



A Study of Impulse Buying Behaviour and Its Reaction to Product Selection in Gujarat

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Abstract:

Consumers' online impulsive buying behaviour has become more and more frequent in the digital era. There is increasing concern regarding the adverse consequences that impulsive buying has generated for consumer wellbeing and the sustainability of our society and environment. In search of a way to decreasing impulsive consumption, this article proposes a comprehensive framework to explore the potential determinants of online impulsive buying behavior from the perspective of consumer characteristics grounded on the literature on sustainability, psychology and consumer behaviour. Furthermore, this study identifies the mediating roles that negative emotions and collectivism play. Specifically, in addition to the direct routes, neuroticism, self-control and the affective factor of impulsive buying tendency can indirectly influence impulsive buying behaviour through the mediation of negative emotions, whereas extroversion can indirectly affect impulsive buying behaviour with collectivism as the mediator.

Keyword: consumer behaviour, buying behaviour, online impulse, impulsiveness, motivation

Introduction

Overconsumption is classified as a severe ethical problem because of its harmful impact on the environment. It is a major cause of the destruction of the natural environment in Western developed societies. Overconsumption has resulted in excess waste of resources, further deterioration of the natural environment and adverse impacts on the sustainability of the planet. The negative effects of overconsumption are often relevant to impulsive buying



behaviour since impulsive buying can be harmful for consumers' well-being and for society in the area of sustainability. Consequently, this study intends to mitigate overconsumption through exploring consumers' impulsive buying behavior. The widespread development of Internet-based platforms, such as social networking sites and various online blogs, has changed consumer behavior and habitats. With the quick growth of social commerce, consumers browsing social networking sites and posts, e.g., Face book and Twitter, can easily buy products they had not planned to buy or do not really need. The proliferation of information technologies and online channels have facilitated not just consumers' access to products and services but also the process of purchase and payment (and therefore spurred impulsive buying behavior. It takes place if powerful and convincing stimuli allure consumers into instantaneous purchase. Due to its violation of the rational principles of human economics and the limited financial resources most people possess, impulse buying is usually related to negative outcomes, e.g., financial problems and post-purchase regret. Nevertheless, some researchers demonstrate that impulsive purchase is a common shopping practice which may bring about hedonic and pleasant outcomes. Impulsive buying is a complicated process. However, sparked by its significance, researchers have been examining impulsive buying behavior for decades from various stand- points. Prior studies on impulsive purchase consist of two stream.

Hypothesis Development

Impact of Culture on Impulsive Buying Behavior Hofstede's cultural dimension of collectivism/individualism has received the lion's share of attention. The construction of individualism–collectivism depicts the difference between the common culture orientations which emphasize the significance of an individual versus those that underscore the harmony of the group. The individualistic society is “I”-oriented, while the collectivist society is “we”-oriented. Individualism is related to societies where individuals tend to prefer independent emotional relationships and prioritize their personal objectives over those of their in-groups, whereas collectivism refers to interdependence among members of the public, consisting of individuals who regard themselves as an integral part of one or more groups. As they can be easily affected by family members and peers, individuals from collectivistic societies are more prone to impulsive buying behavior compared to those from individualistic societies.



Specifically, collectivism can significantly affect impulsive buying behavior, and the higher the degree of collectivism is, the more likely impulsive buying behavior will occur. In addition, collectivistic consumers will be more content with the consumption outcomes if the impulsive purchase is made with people of importance, e.g., friends or family members. Grounded on the aforementioned studies. Therefore, we only include collectivism in our theoretical model as a potential cultural driver of impulsive buying behavior and propose the following:

H1: Collectivism has a direct positive influence on impulsive buying behavior.

Impact of Negative Emotions on Impulsive Buying Behavior

Negative emotions are relevant to such feelings as hopelessness, anxiety, sadness or depression. These states or responses emerge as negative reactions to one's experiences in health, events and circumstances. Negative emotions are context-dependent. Chronic and high-frequency impulsive buying, characterized by its compulsive element, is a potential means to escape negative affective conditions, e.g., depression and low self-esteem, or to alleviate negative feelings. Impulsive buying may be the result of diluting negative emotions, e.g., seeking relief from depression. Due to the wide range of products available on the electronic commerce shopping platforms, consumers are more likely to immerse themselves in impulsive buying to escape negative emotions. The extant literature has generally verified that emotions have a significantly positive impact on impulsive buying behavior and negative emotions' influence on impulsive buying is greater compared to positive emotions. Consequently, we only include negative emotions in our theoretical framework as a potential emotional driver of impulsive buying behavior. Many studies have verified that emotions can act as a mediator between other factors and impulsive buying behavior. Consequently, we propose the following hypothesis:

H2: Negative emotions have a direct positive influence on impulsive buying behavior.

Impact of Personality on Impulsive Buying Behavior

The big-five model is a hierarchical model of personality traits with five wide factors which represent personality at the widest level of abstraction. This model is a prominent approach to distinguish personality traits. Personality is also one of the inner dimensions of consumers,



which plays a significant role in consumer decision-making. Consequently, the relationship between personality and consumption behavior has attracted the attention of many scholars. The five personality constructs from the big-five model, i.e., extroversion, neuroticism, agreeableness, conscientiousness and openness, have been tested concerning the reasonable relationship with impulsive buying behavior. To better match the electronic commerce environment, we select extroversion and neuroticism out of the basic personality traits of the big-five model to explore the potential determinants of online impulsive buying behavior. Since extroverted individuals are social, active and energetic with positive emotions, individuals scoring high in extroversion like to explore new ideas and therefore possess less self-control and are more likely to make impulsive purchases. Many scholars have confirmed that there is a significantly positive correlation between extroversion and impulsive buying behavior. From the viewpoint of culture, both individualism and collectivism can significantly shape impulsive buying behavior. Due to the impact of family members and peers, individuals from a collective society are more inclined to be involved in impulsive buying compared to individuals from an individualist society. Consequently, only collectivism is relevant to our theoretical model as a potential cultural driver of impulsive buying behavior. A number of scholars have pointed out that people who score high in extroversion like to be with others, so they are inclined to actively seek social occasions, prefer parties and be more talkative and enthusiastic and they are more likely to establish friendships. Extroverts are perceived as more approachable and more likely to become friends and fit in with groups. In other words, extroverts tend to be collectivists, who can be easily affected by others. Accordingly, in the electronic commerce environment, extroverts are more inclined to be persuaded by sales staff or others' product comments, more easily resulting in impulsive buying behavior. Grounded

H3: Extroversion of the big-five model has a positive influence on impulsive buying behavior.

H3 A: Extroversion of the big-five model has a direct positive influence on impulsive buying behavior.



H3 B: Extroversion of the big-five model has an indirect positive influence on impulsive buying behavior through collectivism.

Neuroticism, also termed emotional instability, is pertinent to the adverse impacts of sadness, depression, and anxiety. Individuals scoring high in neuroticism are more likely to exhibit negative emotions, and impulsive buying is generally regarded as potential means to alleviate negative emotions. Consequently, several scholars have concluded that neuroticism is positively correlated with impulsive buying behavior. In the online shopping environment, neurotic consumers may be more likely to engage in impulsive buying behavior due to their own emotional distress, in order to deal with their negative emotions. Hence, we propose the following hypotheses:

H4: Neuroticism of the big-five model has a positive impact on impulsive buying behavior.

H4 A: Neuroticism of the big-five model has a direct positive impact on impulsive buying behavior.

H4 B: Neuroticism of the big-five model has an indirect positive impact on impulsive buying behaviour through negative emotions.

Impact of Self-Control on Impulsive Buying Behavior

Self-control can be perceived as a sign of willpower, which refers to the determination to fight against a specific impulse. Impulsive buying is usually conceptualized as uncontrolled and unplanned buying behavior affected by an individual's long-term values regarding impulsiveness and situational accessibility of costs and benefits. Impulsive behavior can be forecasted via observations of mesolimbic activation, consumer knowledge, cues and (lack of) self-control. Intrinsic individual differences in self control symbolize a stable characteristic of an individual's personality. Meanwhile, self-control can also be regarded as a resource. Some scholars have proposed a 'strength' or 'limited resource' model of self-control, in which self-control is conceptualized as a finite resource. When self-control resources are used up, people experience stronger impulsive buying desires, which may lead to increased impulsive buying behavior. Impulsive buying has been characterized as a conflict between the desire to consume and the willpower to resist it. When one's willpower is low and self-control resources are exhausted, impulsive buying may occur more



frequently. Prior studies have generally confirmed that self-control has a significant direct influence on impulsive buying behavior. In short, self-control is a characteristic of consumers, and the failure of self-control often leads to negative outcomes, e.g., negative emotions. Consequently, we propose the following:

H5: Self-control has a negative influence on impulsive buying behavior.

H5 A: Self-control has a direct negative influence on impulsive buying behavior.

H5 B: Self-control has an indirect negative influence on impulsive buying behavior through negative emotions.

Impact of Impulsive Buying Tendency on Impulsive Buying Behavior

Impulsive buying tendency refers to the extent to which a person may make un-planned, instant and unreflective purchases. It is a relatively stable and highly consistent trait, which has great predictive power for impulse buying behavior. Specifically, it induces consumers to simultaneously purchase products of diverse types with no utilitarian reasons. Individuals with a high level of impulsive buying tendency are more likely to engage in impulsive buying behavior than those with a lower level of this trait. As a precursor variable, impulsive buying tendency differs from impulsive buying behavior, since the former portrays a relatively lasting consumption characteristic which generates desires or motivations for the latter. A large number of studies have verified that impulsive buying tendency can lead to impulsive buying behavior. Meanwhile, Badgaiyan et al. (2016) indicate that impulsive buying tendency includes cognitive and affective factors. However, little attention has been paid to the influence of the two components of impulsive buying tendency on impulsive buying behavior. Therefore, we will investigate whether these two components can directly lead to impulsive buying behavior, respectively. Furthermore, negative emotions are also related to impulsive buying tendency. Specifically, Ahnand Kwon (2020) point out that impulsive buying tendency can lead to negative emotions. Since negative emotions can only lead to affective impulsive buying behavior, it is natural and reasonable to presume that the affective factor of impulsive buying tendency can lead to impulsive buying behavior indirectly through negative emotions. Thus, we propose the following:

H6: Impulsive buying tendency has a positive influence on impulsive buying behavior.

H6 A: Both the cognitive and affective factors of impulsive buying tendency have a direct positive influence on impulsive buying behavior.

H6 B: The affective factor of impulsive buying tendency has an indirect positive influence on impulsive buying behavior through negative emotions. On the basis of the aforementioned hypotheses, we build our conceptual framework as shown in Figure 1.

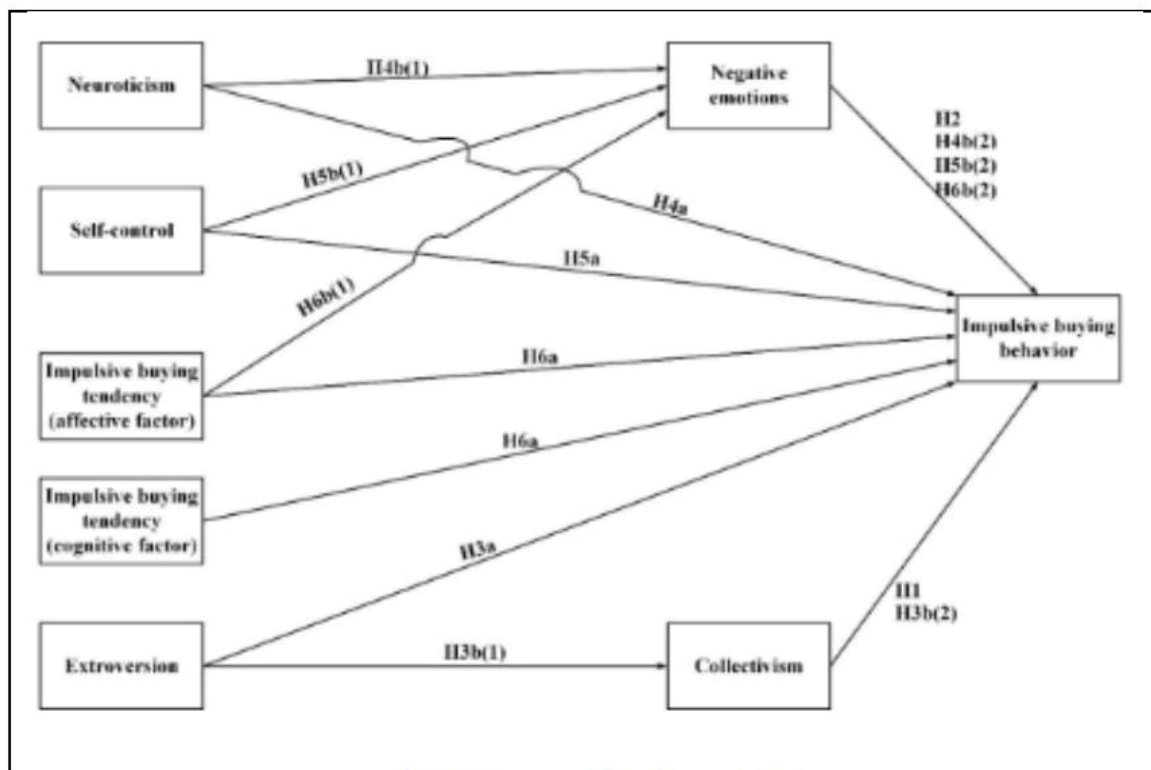


FIG :Conceptual model.

Methodology

Data Collection

With the vigorous development of the Internet, the major shopping site is gradually shifting from traditional brick-and-mortar stores to online stores, and the number of online shoppers is rising year by year. Therefore, the object of this study is aimed at online consumer groups, mainly shoppers of mass electronic commerce platforms in China, such as Taobao and Tmall. These electronic commerce platforms have an enormous number of customers, which



facilitates our online survey. Meanwhile, as a consequence of the outbreak of COVID-19, an offline survey has become too risky. Thus, it is much safer to collect data online. Furthermore, to some extent, the convenience of an online survey can boost the response rate while reducing invalid questionnaires. Hence, we decided to adopt an online survey to collect data. Our online questionnaire is composed of two modules. Module 1 collects respondents' basic information, e.g., demographic and socio-economic characteristics and online shopping experience. Module 2 consists of 30 measurement scales related to respondents' generic online purchase experiences in the past, each of which uses a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree). We developed all the measurement scales based on prior studies and made minor modifications to fit our research. Since the questionnaire was originally designed in English, we applied the method of forward and backward translation to the development of the Chinese questionnaire to adapt to the Chinese context of our study. We launched our online survey on Wenjuanxing website (<https://www.wjx.cn/>, accessed on 31 July 2021), one of the largest professional data collection websites in China, and asked students and colleagues to share the link on their social media. In order to ensure the rationality of the questionnaire design, we first carried out a pre-survey, based on which we adjusted the related contents through the feedback of respondents. Finally, we received 425 valid responses online. The vast majority of the respondents are from Zhejiang. In relation to gender, males account for 28.7%, while females account for 71.3%. Respondents aged 21–30 are particularly prominent, accounting for 46.4% of the total, whereas respondents aged 41–50 and above 50 account for 4.2% and 1.4% of the total, respectively. As for occupations, the 425 respondents are mainly students, accounting Sustainability 2022, 14, 7500 7 of 18 for about 60.9% of the total. With regard to monthly expenditure, the majority is over RMB 1000, with RMB 1001–1500 and RMB 1501–2000 accounting for 33.9% and 24.9%, respectively. For more information about the sample, see Table.



Table 1. Basic information of the sample.

Characteristics	Category	Frequency	%
Gender	Male	122	28.7
	Female	303	71.3
Age	<20	127	29.9
	21-30	197	46.4
	31-40	77	18.1
	41-50	18	4.2
	>50	6	1.4
Educational background	Junior middle school and below	22	5.2
	Senior school	45	10.6
	junior college	40	9.4
	Undergraduate	241	56.7
	Postgraduate and above	77	18.1
Occupations	Students	259	60.9
	Professionals (e.g., teachers and doctors)	40	9.4
	Elementary Occupations (e.g., farmers and miners)	42	9.9
	Clerks	60	14.1
	Others	24	5.6
Monthly Income (¥)	<2000	228	53.6
	2001-4000	56	13.2
	4001-6000	58	13.6
	6001-8000	51	12.0
	>8000	32	7.5
Monthly Expenditure (¥)	<1000	45	10.6
	1001-1500	144	33.9
	1501-2000	106	24.9
	2001-2500	58	13.6
	>2500	72	16.9

Note: The classification of occupations included in our survey is based on the International Standard Classification of Occupations (ISCO).

Measures

To gauge impulsive buying behavior, we employed two scales from Mattila and Wirtz. Scales measuring neuroticism and extroversion in the big-five model are adapted from Gosling et al. The negative emotion scales are based on Verhagen and Dolan.

The collectivism scales are also adapted from prior studies. The self-control scales are modified on the basis of Haws et al. We combined several studies to develop scales gauging



impulsive buying tendency. Consequently 30 measurement scales are created as Table 2 shows.

Table 2. Cont.

Factor	Item	References
Impulse buying tendency (affective factor)		Badgaiyan et al., 2016 [52]; Beatty and Ferrell, 1998 [16]; Rook and Fisher, 1995 [50]
EF1	I sometimes buy things because I like buying things, rather than because I need them.	
EF2	I buy what I like without thinking about consequences.	
EF3	I buy products and services according to how I feel at that moment.	
EF4	It is fun to buy spontaneously.	

Table 2. Scale development.

Factor Item References Impulsive buying behavior (IB) Mattila and Wirtz, 2008 IB1 I ended up spending more money than I originally set out to spend. IB2 I bought more than I had planned to buy.

Research Methods

After the comprehensive review of the literature and content analysis we have derived some predictions for the future research endeavours in the field of impulse buying. In this paper, we therefore propose a framework to increase the understanding of impulse buying. After analysing the various factors studied in the past studies we conceptualised four different groups which could accommodate the various factors. Therefore we have categorized the various factors under the broad categories of “External stimuli”, “Internal stimuli”, “Situational and product related factors”, and “Demographics and Socio-cultural factors”. We have also observed the various factors influencing the impulse buying and some moderating traits such as cognition and traits. Our review shows that the impulse buying is actually a result of the interaction of various internal and external stimuli. There are aspects such as personality traits and socio-cultural traits that could be studied further in detail to better understand the impulsiveness of the consumers.



VIDHYAYANA



FIG: Different factors influencing impulse buying behavior

Source: Compiled by authors - Muruganatham and Bhakat



Fig: Framework for impulse buying behavior



Based on the literature review, we now produce a set of research propositions that could help in developing the knowledge on this area of consumer behavior. Our proposed model captures the different aspects of impulse buying of the consumers. In this part of our literature review, we have explored four propositions that arise from the derived model. The future researches could be done under the following lines:

P1- Effect of various external stimuli on the impulse buying behavior

P2- Effect of various internal stimuli on the impulse buying behavior

P3- Effect of the situational and product related factors on impulse buying behavior

P4- Effect of Demographics and socio-cultural aspects on impulse buying behavior

These four dimensional frameworks could be further hypothesized in the future research attempts and studied through empirical testing and exploratory studies. Among these four lines of research, the most challenging implication of our research is the effect of the external stimuli (market and store related factors) on the consumer's impulse buying. With the technological development of the retailing formats, this aspect is fully under the control of the marketers. External stimuli could be leveraged by the retailers by framing suitable retail strategies to tap the potential consumers inside the store. Future research studies could be extended in this field by analysing the interactive effects of the various stimuli and the shopper's personal traits.

Results

This study used SPSS 27.0 to run structural equation modelling with maximum likelihood estimates. Since our model contains the complex relationships between multiple variables, we conducted a two-step procedure for the structural equation modelling. The first step is to estimate the overall measurement reliability and validity and the second is to test the hypotheses.

Measurement Model

We adopted composite reliability scores (CR), Cronbach's α and average variance extracted (AVE) for the estimation of the measurement model. Specifically, by virtue of CR and Cronbach's α values, we gauged the internal consistency, which is above 0.7 for all latent



variables, suggesting high internal consistency. For the evaluation of the convergent validity, we calculated the AVE. As shown in Table 3, all AVE values are greater than the suggested threshold of 0.5, indicating adequate validity. We also employed AVE for the measurement of the discriminate validity to test if a construct is different from others. According to Fornell and Larcker's (1981) criteria, every construct ought to have a closer correlation with its own construct compared to with other constructs to achieve acceptable discriminate validity. As Table 4 shows, the diagonal elements, i.e., the square root of the AVE extracted between the constructs and their measures, are bigger than the non-diagonal elements, i.e., correlations among constructs, indicating satisfactory discriminate validity.

Table 3. Assessment of measurement model.

Latent Variable	Observed Variables	Indicator Loadings	Cronbach's α	CR	AVE
Impulsive buying behavior	IB1	0.841	0.817	0.818	0.692
	IB2	0.822			
Extroversion	EX1	0.810	0.794	0.799	0.666
	EX2	0.813			
Neuroticism	NT1	0.853	0.829	0.833	0.713
	NT2	0.836			
Negative emotions	NE1	0.788	0.888	0.892	0.733
	NE2	0.896			
	NE3	0.881			
Collectivism	CO1	0.718	0.896	0.884	0.604
	CO2	0.746			
	CO3	0.825			
	CO4	0.818			
	CO5	0.772			
Self-control	SC1	0.793	0.916	0.918	0.616
	SC2	0.758			
	SC3	0.758			
	SC4	0.828			
	SC5	0.779			
	SC6	0.714			
	SC7	0.855			
Impulsive buying tendency (cognitive factor)	CF1	0.670	0.853	0.855	0.600
	CF2	0.793			
	CF3	0.776			
	CF4	0.842			
Impulsive buying tendency (affective factor)	AF1	0.797	0.839	0.841	0.569
	AF2	0.804			
	AF3	0.687			
	AF4	0.724			

Table 4. Discriminant validity of the measurements.

	IB	EX	NT	NE	CO	SC	CF	EF
IB	0.692							
EX	0.082 ***	0.666						
NT	0.089 ***	0.084 ***	0.713					
NE	0.077 ***	0.07 ***	0.089 ***	0.733				
CO	0.092 ***	0.101 ***	0.093 ***	0.078 ***	0.604			
SC	0.061 ***	0.061 ***	0.066 ***	0.059 ***	0.063 ***	0.616		
CF	0.052 ***	0.05 ***	0.058 ***	0.046 ***	0.058 ***	0.039 ***	0.600	
EF	0.073 ***	0.07 ***	0.078 ***	0.075 ***	0.077 ***	0.055 ***	0.049 ***	0.569
AVE	0.832	0.816	0.844	0.856	0.777	0.785	0.775	0.754
Square roots								

Note: IB: Impulsive buying behavior, EX: Extroversion, NT: Neuroticism, NE: Negative emotions, CO: Collectivism, SC: Self control, CF: Impulsive buying tendency (cognitive factor), EF: Impulsive buying tendency (affective factor), *** $p < 0.001$.

HYPRTHESIS TESTING OF DIRECT EFFECTS

To obtain stable results, we performed bootstrap 2000 times when calculating values and path coefficients using AMOS27.0. the results of the structural model test are presented in figure and table both collectivism ($\beta = 0.232, < 0.001$) and negative emotions $\beta = 0.211$ can, < 0.001 can directly cause impulsive buying behavior and their positive influences are significant. Thus, H1 and H2 have been verified. Extroversion and neuroticism $\beta = 0.236, < 0.001$ of the big five model can directly cause impulsive buying behavior and these positive inoffensive are significant.

HYPOTHESIS TESTING OF INDIRECT EFFECT

To verify H3b, H4b, H5b and H6b, we tested the indirect effects between factors Specifically, multiple mediation analysis was implemented to explore the mediating roles of negative emotions and collectivism in the influences of extroversion, neuroticism, self-control and the affective factor of impulsive buying tendency on impulsive buying behavior. We conducted the bootstrapping procedure with 2000 samples to develop and test (percentile and bias-corrected) confidence intervals for indirect impacts. The corresponding results are displayed in Table 6. As Table 6 indicates, extroversion ($\beta = 0.136, < 0.01$) indirectly causes impulsive buying behavior with collectivism as the mediator. Thus, H3b is verified. Neuroticism ($\beta = 0.073, < 0.01$) indirectly leads to impulsive buying behavior with negative emotions as the mediator, so H4b is verified. Self-control ($\beta = -0.036, < 0.01$) inhibits impulsive buying behavior indirectly via the mediation of negative emotions. Consequently, H5b is verified.



The affective factor of impulsive buying tendency ($\beta = 0.058, <0.01$) indirectly brings about impulsive buying behavior with the mediation of negative emotions. Hence, H6b is verified. Taken together, extroversion can indirectly affect impulsive buying behavior via the significant mediation of collectivism, whereas neuroticism, self-control and the affective factor of impulsive buying tendency can indirectly affect impulsive buying behavior through the significant mediation of negative emotions. Since extroversion, neuroticism, self-control and the affective factor of impulsive buying tendency have significant direct effects on impulsive buying behavior (see Table 5), collectivism partially mediates the effect of extroversion on impulsive buying behavior, and negative emotions partially mediate the effects of neuroticism, self-control and the affective factor of impulsive buying tendency on

Implications

Theoretically, this study has enriched to the scholarly work on the determinants of consumers' impulsive purchase behavior by virtue of a comprehensive theoretical model from the perspective of consumers' intrinsic characteristics. Specifically, this study offers new insights on the theme of online impulsive buying behavior with particular relevance to the realm of consumer psychology and behavioural economics. We have, in effect, combined the viewpoints of personality, emotion and culture and applied them to the area of consumer psychology in a way which is of value for sustainable consumer behavior and marketing in the digital era. For instance, given that online impulsive buying behavior occurs more and more frequently while the mechanism which underlies the phenomenon is still unclear, our findings demonstrate that consumers scoring high in negative emotions, neuroticism, extroversion, collectivism and low in self-control are more likely to exhibit impulsive buying behavior. Moreover, our findings on the direct and indirect i.e., those with mediators, routes along which the determinants influence consumers' impulsive buying behavior have implications for the circumstances under which overconsumption is more likely to occur, and thus they are of potential relevance to the sustainable consumption literature. Meanwhile, our research separately investigates the cognitive and affective factors of impulsive buying tendency and demonstrates that these two components of impulsive buying tendency have non identical impacts on impulsive buying behavior. In doing so, this study provides valuable empirical support to validate the scales of the cognitive and affective factors that Badgaiyan



et al. Developed to gauge consumers' impulsive buying tendency. Furthermore, our results provide insights into the ways in which impulsive buying tendency gives rise to impulsive buying behavior, in comparison with prior studies which consider impulsive buying tendency as a whole, i.e., an indivisible concept. Empirically, on the one hand, the findings of this study make consumers aware of how their overconsumption behavior is formed and offer them possible ways to reduce overconsumption, e.g., strengthen self-control and improve emotional stability, although the related changes are not easy. On the other hand, the results of this study also provide a practically useful basis to decrease overconsumption, promoting the sustainability of the planet at national level. For instance, nations can enact relevant laws and regulations to restrict fake positive comments, which are usually manipulated by sellers, on online shopping platforms, so as to avoid their influence on collectivist consumers, who are more likely to be affected by others. Nations could also use public service ads with Key Opinion Leaders to guide collectivist consumers toward sustainable consumption.

Conclusion

The consumer satisfaction plays major role in success of the product in the business market. In the cake industry need to attract the consumer by advertisement and they need to concentrate more on natural ingredients to attract more customers. sale. The company has to focus on its distribution channel, networking and marketing strategies in the market. Increase some flavours to improve cake as tasty to attract young generation.

Keeping in mind the universal nature of impulse buying, it can be capitalised by retailers to benefit the irrespective businesses. The proper combination and synergistic effect of the various factors influencing impulse buying could lead to more sales turnover hence benefiting the 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 the development of the knowledge in the field of consumer research. Based upon the changing trends of the market in the developing economies it is possible to infer that impulse buying may turn into a growing area of research and could be seen across the various forms of retailing.



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