percent of pharmaceuticals, and 61 percent of healthcare and beauty aid products were purchased impulsively (DuPont Studies, 1978)\textsuperscript{174}. Furthermore, 62 percent of discount store purchases (Prasad, 1975)\textsuperscript{175} and 27-62 percent of all department store purchases fell into impulse purchases categories (Bellenger et al., 1978)\textsuperscript{176}. Among items purchased on impulse, 39.6 percent were from apparel which include men’s sport/casual clothing, women’s/girl’s clothing, women’s lingerie, women’s sportswear, men’s apparel and furnishings and women's dresses. 46 percent of women’s
outerwear and 32 percent of men’s wear, out of total purchases, were made on an unplanned basis throughout retail stores (Williams and Dardis(1972))^{177}.

Shapiro (1973)\textsuperscript{178} commented that almost anything can be purchased impulsively. Classification of research that classified products into impulsive and non impulsive categories tended to vague. Factors like more disposable income, time constrains, nuclear family, increased use of credit card, availability of products 24 hours, Online shopping may be encourage customer for impulse purchase.

Customer purchased 62\% of products unplanned from the department store which is not in the shopping list (Bellenger, Robertson, and Hirschman (1978))\textsuperscript{179}. Presence of a promotion can induce customer for unplanned purchase (Heilman, Nakamoto, and Rao, 2002)\textsuperscript{180}.

(Choi, Kim, Choi, & Yi, 2006)\textsuperscript{181} reported that the Impulse buying have drawn significant attention from researchers because of their widespread dominance across a broad range of product categories. Moreover, other situational variables such as money and time availability (Beatty & Ferrell, 1998)\textsuperscript{182} along with several product category level characteristics may also influence impulse buying (Jones, Reynolds, Weun, & Beatty, 2003)\textsuperscript{183}.

- **Shopper Related Impulse Buying**

Cobb and Hoyer (1986)\textsuperscript{184} identifying three types of purchasers’ planners, partial planners, and impulse buyers. The three types of shoppers were identified based on two variables - amount of product category and specific brand planning that occurred prior to entering the store. Three types of purchasers’ are mentioned below.

- **Planners** - Customer who intended to purchase both the category and the brand.

- **Partial planners** - Customer who intended to purchase the category but not the brand.

- **Impulse purchaser** - Customer who had no intent to purchase category or brand.
Stern (1962) classified four distinct types of impulse buying: pure impulse buying, reminder impulse buying, suggestion impulse buying, and planned impulse buying.

**Pure impulse buying** is the most easily distinguished and is considered true impulsive buying. It is a novelty or escape purchase where an emotional appeal sparks a desire to consume, which breaks a normal buying pattern.

**Reminder impulse buying** results from a predetermined need that was prompted upon encountering the item while shopping, for instance when the consumer sees an item that triggers a memory that their supply at home is low or completely consumed. Recollection of an advertisement or another previous informational experience where a decision to previously buy the item was created, can also generate a reminder impulse buy when the item is encountered in the store.

**A suggested impulse buying** occurs when a shopper sees an item for the first time and a desire to buy is formed without any prior knowledge of the product. Evaluation of quality and function must be completed at the point of sale.

**Planned impulse buying** occurs when the shopper enters the store with some specific purchase in mind. However, the actual purchase depends upon price specials, coupon offers, and the like.

From the literature survey found that majority of research, related to impulsive Buying has been carried out in western countries. Very few researches have been undertaken in East countries and very little researches have been undertaken in India. Researchers have studied few factors, which affect impulsive buying. This study will help to identify factors related to impulsive buying of consumer in organized retail stores.

According to surveyed literatures Internal, external and situational factors influence impulsive buying. Internal factors include self-control failure, mood and emotions, Hedonic feelings demographic factors include Age, Gender, Income, Education and
Income. External and in store factors include background music, Window display, Proximity, Promotions Schemes, Price, Advertisement and Other. Situational factors include Impact of peers, Type of shopping trip, Availability of money, Availability of time and credit card.

2.7 Proposed Model for the Present Study


5. Michael A.Josnasak, Adriana Bandl, Denis Bratko, “Measuring impulsive buying tendencies in croatia: Towards a parsimonious measurement scale” working paper


43. Ibid


100. http://www.fibre2fashion.com/


