

Effect of Store Environmental and Individual Factors on Impulse Buying Behaviour of Pakistani Consumers

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Abstract

The issues related to impulse buying have remained a major concern for marketing researchers as well as practitioners. This study aims to examine the factors influencing an individual's impulsive buying behavior. The study also aims to examine the association between independent variables which are the environment of store and individual factors influence with impulse purchasing and to investigate the mediating role of mood. To examine the relationship between the variables under investigation; responses of 279 respondents were used for analysis. A self-administered questionnaire was used for data collection. Regression and correlation analysis were conducted by using SPSS 17. The results show that the Store environment influences an individual's impulse purchase behavior similarly, further analysis of the data indicates that reference group influence is the aspect that influences the impulse buying behavior of individuals, and mood plays role of a partial mediator. Time pressure does not affect the impulse buying behavior of individuals. It was also found the difference between men and women impulse purchases and respondents were found of impulse purchases for food items. The study explored that mostly the food items are being purchased impulsively by the respondents, the results of the research show that 46.4 % of the total sample have purchased food items impulsively. The second product type which is being purchased impulsively is accessories like Tie, Belt, and artificial jewelry. Results show that 43.1% of respondents have purchased accessories impulsively. This study suggests some recommendations for the manager of stores for further improvement of store atmosphere to boost impulse buying behavior among buyers

Keywords: Impulse Buying, Store Environment, Reference Group Influence, Time Pressure.

Introduction

Background

Purchasing is not a contemporary concept; selling and purchasing have been part of society from its inception and changes along with the evolution of the societies (Solomon et al., 2014). At the start of society, buying and selling have been linked to the needs of individuals for their satisfaction they obtain sources from others (Hughes & Weller, 1989). Purchasing processes evolved with the evolution of society, and now this activity considered the most important leisure time and living strategy (Slater, 1997, Bayley & Nancarrow, 1998, Bansal et al., 2005) that might fulfill various psychological needs of the individuals (Dittmar et al., 1996). Shopping as a means of recognition has been used in a preferred social class by several individuals, and accordingly, it is showing the social association instead of product's values (Escalas & Bettman, 2005). Most of the developed economies' acquisition of goods is changing radically and a change has been observed associated with individual's buying prerequisites to fulfill basic needs and they are using artifacts for communicating self-identity (Dittmar, 1992). According to Levy (1981), an economy is only considered developed when individuals acquire products not only for their functional use but also for the symbolic meaning which is associated with such products. This growth has improved and altered the object of shopping from simply purchasing necessities into a way of life. This has led to an increase of unintentional, needless acquisitions of goods, this is also recognized as impulse buying (Dittmar et al., 1996).

Unplanned purchasing and impulse buying is considered to have a similar meaning, however; there is a difference between the two, for example, Hausman (2000) stated that every purchase which does not include any prior planning can be considered as unplanned buying, whereas impulse buying

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is slightly different because of quick and spontaneous decisions. Nevertheless, these terms have been used interchangeably and, in this research paper, the same will be done. Punj (2011) discussed impulse buying when an individual realizes an unexpected urge to purchase something and does not assess the decision any further and acting purely based on an initial urge. Due to the increased number of researches on impulse buying, multiple definitions have been proposed by various researchers with small differences however these small differences in definitions may lead to misinterpretation. Jeffrey & Hodge (2007), proposed impulse buying definitions which consist of key four features:

Buying is unintended, it is the result of exposure to an external stimulus, decisions made immediately, and it contains an emotional response.

Even though this does integrate the various elements of impulse purchasing; still it does not provide a clear description of what impulse buying is. Park & Lennon (2006), describe impulse purchase behavior as:

It is an unexpected, hedonically complex, and compelling buying behavior that restricts individuals from deliberate and thoughtful consideration of alternative and information.

Even though this may seem negative to a certain extent, individuals who make impulse purchases do not consider substitutes and do not search for more information, it has been observed that buyers do not believe impulse purchasing is wrong and after that, they are normally feeling happy with their purchase decision (Park & Lennon, 2006).

However, Beatty & Ferrell (1998) put forward an in-depth explanation about impulse buying, they took help for the definition of Rook and further expand it, according to them,

Without considering certain needs and purchase plans, impulse buying is an instant and unexpected purchase. Such behavior may occur after undergone an urge to purchase and it is likely to be spur-of-the-moment and without much reflection (i.e. "impulsive"). Buying simple reminder items does not include in it, these are the items that are just out of stock at home.

When individuals encounter an abrupt, often influential, and constant push for the purchase of an item without delay, impulse buying occurs. It is multifarious, and it occurs without keeping consequences in mind (Rook & Hoch, 1985). The purchase decision of the item is made with no prior plans and with no shopping tasks in their mind for a specific category of product (Bellenger et al., 1978). In this case, the shopper encounters an unexpected push for buying the product without delay and usually does not greatly consider the outcomes of purchasing the product (Weinberg & Gottwald, 1982). Sharma et al. (2010), have described impulse buying behavior as spontaneous acquisition differentiated by comparatively quick decision-making, and an individual prejudice in support of abrupt ownership. Again, stress is placed on the fact that the buyer did not intend to purchase a particular product when entering the shop. It also integrates the notion of impulsiveness, which means that the buyer acts instinctively and without considering the outcomes (Beatty & Ferrell, 1998). This definition is more comprehensive, describes the various elements of impulse buying in detail, and explains how impulse buying is different from normal shopping behavior. Therefore, this definition will be used throughout this paper.

The impulse or the unexpected purchases is one of the important characters to understand the customers' behavior and it is not easy to understand through one reason (Wells, et al, 2011). It was evident through various researches that consumers' impulse buying could be positive or negative. Rock and Hoch (1985) stated that most of the consumers after impulsive purchasing feel negative and regret their decisions. Tendai and Crispen (2009), buying impulsively resulted in dissatisfaction and disappointment of the products. Hausma (2000) pointed out in the study, consumers found it bad after purchases as guilt because of financial loss. Meanwhile, those who do purchases on their partial choices they may feel less guilt and some sort of happiness after purchasing (Chen, 2005). Hultén and Vanyushyn (2014) highlighted that consumers usually feel gratification after getting the product impulsively.

Significance of the Study

Now a day due to the dual and contradictory actions of consumers in buying and though processing for attaining their desirable products, impulse buying now a day grabbed the attention of wide-spread scholars. Majorly, researches on impulsive buying have been done in developed countries e.g. USA (Park & Lennon, 2006, Chang et al., 2014); few in Far East counties and very limited researches on impulsive buying has been conducted in Pakistan (Mohan et al., 2013, Lin & Chen, 2013, Sharma et

al., 2014, Zhou & Gu, 2015). It is a major concern of the marketing researchers and practitioners on impulse buying because very limited information presents about Pakistani consumers.

Objectives

However, the study aimed to provide the relationship of various factors involving impulse purchases in various researches. , the objective of the study is to document the impact of the store environment, time pressure, and reference group on the impulse buying behavior and to analyze how consumer's mood mediates the relationship between store environment and impulse buying.

Research Question

The main research questions of the study were:

- Q1: Does the environment of the store encourage individuals to buy impulsive buying?
- Q2: Do the time pressure and reference group influence consumer's intentions to purchase impulsively?
- Q3: Does the mood act as a mediator between the store environment and impulse buying?

Review of Relevant Literature

An environment of the Area

For making the environment more sophisticated various components are must inside the store, such as lights and fragrance of store, design and variation of products, various articles, background music and displaying tactics along with the presence of competent and active salesmen (Baker et al., 2002). It was suggested that the environment of the store may be improved and designed in a way that promotes positive feelings of the customer and he/she may spend more time in the store which leads to more buying (Sharma & Stafford, 2000). The environment of the store plays a key role in enhancing the shopping experience of customers (Adelaar et al., 2003). In physical shopping, the environment of the store is crucial for the promotion of impulse purchasing because the physical environment of the store possibly ignite the cognitive, physiological, and emotional responses that affect the avoidance and retailing behavior of the customers (Mohan et al., 2013). Another study suggested that retailers must consider the importance of displaying designs as per the practices of the customers (Tendai & Crispen, 2009). The internal environment of the store may create a positive feeling irrespective of the intentions of the customers who entered the store (Sharma & Stafford, 2000), the environment may grasp the attention of the customers and forced their emotions to spend more money other than what they were planning to spend (Cook, 2008). The environment of the stores provokes customers' emotions it seems to be the forceful motive that is why various customers consume more money in particular stores other than their wishes (Xu, 2007, Chang et al., 2011). Displaying articles/objects all the time have been done keeping in mind the psyche of customers towards impulse buying (Zhou & Wong, 2004). The behavior of the salesman is another factor if they behave well, in good manners, customers may enjoy shopping (Akram et al., 2016). Jones (1999) stated salesmen most of the time made the shopping experience more delightful giving so much time to particular customers, but consumers feel more comfortable when they are assisted by a sales assistant.

Various studies all the elements discussed at the start of the heading, operationalized separately like layout (Ang et al., 1997), presence of salesman and various articles (Sharma & Stafford, 2000) music in the store place (Dubé & Morin, 2001, Beverland et al., 2006), lighting inside the store (Summers & Hebert, 2001), and fragrance (Mattila & Wirtz, 2001, Chebat & Michon, 2003). Baker et al. (2002) in the study discussed various components e.g. store design, employees, and music views separately in the study rather than the combined influencing factors of the store environment. Therefore, in the study store environment have been discussed and under the association of various elements like arrangements, lighting, employee/salesman, and music.

Salesperson Behaviour

The salesperson is the most important part of physical shopping because their assistance and conversation along with suggestions if someone asked about any product made the time of consumers more joyful and pleasant (Park & Lennon, 2006). How a salesperson may behave is the most important aspect of discussion because an over-enthusiastic salesperson may make lessen their shopping than those who assist with shopping and making the process more joyful (Ellis, 1995). Conclusively and joyful validation can develop the capability of impulse purchases among customers (Tendai & Crispen, 2009). From searching a product for customers' need, assessment of the customers according to their need, initial contact with the customers, building social capital with the help of joyful and responsible marketing techniques are some of the responsibilities of the salesperson to

complete their sales targets and another way round beneficial for the businesses' development and promotion (Pornpitakpan & Han, 2013). It is common practice that vendors/retailers depend upon their methods of profitable business, salespersons only have access to the customers and they try to convince the customers upon their requirement and need satisfaction towards particular products through conversation and making them understood about various products (Mohan et al., 2013). During purchase, bargaining is a very common practice of customers and salesperson play very important role (Reynolds & Arnold, 2000), because they were advising and providing details to the customers and encourage their decision making process faster than their particular choices about various products (Yu & Bastin, 2010).

According to Stern (1962), impulse purchasing takes place once an individual feels motivated as a result of suggestions to purchase new products without having prior information about the product. It happens most of the time when the usefulness, quality, and function of the item for consumption are assessed by a salesperson or a customer. Salespeople often encourage or persuade consumers to buy additional products, as Han et al. (1991), found that amount of interactions with a sales assistant influenced impulse buying during in-store shopping, and shop assistant can encourage customers to accept unexpected and sudden purchase intentions while shopping (Ali & Hasnu, 2013). Salespeople perform several roles among these they perform marketer's role and they demonstrate the product physically and from a promotional point of view they are walking billboards and they are considered as eyes of the company (Brady & Cronin, 2001).

Shelf Placement of the Products

Placement of the products on the shelf is another important variable that influences the purchasing behavior of the customers (Abratt & Goodey, 1990). Shelves' management and placement of products is one method that was used to identify the consumers' behaviors (Zhou & Wong, 2004). Placement of the products on various shelves is the method used by successful vendors/retailers for understanding the customer's behaviors (Park et al., 1989). Intentional placement of products may enhance the sales of any particular product which unintentionally provokes customers to opt for that product (Kerfoot et al., 2003). The strategy may be displaying the popular products in the back of the store, by doing this the retailer will force the buyer to walk through different shelves and be confronted with many other products first. Product display comprises of an intentionally planned presentation of products in a specific place in a store by highlighting the product and influencing mood to positively influence customers' purchase intentions (Mohan et al., 2013). Placement of the products may get the attention of customers and they are desired to purchase the displayed items (Tendai & Crispen, 2009).

Instinct purchases of the products can be increases through various displaying techniques of products for their again and again purchases rather than interval purchases (Kacen et al., 2012). Displaying products in various stores is the prominent influencing factor for impulse purchasing, it may influence the emotional state of customers and increase the level of impulse purchasing (Mattila & Wirtz, 2001). With the passage of time and the inclusion of new products, retailers try attractive displaying techniques to attract more impulse buying (Kacen & Lee, 2002). The exact place for displaying the product is always a little beneath the eye level and at the entrance point of the shelves, but it is not possible for placing every product in that location (Inman et al., 2009).

In-store Advertisements

In today's competitive world of marketing, retailers need to think differently from others and turn their retail outlets into attractive destinations for consumers (Tendai & Crispen, 2009). If retailers want to increase the occurrence of impulse purchases, they must develop and change the nature of store advertisement by considering the ultimate purpose of increasing impulse purchasing (Hausman, 2000). Similarly, according to Youn and Faber (2000) magnitude of impulse purchase behavior of customers is increased by in-store advertisements and promotions. Apart from the store environment, stores also provide consumers promotions as another form of stimuli that are influencing impulse buying which encourages customers to obtain products impulsively (Stern, 1962). As compare to outdoor advertising, there are no mediators among consumer's involvement and their response, and the impact of in-store advertisement is measured through the sales as a result of these activities (Mattila & Wirtz, 2008). Most of the time customers enter stores with a plan to purchase a particular brand, but in-store advertisement might influence them to become 'inclined users' from committed users (Jeffrey & Hodge, 2007).

Impulse buying behavior can be developed by exposing customers to in-store marketing stimuli i.e. in-store advertisement and promotion (Gutierrez, 2004). Advertisement complaints within the store have a powerful influence on the buyer's purchase decision, which is why marketers are switching a major amount of their financial resources from conventional out-of-store promotions to in-store marketing (Coley & Burgess, 2003). In-store advertisements significantly influence a store's performance and operations (Coley & Burgess, 2003), by introducing in-store such activities there is an enormous chance to twist an uninteresting store into an enjoyable store, which will help to attract customers and generate curiosity towards products (Sigurdsson et al., 2010).

Unexpected Cheaper Price

Less pricing has its type of influence on impulse purchasing from various other factors. Promotional prices or the less pricing of the products can attract more consumers for impulse purchases (Abratt & Goodey, 1990, Youn & Faber, 2000, Virvilaite et al., 2009). The same case was discussed by Bell *et. al.* (2011), in-store low pricing pushed customers towards impulse purchases. Low pricing resulted in higher purchases of optional products (Karbasivar & Yarahmadi, 2011). One of the promotional strategies is price negotiation for the promotion of market and product purchases, which motivated customers for more buying (Hultén & Vanyushyn, 2014). Generally, all the services and products for the consumers used sales promotion techniques e.g. affordable prices for a particular time that directly encourage the sales of products (Virvilaite et al., 2009). For the promotion of the products, the promotional plans and various special offers encourage post-purchase reactions for the additional benefits of the business (Kollat & Willett, 1969). Such an increase in the behavior may be suitable for the short-term boost in market share (Ali & Hasnu, 2013). Promotional competitions of stores and vendors surrounded by various products and innovative ideas and placement of the products may increase the sales and the brand value (Gutierrez, 2004).

It is not confirmed that all the time promotions have positive outcomes, sometimes they promote negativity and various effects on the product (Dittmar et al., 1996). And one negative aspect is the price discounts, it may increase the negative impression regarding the planned purchases of the products and may raise the question of quality of the products (Hartley & Cross, 1988).

Mood

Generally, moods are influenced by the situations, external environment, and the various factors which temporarily or permanently affect the customers' exposure of purchases (Rook & Gardner, 1993). Individuals are generally act as per their emotional strength other than their cognitive development (Fagerstrøm, 2010). Happy feelings are directly linked to the emotional stability of the consumer which is directly linked to the surroundings and directly linked to the longer stays and more purchases from stores (Sigurdsson et al., 2010). It was evident that customers' mood did positive effects on impulse purchases as discussed by Rook and Gardner (1993) in their study, customers with positive mood are more inclined to more impulse purchases than with negative mood, even both emotions could be considered for impulse purchases. Generally, Beatty & Ferrell (1998), stated positive mood of customers directly linked to impulsive purchases, and customers of impulse purchases are more emotional than average regular customers (Weinberg & Gottwald, 1982). According to the study of Verplanken and Herabadi (2005), impulse purchases reduce the negative feeling, principally when people have under the impression of low self-esteem.

Time Pressure

Time is the most limited social resource, consumers try to enlarge their time for attaining the desired goals of daily routine life by allotting time to various activities (Sharma & Stafford, 2000). Lin & Chen (2013) discussed that time and emotions are the two major elements that influence the behavior of customers. Overall, time is considered the situational factor which influences the buying decision of the consumers inside the market (Iyer, 1989, Herrington & Capella, 1995, Vermeir & Van Kenhove, 2005). Time pressure usually negatively influence impulse purchasing because limited time may promote frustration among the customers (Beatty & Ferrell, 1998). There is another factor e.g. browsing in the store for the products during shopping, it was evident that majorly browsing directly impacts impulsive behavior and increases it when customers have more time for browsing (Gültekin & Özer, 2012). Under the influence of time customers, most of the time inclined towards quick decisions that are not favorable for impulse buying, in the other way time is the most critical factor which significantly influence the decision of impulse buying (Shannon & Mandhachitara, 2008).

Time pressure can alter the shopping behavior significantly; as the availability of limited time during a shopping trip will influence an individual's buying behavior negatively (Vermeir & Van Kenhove, 2005). While confronting the issue of time pressure, a well-organized shopping environment, such as helping the buyer in discovering their products swiftly can play key roles in reducing time pressure (Kidwell & Jewell, 2003).

Reference Group's Influence

Individuals are expected to have a higher urge to purchase impulsively and show greater intent to do so when buying impulsively is appropriate and rational socially (Rook & Fisher, 1995). It has been observed that the normative effect on impulse purchase behavior may be influenced by norms and values of the specific reference group such as peers versus parents (Luo, 2005). Most of the parents make an effort to develop an awareness of the obligations among their children by discouraging impulse purchasing as they consider it as wasteful; however, members of the peer group may perhaps encourage impulse purchasing for the reason that it symbolizes spontaneity regardless of the possible undesirable consequences for a long period (Coley & Burgess, 2003). Reference group serves as a source of information from where individuals acquire opinion to make sure they are purchases are following the norms of their group, such groups often consist of family members, friends, and co-workers (Bearden & Etzel, 1982). Reference groups have been recognized as an essential determining factor, its effect can be informational, utilitarian, and value-expressive (Bearden & Etzel, 1982).

Informational effects convey valuable information regarding products, services, brands, and stores, this knowledge may perhaps be transferred either directly i.e. direct demo by close relatives and friends, or indirectly by observing others consuming the product (Kinley et al., 2000). Functional influence occurs when the reference group has the vital authority of rewards or punishments, which can be either physical or emotional (Sharma et al., 2010). Consumers will obey the reference group's choice in a product acquiring state of affairs when they have faith that it can control rewards that are important for them, particularly when their actions to the group (Mallalieu & Palan, 2006). Individuals make use of a reference group to prompt themselves with the beliefs, values, and social standards that it characterizes to strengthen their self-esteem and accept their influence because they simply like the group (Punj, 2011). As a result, these will influence the customer's choice of product and brand according to the symbolic meanings and images. According to Luo (2005), all product and brand purchases are not influenced by the reference groups in a similar way it looks as to be superior to goods that are more prominently used in public rather than in private.

Impulse Buying

Impulse buying behavior comprises of internal and external forces guiding individual's purchases of and buying are usually unintended, unexpected, and unintentional (Rook & Hoch, 1985). Strong emotional responses often go together with impulse buying by creating an influential desire to purchase or provoke feelings of enjoyment. It gives an impression that only hedonic objects are being served by impulse buying. Although there is a factor of fun associated with impulse buying, it has been evidence that impulse buying assists the task of improving the state of mind. For example, to uplift them from bad mood people sometimes value themselves through self-gifts. People decide to sacrifice self-control and permit themselves to be involved in impulse buying if they believe that such purchases might make them feel better. However, Rook & Gardner (1993) establish that both positive and negative states of mood with impulse buying. This means individuals will get involved in impulse buying not only to lift their mood, but they will purchase even they are in a good mood to maintain that mood.

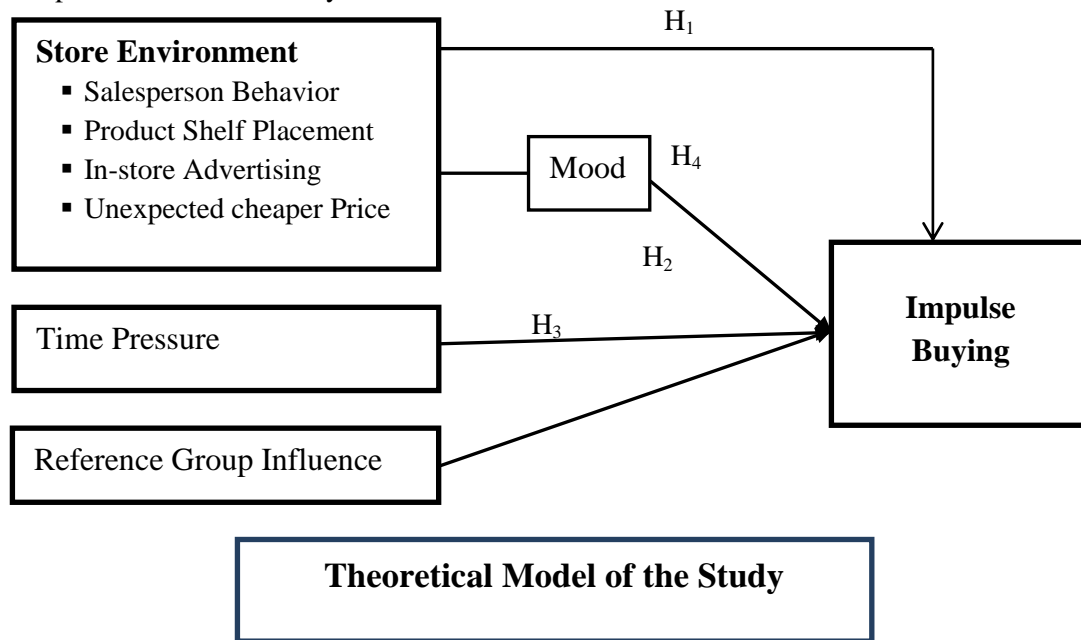
Although impulse buying is usually measured in the perspective of a purchase environment, furthermore, there is a strong indication for individual variations in buyers' propensity to purchase on impulse (Laforet, 2011).

Verplanken and Herabadi (2005) a cognitive aspect is associated with the absence of planning in buying decisions, and an emotional aspect is related to feelings of enjoyment and uncontrollable desires to purchase. Unintended purchasing propensities are associated with several personality aspects, individuals with a high likelihood of impulse buying are low in carefulness and self-rule, but high action-oriented.

Theoretical Framework

After the selection of the variables, their direct and indirect relationship along with various directions that identify the consumers' buying intentions, a theoretical model has been developed. For the present

research study, store environment, time pressure, reference groups have been examined to identify the impulse purchases. For the study Mood was used as the mediator for the environment of the stores.



Hypothesis

- H₁: There is a significant relationship between store environment and impulse buying.
- H₂: There is a significant relationship between time pressure and impulse buying.
- H₃: There is a significant relationship between reference group influence and impulse buying.
- H₄: There is a significant relationship between store environment and impulse buying based on mood as a mediating variable.

Methods of the Research

Selection of Sample

The convenience sample method was used for data collection from both male and female respondents. The study was conducted in Islamabad city, keeping in mind when and why impulse buying takes place. Due to the greater and easy access to shopping malls, retail stores, and internet technology, modern societies are providing increasing openings for impulse buying. On the other hand, technology such as ATM, twenty-four-seven (24/7) accessibility, and shop at home TV programs are the main causes of performance more impulsively and buy around the clock. A self-administered questionnaire was developed for the study. A total of 300 questionnaires were distributed out of which 287 responded, and 279 were found to be useable.

Instrumental Development

The development of instruments and selection from the available methods is an important step for conducting research. Appropriateness of the instrument may reduce the bias of data collection. From various research papers, a questionnaire has been developed and administered. The Likert-scale method has been adopted by using five scales i.e. 1-5 as strongly disagree/ disagree/ neutral/ agree/ strongly agree with a variation. It is most of the time used for assessing the attitude and reliability as discussed by Crouch and Housden (1996); Chisnall, (2005) in their studies.

Various research articles have been consulted for developing questionnaire e.g. impulse buying was adopted from the work of Rook & Fisher (1995); for the store environment Wirtz *et. al.* (2008) work was consulted, for mood-related questions, the work of Baker et al (2002) have been consulted and their variables were adopted. The work of Carpenter & Moore (2006) was used for the questions of time pressure and the work of Bearden et al (1989) was used to identify the influence of reference groups on impulse purchases.

Data Collection and Analysis

The collection of data is the second important aspect in research that directly influences the outcomes of the study. For the study, self-administered survey questionnaires were used, which containing close-ended structured questions. For documentation of the relationships, descriptive statistics have

been used. Impact of independent and dependent variables along with mediator have been observed through multiple linear regressions, and for testing the hypotheses correlation was used with the help of SPSS software.

Results and Discussions

Reliability

For assessment of the variable's reliability, the reliability analysis was used. Cronbach's alpha was commonly used to measure the internal reliability, usually, this method has been used to verify the scales' consistency when anyone administered Likert's scale questions, which showed how questions were related like a group. DeVellis (2003) stated that the value of Cronbach's Alpha must be greater than 0.6. Factor analysis has been done to find out the coherence and the rightfulness of variables, which identity as well as filter the weak variables. Factor analysis and reliability have been conducted to make sure that the results are factual, reliable, and indicate the true situation. The results of the study showed the estimate of Cronbach's alpha was greater than 0.7.

Table 1

Reliability

Variable	Number of Items	Cronbach' Alpha
Salesperson Behavior	5	.758
Product Placement	5	.708
In-store Advertisement	5	.723
Cheaper Price	5	.720
Time Pressure	4	.740
Mood	6	.723
Reference Group	5	.764
Impulse Buying	6	.765

Demographics

There was a total of 276 respondents out of which 147 were males and 129 were females. The maximum number of respondents was in the 20-30 years of age bracket which makes up 81.5% of all the respondents. The sample which was selected for the current study has a different level of education out of which most of them are at master's level and they make up 51.4% of the total sample. 66% of respondents were students while 29 % were employees and 5% were self-employed. 24 % of the respondents in the sample have a family monthly income between Rs. 25- 50 thousand.

Correlation

Table 2

Correlations

	Mood	Time Pressure	Reference Group	Store Environment	Impulse Buying
Mood	1	-	-	-	-
Time Pressure	.225**	1	-	-	-
Reference Group	.494**	.203**	1	-	-
Store Environment	.434**	.370**	.386**	1	-
Impulse Buying	.232**	.126*	.278**	.415**	1

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The analysis of correlation was used to discuss the relationship among variables, which shows a direct relationship of dependent variables caused by the independent variable. "Pearson correlation coefficient" table suggested a statistically significant relationship among the dependent variable (i.e., impulse buying) and independent variables (Mood, Store Environment and Reference Group) (.23, .27, and .41) at .01 while Time Pressure shows significance (.12) at .05. All the relationships were positively significant relationship with each other.

Regression

The R2 measures the variance caused in the dependent variable by the independent variables this also determines the strength of the relationship between the variables.

Table 3: *Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.736 ^a	.542	.535	.57395

a. Predictors: (Constant), Store Environment, Time Pressure, Reference Group, Mood.

The value of R² in table 3 indicates that 54.2% of the variance impulse buying can be predicted from the variables Store Environment, Time Pressure, Reference Group, Mood. This value of R² also indicates the overall strength of correlation and it does not show the degree to which any specific independent variable is linked with the dependent variable.

Table 4: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	20.474	3	26.825	71.265	.000 ^a
Residual	87.295	272	.321		
Total	107.769	275			

a. Predictors: (Constant), Time Pressure, Reference Group, Store Environment, Mood.

b. Dependent Variable: Impulse Buying

Table 4 depicts the significant value of ANOVA at .000 which endorse the model as fit for analysis. There is another mandatory value 'F' which must be more than .50 to predict the fitness of the model as a benchmark for the study. The significance of values in ANOVA should be less than .05 which is less than .05 which suggests that the overall model is fit for analysis.

Table 5: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Hypothesis
	B	Std. Error	Beta			
(Constant)	1.102	.354		3.110	.002	
Store Environment	.515	.086	.376	6.010	.000	H ₁ supported
Time Pressure	-.044	.061	-.042	-.715	.475	H ₂ not supported
Reference Group	.196	.082	.142	2.394	.017	H ₃ supported

a. Dependent Variable: Impulse Buying

It is proven that the Store Environment and reference group influence have a significant relationship with impulse buying. Hypothesis (1) suggested that the store environment affects impulse buying. There was a significant relationship between store environment and impulse buying (p = .000, t = 6.010) therefore hypothesis (1) is accepted. Whereas hypothesis (2) proposed that time pressure has a significant relationship with impulse purchasing. However, the relationship was not found significantly found between time pressure and impulse buying (p = .475, t = -.715) consequently the hypothesis (2) is rejected. Furthermore, hypothesis (3) suggests that reference group influence affects the impulsiveness of purchase, a significant relationship between reference group influence and consumers' impulse buying was found (p= .017. t = 2.394) as a result hypothesis (3) is accepted.

Testing Mediation

In this study, mediation was tested by using the regression technique by following the four steps mentioned by Baron and Kenny (1986). In this proposed technique the first three steps are to (1-3) determine that the relationship exists between the variables. This relationship must be significant, if it is not significant it shows that mediating is impossible

Table 6

Steps	R ²	β	T	Sig
Step 1				
S.E IV→Imp DV	0.172	0.569	7.545	0.000
Step 2				
S.E IV →Mood MV	0.189	0.43	7.98	0.000
Step 3				
Mood MV→Imp DV	0.054	0.32	3.939	0.000
Step 4				
S.E IV } → DV	0.175	0.531	6.346	0.000
Mood }				

At the first three steps, statistically significant relationships were found between (i) Store Environment (IV) and Impulse Buying (DV) (β = .0.569, t = 7.545, p <.01), (ii) store environment (IV) and Mood (MV) (β = 0.43, t = 7.98, p < .01), (iii) Mood (MV) and Impulse buying (DV) (β = 0.32, t = 3.939, p < .01), this shows that mediating analysis terms were fully met. To conclude the mediation, in the fourth and last step, when MV (Mood) was entered in the equation, the effect of

Store Environment (IV) was changed. Despite significant relationship ($p < .01$), both the degree of estimated coefficient for Store Environment (IV) and t-statistic were lessened ($\beta = .569$ vs. $\beta = .531$ and $t = 7.545$ vs. $t = 6.346$). Moreover, $R^2 = .175$ indicates that both variables explain a 17.5 % variance in impulse buying. Therefore, hypothesis H4 is partially supported. The results in Table 6 indicate that mood acts as a mediator between Store Environment and Impulse Buying however, it mediates partially.

Various categories of the product were included in the questionnaire to find the product category, which is being purchased impulsively. The study explored that mostly the food items are being purchased impulsively by the respondents, the results of the research show that 128 respondents which make 46.4 % of the total sample have purchased food items impulsively. The second product type which is being purchased impulsively is accessories like Tie, Belt, and artificial jewelry. Results show that 119 respondents have purchased accessories on impulse this makes 43.1% of the total sample.

Discussion

The present study was planned to examine the relationship of various variables as discussed earlier. Various studies have been conducted and various effects of impulse purchases have been identified but, in this study, all the outputs joined together and a multi-factor was used to conclude the impact of each variable.

Findings suggested that the store place/internal environment (attitude of salespersons, cheaper price, placement of the product, and the overall environment of the store) is the important determinant among the impulse purchasing behaviors, the finding are similar to Tendai and Crispin, (2009). The relationship between time pressure and impulse buying was found not significant in the current study as these results are similar to the finding of Yarahmadi and Karbasivar (2011), in their scholarly study they found that the availability of time and time pressure is not related to impulse buying.

Theory of Planned Behaviour given by Ajzen (1991) stated that there are three important aspects for the guidance of human actions; (behavioral beliefs) possible results of the certain behavior; (normative beliefs), expectation and copying strategies for that expectation (control beliefs) may assist or lower down the functioning of behavioral believes in the favorable or unfavorable for the said research objective. Normative believes and social influence which controls the perceived behavioral control. For the present research study, the reference groups' influence was used as the independent variable. And the results of the study showed a significant relationship of reference's group's influence on impulse purchases as discussed in Planned Behaviour's theory. The results of the study also showed that mood plays a partial mediating role between the environment of the store and impulse buying and the finding is like Mustafa (2012). In his study Mustafa, found between personal characteristics and situational influences for impulse buying that mood partially mediating effect on such purchases.

Conclusion

A behavior that motivates individuals to act accordingly when they see a particular product on a shelf in a store is known as impulse buying that considered a divergence from rational or planned-to-buy behavior. This state of mind is considered as the psychological imbalance in which the customer feels out of control for a specific shorter period. Customers may get involved in the long-term consequences of such purchases and immediate satisfaction when they engaged in psychological balancing the satisfaction. Most of the time consumers' impulse purchasing done without any future consequences. The goal of the study was to identify the effects on the impulse behavior of customers through various variables e.g. environment of the store, time pressure, and influence from reference groups, and most important was the mediating variable that was the mood of the buyer of Rawalpindi and Islamabad. A sample of 276 customers has been interviewed through the questionnaire to find out the stated variables' impacts on impulse purchasing. The study found a significant effect of reference groups and the environment of the store on the impulse purchases while time was not effective, and the mood of the customer was partially mediating. It was also found the difference between men and women impulse purchases and respondents were found of impulse purchases for food items.

After concluding the findings of the study, some of the recommendations have been made of impulse buying. It was evident that promotional activities and the placement of the products could be influencing elements of impulse purchasing. Various marketing strategies associated with the sales, placement, or displays of products and the friendly salespersons are some of the techniques which

must be considered. It was also recommended that the vendors must invest in the environment of favorable shopping, as it was evident that the environment of the stores motivated customers for shopping. Placement of the products is the most important element for promoting impulse purchase. Monetary beneficial and more mobile and acceptable resources e.g. credit-cards, as well as money-back assurance, boost the impulse buying, it is also recommended for the shop owners to accept that type of money plans. It was also suggested that the point of purchase may be encouraged for the promotion of impulse purchasing.

Limitations and Future Research Direction

However, the collected data was quite dull. Majorly respondents were reluctant, and the major issue was the time constraint. The time was the exam season which is why the data collection process was hindered, for overcome these issues convenient sampling method was adopted which was appropriate for the study. The customers belonged to the urban areas of Rawalpindi and Islamabad. If the same findings hold as constant for the urban areas' behavioral change for impulse purchases it may come with meaningful findings. Limited factors e.g. reference group influence, the environment of the store, a mood of the customers, and time pressures were identified for the study, and the findings of the study in this context are not generalized to the whole society because the sample was small and the majority of the students were university students.

For a generalization of the results, many other segments of society may be considered, and a much bigger size must be adopted. For future researches quantitative research designs may be used for research for survey questionnaires, it was also suitable and suggested for future researches that the more structured researches e.g. experimental designs, controlled customer behavior to overcome any external interruption. Interpretation techniques for the Mall studies and first-hand information may be conducted after their impulse purchases. And for the validation of findings of the study, it was also recommended that future researches may be included with various variables majorly purchasing and self-control, and plastic money.

Academic Implication and Future Research Direction

The impulse purchasing behavior of the customers has been added in the academic research with major emphasis on the relationship of different factors such as reference group influences, mood, store environment, and time pressure to understand the impulse buying behavior. This research also contributed to the existing literature regarding the Pakistani consumers' behavior along with different associated factors. It will also be beneficial for the existing vendors to promote their impulse buying behaviors. For the first time in Pakistan time pressure and reference groups for influence on impulse buying were studied. Replication of the study in different socio-economic contexts may validate the results of the study.

The study highlighted the environment of the store and the reference groups which influence the impulse buying and mood of the customer plays a partial mediating role in such buying. The environment of the store plays its important role which increases sales as well as profits of the retailers. They are suggested to decorate their stores in a way that may increase the comfort of customers.

Active and friendly behavior of the salesperson, promotional activities like the price are some of the activities which increase the tendency of impulse buying. If the environment is not appropriate then the customer may reduce the shopping time and the tendency of impulse buying may reduce and may customers postpone the purchases. It was suggested and documented that if stores are attractive and have very prominent placement of products their purchases increase and the tendency of impulse buying increases than those which have less attractive inside environment. Social influence for buying a particular product in the society is common which increases the vulnerability of the customers' future purchases. It was also suggested that making the various marketing campaigns and promotional activities may influence the community which positively engaged the customers and impact them presently. These tactics may change the attitude of customers towards more impulse buying.

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