A STUDY ON E MARKETING STRATERGIES FOR CONSUMER BEHAVIOR

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INTRODUCTION OF THE STUDY

- **Introduction**

Today's marketing has taken reshape by digitalization, and every customer is accompanied with Smartphone's with WI-FI and internet connections, understanding the target customers become vital. Customer choices are need based and it is decisive, who is creating the need, whether at the customer's part or by the marketer. Rationality and impulsive decisions may either take place in their choice of purchase decisions. *In online stores, the marketers are following the customers wherever they go through*. Online markets are flourishing every day and hence, *customer's choices have begun more into impulsive.* Emotions and feelings play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well-crafted promotional message as showcased by the online shopping sites. *Impulsive buying disturbs the normal decision making models in consumers' brains. The logical sequence of the consumers' actions has been put back with an irrational moment of self-gratification.*[1]

Marketers follow the customer's pattern of interests and are strategically induced through marketing tools. To understand the customer choices, marketers need to have the knowledge of the buying pattern of the customers whether it is impulsive or not. Knowing the impulsive behavior of the customers, may help them to influence the customers in a better way. Impulsive buying decision of the customer may differ from customer to customer.

Personality of an individual plays a vital role in consumer's purchase decisions and their purchase decisions are induced by marketing strategies. Hence this research study is to find the influence of E-commerce marketing strategies among online customer's impulsive buying behavior and to find the personality traits of online customers in this regard. Personality traits are used as an interviewing variable in this research study to find the influence of E-commerce marketing stimuli strategies towards impulsive buying of online customers. Even though it is used as an interviewing factor, in reality personality is the most influencing factor in purchase decisions.

[1] https://en.wikipedia.org/wiki/Impulse_purchase

Research Questions

- What main E-Commerce marketing stimuli strategy affects the online customer's impulsive buying behavior?

- Which personality trait more influences the impulsive buying behavior?

- What is the level of impulsive purchase behavior, cognitive or affective among the online shopping customers?

Objectives

The following objectives are framed to meet out with the problem of the research study and to find the answer to the research questions:-

- To find out the impulsive buying tendency of customers who purchase through online web stores.

- To study the personality traits of customers who purchase through online web stores.

- To study the E-Commerce marketing stimuli strategies that influence impulsive purchase decision of the customers through online web stores.

- To study the relationship of E-Commerce marketing stimuli strategies and impulsive buying tendency of online customers based on their personality traits.

Scope of the Study

Research in Marketing is a continuous task whether it is a conventional marketing or through web stores. The most important task of a marketer is to get the right product at the right place with the right price to the right person. The ultimate success of a marketer lies with how loyal the customer feels about the product or the company. These aspects made it imperative for the marketers to conduct marketing research. Moreover, purchase decisions are shifted and most of the choices are made by youngsters and children. Smart phone and apps are the dominating affairs among all the class of people irrespective of demographic, geographic, economic and cultural changes of people. Most of the customers gaze and purchase through online web stores. They claim it as convenient shopping.

Hence it is important for the marketers to find the readiness of the customers in online purchases, shifting reasons for their purchase, dominating factors that influence online decisions and so on. The results of this study may through light in knowing the relationship between impulsive purchase decisions of the customers based on their personality traits. Communication strategies may be modified based on the results of the customer's opinion on the marketing stimuli factors.

Type of Research

The Research study is to find out the online customers' personality traits and their opinion on E – Commerce marketing stimuli strategies with that of cognitive and affective impulsive purchase behavior. As the study is to understand the online customers' attitude and opinion and as it describes the characteristics of the population i.e., the study is of descriptive in nature.

METHODOLOGY TOOLS

Tools for Data Collection, Population, Sample Design, Sample Size

i) Area & Period of the Study: The area of the study is restricted to erode District, since this is the biggest two tier city next to Chennai in the state of TamilNadu. It is one of the fastest growing tier-II cities in India and a major hub for textiles, industries, commerce, education, information technology, healthcare and manufacturing in South India. Browsing in internet becomes a routine habit among people across globe.

Internet boom and web store developments have made internet sites always busy irrespective of the gender, age, income, profession and so on. Shopping and purchases are made through online. Hence Coimbatore district is considered as the area of the study.

The entire research period was carried during a span of two years from July 2019 to May 2021 on full time basis. Data collection was carried on for a period of six months from July 2021 to December 2021.

ii) Population and Sampling Technique: According to Kerlinger (1986), the population of a study involves all the elements or individuals represented in a research project. A sample, however, is any number of individuals in the population that contains essentially the same variations present in the population. For the research study, individuals those who do online purchases within the erode district which are infinite in nature are considered as the population or universe of the study. The main aim of sampling is to select a set of individuals from a population in a way that accurately describes the population from which the sample was drawn. The researcher applied stratified sampling technique in determining the sample The entire population i.e., online customers who are infinite in nature in Coimbatore district is divided into different strata based on the geographical area and occupation of the respondents. Based on the geographical area, erode district is divided into different strata based on the talks such as erode North, erode South, Modakkurichi, kodumudi,Gobichettipalayam, Anthiyur, perundurai, Bhavani, and Nambiyur,Sathyamangalam. The second level of strata is based on the occupation of the respondents. They are classified as students, professionals, own business, employed in Public or Private Company and homemakers.From each taluk, based on the occupation of the respondents, sample of 18% to 20% (for each occupation.) of the respondents are collected based on the convenience of the researcher.

The ever increasing need for a representative statistical sample in social science research has created the demand for an effective method of determining sample size. To address the existing gap, Bill godden (2004) came up with a table for determining sample size for an infinite population.

Sample size – infinite population (where the population is greater than 50,000) (Bill golden 2004)

$$ss = \frac{z^2 * (p) * (1-p)}{c}$$

SS = sample size

Z = z – value (e.g., 1.96 for a 95 % confidence level)

P = Percentage of population picking a choice, expressed as decimal

C= Confidence interval, expressed as decimal (e.g., 0.4=+/-4 percentage point) Z = 1.96,   P = .5, C = 0.04

$$ss = \frac{1.96^2 *(.5)*(1-.5)}{0.04^2}$$ □ Sample size = 600

t 95% confidence level is calculated as 600. For this research 740 questionnaires were distributed but 676 were considered as useful for data analysis. Hence the sample sizes of 600 questionnaires were collected using stratified sampling for the study

Variables of the Study

i) Independent Variables

Independent variables are the factors with no causal links letting to them from other variable. i.e., the variable that is stable and unaffected by the other variables that the researcher is trying to measure.

The independent variables considered for the study are as follows:-

Variables for the Study

The conceptual model of the research study has two faces. The first face is the E –Commerce marketing stimuli strategy and the second facet is about big five personality traits, where the personality trait acts as an intervening variable.

ii) Dependent Variables

Dependent variables are the variables with causal connection leading to them from other variables and are changed by other variables. Dependent variables have explicit causes within the model. The dependent variable is 'dependent' on the independent variable. The dependent variables in this study include:

- Cognitive Impulsive Buying Tendency
- Affective Impulsive Buying Tendency

Tools for Data Collection

The study is carried by using quantitative and qualitative research methods using primary data and the secondary data based on the objectives of the study

Primary data are collected through a standard questionnaire and the secondary data are collected based on the previous research of reviewing, related literates, and research journals, magazines, articles, news papers, Government secondary data, unpublished works etc. The questionnaire is based on the conceptual frame work model

The third part of the model is to find the cognitive or affective impulsive behavior of the respondents. The questionnaire comprises of the above mentioned constructs and variables from the conceptual model. The questions are framed based on the objectives of the study. The questionnaire was measured using Five-point Like rt Scales (1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strong Agree). Questionnaire used for the study is attached in the Appendix section.

Personal Data

The demographic details of the respondents were asked. There are 14 questions in this instrument like gender, age, occupation, income, frequency of browsing inline store, education qualification, product regularly buy through online, frequency of purchase, money spent, device used for purchase, mode of payment, category of product impulse to purchase.

Research Variables

Marketing stimuli strategies is one of the independent variable and to explore the respondent's opinion with this set of 30 questions were asked.

The questions were based on three factors such as web store quality, product display and pricing and promotion offers. Next independent variable is to test personality traits.

Pilot Study

The researcher conducted a pilot study to rule out the effectiveness of the research instrument. A

sample size of 120 respondents was studied to pretest the questionnaire. Certain modifications and corrections in the questionnaire were made based on the results of the pilot study and with the guidance of the research and marketing experts. Pilot study gives due results by checking the reliability and validity of the questionnaire.

Validating Questionnaire

The results of the pilot study are clearly mentioned below, even though for two variables that the researcher used standard instrument, and for the marketing stimuli the researcher framed with the experts opinion.

Exploratory Factor Analysis

Exploratory Factor analysis is a special form of factor analysis. It is used to assess the number of factors and the loading's of variables.

The questions were based on three factors such as web store quality, product display and pricing and promotion offers. Next independent variable is to test personality traits.

Factor analysis is often used in data reduction to identify a small number of factors that explain most of the variance that is observed in a much larger number of manifest variables. Factor analysis can also be used to generate hypotheses regarding causal mechanisms or to screen variables for subsequent analysis (for example, to identify co linearity prior to performing a linear regression analysis).

Seven methods of factor extraction are available. Five methods of rotation are available, including direct oblimin and promax for non -orthogonal rotations. Three methods of computing factor scores are available, and scores can be saved as variables for further analysis.

Validity

Construct validity was established in this study by establishing the convergent validity and discriminant validity. Convergent validity was assessed by examining the factor loading's and AVE of the constructs as suggested by Foretell and Larcker (1981)[8].

i) Construct Validity

Construct validity is the degree to which tests measures what it claims or purport to be measuring (Chaperone&Melee, 1955) [10]. Construct validity examines the question: Does the measure behave like the theory says a measure of that construct should behave

ii) Discriminant Validity

The distinctiveness of a construct from other constructs in a model is confirmed by Discriminant validity. This validity may be verified by comparing the square root of AVA with the correlation of the constructs. Table 3.5 Indicates that the square root of AVA values far exceeds the correlation coefficient and hence the discriminant validity of the model is confirmed

iii) Correlation Matrix of Factors Discriminant Validity

Table No: 3.6 Correlation Matrixes of Factors Discriminant Validity

Factors	Cognitive tendency	Affective tendency	Extra-version	Agreeableness	Conscientiousness	Neuroticism	Openness	Web store quality	Product display	Pricing promotion offers
Cognitive Tendency	(-0.72)									
Affective Tendency	0.068	(-0.78)								
Extraversion	0.287	0.06	(-0.76)							
Agreeableness	0.213	-0.273	0.336	(-0.75)						
Conscientiousness	0.236	-0.202	0.356	0.642	(-0.77)					
Neuroticism	-0.064	0.312	0.024	-0.286	-0.321	(-0.73)				

Openness	0.346	0.166	0.197	0.274	0.304	0.095	(-0.75)			
Web Store Quality	0.438	0.198	0.377	0.035	0.103	0.202	0.42	(-0.75)		
Product Display	0.41	0.175	0.266	0.092	0.049	0.185	0.368	0.67	(-0.78)	
Pricing Promotion Offers	0.222	0.496	0.044	-0.293	-0.207	0.252	0.165	0.38	0.41	(-0.76)

Notes: Diagonal elements (values in parentheses) are the Square root of Average Variance Extracted (AVA); off-diagonal elements are the correlation among constructs

Reliability

The data collected from the pilot study was subjected to reliability test using Cronbach Alpha. Traditionally, the Bernbach α coefficient (Bernbach, 1951) [11] has been used to evaluate reliability. The reliability analysis of customer's impulsive buying tendency in online shopping was computed using Alpha technique. The analysis was done for all the ten dimensions of the study to establish the level of reliability. In the same way the reliability analysis was carried out for all the independent variables and dependent variables used for the study.

Table No: 3.7 Reliability Table

S.No.	Name of Items	Bernbach's Alpha Value
1	Cognitive items	0.32
2	Affective items	0.23
3	Extra-version	0.52
4	Agreeableness	0.23
5	Conscientiousness	1.2
6	Neuroticism	2.3
7	Openness	1.5
8	Web store quality	1.3
9	Product displayed	2.3
10	Pricing and promotion offers	2.3
	Total	**11.2**

Data Analysis

The collected data were summarized and analyzed in readable interpretable form. The Statistical Package for the Social Sciences (version 20) (SPSS 20 and Smart PLS (Version 2) for Windows8) programme was used for the statistical analysis.

I) Percentage Analysis

The frequency distribution (Descriptive/percentage analysis) of the variables were calculated with the help of simple percentage by writing the fd = f/n*100. Where, f denotes the number of respondents, and n denotes the total number of sample population.

II) Weighted Average

An average in which each quantity to be averaged is assigned a weight. These weights determine the relative importance of each quantity on the average. Weightage value is the equivalent of having many like items with the same value involved in the average.

III) MANOVA

Multivariate Analysis of Variance (MANOVA) has been used as there are more number of inter correlations between the dependent variables . Individual tests such as the independent sample 't' test of One Way ANOVA ignore the correlations among the independent variables and in the presence of multi co-linearity among the dependent variables, MANOVA is more powerful than the separate uni variate tests (Hair, Black, Ba bin, Anderson & Tat ham, 2008). Moreover, this technique is selected over Independent Samples T – Test or ANOVA because the multivariate formula for 'F – static' was based not only on the sum of squares between and within groups as in ANOVA but also on the sum of cross products. That is, it takes covariance into account as well as group means among the dependent measures.

IV) Correlation

According to Muchinsky (1993)[13], correlation reflects the degree of linear relationship between two variables and highlights two elements - the direction and the strength of the relationship. A correlation coefficient ranges in value from -1, 00 (which represents a perfect negative correlation) to +1, 00 (which represents a perfect positive correlation). A 0, 0 values represent a lack of correlation. The most commonly

used instrument is Pearson's product-moment correlation coefficient.

Correlation analysis technique is used in measuring the closeness of the relationship between the variables, testing its significance and establishing the cause and effect relationship. This statistical device is used here to analyse the relation between different dimensions.

V)   Regression

Regression analysis is a form of predictive modeling technique which investigates the relationship between a **Dependent** and **Independent Variable(s)** [14]. Regression analysis is an important tool for modeling and analyzing data. The two basic types of regression are linear regression and multiple regressions

Linear regression uses one independent variable to explain and/or predict the outcome of Y, while multiple regressions use two or more independent variables to predict the outcome. The general form of each type of regression is:

Linear Regression: $Y = a + b\,X + u$

Multiple Regression: $Y = a + b_1X_1 {}^+ b_2X_2 + B_3X_3 + ... + B_t X_t + u$
Where:

Y= the variable that we are trying to predict X= the variable that we are using to predict Y a= the intercept [1]In multiple regressions the separate variables are differentiated by using sub scripted numbers. If run a regression, each independent variable has a *p-value* between 0 and 1. According to Muchinsky (1993)[15], ANOVA is used to test for differences between two or more groups. Thus, R^2 should be greater than zero.

VI)   Correspondence Analysis

Correspondence analysis (CA) is a multivariate statistical technique proposed by Hirschfeld(1935)[16] and later developed by Jean-Benzecri(1973)[17] it is conceptually similar to principal component analysis, but applies to categorical rather than continues data. In a similar manner to principal component analysis, it provides a means of displaying or summarizing a set of data in two dimensional graphical forms. All data should be non negative and on the same scale

In a two-way contingency table, the observed association of two traits is summarized by the cell frequencies, and a typical inferential aspect is the study of whether certain levels of one characteristic are associated with some levels of another. Correspondence analysis is a geometric technique for displaying the rows and columns of a two-way contingency table as points in a low-dimensional space, such that the

positions of the row and column points are consistent with their associations in the table. The goal is to have a global view of the data that is useful for interpretation.

VII)   Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) is a second-generation multivariate data analysis method that is often used in marketing (social science) research because it can test theoretically supported linear and additive causal models (Chin, 1996; Heinlein & Kaplan, 2004; Stat soft, 2013). With SEM, marketers can visually examine the relationships that exist among variables of interest in order to prioritize resources to better serve their customers.

There are two sub models in a structural equation model; the inner model specifies the relationships between the independent and dependent latent variables, based on the T-value on the path arrows minimum required T-value for a significant relationship is Where as the outer model specifies the relationships between the latent variables and their observed indicators. In SEM, a variable is either exogenous or endogenous. An exogenous variable has path arrows pointing outwards and none leading to it. Meanwhile, an endogenous variable has at least one path leading to it and represents the effects of other variable(s).

The validity of the structural model is assessed using the coefficient of determination (R^2) and path coefficients. The R^2 value indicates the amount of variance in the dependent variables. That is explained by the independent variables larger the R^2 values, higher the predictability of the structural model (Hair et al., 2019)[19].

The data analyses tools framework are assemble for here to find out the particular result depending upon our study objectives. Following shows the analysis to the data and gives an interpretation to our data analysis results. It is used for the taking further move forward to given an accurate suggestion and finding for the online shopping industry.

Limitation of the Study

Certain limitations were identified during the process of the research. The area of the study was

restricted to Coimbatore district. This study confined only to online customers at Coimbatore. As India is a country bounded by rich heritage and culture, and people behavior and personality traits may vary from one state to the other. Hence, the buying habits and impulsive decisions too. The study covers current period for collection of primary data. Today, customers' needs and preferences changes very frequently and hence the results are based on the current period of data. Similarly, it is identified during the data collection, that income of the consumer plays a major role in creating elastic demand in the market. Hence, a comparison regarding income of the individuals with regard to impulsive buying behavior plays an active role in research and the researcher could touch only small part of it. This may be considered for the future research.

REVIEW OF LITERATURE OF THE STUDY

Statista, Yang et al., (2021)[1] In the contemporary century, impulse buying has become commonplace in both traditional and digital commerce. Along with findings from previous research articles, the actual growth of online shopping in Vietnam in recent years should be emphasized. The value of Vietnam's e-commerce market reached around 12 billion US dollars in 2020, and the current digital population and increasing Internet penetration provide favorable conditions for e-commerce enterprises to expand further.

This study examined the negative impact of social comparison, which could lead to depression (Lee et al., 2020; Pang, 2021), envy (Moyal et al., 2020; Latif et al., 2021) and the positive impact of social comparison on impulse buying (Beatty and Ferrell, 1998). Mukhtar et al. (2021) observed the moderated effect of confidence as a valuable reference. In particular, they found that confidence moderated the relationship between materialism and impulse buying through depression. However, previous studies have not studied the moderating effect of confidence between social comparison and materialism or how confidence affects the relationship between social comparison and negative affect. Therefore, this study proposes an appropriate conceptual framework

Tabuena, Hilario, & Buenaflo (2021)[2] Therefore, this study aimed to examine the digital marketing strategies used by online business sellers during the COVID-19 crisis. Based on the literature review Tabuena, Hilario, & Buenaflor, 2021; Tabuena, 2020) using the qualitative descriptive research design (Tabuena, 2021; Tabuena & Hilario, 2021), concerned with establishing answers to the whys and hows of the phenomenon in question (DJS Research Ltd, 2021), the researchers identified the following themes: Digitization and digital marketing, digital

and traditional modes of marketing, social media as a digital marketing strategy, information technologies as marketing tactics, e-commerce during the COVID-19 pandemic, understanding online, internet, mobile, and digital marketing, preferences, and future research directions, and implications.

Noromor (2020)[3]On the other hand, traditional marketing strategies like print ads and huge billboards don't always work (Noromor, 2020). Flood (2019) expects global retail will grow 4.4% to $26.460 trillion by 2020. But it reduces retail and e-commerce projections by 10% and 2%, respectively. In the Philippines, Malaysia, and Spain, e-commerce sales should climb 20% this year. In 2019, the corona-virus wreaked havoc in all three. It's still difficult to think about digital marketing in 2020

Iyer et al., (2020)[4]The tendency toward online consumption is growing among the younger generation, who are more susceptible to impulse buying for a variety of reasons. The primary drivers of impulse buying consist of characteristics (e.g., physical feelings, impulse-buying desires), reasons (e.g., practicality, emotional), consumer assets (e.g., time, wealth), and sales promotions.

Tamara et al. (2020)[5] In this research study With the prosperity of e-commerce, we have witnessed a paradigmatic shift where an increasing amount of people switch from offline to online shopping. Since 2015, the number of global online shoppers has been on the rise, exceeding 1.7 billion in 2018 and reaching 1.92 billion in 2019. It is expected to maintain a significant upward trend in the future

Ismagilova et al., (2020)[6]Meta-analysis, as an integrated statistical analysis, can quantify the inconsistency of results across studies and this method has been frequently applied to information systems research . In particular, during the COVID-19 pandemic, online shopping has increased significantly across many categories, and consumers' intentions to shop online continue to grow.

Iyer et al (2019)[7]Among marketing stimuli, some factors are similar to those in offline impulsive buying, such as discount price and promotion . However, the online context has its unique advantages, because IT-facilitated online context can amplify the effect of scarcity on online impulsive buying .

Cui et al (2019)[8] For example, online retailers can provide real-time inventory availability information, which underlines the scarcity effect. The results of field experiments on Amazon show that a 10% increase in past claims leads to a 2.08% increase in cart add-ins in the next hour . Third, affective stimuli as internal trigger cues were widely studied in prior research on online impulsive buying.

Wang et al., (2018)[9] In this research study Noticing the trend, researchers have made comparisons between offline shopping and online shopping.

Zou (2018)[10] it is of vital importance to shed new light on and further examine consumers' online impulsive buying. Albeit considerable empirical research, results are inconsistent in the literature. Take online stores' navigability for an example, found that it has a strong positive relationship with online impulsive buying, where as showed that the influence of online store's navigation is insignificant. Therefore, it is paramount to synthesize these inconsistent findings and further investigate the phenomenon.

Nielsen(2017)[11] , In this research study Impulsive buying, defined as consumers making unplanned purchases suddenly, occurs more online. Previous research suggested that impulsive purchases are 5% more likely online than offline and money spent on online impulsive buying approximately accounts for 40% of consumers' online expenditure .

Sarkar & Das(2017)[12] The key differences between online and offline shopping are the way product information being collected, perceived risk, and the ability of consumers to access similar products based on preference Third, affective stimuli as internal trigger cues were widely studied in prior research on online impulsive buying. Consumers' affective state is found to have an influence on their online impulsive buying behavior (Dawson & Kim, 2009). For example, researchers suggested that pleasure and arousal both positively affect online impulsive buying (Liu et al., 2020). The most widely studied affective stimulus factors include arousal, pleasure, positive emotion, and negative emotion.

Fisher (2016)[13], in their research study, "Normative influence on impulsive buying behavior" hypothesized that consumer's impulsive buying tendencies are filtered by customer's normative evaluation at the time of purchase. A sample of 212 were collected, using a median split analysis and the results shows that consumer's normative

evaluation moderate the degree or strength of relationship between the buying impulsiveness traits and impulsive buying behavior.

Huang (2016)[14] , in their research study "Flow and social capital theory in online impulse buying" the researcher try to examine the influence of affective and reactive factors, as well as two mediators of consumers' online impulse buying behavior in social commerce, by following the stimulus-organism-response (SOR) paradigm, social capital theory, and flow theory. Social interactions and content are important stimuli on social networking websites. This study use structural equation modeling (SEM) and fuzzy-set qualitative comparative analysis (FSQCA) to analyse data from an online questionnaire. Four main findings emerged. First, the urge to buy differs from impulse buying, and significantly predicts impulse buying behavior. Second, internal processing exists between the stimuli and responses, per the SOR paradigm. Third, peers' opinions on social networking websites exert considerable influence on consumers' impulsive desire to purchase. Fourth, the FSQCA results show ways to increase consumers' desire to purchase impulsively, including reactive and affective factors. The method for impulse buying only includes social capital, peer communication, urge to buy, and vividness.

Kalla & Delhi, (2016)[16], the research work titled, "Impulse Buying: What Instills this Desire to Indulge?" the researchers try to explore various internal motivating factors of impulsive buying phenomenon in the Indian context. By taking a 56 sample for in-depth interview and an open analysis is used for data analysis. Results establish a significant of internal motivation factors on impulsive buying, factors like happiness, narcissism, freedom and novelty.

Tambuwun, (2016)[17] , in his paper titled, "Shopping lifestyle as intervening relation between hedonistic motive and gender on impulse buying" the researcher try to find out whether hedonistic motive and gender have directly influence on impulse buying. The sample size of 100 was collected and analysis was done. The results of the regression analysis reveal that hedonistic motive and gender have direct and significant influence on impulse buying.

Abbas & Bashir, (2015)[18], in their research work titled, "Impact of Cognitive and Affective Process of Decision Making on Impulse Purchase" researchers try to find out relationship between cognitive and affective decision making on impulse purchase of casual wears in Pakistan. With a sample of 207 researchers employed regression for data analysis and the result shows that both cognitive and affective process of decision making impact the impulse purchase and affective method impact was over that of cognitive impact.

Chuah & Gan (2015)[19] in their research study "The Influence of Individual Internal Factors on Impulse Buying Behaviour through Online Shopping" researcher's objective was to identify whether personality, emotions, and hedonistic motivation influence impulse buying behavior when shopping online. Relation between hedonistic motive and gender on impulse buying. International Journal of Business and Finance Management Research, , pp.9-16. Abbas, A., & Bashir, B. (2015). Impact of Cognitive and Affective Process of Decision Making on Impulse Purchase. Science International, 27(1), 467–473. 6Chuah, S. L., & Gan, C. C. (2015), "The Influence of Individual Internal Factors on Impulse Buying Behaviour through Online Shopping", Global Journal of Business and Social Science Review, Vol: 1(1), pp: 60–70. Retrieved from http://www.gjbssr.org/pdf_volume1/GJBSSR_Chin Chuan Gan.pdf.27 A total of 245 samples of online shopping customers were selected. Based on the multiple regression results it is revealed that, individual's personality is positively related to online impulse buying behavior, the results shows that personality and hedonistic motivation are significant, but emotion is not significant.

Gandhi et al., (2015)[20]"A Study of Impulse Buying Behavior and Factors Influencing it with reference to Beverage Products in Retail Stores" the objective of this research is to study impulse purchase of beverages across different formats of modern trade in two metropolitan cities of India; Mumbai and to try to ascertain the factors that influence it. 93 customers in various retail outlets were observed and analyse with chi-square age, gender and the time taken to purchase were found to have a significant impact on impulse purchases of customers, whereas number of people accompanying a Shopper showed no significant impact on impulse purchases with reference to beverage purchases.

Y. **Chen & Zhang (2015)[21]**in their research study titled, "Influential Factors for Online Impulse Buying in China : A Model and Its Empirical Analysis" a behavior model drawing upon cognitive emotion theory and the existing literature were developed. Theoretical model shows how personal impulse character, stimuli, psycho social factors, and perceived risks are related to internal emotion and online impulse buying behavior. The influential path model is tested and changed on the premise of survey data obtained from 246 valid questionnaires. Data are analysed with exploratory and confirmatory factor analyses to determine and confirm the identified factors. Structural Equation Modeling indicates the significant effects of the factors, as well as their indirect effects. Results aim to enhance our understanding of impulse online buying and improve online store operations from a management perspective. 7Gandhi, A., Vajpayee, A., & Gautam, D. (2015), "A Study of Impulse Buying Behavior and Factors Influencing it with reference to Beverage Products in Retail Stores",-SIBM's Research Journal, Vol: 8(15), pp: 1–17. Chen, Y., & Zhang, L. (2015), "Influential Factors for Online

Impulse Buying in China : A Model and Its Empirical Analysis", International Management Review, Vol: 11(2), pp: 57–70.Z

Cho et al., (2014)[22] in their research work titled, "Impulse buying behavior of Vietnamese consumers in supermarket setting" they tries to find out which factors affecting consumer impulse buying behavior s at supermarkets in Vietnam. With a sample of 241 researchers used correlation and regression to find out the objective. Results were like; pricing strategies, store characteristics, situational factors and promotional activities had a significant influence on impulsive buying.

Haq, Khan, & Ghouri, (2014)[23] in their research paper, titled, "Measuring the Mediating Impact of Hedonistic Consumption on Fashion Involvement and Impulse Buying Behavior" tried to identify the relationship between impulse buying, hedonistic consumption and fashion involvement. With a sample of 212 researchers used AMOS as statistical tool. Result shows that hedonistic consumption fully mediated the relationship between fashion involvement and impulse buying but no direct significant impact found among variables.

Mishra, Sinha, & Koul (2014)[24] , in their research study, "buying impulsive trait - an affective moderator for shopping emotions and perceived risk" researchers try to find out the relationship between buying traits, perceived risk and buying emotions. With a sample of 380 and using moderate regression researchers find out buying impulsive trait was found to be a significant moderator of pleasure, dominance, perceived risk and buying intention. 9Cho, J., Ching, G. S., & Luong, T.-H. (2014), " Impulse buying behavior of Vietnamese consumers in supermarket setting", International Journal of Research Studies in Management, Vol: 3(2), pp:33–50, http://doi.org/10.5861/ijrsm.2014.775. 10Haq, M. A., Khan, N. R., & Ghouri, A. M. (2014). Measuring the Mediating Impact of Hedonistic Consumption on Fashion Involvement and Impulse Buying Behavior. Indian Journal of Commerce and Management Studies, V(3), 50–58. 11Mishra, H. G., Sinha, P. K., & Koul, S. (2014), "Buying Impulsive Trait", Journal of Management Research (09725814), Vol: 14(2), pp: 109–120. 28

Sultana & Uma, (2014)[25], in their research study "A study of consumers' general characteristics influence on impulse buying behavior" find out that the influence of consumers general characteristics like age, disposable income and partner accompanying while purchase on impulsive buying behavior. With 271 samples researchers used regression for data analysis and the results are demographical variables account for a 27.3% variance in impulsive buying and all the factors have significance with impulsive buying.

Asim Ali (2013)[26] in his research study "an analysis of consumers' characteristics on impulse buying: evidence from Pakistan" find out impulse buying and consumers characteristics which include consumers' age, gender, income, geographical orientation and cultural orientation. With a sample of 100 respondents and by using t-test and ANOVA, the result shows that there is no significant variable under study that can influence consumers to buy on impulse. However, consumers' characteristics have expected relationships with impulse buying behavior. Gender, age and income show expected relationship.

Imam,F. (2013)[26] in his research work titled, "Gender differences in Impulsive Buying Behaviour and Post-Purchasing Dissonance under Incentive Conditions" find the gender difference in impulsive buying and post cognitive dissonance under incentive conditions. With a sample of 72 and by using T-test the results shows that women experience dissonance after indulged in impulsive buying as compared to male customers. 12Sultana, S., & Uma, K. (2014). A study of consumers' general characteristics influence on impulse buying behavior. International Journal of Commerce and Business Management, 7(2), 354–362. http://doi.org/10.15740/HAS/IJCBM/7.2/354-362. 13Asim Ali, S. H. (2013), "An Analysis of Consumers' Characteristics on Impulse Buying : Evidence from Pakistan", Interdisciplinary Journal of Contemporary Research in Business, Vol: 5, No: 2, pp: 560 – 570. 14Imam, F. (2013). Gender Differences in Impulsive Buying Behavior and Post-Purchasing Dissonance Under Incentive Conditions. Journal of Business Strategies, 7(1), 23–29. Retrieved from http://search.proquest.com.ezproxy.lancs.ac.uk/docview/1461356705/abstract/9AC2F7D6B34F40B7PQ/1 ?accountid=11979. 2930

Sundström et al., (2013)[27] , conducted a research work on "Impulsive Buying Behaviour : The Role of Feelings When Shopping for Online Fashion". The research study presents an in-depth study of young Swedish consumers and their impulsive online buying behavior for clothing. The aim of the study is to develop the understanding of what factors affect impulse buying of clothing online and what feelings emerge when buying online. The study carried out was exploratory in nature, aiming to develop an understanding of impulse buying behavior online before, under and after the actual purchase. The empirical data was collected through personal interviews of 23 respondents. In the study, a pattern of the consumers recurrent feelings are identified through the impulse buying process; escapism, pleasure, reward, scarcity, security and anticipation. The escapism is

particularly occurring since the study revealed that the consumers often carried out impulse purchases when they initially were bored, as opposed to previous studies.

Trandafilović et al.,(2013)[27] conducted a research work on "The Research of Cognitive and Affective Behaviour During Shopping". The research study deals with the field research of cognitive and affective aspects of behavior during shopping. The sample includes 100 respondents and the data are collected by means of questionnaires with already structured responses. The results shows that women prefer buying more than men, that they are more prone to affective (impulsive) behavior when shopping, while men consider more options. Better educated respondents are more prone to cognitive behavior in shopping than less educated. People express more cognitive behavior as they get older. When buying more expensive and significant products cognition dominates above the affect. This paper has both practical and theoretical meaning because it can help those who do marketing, but it can also serve as a basis for further research of better understanding of consumer behavior. 15Sundström, M., Balkow, J., Florhed, J., Tjernström, M., & Wadenfors, P. (2013), "Impulsive Buying Behaviour : The Role of Feelings When Shopping for Online Fashion", New Technologies and ECommerce, European Association for Education and Research in Commercial Distribution,Retrieved http://www.eaercd2013.com/paginasCongresos/pagina_157_2.en.html?cc=157. 16Trandafilović, I., Pašić, V., & Perunović, S. (2013), "The Research of Cognitive and Affective Behaviour During Shopping", Economics and Organization, Vol: 10(2), pp: 147–164.31

Ehsani Masouleh, Pazhang, & Siahkali Moradi, (2012)[28] , in their research study, "What is impulse buying?, An analytical network processing framework for prioritizing factors affecting impulse buying" attempt to find out how much factors of personal, product and situation play an important role in impulsive purchase. Analytical network was used for ranking three factors. A result reveals that in personal item factor demographic factors receives highest ranking for impulsive buying.

Flight et al., (2012)[29] in their research study, "Feeling the urge: Affect in impulsive and compulsive buying" try to find out whether positive affect mediate the relationship between Impulsive buying tendency and urge to buy. Impulsive buying tendency should directly influence urge or desire to impulse buying. Sample size is 469 and the researchers have applied SEM for analysis. IBT is positively associated with positive affect and the positive affect and urge to buy are positively associated.

Meng & Xu, (2012)[30] in their research work, "Tourism shopping behavior: planned, impulsive, or experiential" they tried to explore the influences of components of planned behavior and impulsive behavior of tourists. An exploratory research with review in literature's, it is found that tourist shopping behavior is a blend of planned, impulsive, and experiential consumption behavior. 17Ehsani Masouleh, S., Pazhang, M., & Siahkali Moradi, J. (2012). What is Impulse Buying? An analytical network processing framework for prioritizing factors affecting impulse buying. Management Science Letters, 2(4), 1053–1064. http://doi.org/10.5267/j.msl.2012.03.016. 18Flight, R. L., Rountree, M. M., & Beatty, S. E. (2012), "Feeling the urge: Affect in impulsive and compulsive buying" Journal of Marketing Theory and Practice, Vol: 20(4), pp: 453–465, http://doi.org/10.2753/MTP1069-6679200407. 19Meng, F., & Xu, Y. (2012), "Tourism shopping behavior: planned, impulsive, or experiential?", International Journal of Culture, Tourism and Hospitality Research, Vol: 6(3), pp: 250–265, http://doi.org/10.1108/17506181211246401.32

Nair & Rathod, (2011)[31] , in their research work, "An Empirical Study on the Impulsive Buying Behavior in Women and Factors Affecting Such Behavior". In this research study the researchers tries to find out impulsive buying behavior of women and to find, is there any difference between pre vocational factors on working and non-working women. With a sample of 127 and by using chi-square, Z test it is find that the working and nonworking women are generally attracted to impulsive purchase and also there were no difference in the way they attracted towards impulsive purchase.

Verhagen & Van Dolen (2011)[32] , in the research study titled, "The influence of online store beliefs on consumer online impulse buying: A model and empirical application" the researchers provides insight into the relationships between online store beliefs and consumer online impulse buying behavior. Drawing upon cognitive emotion theory, researchers developed a model and shown how beliefs about functional convenience (online store merchandise attractiveness and ease of use) and about representational delight (enjoyment and website communication style) related to online impulse buying. The model was tested using survey data from 532 customers of a Dutch online store by using Structural Equation Modeling. Results showed significant effects of merchandise attractiveness, enjoyment, and online store communication style, mediated by consumers' emotions. The study should enhance our understanding of online impulse buying and, by assessing the impact of the online store, of beliefs in non-rational decision-making settings. 20Nair, P., & Rathod, J. B. (2011). an Empirical Study on the Impulsive Buying Behavior in Women and Factors Affecting Such Behavior.

Indian Journal of Commerce and Management Studies, II(6), 68–72. 21Verhagen, T., & Van Dolen, W. (2011), "The influence of online store beliefs on consumer online impulse buying: A model and empirical application", Information and Management, Vol: 48(8), pp: 320– 327, http://doi.org/10.1016/j.im.2011.08.001.33

Caner, (2010)[33] , in his research work, "The influence of affect and cognition on impulse buying behavior", formulate the objective to investigate the impulse buying tendency of the consumers while taking into consideration their self-perception in order to enrich the literature and provide new points of view for managerial use. The design of the study consists of a questionnaire administered to a total of 284 university students, adapting existing scales to Turkish context. The scales of affective and cognitive tendency showed high internal reliability and are used in the analysis. The findings revealed that impulse buying is purely affective and does not have any significant correlation with the used demographic variables. These results emphasize the importance of emotional shopping environment and the use of affective components in marketing campaigns for firms as well as the determination of these affective components for the researchers.

Merima, (2010)[34] , in the research study titled as "cognitive and affective aspects of impulsive buying" attempts to find out how change seeking affects impulsive buying behavior? With a sample of 175 through regression it was found that there is a positive relationship between change seeking and impulsive buying and also there is a significant difference between genders in impulsive buying tendency. Result shows that female are higher in impulsive tendency.

Yu & Bastin, (2010)[35] conducted a research work in the title, **"**Hedonistic shopping value and impulse buying behavior in transitional economies: A symbiosis in the Mainland China market place". The researchers try to find out the relationship between consumers' hedonistic shopping value and impulsive buying tendency. 296 samples were selected and structural equation modeling was used for analysis. 22Caner, D. (2010), "The influence of affect and cognition on impulse buying behavior", pp: 153–158. 23Merima, Č. (2010), "Cognitive and affective aspects of impulse buying", Sarajevo Business and Economics Review, Vol: 30, pp: 168–184, http://doi.org/10.1016/j.rummage.2009.03.001. 24Yu, C., & Basin, M. (2010), "Hedonistic shopping value and impulse buying behavior in transitional economies: A symbiosis in the Mainland China marketplace", Journal of Brand Management, Vol: 18(2), pp: 105–114, http://doi.org/10.1057/bm.2010.32.34 It was found that hedonistic shopping value factors like novelty, praise from others and fun have a significant relationship with impulsive buying tendency.

Dawson & Kim (2009)[36] , in their research work, **"**External and internal trigger cues of impulse buying online" in this research study researcher try to find out internal and external factors of impulse buying in online shopping with correlation analysis with a sample of 400 female students. The results shows that impulsive buying tendency and impulsive buying have a positive correlation, normative evaluation also have a high correlation with impulsive buying. In the case of affective and cognitive states relation with impulsive buying, affective state has a positive correlation and a negative correlation was found for cognitive state.

Dhaundiyal & Coughlan, (2009)[37] in their research study, "The Effect of Hedonistic Motivations, Sociability and Shyness on the Impulsive Buying Tendencies of the Irish Consumer" objective was to find out the effect of shyness and sociability on customers impulsive buying tendency. 194 respondents were taken and structural equation modeling was a statistical tool for analysis. Results show that there is no direct relationship between shyness or sociability and impulsive buying tendency. But shyness has a significant effect on hedonistic motivation that in turn had a significant effect on impulsive buying tendency.

Silvera D.H.a Lavack, (2008)[38], the research study titled "Impulse buying: The role of affect, social influence, and subjective well being" has the objective to find out the association of impulse buying between chronic impulse buying tendencies, subjective well being, affect, susceptibility to interpersonal influence and self-esteem. With a sample of 277 researchers, by applying regression analysis and the results were like cognitive facet of impulse buying. 25Dawson, S., & Kim, M. (2009), "External and internal trigger cues of impulse buying online", Direct Marketing: An International Journal, Vol: 3(1), pp: 20–34. 26Dhaundiyal, M., & Coughlan, J. (2009). The Effect of Hedonistic Motivations, Socialibility and Shyness on the Implusive Buying Tendencies of the Irish Consumer. Irish Academy of Management, 1. Retrieved from http://arrow.dit.ie/buschmarcon. 27Silvera D.H.a Lavack, A. M. . K. F. . (2008). Impulse buying: The role of affect, social influence,and subjective well being. Journal of Consumer Marketing, 25(1), 23–33, http://doi.org/10.1108/073637608 108453 81.3Lack of planning was negatively associated with subjective well being and the affective facet (excitement and overpowering urge) was linked to negative affect and susceptibility to interpersonal influence.

T. Chen, (2008)[39] in his research study, "Impulse Purchase Varied by Products and Marketing Channels", researchers try to find out Does the consumer's behavior different on the Internet fronts other marketing channels? This study investigates impulse buying behavior s in both traditional store and online shopping contexts. 413 samples were collected and regression was used to analyse. The results show that impulsive

buying tendency and involvement with clothing products is positively associated with impulse buying behavior of clothing in traditional store shopping, but not online. For computer peripherals, on the other hand, higher impulsive buying tendency and higher product involvement are positively associated with higher impulse buying online, but not in-store shopping.

Zhang, Prybutok, & Strutton, (2007)[40] in the research study titled, "Modeling influences on impulse purchasing behaviors during online marketing transactions researchers try to identify and test various factors that may influence impulse purchasing during online transaction. The sample size was 332 and used Structural Equation Modeling used for analysis. Results shows that consumers' impulsivity is positively associated with purchase intention during online marketing exchanges and consumer's impulsivity has positively association with their subjective norm. 28Chen, T. (2008), "Impulse Purchase Varied by Products and Marketing Channels", Journal of International Management Studies, (February), pp: 154–161. 29Zhang, X., Prybutok, V. R., & Strutton, D. (2007), "Modeling influences on impulse purchasing behaviors during online marketing transactions", Journal of Marketing Theory & Practice, Vol: 15(1), pp: 79–89, http://doi.org/10.2753/mtp1069-6679150106.36

Hansen & Ottar Olsen, (2006)41 in their research work, "Impulsive Buying Behaviour: The Role of Impulse Buying Tendencies and Convenience Orientation" try to find out how value-attitude-behavior hierarchy model of the consumers impulsive buying tendency and consequence of the product-specific impulsive buying tendency with a sample of 1450 Norwegian customers through Structural Equation Modeling. It is finding that impulse buying and convenience orientation have a significant effect on the product-specific impulsive buying tendency.

Sharma, Sivakumaran, & Marshall, (2006)[42] in their research study titled "Investigating impulse buying and variety seeking: Towards a general theory of hedonistic purchase behaviors" aims to establish a common framework to understand the psychophysiology process behind impulsive buying and hedonistic consumerism. Researchers did two studies for testing the hypothesis, one with 160 students and 309 retail shoppers. Multiple moderated regressions were used as statistical tool. Results show that consumers with high scores on consumer impulsiveness and optimum stimulation level indulged in more impulse buying and verity seeking.

Lin & Chuang, (2005)[43] in the research study, "The effect of individual differences on adolescents' impulsive buying behavior" the researchers try to propose a relationship between emotional intelligence and impulsive buying tendency. A sample of 574 data were taken and T test were used as statistical tool and it is find that high emotional intelligence adolescents were more likely to engage in more impulsive buying behavior than of low emotional intelligent adolescents. 30Hansen & Ottar Olsen, (2006). Impulsive Buying Behavior-The Role of Impulse Buying Tendencies and Convenience Orientation. In ANZMAC 2007 Conference, University of Otago, New Zealand, December 3 (Vol. 5). 31Sharma, P., Sivakumaran, B., & Marshall, R. (2006). Investigating impulse buying and variety seeking: Towards a general theory of hedonistic purchase behaviors. Advances in Consumer Research, 33, 388–389. 32Lin, C. H., & Chuang, S. C. (2005). The effect of individual differences on adolescents'impulsive buying behavior. Adolescence, 40(159), 551–558.37

Kollat et al., (1967)[44] , in his research study, "Customer Impulse Purchasing Behavior" the researchers try to find out predictors of impulsive buying with factors like subjective Belling, affect, susceptibility to interpersonal influence and self-esteem. 559 respondents were intervened correlation were used for analysis. Results shows cognitive facet of impulsive buying is negatively associated with subjective well being and the affective face of impulsive buying is negatively linked with susceptibility and interpersonal influence.

External Stimuli

Ruswanti, (2016)[45] , in the research paper, "The impact of the impulse buying dimension and cherry picking: an empirical study" the researcher try to find out the effect of internal and external impulsive factor on bargain hunters. 197 sample used and regression were used as statistical tool for analysis. Results show that external, internal, situational environment, products' variety and socio cultural effects significantly influenced bargain hunters

Mathai, (2016)[46] in the research study "Materialism: its impact on impulse buying behavior among the retail customers of cochin" the researcher attempt to find out most influencing factor and of impulse buying with respect to materialism and different factors affecting the impulse buying behavior. Using 215 data as sample and using structural equation modeling as statistical tool, it is finding that most influencing factor of impulse buying factor with respect to materialism is situations inside the store, followed by the factors shopping experience and promotional factors. 33Kollat, D. T., Willet, R. P., Meng, F., Xu, Y., Chi, Y. N., Lovett, M.

G., … Tustin, D. (1967). Customer Impulse Purchasing Behavior. American Marketing Association, 4(1), 21–31. http://doi.org/10.5897/AJBM10.845. 34Ruswanti, E. (2016). The impact of the impulse buying dimension and cherry picking : an empirical study. Journal of Indonesian Economy and Business, 31(1), 83–101. 35Mathai, S. T. V. S. (2016). Materialism: its impact on impulse buying behavior among the retail customers of cochin. International Journal of Management Research & Review MATERIALISM:, 6(5), 647–659.38

Aruna & Santhi, (2015)[47] in their research work, "Impulse Purchase Behavior among Generation-Y" attempt to find out impulse buying behavior among youth with special reference to consumer goods. With a sample of 150 researchers used chi-square and factor analysis for analysis. It is finding that trend, fashion appearance and instant gratification were the factors found highly motivate the young for impulsive purchase.

Bhattathirippad & Lecturer, (2015)[48] in the research paper titled "Value of seconds impulsive buying behavior and its antecedents" try to find out the relationship between external stimuli on impulsive buying. Samples are taken from shopping malls at Kerala for analysis Structure Equation Modeling was used. External stimulus factors; credit card, promotional approach and window display were taken as independent variable. Every external stimulus factors have a significant relationship with impulsive buying behavior of customers.

Chen & Zhang, (2015)[49] in this research study, "Influential factors for online impulse buying in China: a model and its empirical analysis" try to find out how impulsive buying emotions significantly influenced by online store stimuli, personal impulsive characters and psychological factors. 246 samples were selected for analysis from the result it indicate that impulsive buying emotion is significantly influenced by online store stimuli, recommendation and online shopping mood. 36Aruna, S., & Santhi, P. (2015). Impulse Purchase Behavior among Generation-Y. IUP Journal of Marketing Management, 14(1), 21–38. http://doi.org/10.5539/ijbm.v11n1p144. 37 Bhattathirippad, S. V. T., & Lecturer, G. (2015), "Value of seconds-impulsive buying behavior and its antecedents", Abhinav International Monthly Refereed Journal of Research in Management & Technology, Vol: 4(1), pp: 7–12. 38Chen, Y., & Zhang, L. (2015), "Influential Factors for Online Impulse Buying in China : A Model and Its Empirical Analysis", International Management Review, Vol: 11(2), pp: 57–70.39

Saad & Metawie, (2015)[50] in their research paper, "Store Environment, Personality Factors and Impulse Buying Behaviour in Egypt: The Mediating Roles of Shop Enjoyment and Impulse Buying Tendencies" attempts to find out the relationships between store environment factors, personality factors and impulse buying behaviors in Egypt. With a sample of 500 had been taken for analysis, Structural Equation Modeling was used to analyses

the data. It was found that personality factors like impulsive, excitement esteem and shop environment factors like music and layout also had a significant association with impulsive buying behavior.

V.Hari leela, (2015)[51] in this research study "Impulsive Buying Behavior tendencies in Developing Markets: With special reference to Demographic Characteristics of Consumers" the researchers try to understand impact of demo graphical factors on impulsive buying. With a sample of 208, for analysis chi-square and ANOVA were used. Demo graphical factors like age, gender and income have a significant impact on impulsive buying of innovative product.

Zhou & Gu, (2015)[52] in the research work, "The Effect of Different Price Presentations on Consumer Impulse Buying Behavior: The Role of Anticipated Regret" in this research study researchers try to find out the impact of different price promotion incentive on consumer impulse buying intention. Sample size was 340 and ANOVA used as a statistical tool for analysis. It was found that price presentation have a significant impact over impulsive buying intention. 39Saad, M., & Metafile, M. (2015), "Store Environment, Personality Factors and Impulse Buying Behavior in Egypt: The Mediating Roles of Shop Enjoyment and Impulse Buying Tendencies", Journal of Business and Management Sciences, Vol: 3(2), pp: 69–77, http://doi.org/10.12691/jbms-3-2-3. 40V.Hari leela, P. N. reddy. (2015). Impulsive Buying Behavior tendencies in Developing Markets : With special reference to Demographic Characteristics of Consumers A PRILIMINARY STUDY. International Journal of Engineering Technology, Management and Applied Sciences, 3(September), 77–85. 41Zhou, H., & Gu, Z. (2015). The Effect of Different Price Presentations on Consumer Impulse Buying Behavior : The Role of Anticipated RegretAmerican Journal of Industrial and Business Management, 5(January), 27–36. http://doi.org/10.4236/ajibm.2015.51004.40

Iqbal, Akhtar, & Lodhi, (2014)[53] in the research study, "Determinants of Impulsive Buying for Clothing in Pakistan" the researchers try to find out what are the possible determinants of impulsive buying behavior of clothing in Pakistan. Sample of 200 was taking Structural Equation Modeling was used for analysis. It reveals that there is a positive relation between promotional approach, attractive display of product, in store environment and price reduction with impulse buying behavior.

Sahni, Jain, & Jain, (2014)[54] in their research study, "The impact of visual merchandising on impulsive buying behavior of young consumers" the researchers try to find out to identify the relationship among consumers impulsive buying and visual merchandising on buying behavior of customers in retail stores. With a sample of 231 respondents' opinion, the results shows that the influence of window display, in-store form/mannequin display, floor merchandising and promotional signs had a significant effect on young consumer's buying behavior.

Jayati Sinha & Jing Wang, (2013) [55]in this research study, "How-time Horizon Perceptions and Relationship Deficits Affect Impulsive Consumption". The researchers try to find out how different type of relationship deficits (Emotional vs. Social) and time horizon perceptions (expanded vs. Limited) affect consumer's impulsive buying. Sample size was near to 500 and ANOVA was used as statistical tool. It is find that people who experience essential relationship deficits are more likely to engage in impulsive behaviors than those who experience in essential relationship deficits, because the experience of essential relationship deficits them. 42Iqbal, A., Akhtar, S., & Lodhi, R. N. (2014), "Determinants of Impulsive Buying For Clothing in Pakistan", British Journal of Marketing Studies, Vol: 2(8), pp: 33–44. 43Sahni, D., Jain, V., & Jain, A. (2014), "The impact of visual merchandising on impulsive buying behavior of young consumers", Asian Journal of Business and Economics, Vol: 4(4), pp: 1–25, Retrieved from http://smallbusiness.chron.com/impact-visual-merchandising-sales-24397.html. 44Jayati Sinha, & Jing Wang. (2013). How-time Horizon Perceptions and Relationship Deficits Affect Impulsive Consumption. Journal of Marketing Research (JMR), 50(5), 590–605. http://doi.org/10.1509/jmr.11.0246.41.

Lin & Lin, (2013)[56] **,** in their research work, "Buying impulse triggered by digital media" try to find out consumers' positive feeling and impulsive buying after receiving digital media promotion of limited-time offer and situation like more money available. Sample size was 324 and Structural Equation Modeling used for analysis, the results indicated that consumers generate more positive affect if they perceive less time pressure or more money available. The results also discovered the direct effect of user positive affect and impulse buying tendency on their felt - urge to buy impulsively.

Liu, Li, & Hu, (2013)[57] **,** their research work titled, "Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions" in this research study the researchers try to find out how the website cues (products availability, website ease of use and visual appeal) affect personality traits (instant

gratification, normative evaluation and impulsiveness) to urge the impulse purchase online. A sample of 318 was taken Structural Equation Modeling were used for analyzing the objective The results indicated that perceived website ease of use, visual appeal and product availability are important online cues for stimulating impulse online purchase.

Mohan, Sivakumaran, & Sharma, (2013)[58] , in their research study, "Impact of store environment on impulse buying behavior" the researchers try to find out how store environment like music, light employed, labour and layout influence the urge to buy impulsively. With 733 samples, Structural Equation Modeling was used and it is resulted that all shop environmental factors like music, light and layout bring impulsive buying. 45Lin, P.-C., & Lin, Z.-H. (2013), "Buying impulse triggered by digital media", Service Industries Journal, Vol: 33(9/10), pp: 892–908, http://doi.org/10.1080/02642069.2013.719887. 46Liu, Y., Li, H., & Hu, F. (2013), "Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions", Decision Support Systems, Vol: 55(3), pp: 829–837, http://doi.org/10.1016/j.dss.2013.04.001. 47Mohan, G., Sivakumaran, B., & Sharma, P. (2013), "Impact of store environment on impulse buying behavior", European Journal of Marketing, Vol: 47(10), pp: 1711–1732,http://doi.org/10.1108/EJM-03- 2011-0110.42

Muruganantham & Bhakat, (2013)[59] , in the research study "An Empirical Study of Impulse Buying Behaviour in Online Bookstores" the researchers try to identify the factors like Hedonistic motivation, website quality, Trust, Situational variable and Variety seeking which act as a critical factor for impulsive buying in online book store. Sample size was 238 for analysis Structural Equation Modeling were used from the results it was found that only hedonistic shopping motivation and situational variable have effect on impulsive buying.

Pattipeilohy, Rofiaty, & Idrus,(2013)[60] through this research study "The Influence of the availability of Money and Time, Fashion Involvement, Hedonistic Consumption Tendency and Positive Emotions towards Impulse Buying Behaviour in Zamboni City (Study on Purchasing Products Fashion Apparel)" the researchers try to find how availability of time, fashion, hedonistic consumption tendency and positive emotion influence impulsive buying. With a 200 sample size researchers used Structural Equation Modeling for the analysis and the results are as follows fashion involvement, hedonistic consumption tendency and positive emotion have a significant influence on impulsive buying.

Feng Xuanxiaoqing, (2012)[61] , in this researcher paper "A study of the factors that affect the impulsive cosmetics buying of female consumers in Kaohsiung" the researchers try to find out the factors which affect the Taiwanese women with regards to impulsive buying of cosmetics. 906 samples collected and regression was used as statistical tool. 48Muruganantham, G., & Bhakat, R. S. (2013), "An Empirical Study of Impulse Buying Behavior in Online Bookstores", International Journal of Online Marketing, Vol: 3(3), pp: 1–17, http://doi.org/10.4018/ijom.2013070101. 49Pattipeilohy, V. R., Rofiaty, & Idrus, M. S. (2013), "The Influence of the availability of Money and Time , Fashion Involvement , Hedonic Consumption Tendency and Positive Emotions towards Impulse Buying Behavior in Ambon City" (Study on Purchasing Products Fashion Apparel),International Journal of Business and Behavioral Sciences, Vol: 3(8), pp: 36–49. 50Feng Xuanxiaoqing. (2012). A study of the factors that affect the impulsive cosmetics buying of female consumers in Kaohsiung. African Journal of Business Management, 6(2), 275–282. http://doi.org/10.5897/AJBM11.2187.43 From the result it was found that sales, budget and promotion can affective predict impulsive buying intention with a prediction power of 35.8%.

Mohammad Mahmoudi Maymand, (2012)[62] , in this research study, "Impulse buying: the role of store environmental stimulation and situational factors (An empirical investigation)" the researchers try to investigate how environment of store, visual merchandising, promotions relates to impulse buying tendency (IBT). A sample of 329 was taken and Structural Equation Modeling were used to analysis the objective, from the results it was understand that environment of the store, promotional and advertisement had a significant relation with impulsive buying tendency.

Podoshen & Andrzejewski, (2012)[63], in his research study, "An Examination of the Relationships between Materialism, Conspicuous Consumption, Impulse Buying, and Brand Loyalty" in this research study researchers try to find out how materialism's relation with, impulsive buying and other variables. Sample size was 538, for analyzing the data Structural Equation Modeling were used. Result shows that materialism and impulsive buying have a significant and positive relation it means that materialism is an impotent predictor of impulsive buying.

Sharma & Nanda,(2012)[64], the research work on "Impulse buying at airport terminals: A case of Indian consumers" object of this research study to analysis the relationship between impulsive buying tendency, browsing and impulsive purchase in the airport. The data was collected from 166 respondents, for analyzing

data Regression and ANOVA were used. 51Mohammad Mahmoudi Maymand. (2012), "Impulse buying: the role of store environmental stimulation and situational factors (An empirical investigation)", African Journal of Business Management, Vol: 5(34), pp: 13057–13065, http://doi.org/10.5897/AJBM11.2112. 52Podoshen, J. S., & Andrzejewski, S. a. (2012), "An Examination of the Relationships Between Materialism, Conspicuous Consumption, Impulse Buying, and Brand Loyalty", The Journal of Marketing Theory and Practice, Vol: 20(3), pp: 319–334, http://doi.org/10.2753/MTP1069-6679200306. 53Sharma, A., & Nanda, A. (2012), "Impulse buying at airport terminals: A case of Indian consumers", Ipublishing.Co.in, Vol: 3(1), pp: 68–82.44 Results were like, people with high impulsive buying tendency are likely to brows more but impulsive buying tendency have a negative association with impulsive buying behavior.

Foroughi, (2011)[65] , in the research work on, "Exploring impulse buying behavior among Iranian tourist in Malaysia" objective of this research study is to determine the influence of individual difference variable like shopping enjoyment, in store browsing and impulsive buying tendency among Iranian tourist in Malaysia. A sample of 120 has been selected and Structural Equation Modeling was used for analysis. It is found that in store browsing and impulsive buying tendency had a significant relation on impulsive buying behavior.

Hultén & Vanyushyn,(2011)[66] in this research study on "Impulse purchases of groceries in France and Sweden" try to identify similarities and differences with regard to factors affecting consumer's impulse purchases of groceries in France and Sweden. A sample of 202 Swedish and 368 French households were collected MANCOVA was used to analyze data and it is find that Swedish shoppers make more impulse purchased, French customers are more attentive to special in-store displays and two-for-the-price-of-one offerings. Gender has no effect on predicting impulsive purchase in both countries

Karbasivar & Yarahmadi, (2011)[67] , in their research work, "Evaluating Effective Factors on Consumer Impulse Buying Behavior" in this research study main objective was to Find out the effect of external stimulus like credit card, window display, cash discount and free product on impulsive buying behavior. A total of 275 data were taken as sample and Structural Equation Modeling was used for data analysis. It was found out that all fore factors have significant influence on impulsive buying behavior and window display having highest significance. 54Foroughi, A. (2011), "Exploring Impulse Buying Behavior Among Iranian Tourist In Malaysia", Journal of Global research and management, Vol: 3(1), pp: 187–195. 55Hultén, P., & Vanyushyn, V. (2011). Impulse purchases of groceries in France and Sweden. Journal of Consumer Marketing, 28(5), 376–384. http://doi.org/10.1108/07363761111156026. 56Karbasivar, A., & Yarahmadi, H. (2011), "Evaluating Effective

Factors on Consumer Impulse Buying Behaviour", Asian Journal of Business Management Studies, Vol: 2(4), pp: 174–181.45

Tustin, (2011)[67] , in this research study, "The prevalence of impulsive, compulsive and innovative shopping behavior in the economic retail hub of South Africa: A marketing segmentation approach" researchers try to understand is there any statistical differences in buying traits of consumers on selected demographic and socioeconomic variable and to uncover any signs of shopping addiction.920 sample was taken and ANOVA were used as statistical tool. Results revealed that there was no significant or sever form of impulsive or compulsive behavior among shoppers.

Virvilaitė et al., (2011)[68] , in their research work titled, "The impact of external and internal stimuli on impulsive purchasing" the researchers try to find out what is impact of external and internal stimuli on impulsive purchasing. 163 samples were taken for analysis mean estimation and correlation were used as statistical tools; it was found that different age group had a significant difference in the impulsive tendency. In the external stimulus only integrated communication had significant influence but in the case of internal stimuli emotional and cognitive estimation, hedonic motive and involvement in to the fashion had a significant effect on impulsive buying.

Mihić & Kursan, (2010)[69], in this research study "Assessing the Situational Factors and Impulsive Buying Behavior: Market Segmentation Approach", the researchers try to understand the extend effect of situational factors on impulsive buying behavior and cluster the customer segment based on impulsive buying behavior. 180 data was collected for analysis Cluster analysis and ANOVA were used. 57Tustin, D. (2011). The prevalence of impulsive, compulsive and innovative shopping behavior in the economic retail hub of South Africa: A marketing segmentation approach. African Journal of Business Management, 5(July), 5424–5434. http://doi.org/10.5897/AJBM10.845. 58Virvilaitė, R., Saladienė, V., & Žvinklytė, J. (2011). The impact of external and internal stimuli on impulsive purchasing. Economics and Management, 16(1991), 1329–1336, Retrieved from http://www.ktu.lt/lt/mokslas/zurnalai/ekovad/16/1822-6515-2011-1329.pdf. 59Mihić, M., & Kursan, I. (2010). Assessing the Situational Factors and Impulsive Buying Behavior: Market Segmentation Approach. Management, 15, pp. 47–66.46 Results are as follows three segments have emerged first one was markedly rational second one was impulsive to some extend and third one was mostly rational. Situational factors have no effect on first and third clusters but for the second category it is discovery that promotional

activity, friendliness and skills of the sales staff, store location and attractive aroma stimulate customers to buy impulsively.

Mohamad, Building, & Ismail, (2010)[70], conducted a research work in the title, "Antecedents and effect of commitment on the impulse buying by internet". In this research study researchers try to find out the characteristics of commercial website and the role played in the development of the pleasure of service and commitment to impulsive buying. 302 samples were collected and Structural Equation Modeling was used for data analysis. The result shows that Visual appearance, navigation and customized preview are three important antecedents of the pleasure of serving consumers increasingly affecting their commitment to this site and therefore their buying impulse.

Wu & Huan, (2010)[71] , in this research study, "The effect of purchasing situation and conformity behavior on young students' impulse buying" researchers try to find out the effect of purchasing situation and personal character on students impulse buying behavior. With a sample of 240 and using ANOVA it is used. Results are like that respondents with high time pressure and low economic pressure is significantly more likely engage in impulse buying behavior. Women tend to do more impulsive buying. 60Mohamad, R., Building, A., & Ismail, N. A. (2010), "Journal of Internet Banking and Commerce", Journal of Internet Banking and Commerce, Vol: 15(1), pp: 1–11, http://doi.org/10.1007/978-3-531- 92534-9_12. 61Wu, W., & Huan, T. (2010). The effect of purchasing situation and conformity behavior on young students ' impulse buying. African Journal of Business Management, 4(16), 3530–3540. 47

Dawson & Kim, (2009)[72] , in their research study "External and internal trigger cues of impulse buying" the purpose was to investigate the internal and external factors of impulse buying in online shopping. Sample size was limited to 300 females from a US Northwestern University Analysis of Variance performed to explore differences between the types of external impulse trigger cues and the level of impulse purchase made. The result shows that there is no significant difference among type of external impulse trigger cues in terms of their impulse buying decision.

Niu & Wang, (2009)[73] , their research study on "Work experience effect on idolatry and the impulsive buying tendencies of adolescents", the researchers try to find out the part-time job effect on idolatry of high school and college students. 337 sample was selected and ANCOVA as statistical tool for analyzing. The results indicate that work experience had a moderating effect on impulsive buying.

Huovinen & Rouvinen, (2008)[74] , in this research study titled, "Does Mass-media Fuel, and Easy Credit Facilitate, Impulse Buys?" the researchers try to find out whether exposure to mass media and liking advertising are associated with an increased impulsive buying tendency and whether the availability of credit card act as a facilitating stimulus. 1063 sample was collected and Logistic regression was used for data analysis. Findings were like, only television commercial has significant association with impulsive buying and credit card dose facilitate impulsive buying behavior. 62Dawson, S., & Kim, M. (2009), "External and internal trigger cues of impulse buying online", Direct Marketing: An International Journal, Vol: 3(1), pp: 20–34, http:// doi.org/ 10. 110 8/17 50 5930910945714. 63Niu, H. J., & Wang, Y. De. (2009). work experience effect on idolatry alvd the impulsive buying tendencies of adolescents. Adolescence, 44(173), 233–243. 64Huovinen, P., & Rouvinen, P. (2008). Does Mass-media Fuel, and Easy Credit Facilitate, Impulse Buys? ETLA Discussion Papers, 1126, Retrieved from http://www.etla.fi/files/1956_Dp1126.pdf.48

Jeffrey & Hodge, (2007)[75] , conducted a research work on, "Factors influencing impulse Buying during an online purchase". In this research study researchers try to understand dose mental accounting and specific reason to purchase increase the impulsive buying with a sample of 312. Mental accounting and specific reason to purchase do increase impulsive buying in people.

J.,P.E.,(2006)[76] , in this research study "A structural model of fashion-oriented impulse buying behavior", the researchers they try to understand causal relationships among fashion involvement, positive emotion and fashion-oriented impulse buying. Sample size was 217 college students and data was collected from one metropolitan university in a southwestern state in the USA. Structural Equation Modeling was used for analyzing the hypothesis and it was find out that fashion involvement and positive emotion had positive effects on consumers' fashion oriented impulse buying behavior with fashion involvement having the greatest effect.

Luo, (2005) [77]conducted a research work in the title, "How Does Shopping with Others Influence Impulsive Purchasing?" the study researchers try to find out how the presence of others influences impulsive buying behavior. Around 150 students were taken as sample researchers used experiment method as research model. From results it was found that presence of peers increases the urge to purchase and presence of family members decreases it. 65Jeffrey, S. A., & Hodge, R. (2007), "Factors influencing impulse buying during an online purchase", Electronic Commerce Research, Vol: 7(3–4), pp: 367–379, http://doi.org/10.1007/s10660-007-9011-8. 66J., P. E. (2006), "A structural model of fashion-oriented impulse buying behavior", Journal of Fashion Marketing and Management: An International Journal, Vol: 10(4), pp: 433–446,

http://doi.org/10.1108/13612020610701965. 67Luo, X. (2005). How Does Shopping With Others Influence Impulsive Purchasing? Journal of Consumer Psychology, 15(4), 288–294. http://doi.org/10.1207/s15327663jcp1504_3.49

Shen & Khalifa, (2005)[78] , in this research study "System Design Effects on Online Impulse Buying" the researchers try to understand, what are the factors of system design which trigger the impulsive buying behavior 151 samples were collected, for analysis MANOVA and Partial Least Square method was used as a statistical tool. Results are like Tell-presence and social presence have a significant effect on impulsive buying over and above traditional marketing or product stimuli.

Madhavaram & Laverie, (2004)[79] , in their research study on "Exploring Impulse Purchasing on the Internet" the researchers try to find out what associate with impulsive purchase, Explore element that influence impulsive purchase on internet and what kind of stimuli cause impulsive purchase. For this study 263 samples were taken for the content analysis from the result it was found that 22% people make impulsive purchase. Majority of the customers make impulsive purchase while they are browsing the internet for both informational and recreational purpose. Most of the impulsive purchase is due to exposure to stimuli like image, banner advertisement, price and special offers.

Adelaar, Chang, Lancendorfer, Lee, & Morimoto, (2003)[80] , conducted a research work on, "Effects of media formats on ore emotions and impulse buying intent". In this research study the researcher try to explore the effect of media formats like text of the lyrics, still image from songs music and music video itself. Samples selected for this study was 95, ANCOVA was used to analysis and it is finding that displaying text of lyrics had a greater effect on impulsive buying intention. 68Shen, K. N., & Khalifa, M. (2005). System Design Effects on Online Impulse Buying. Internet Research, 22(4), 396–425. http://doi.org/10.1108/10662241211250962. 69Madhavaram, S. R., & Laverie, D. A. (2004), "Exploring Impulse Purchasing on the Internet Exploring Impulse Purchasing on the Internet", Association for Consumer Research, Vol: 31(31), pp: 59–66, http://doi.org/43008804. 70Adelaar, T., Chang, S., Lancendorfer, K. M., Lee, B., & Mori moto, M. (2003), "Effects of media formats on emotions and impulse buying intent", Journal of Information Technology, Vol: 18(4), pp: 247–266, http://doi.org/10.1080/0268396032000150799.50

Kacen & Lee, (2002)[81] conducted a research study on, "The Influence of Culture on Consumer Impulsive Buying Behavior". The objective of the study is to find out influence of culture on consumer's impulsive buying behavior with a sample of 706 students and non students from four countries. Two individualistic

countries (Australia and United States) and two collectivist countries (Singapore and Malaysia) Z- test and partial correlation were used for analysis. It founds that both regional level factors (individualism-collectivism) and individual cultural difference factors (independent, interdependent self) systematically influence impulsive purchasing behavior.

Beatty & Elizabeth Ferrell, (1998)[82] , in this research study "Impulse buying: Modeling its precursors" the researchers try to find out a model of the precursors of impulse buying. With 380 samples and buying using LISREL for data analysis researchers find out situational variables like time availability, money availability and individual difference variable like shopping enjoyment, impulsive buying tendency were found to be influencing variable like negative and positive effect, browsing activity, felt urge to buy impulsively and impulsive purchase.

2.3 Personality Traits

Mark, Husnain, Qureshi, Fatima, & Akhtar, (2016)[83] , studied on "The Impact of Electronic Word-of-Mouth on Online Impulse Buying Behaviour: The Moderating role of Big five Personality Traits". 71Kacen, J. J., & Lee, J. A. (2002). The Influence of Culture on Consumer Impulsive Buying Behavior. Journal of Consumer Psychology, 12(2), 163–176, http:// doi.org /10.1207/ S15327663J CP1202_08. 72Beatty, S. E., & Elizabeth Ferrell, M. (1998). Impulse buying: Modeling its precursors. Journal of Retailing, 74(2), 169–191. http://doi.org/10.1016/S0022-4359(99)80092-X. 73Mark, J. A., Husnain, M., Qureshi, I., Fatima, T., & Akhtar, W. (2016), "The Impact of Electronic Word-of-Mouth on Online Impulse Buying Behavior : The Moderating role of Big 5 Personality Traits", 5(October), http://doi.org/10.4172/2168-9601.1000190.51 In this research study researchers try to find out moderating role of Big five personality traits in the relationship between electronic word-of- mouth and impulse buying behavior. With a sample of 266 researchers used Correlation and Regression for analysis. Finding from the study was impulsive buying behavior is significantly associated with electronic word-of-mouth and moderating effect of big five personality traits was also verified.

Sajad Rezaei, Faizan Ali, Muslim Amin, (2016)[84] , in this research study "On line impulse buying of tourism products. The role of web site personality, utilitarian and hedonistic web browsing" the researchers try to examine the structural relationship between web site personalities, utilitarian web browsing, hedonistic web browsing and online impulse buying of tourism products. A sample of 405 were collected and Structural Equation Modeling was used for analysis and the results were, web site personality positively influences

utilitarian web browsing, hedonistic web browsing and online impulse buying; and both hedonistic web browsing and utilitarian web browsing positively influence online impulse buying.

Shehzadi, Ahmad-ur-Rehman, Cheema, & Ahkam, (2016)[85] , conducted a research work on, "Impact of Personality Traits on Compulsive Buying Behaviour: Mediating Role of Impulsive Buying." In this research study researchers try to investigate the relationship between personality traits and compulsive buying behavior with mediating role of impulsive buying. 200 samples were selected for analysis and multiple regressions were used to analyse the objective. Results shows agreeableness, neuroticism and openness to experience are three personality traits that are connected with compulsive buying with mediating role of impulsive buying. 74Sajad Rezaei, Faizan Ali, Muslim Amin, S. J. (2016), "Online impulse buying of tourism products The role of web site personality, utilitarian and hedonic web browsing", Journal of Hospitality and Tourism Technology, Vol: 7, Iss: 1, pp: 60–83, http://doi.org/http://dx.doi.org/10.1108/MRR-09-2015-0216. 75Shehzadi, K., Ahmad-ur-Rehman, M., Cheema, A. M., & Ahkam, A. (2016), "Impact of Personality Traits on Compulsive Buying Behavior: Mediating Role of Impulsive Buying", Journal of Service Science and Management, 2016, Vol: 9, pp: 416-432, http://doi.org /10.4236/jssm.2016.95046.52

Xiang, Zheng, Lee, & Zhao, (2016)[86], in their research study "Exploring consumers' impulse buying behavior on social commerce platform: The role of Para social interaction" the researchers try to find out the influence of social relationship factors on the formation of impulse buying behavior. With a sample of 248 and Partial Least Square structural equation modeling were used to find out the objectives and the results were like perceived enjoyment and impulse buying tendencies significantly affect their urge to buy impulsively.

Chen & Lee, (2015)[87] , conducted a research work on, "Personality Antecedents of Online Buying Impulsiveness". In this research study one of the main objectives was to find out how personality traits within elemental and situational level predictive of online buying impulsiveness. A sample of 527 were used and Structural Equation Modeling was selected for data analysis, results are like agreeableness, need for arousal, and need for material are predictive of online buying impulsiveness.

Moon, (2015)[88] , in his research work, "Personality and Irregular Buying Behaviour : Adaptation and Validation of Core Self Evaluation(CSE) Personality Trait Model in Consumer Impulsive and Compulsive Buying Behaviour Personality and Irregular Buying Behaviour " in this research study researchers try to find out relationship between CSE traits (self-efficacy, self esteem, neuroticism and locus of control), impulsive and compulsive buying behavior. 76Xiang, L., Zheng, X., Lee, M. K. O., & Zhao, D. (2016), "Exploring consumers'

impulse buying behavior on social commerce platform: The role of parasocial interaction", International Journal of Information Management, Vol: 36(3), pp: 333–347, http://doi.org/10.1016/j.ijinfomgt.2015.11.002. 77Chen, T., & Lee, M. (2015), "Personality Antecedents of Online Buying Impulsiveness", Journal of Economics, Business and Management, Vol: 3(4), pp: 425–429, http://doi.org/10.7763/JOE BM.2015.V3.222. 78Moon, M. A. (2015), "Personality and Irregular Buying Behavior : Adaptation and Validation of Core Self Evaluation Personality Trait Model in Consumer Impulsive and Compulsive Buying Behavior Personality and Irregular Buying Behaviour", Adaptation and Validation of Core Self E, 15(December), pp: 121–132.53 Sample size was 641this data was analysed by Structural Equation Modeling and the results show that there is a significant and positive relationship between self-efficacy and impulsive buying behavior.

Turkyilmaz, Erdem, & Uslu, (2015)[89] , in this research study "The Effects of Personality Traits and Website Quality on Online Impulse Buying" the researchers try to understand the effects of personality traits on online impulse buying. 612 Samples were used and analyses were done with the help of the multiple regression. Results are like, from the five personality traits agreeableness, openness and excitement have a positive effect on impulsive buying but Neuroticism and conscientiousness has negative effects on online buying impulsiveness.

Udo-Imeh, (2015)[90], in this research study on "Influence of Personality on the Buying Behaviour of Undergraduate Students in Universities in Cross River State, Nigeria" the researchers try to understand the effect of personality over buying behavior among Nigerian university students with a sample of 323 by using multiple regression. Results show like this 73% variation in buying behavior is explained by personality. Extraversion and conscientiousness positively related to buying behavior. 79Turkyilmaz, C. A., Erdem, S., & Uslu, A. (2015), "The Effects of Personality Traits and Website Quality on Online Impulse Buying", Procedia - Social and Behavioral Sciences, Vol: 175, pp: 98–105, http://doi.org/10.1016/j.sbspro.2015.01.1179. 80Udo-Imeh, P. T. (2015), "Influence of Personality on the Buying Behaviour of Undergraduate Students in Universities in Cross River State, Nigeria",International Journal of Marketing Studies, Vol: 7(4), pp: 64–77, http://doi.org/10.5539/ijms.v7n4p64.54

Badgaiyan & Verma, (2014)[91] , in their research work, "Intrinsic factors affecting impulsive buying behavior-evidence from India" the main objective of this research study was to understand the effect of five intrinsic factors, namely, personality, culture, materialism, shopping enjoyment tendency, and impulsive buying tendency on impulsive buying behavior for this researchers took a sample of 508 from different parts of national

capital region and Structural Equation modeling was used for analysis and the result shows that in personality traits only extra version had a positive relation and conscientiousness had a negative but significant relation.

Farooq-e-a zam c heema, iqbal a . Phanwar, (2014)[92], the research work was about "Exploring the Personality traits as cause of c compulsive Buying Behavior". In this research study researchers try to find out relationship between compulsive buying and the big five personality traits (extra version, agreeableness, conscientiousness, intellect and neuroticism). Sample size was 400 respondents, for the analysis linear regression was used. It was found that compulsive buying behavior and personality trait have a positive relationship. Conciseness and compulsive buying have the strongest relationship.

Mathai & Haridas, (2014)[93] , conducted a research work on; "Personality - its impact on impulse buying behavior among the retail customers in Cochin City" in this research study the researcher try to study the personality traits and its impact on impulse buying behavior. With a sample of 70 researchers carried out an ANOVA test and it was found out that all the personality traits have significant relation with impulsive buying and it is finding that extravert personality traits people are making more impulsive purchase. 81Badgaiyan, A. J., & Verma, A. (2014), "Intrinsic factors affecting impulsive buying behavior-evidence from india", Journal of Retailing and Consumer Services, Vol: 21(4), pp: 537–549, http://doi.org /10. 1016/j.jretconser.2014.04.003. 82Farooq-e-a zam c heema, iqbal a . Phanwar, s ayma Z. and M. r asool. (2014). Exploring the Personality traits as c ause of c ompulsive Buying Behavior. Journal of Business Strategies, 8(2), 19–29. 83Mathai, S. T., & Haridas, R. (2014), "Personality - its impact on impulse buying behavior among the retail customers in Kochin city", IOSR Journal of Business and Management (IOSR-JBM), Vol: 16(4), pp: 48–55.55

Vazifehdoost, Rahnama, & Mousavian, (2014)[94], in this research study on "Evaluation of the Influence of Fashion Involvement, Personality Characteristics, Tendency to Hedonistic Consumption and Store Environment on Fashion-Oriented Impulse Buying" the researchers try to find out the influence of personality on impulsive buying behavior. Sample size was 278 and Structural Equation Modeling was used to find out objective. Result shows that 17% variation in impulsive buying behavior can be explained by personality traits.

Taushif & Gupta, (2013)[95] , in this research study "A study of factors affecting impulse buying behavior of consumers at malls in Delhi" the researcher try to find out perception of the customers towards various in-store stimuli like price, merchandise, promotion, displays and ambience, across stores in Delhi. With a sample of 100 researchers used Average Index method to analyse the objective and the result was that major of the respondent tend towards been neutral for being impulsive.

Shahjehan, Qureshi, Zeb, & Saifullah, (2012)[96] , in this research study, "The effect of personality on impulsive and compulsive buying behaviors" researchers try to find out impact and effect of personality on impulsive and compulsive buying behavior. With a sample of 640 by using Correlation and Regression for analysis it was found that big five personality traits account for a total variance of 36.6% in impulsive buying and openness explain the most variance in impulsive buying by 18.4% but agreeableness is not significant. 84Vazifehdoost, H., Rahnama, A., & Mousavian, S. J. (2014), "Evaluation of the Influence of Fashion Involvement, Personality Characteristics, Tendency to Hedonic Consumption and Store Environment on Fashion-Oriented Impulse Buying", Mediterranean Journal of Social Sciences, Vol: 5(16), pp: 223–231, http://doi.org/10.5901/mjss.2014.v5n16p223. 85Taushif, M. R., & Gupta, M. (2013), "A study of factors affecting impulse buying behavior of consumers at malls (Delhi)", International Journal of Research and Development -A Management Review (IJRDMR), ISSN (Print, Vol: 2, pp: 2319–5479. 86Shahjehan, A., Qureshi, J. ., Zeb, F., &Saifullah, K. (2012), "The effect of personality on impulsive and compulsive buying behaviors", African Journal of Business Management, Vol: 6(6), pp: 2187–2194, http://doi.org/10.5897/AJBM11.2275.56

Wells, Parboteeah, & Valacich, (2011)[97] , in this research study on "Online Impulse Buying: Understanding the Interplay between Consumer Impulsiveness and Website Quality" the researchers try to find out how impulsiveness, website quality and the interaction between these two factors influence the urge to buy impulsively. With a sample of 223 analysis were made using Structural Equation Modeling and the results were like customers impulsiveness and urge to buy impulsiveness support and website quality is a key factor that influences the impulsive urge to buy in an online Shoppe.

Tsao & Chang, (2010)[98] in their research study "Exploring the impact of personality traits on online shopping behavior" the researchers try to find out the impacts of personality traits of E-shoppers on their purchase behavior. With a sample of 429 and by using Structural Equation Modeling was used for analysis. Finding from the study was like when the consumers have higher degree of neuroticism, agreeableness personality traits they tend to be utility motivated to shop online.

Virvilaite, Saladiene, & Bagdonaite,(2009)[99], conducted a research work on the title, "Peculiarities of Impulsive Purchasing in the Market of Consumer Goods". In this research study the researchers try to check theory and empirically, peculiarities of impulsive purchasing in the market of consumer goods. 120 respondents were selected and a comparative analysis was done and the results are consumers buy impulsively when they

like goods, better discounts, and attractive discounts. Situational factors like time, means and facilitation for examination of goods also make consumers go for impulsive purchase. 87Wells, J. D., Parboteeah, D. V., & Valacich, J. S. (2011), "Online Impulse Buying : Understanding the Interplay between Consumer Impulsiveness and Website Quality", Journal of the Association for Information Systems, Vol: 12(1), pp: 32–56. 88Tsao, W., & Chang, H. (2010). Exploring the impact of personality traits on online shopping behavior. African Journal of Business, 4(9), 1800–1812, Retrieved from http://search.proquest.com/openview/73e571c387b82e4e24715f6c839ba305/1?pq-origsite=gscholar. 89Virvilaite, R., Saladiene, V., & Bagdonaite, R. (2009), "Peculiarities of Impulsive Purchasing in the Market of Consumer Goods", Engineering Economics, Vol: 62(2), pp: 101–108, Retrieved from http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=39878049&sit=ehost-live.57

Yang, Wang, & Niu, (2008)[100], in this research study, "The effects of idolatry and personality traits on impulse buying: an empirical study" try to examine the relationship between idolatry and impulsive buying tendency. A sample of 327 were taken, correlation and ANOVA were used for analysis. Results were, impulsive buying is significantly associated with idolatry and factors of economic independence are also significantly correlated with adolescent's impulsive buying tendency.

Barkhi & Wallace, (2007)[101], conducted a research work on, "The impact of personality type on purchasing decisions in virtual stores". In this research study the researchers try to find out how consumer personality type with a decision to purchase from a virtual store with the use of Structural Equation Modeling and the results shows that consumer's personality type has an effect on perceived ease of use and peer influence; and those two variables, together with perceived usefulness, have an effect on a consumer's eventual decision to purchase from a virtual store.

Sun, Wu, & Youn, (2004)[102] , in their research study titled, "Psychological antecedents of impulsive and compulsive buying: A hierarchical perspective" main objective of this research study was to examines the hierarchical relationships between Big Five factors, impulsive buying and compulsive buying. With a 224 sample researchers used Structural Equation Modeling to analyses the objective. It identified that there exists positive relationships between impulsive buying with openness and extra version and neuroticism personality traits. 90Yang, C., Wang, Y. De, & Niu, H. J. (2008). The effects of idolatry and personality traits on impulse buying: an empirical study. International Journal of Management, 25(3), 633–641. 91Barkhi, R., & Wallace, L. (2007), "The impact of personality type on purchasing decisions in virtual stores", Information Technology and

Management, Vol: 8(4),pp: 313–330, http://doi.org/10.1007/s 10799-007-0021-y. 92Sun, T., Wu, G., & Youn, S. (2004), "Psychological antecedents of impulsive and compulsive buying: A hierarchical perspective", The Proceedings of the Society for Consumer Psychology, pp: 168–174.58 A retailer feels happy when a sudden and unexpected desire felt by a buyer to purchase the product during a shopping mall trip or put a chocolate bar in their shopping cart while waiting in the checkout cue. In the past, it has been identified by research that 60 % of purchases are the result of impulse buying (Inman, Winer, & Ferraro, 2009; Wiranata & Hananto, 2020). Since the late 20th Century, which was characterized by excessive spending, there is an emergence of a lifestyle incorporated and accepted by consumers, where ownership of material goods has become an expression of self identity and shopping an expression of living (Dittmar, Beattie, & Friese, 1996; Bellini &Aiolfi, 2019). D