An Empirical Investigation into the Impulsive Purchasing Habits of Women Consumers in Odisha's Apparel Industry

Dr. Saroj Kumar Dash[1]
Dr. Apoorva Behera[2]
Dr. Suman Kalyan Choudhury[3]

ABSTRACT

Customers' purchasing habits have significantly improved in Odisha due to the establishment of organized retail in malls and brand outlets. This trend has gained popularity primarily due to consumers' increased purchasing power and interest in fashion. The impulsive purchasing habits of female consumers in the clothing industry are highlighted in this article. The present study mainly clarifies the different elements that affect a woman's decision-making process, particularly in the clothing sector. Data is gathered using quantitative methods and pre-established scales. Regression analysis was used to determine the impact of salesperson influence, income level, credit card, store environment, and promotional strategy on a customer's impulsive purchase decision in the clothing industry.

Key Words: Woman, Impulse decision making, Apparel Industry, Buying behaviour

INTRODUCTION

After agriculture, the textile sector employs the second-highest people in India. About 13% of the Indian economy and 2.3% of the GDP are derived from the textile sector. Additionally, it is the fifth-largest exporter of textiles for home, technical, and clothing goods. The textile industry employs about 45 million people, including 3.5 million handloom workers in India. In FY21, India's exports of clothing and textiles totalled $30.4 billion. Textile exports totalled $8.58 billion between April and October of 2021. COVID-19 significantly impacts India's textile and apparel exports, which are predicted to reach US$65 billion by FY26. The Indian apparel market was US$40 billion in 2020 and is expected to reach US$65 billion by 2025.

In the "Roti Kapada aur Makan" world, the textile sector is essential because it not only generates job opportunities but also standardises our nation's revenue earnings, export potential, and GDP.

The culture and traditions of the state of Odisha are always rich. It has always been a leader in the textile industry, primarily in handlooming and handicrafts. However, as lifestyles have changed, Odisha consumers have opened the door to various fashionable clothing. The retail formats—the mall concept in Odisha—have benefited from the evolving style and fashion in the apparel industry. Twenty years from now, we might not see such insane purchasing patterns, particularly in Odisha's garment industry. These days, we observe a significant change in how consumers view buying clothing. Today, we can see that traditional festivals and customer needs do not influence consumer behaviour when purchasing clothing. Impulsive decision-making or purchasing behaviour is the term used to describe impromptu or unplanned consumer behaviour. "Sudden, compelling, hedonistically complex buying behaviour in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices," according to Bayley and Nancarrow (1998), constitutes impulse buying. Female consumers in the apparel industry impact the primary economy because women are more or less drawn to this market segment. According to most of the literature, marketers use bombshell tactics to attract female consumers because they are more likely to make impulsive purchases.

[1] *Assistant Registrar, Berhampur University, Bhanjabihar, Berhampur, Odisha.*

[2] *Assistant Professor, Department of Business Administration, Berhampur University, Ganjam, Odisha*

[3] *Faculty, Department of Business Administration, Berhampur University, Ganjam, Odisha*

Women make 70–80% of all consumer purchases, according to Dhanusha Sivajee, EVP of Editorial and Marketing at XO Group Inc., whether they are homemakers or working women. The multiplier effect is a significant factor here. Because they are the primary caregivers for children and the elderly, women impact decisions even if they do not make the transactions. According to Sivajee, women are the economy's most influential consumers. By next year, women will spend roughly $18 trillion worldwide. We reach 20 million millennials a month on average, the majority of whom are women. Women spend more than $150 billion a year on these significant life stages.

Therefore, this study aimed to identify the factors influencing women's impulsive purchasing behaviour, particularly in the clothing industry. Numerous investigations and analyses have been conducted to identify the different elements influencing the clothing industry. Following the survey, several external factors were considered, including the store environment, promotional strategy, income level, credit card, and salesperson influence on the young female consumer's impulsive decision-making. For the survey, about 100 female customers were taken into consideration. This study aims to shed light on women's impulsive purchasing habits in the clothing market.

LITERATURE REVIEW:

According to Beatty and Ferrell (1998), impulse buying is defined as making purchases right away without a predetermined goal to satisfy a particular or desired level of needs. It indicates that they have reached a certain level before shopping and entering the store. They make an impulse purchase when they are drawn to a product or store kipper behaviour.

Over the years, impulse buying has evolved from being linked to planning (the degree of planning), product (low-cost, low-commitment items are likely to be purchased on impulse), and consumer (impulse buying tendency). At first, impulse buying was used interchangeably with unplanned purchasing, which affected retail sales (Clover, 1950; West, 1951). Impulse buying was classified as in-store decision-making by Stern (1962), as an intention-outcome matrix by Kollat and Willet (1967), and as decision-making rapidity by D'Antoni and Shenson (1973). "Sudden, compelling, hedonistically complex buying behaviour in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices" is how Bayley and Nancarrow (1998) defined impulse buying. Unlike utilitarian behaviour, where consumers look for practical advantages and financial gain during purchasing, hedonic behaviour is characterised by pleasure.

OBJECTIVES:

- To learn more about the purchasing habits of women, particularly in the clothing sector.
- To identify the factors that influence impulsive women's choices.

HYPOTHESIS TESTING:

Hypothesis-1

Null Hypothesis (H_0) – There is no significant relationship exists between impulse buying behaviour and the Store environment.

Alternate Hypothesis (Ha) - A statistically significant relationship exists between impulse buying behaviour and the Store environment.

Hypothesis-2

Null Hypothesis (H_0) - There is no significant relationship exists between impulse buying behaviour and Promotional Approaches.

Alternate Hypothesis (Ha) - A statistically significant relationship exists between impulse buying behaviour and Promotional Approaches.

Hypothesis-3

Null Hypothesis (H_0) - There is no significant relationship exists between impulse buying behaviour and Income level.

Alternate Hypothesis (Ha) - A statistically significant relationship exists between impulse buying behaviour and Income level.

Hypothesis-4

Null Hypothesis (H_0) - There is no significant relationship between impulse buying behaviour and Credit cards.

Alternate Hypothesis (Ha) - A statistically significant relationship exists between impulse buying behaviour and Credit cards.

Hypothesis-5

Null Hypothesis (H_0) - There is no significant relationship exists between impulse buying behaviour and the influence of a salesperson.

Alternate Hypothesis (Ha) - There is a statistically significant relationship between impulse buying behaviour and the influence of a salesperson.

METHODOLOGY

Both primary and secondary sources of data were gathered. Big Bazar, V2, Vishal, M-Bazaar, Bazaar Kolkata, Lohiya, and other stores in Berhampur and Bhubaneswar are among the primary data sources. Ten incomplete response sheets were rejected after 110 customers were given a structured questionnaire. Additionally, 100 surveys were collected for additional examination. SPSS 20 and Microsoft Excel were used to process and analyze the data. Regression analysis was used to test the developed hypothesis using SPSS 20.

DATA ANALYSIS & INTERPRETATION

ANALYSIS OF FORMULATED HYPOTHESES

The researcher has employed regression analysis to test the hypothesis. Regression uses a collection of independent variables to explain changes in a single variable, usually called the dependent variable. The regression technique was employed to analyse the hypotheses using SPSS software. The data is analysed using the consumer database.

Hypothesis-1

Null Hypothesis (H_0) - There is no significant relationship exists between impulse buying behaviour and the Store environment.

Alternate Hypothesis (Ha) - A statistically significant relationship exists between impulse buying behaviour and the Store environment.

STORE ENVIRONMENT

Table 4.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.308	.095	.088	.881	.095	10.383	1	98	.002

a. Predictors: (Constant), STORE ENVIRONMENT

b. Dependent Variable: IMPULSE BUYING BEHAVIOUR

Table 4.2 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8.059	1	8.059	10.374	.002[b]
	Residual	76.141	98	.778		
	Total	84.191	99			

a. Dependent Variable: IMPULSE BUYING BEHAVIOUR
b. Predictors: (Constant), STORE ENVIRONMENT
One-way ANOVA was performed to determine the association between the impulse buying behaviour of female customers and the store environment. As the significance value is 0.002 (less than 0.05), the Null Hypothesis is rejected. Hence, it can be concluded that there is a significant relationship between the Impulse buying behaviour of female customers and the Store environment.

Table 4.3 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.145	.403		2.842	.005
	STORE ENVIRONMENT	.555	.172	.308	3.221	.002

Dependent Variable: IMPULSE BUYING BEHAVIOUR
The regression analysis results to predict the relationship between the Impulse buying behaviour of female customers and the store environment is presented in the above table. According to the above table, the calculated significance value is 0.002, less than Sig. value of 0.05. This reveals that the store environment is positively associated with the impulse buying behaviour of female customers.

Table 4.4 Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.70	3.36	2.41	.285	100
Residual	-1.365	1.745	.000	.877	100
Std. Predicted Value	-2.490	3.346	.000	1.000	100
Std. Residual	-1.548	1.980	.000	.995	100

a. Dependent Variable: IMPULSE BUYING BEHAVIOUR

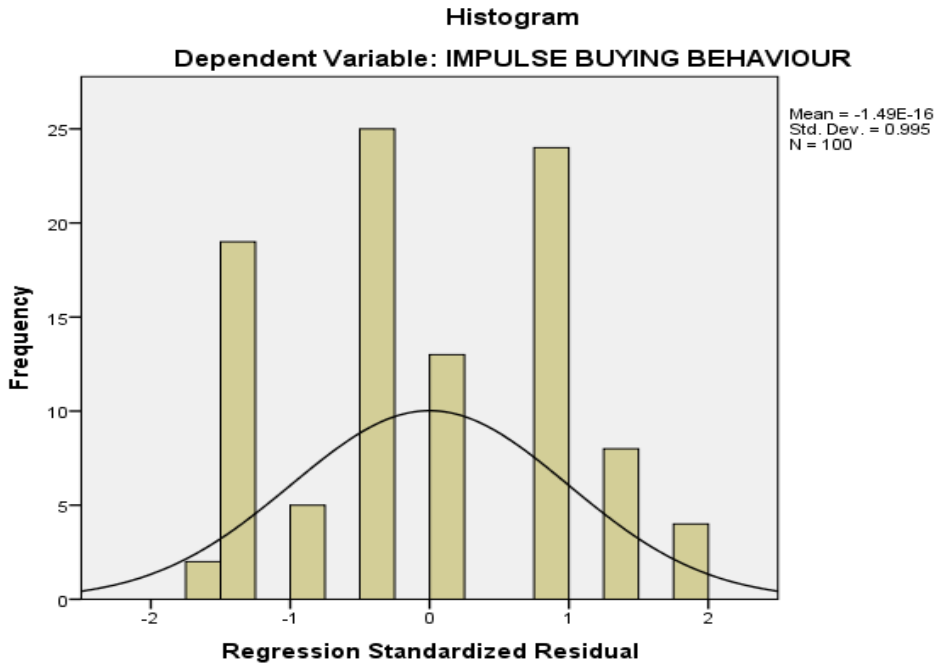

Figure 4.13 Histogram

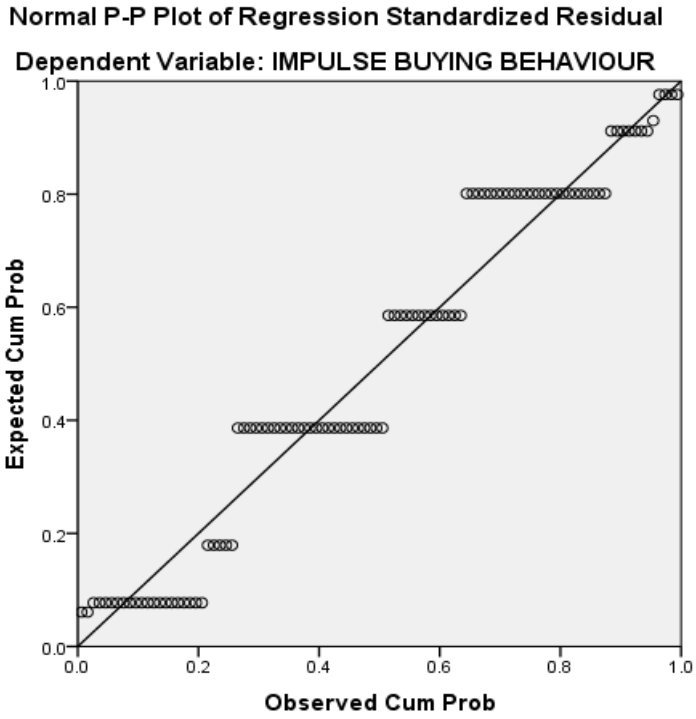

Figure 4.14 P-P Plot

Hypothesis-2

Null Hypothesis (H_0) - There is a statistically insignificant relationship between the impulse buying behaviour and Promotional Approaches.

Alternate Hypothesis (Ha) - There is a statistically significant relationship between the impulse buying behaviour and Promotional Approaches.

PROMOTIONAL APPROACH

Table 4.5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.289	.083	.074	.887	.083	8.909	1	98	.004

a. Predictors: (Constant), PROMOTIONAL APPROACH

b. Dependent Variable: IMPULSE BUYING BEHAVIOUR

Table 4.6 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.016	1	7.016	8.909	.004[b]
	Residual	77.174	98	.787		
	Total	84.190	99			

a. Dependent Variable: IMPULSE BUYING BEHAVIOUR

Predictors: (Constant), PROMOTIONAL APPROACH

One-way ANOVA has been performed to determine the association between the Impulse buying behaviour of female customers and Promotional approaches. As the significance value is 0.004 (less than 0.05), the Null Hypothesis is rejected. Hence, it can be concluded that there is a significant relationship between Impulse buying behaviour of female customers and Promotional approaches.

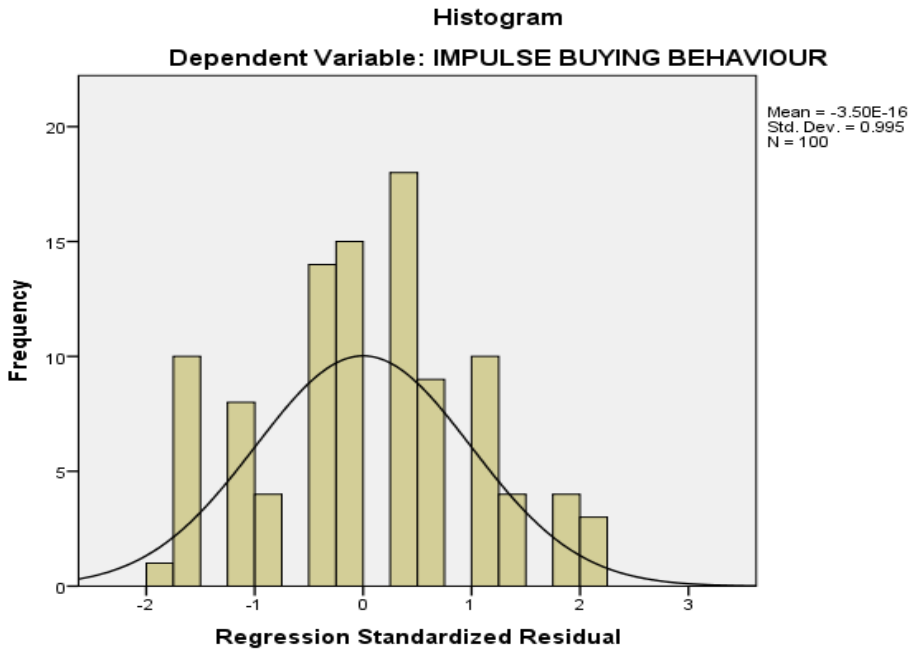

Figure 4.15 Histogram

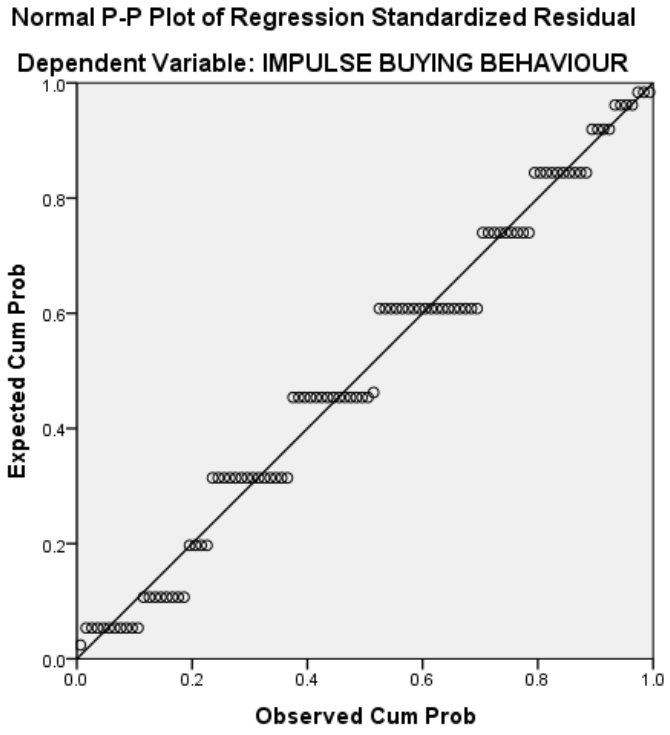

Figure 4.16 P-P Plot

Hypothesis-3

Null Hypothesis (H_0) – There is no significant relationship between impulse buying behaviour and Income level.

Alternate Hypothesis (Ha) - A statistically significant relationship exists between impulse buying behaviour and Income level.

The researcher has used regression analysis to test the hypothesis. Regression is used to explain the variations in one variable – generally called the dependent variable—by a set of independent variables. SPSS software was used for the hypothesis analysis using the regression technique. The consumer database is used to analyse the data.

INCOME LEVEL

Table 4.7 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.380	.144	.136	.857	.144	16.524	1	98	.000

a. Predictors: (Constant), INCOME LEVEL
b. Dependent Variable: IMPULSE BUYING BEHAVIOUR

Table 4.8 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.148	1	12.148	16.524	.000[b]
	Residual	72.042	98	.735		
	Total	84.190	99			

Dependent Variable: IMPULSE BUYING BEHAVIOUR
Predictors: (Constant), INCOME LEVEL
One-way ANOVA has been performed to determine the association between the Impulse buying behaviour of female customers and income level. As the significance value is 0.000 (less than 0.05), the Null Hypothesis is rejected. Hence, it can be concluded that there is a significant relationship between Impulse buying behaviour of female customers and income level.

Table 4.9 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.405	.262		5.369	.000
	INCOME LEVEL	.620	.153	.380	4.065	.000

a. Dependent Variable: IMPULSE BUYING BEHAVIOUR

The regression analysis results to predict the relationship between the Impulse buying behaviour of female customers and income level are presented in the above table. According to the above table, the calculated significance value is 0.000, which is less than Sig. value of 0.05. So it reveals that income level is positively associated with the Impulse buying behaviour of female customers.

Table 4.10 Residual Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.03	3.89	2.41	.350	100
Residual	-1.646	1.975	.000	.853	100
Std. Predicted Value	-1.098	4.215	.000	1.000	100
Std. Residual	-1.919	2.303	.000	.995	100

a. Dependent Variable: IMPULSE BUYING BEHAVIOUR

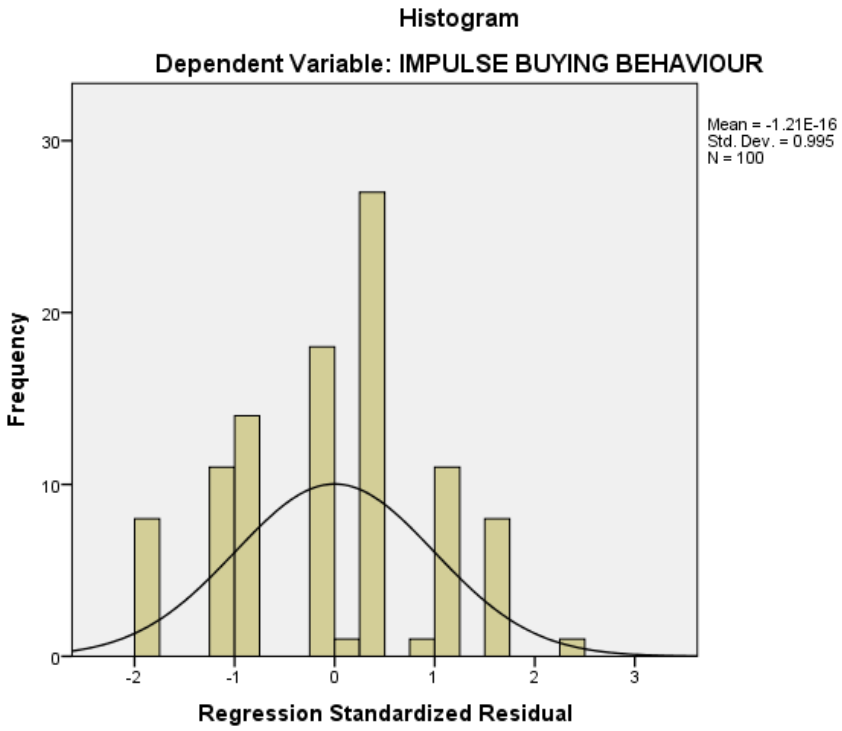

Figure 4.17 Histogram

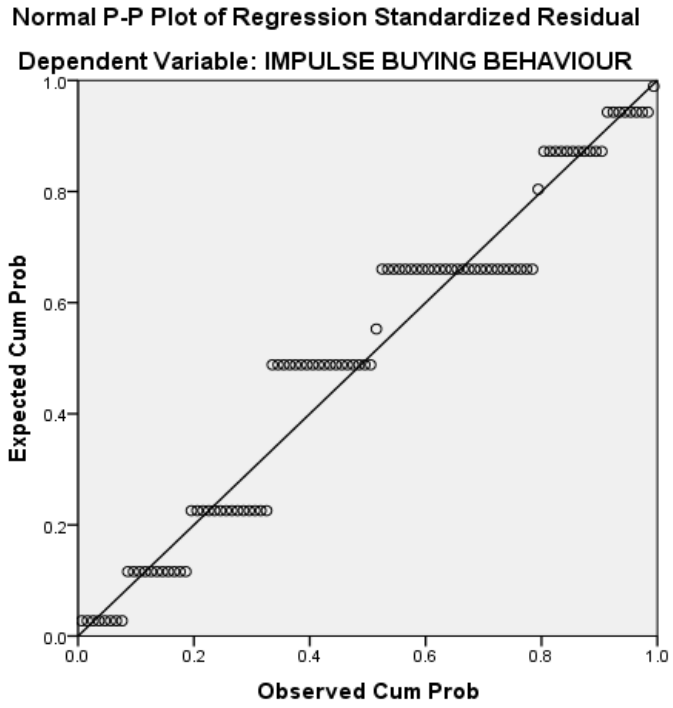

Figure 4.18 P-P Plot

Hypothesis-4

Null Hypothesis (H_0) - There is a statistically insignificant relationship between impulse buying behaviour and Credit cards.

Alternate Hypothesis (Ha) - A statistically significant relationship exists between impulse buying behaviour and Credit cards.

The researcher has used regression analysis to test the hypothesis. Basically, Regression is used to explain the variations in one variable, generally called the dependent variable, by a set of independent variables. SPSS software has been used for the hypothesis analysis through the regression technique. The consumer database is used for the analysis of the data.

CREDIT CARD

Table 4.11 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.015[a]	.000	-.010	.927	.000	.023	1	98	.879

a. Predictors: (Constant), CREDIT CARD
b. Dependent Variable: IMPULSE BUYING BEHAVIOUR

Table 4.12 ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.020	1	.020	.023	.879[b]
	Residual	84.170	98	.859		
	Total	84.190	99			

a. Dependent Variable: IMPULSE BUYING BEHAVIOUR
b. Predictors: (Constant), CREDIT CARD

One-way ANOVA has been performed to determine the association between the Impulse buying behaviour of female customers and credit cards. As the significance value is .879 (greater than 0.05), the Null Hypothesis is accepted. Hence, it can be concluded that there is an insignificant relationship between Impulse buying behaviour of female customers and credit cards.

Table 4.13 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.455	.288		8.504	.000
	CREDIT CARD	-.015	.101	-.015	-.152	.878

a. Dependent Variable: IMPULSE BUYING BEHAVIOUR

The regression analysis results to predict the relationship between the Impulse buying behaviour of female customers and credit cards are presented in the above table. According to the above table, the calculated significance value is .879, which is greater than Sig. value of 0.05. This reveals that credit cards are negatively associated with the impulse buying behaviour of female customers.

Table 4.14 Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.37	2.44	2.41	.014	100
Residual	-1.421	1.610	.000	.922	100
Std. Predicted Value	-2.517	1.841	.000	1.000	100
Std. Residual	-1.533	1.738	.000	.995	100

a. Dependent Variable: IMPULSE BUYING BEHAVIOUR

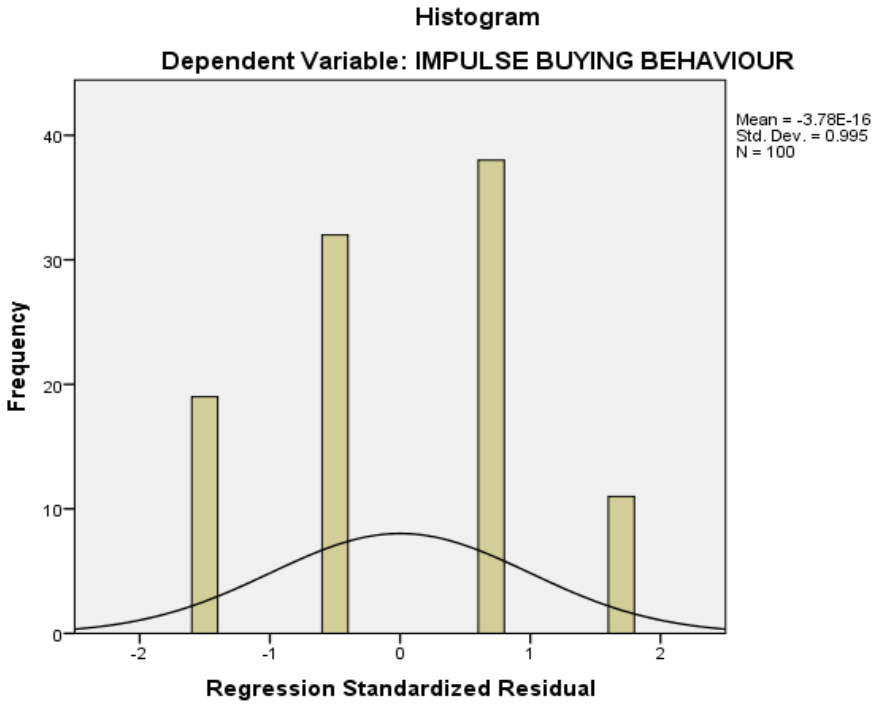

Figure 4.19 Histogram

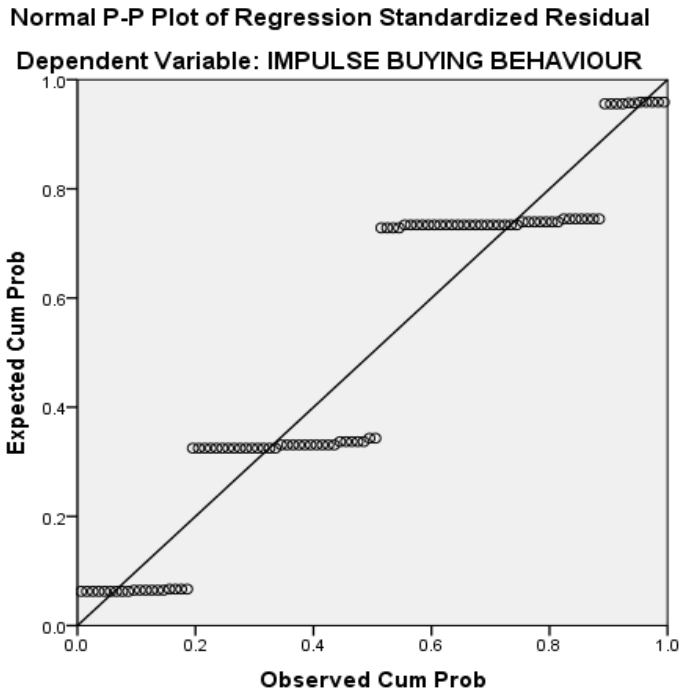

Figure 4.20 P-P Plot

Hypothesis-5

Null Hypothesis (H_0) - There is a statistically insignificant relationship between the impulse buying behaviour and the Influence of the salesperson.

Alternate Hypothesis (Ha) - There is a statistically significant relationship between the impulse buying behaviour and the Influence of the salesperson.

The researcher has used regression analysis to test the hypothesis. Basically, Regression is used to explain the variations in one variable, generally called the dependent variable, by a set of independent variables. SPSS software has been used for the hypothesis analysis through the regression technique. The consumer database is used for the analysis of the data.

INFLUENCE OF SALESPERSON

Table 4.15 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.053[a]	.003	-.007	.926	.003	.275	1	98	.601

a. Predictors: (Constant), INFLUENCE OF SALES PERSON
b. Dependent Variable: IMPULSE BUYING BEHAVIOUR

Table 4.16 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.235	1	.235	.275	.601[b]
	Residual	83.955	98	.857		
	Total	84.190	99			

a. Dependent Variable: IMPULSE BUYING BEHAVIOUR
b. Predictors: (Constant), INFLUENCE OF SALES PERSON

One-way ANOVA has been performed to determine the association between the Impulse buying behaviour of female customers and the influences of the salesperson. As the significance value is 0.601 (greater than 0.05), the Null Hypothesis is Accepted. Hence, it can be concluded that there is an insignificant relationship between the Impulse buying behaviour of female customers and the influence of sales person.

Table 4.17 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.537	.259		9.787	.000
	INFLUENCE OF SALESPERSON	-.045	.086	-.053	-.524	.601

a. Dependent Variable: IMPULSE BUYING BEHAVIOUR

The results of the regression analysis to predict the relationship between the Impulse buying behaviour of female customers and the influence of salesperson is presented in the above table. According to the above table, the calculated significance value is .601, which is greater than Sig. value of 0.05. So, it reveals that credit card is negatively associated with Impulse buying behaviour of female customers.

Table 4.18 Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.31	2.49	2.41	.049	100
Residual	-1.447	1.644	.000	.921	100
Std. Predicted Value	-2.029	1.677	.000	1.000	100
Std. Residual	-1.563	1.776	.000	.995	100

a. Dependent Variable: IMPULSE BUYING BEHAVIOUR

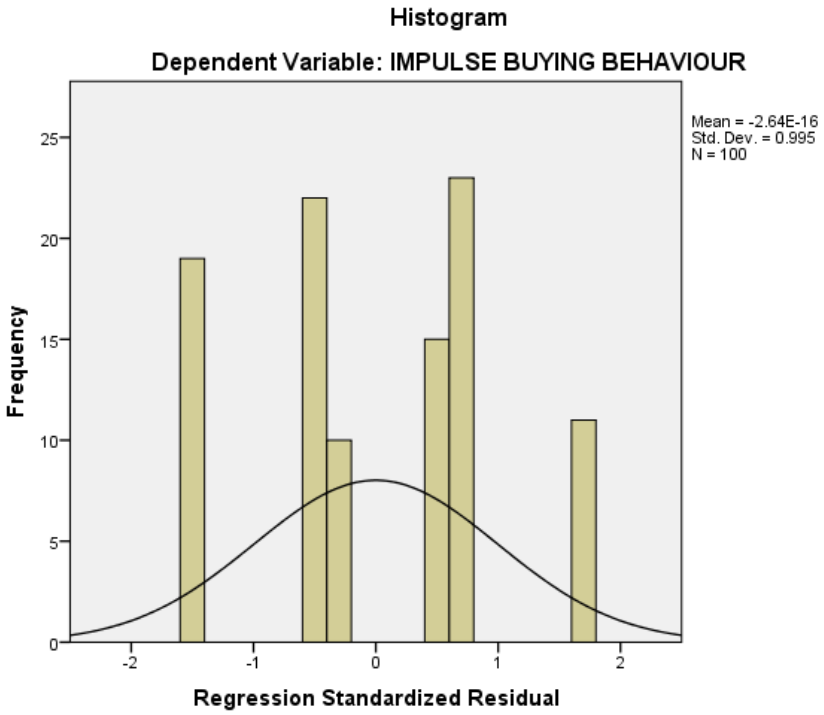

Figure 4.21 Histogram

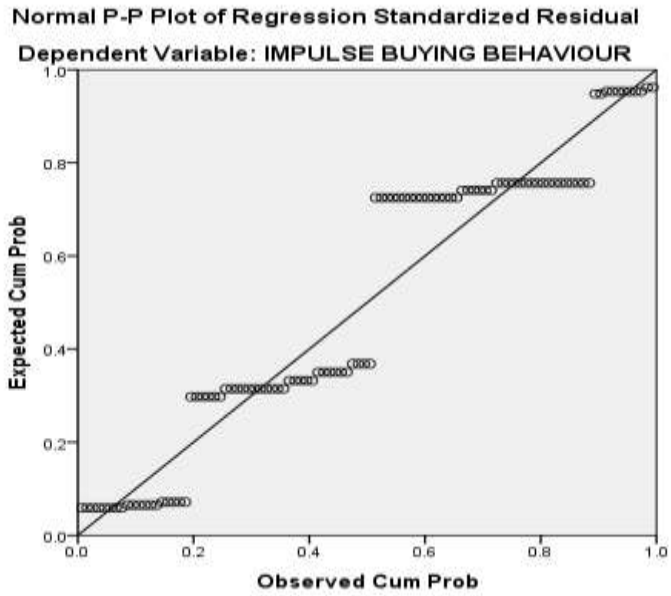

Figure 4.22 P-P Plot

FINDINGS

- There is a significant relationship between store environment and impulse buying behaviour of female customers.
- There is a significant relationship between promotional approach and impulse buying behaviour of female customers.
- There is a significant relationship between Income level and impulse buying behaviour of female customers.
- There is an insignificant relation between promotional activities and impulse buying behaviour of female customers.
- There is an insignificant relationship between credit cards and the impulse buying behaviour of female customers.

CONCLUSION

Due to its complex nature, impulse buying has been a challenge for market researchers. Hausman (2000) mentioned that impulse buying is a complicated and multifaceted phenomenon that accounts for a massive volume of products sold yearly. Consumer researchers have mainly focused on identifying the factors that induce impulse buying in various developed countries (Bayley & Nancarrow, 1998). There is a need to study impulse buying in emerging economies due to recent developments in retailing and huge cultural differences compared to developed economies (Kacen & Lee, 2002). Dramatic increases in personal disposable income, lifestyle and credit availability have made impulse buying a widespread phenomenon across the different retail formats. Creating an attractive physical shopping environment and in-store stimuli is important to enhance sales through unplanned buying (Abratt & Goodey, 1990). The current Indian retailing environment will provide a lot of scope for consumers to become impulsive in offline and online retail situations for different product categories. As per the data, most of the females who make impulse decisions are within the age group of 18-35. This data shows that people are mostly graduates who make impulse decisions. Government and private employees are both occupational groups that make more impulse decisions. Female customers in the (75,000 -1, 00,000 and above) income range are primarily inclined towards impulse buying. After a keen survey of Berhampur retail stores and malls, we can conclude that store environment, promotional activities, and income play a vital role in the impulse buying decisions of female customers. In contrast, credit cards and the influence of salespersons have the least impact on the impulse buying decisions of female customers. Keeping in mind the universal nature of impulse buying, retailers can capitalize on it to benefit their respective businesses. The proper combination and synergistic effect of the various factors influencing impulse buying could lead to more sales turnover, benefiting marketers and retailers. After the content analysis of the literature, it was possible to clarify the Impulse buying concept, its various dimensions, and its relationship with the consumer, and also to present some research propositions for developing knowledge in the field of consumer research. Based on the changing market trends in developing economies, it is possible to infer that impulse buying may become a growing area of research and could be seen across the various forms of retailing.

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