

Explaining the model of impulse buying behavior of young generation consumers with a mixed approach (Case study: Hyperme chain stores)

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Received 7 February 2022, Accepted 11 May 2022

Abstract

Impulse buying is one of the most important consumer behavior and the most vital issues in today's market. The purpose of this study is to explain a comprehensive model of impulse buying of young generation customers. The approach of this study is mixed in terms of type of method and in terms of purpose is exploratory-applied research. The statistical population of the present study in the qualitative section includes 14 professors and experts in the field of sales and marketing, and in the quantitative section includes 314 customers of the young generation of hyperme stores in Mazandaran province.

Data in the qualitative part of the research were collected through snowball sampling and in-depth semi-structured interviews and the data theory theory approach was used using MAXQDA software including open, axial and selective coding. Also in the quantitative part of the available sampling was used and a standard questionnaire extracted from the paradigm model of the research in the qualitative part was tested using the structural equation method and SPSS and SMART PLS software. The qualitative results of the research in the form of the final approved and fitted model include the central categories of impulse buying, causal conditions, intervening, bedrock, strategic and finally consequential. Also, the results of the research in a small part indicate the confirmation of the hypotheses.

Keywords: Purchasing Behavior, Consumer Behavior, Impulse buying Behavior, grounded theory approach.

1. Introduction

Nowadays, the whole effort of marketing science is to influence the behavior of consumers, since the application of consumer knowledge for the development of marketing strategy is a kind of art, so analyzing the impact of consumer behavior on marketing strategy is a step beyond a science and is

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actually considered a kind of art. Sohrabi et al., 2013). In fact, understanding the buying behavior of customers allows retailers to update themselves and thereby attract more customers (Richa Gupta, 2020). In the wake of increasing competition and changing the approach of companies towards the marketing philosophy, it is very important to know the needs and desires of consumers and finally meet these needs, because all the efforts of marketing science is to know the behavior of consumers and to influence the change of their behavior. Therefore, the study of factors affecting consumer behavior has always been the focus of marketing researchers (Moghimi, 2015). The study of the factors affecting the buying behavior of consumers has led to a better and more effective understanding of consumer behavior, which helps marketers to provide a product that meets the needs and desires of consumers and can provide them with maximum satisfaction (Torabi and others, 2018).

Entering the minds of consumers and understanding their buying behavior is one of the biggest challenges of marketing researchers, therefore, understanding the motivations that lead consumers to buy is a complex issue that can vary from one product to another (Salzatalmira, 2019). The buying behavior of customers includes the attitude of customers, their preferences, their purchase intention and decision regarding products and stores. Therefore, the process of understanding customers and the factors that influence their purchase decisions helps manufacturers, retailers and marketers to understand how customers feel when shopping and what factors are attractive to customers and make them buy. Wenkatchalam & Sasidharan, 2020). Knowing about customer buying behavior can be important for the retail industry because they can stimulate customers to buy and thus increase their income (Mulia Wibawa & Bramanti, 2018).

Understanding buyer behavior is not an easy task because several factors can influence consumer behavior. In fact, consumers' purchase decisions are a sequence of their choices that starts before buying and when consumers want to satisfy a need. Therefore, the consumer decision-making process can be defined as a stage that consumers go through in making the final purchase decision. So, the task of marketers is to focus on the entire purchase process instead of focusing only on the purchase decision process of customers (Jalal

Rajeh, 2018). The structure of chain stores is constantly changing due to intense competition, and retail strategies focus on various factors to improve customer experience and increase their loyalty to retail stores. Because now customers pay more attention to the retail environment than ever before and the retail sector in the Asian market has the fastest growing retail market in the world and plays a vital role in the economic growth of the world. Therefore, paying attention to this part is mandatory and necessary (Wardan et al, 2019).

With the increase in competition in retail sectors, strategies can be used to attract and attract customers inside the store because the goal of all retail stores in today's competitive world is to stimulate consumers to make quick decisions and increase their desire to suddenly own a product. In fact, this unexpected purchase is common. It is a shocking or sudden purchase. If marketers succeed in influencing their customers through marketing and situational factors and ultimately encourage their customers to make impulse purchases, they can gain more market share (Jyoty & Verma, 2015). In fact, impulse buying behavior can be considered as a purchasing action when consumers, upon entering the store, experience a sudden, often powerful and continuous need to buy the product immediately and suddenly, while in this type of purchase, there is no prior need or intention. It does not exist (Mital et al, 2016).

Therefore, finding different knowledge about impulse buying and the tendencies related to this type of purchase as an effective tool help marketers and retailers to identify consumers with specific characteristics that can be used to determine a specific way of selling or Determining the sales strategy to deal with people who tend to make sudden purchases. The topic of consumer buying behavior is of interest to many researchers. However, no comprehensive research has been done in this field. Therefore, according to the current research gap, the value of this research compared to similar studies is that by presenting a suitable model of the sudden purchase of young customers, causal, strategic, contextual, intervening and consequential factors, the final results of this phenomenon can be comprehensively explained. and these results can provide valuable information to marketers and retailers in today's competitive world. Therefore, relying on this insight, in the first part of the present research, the background of the research is reviewed and then the

methodology of the research is described. Then, the findings of the research are expressed in two qualitative and quantitative components, and the impulse buying behavior model of young customers is presented in a new format. At the end, conclusions and research suggestions are presented.

2. Review of Literature

Due to the widespread topics of consumer behavior and its mysteriousness in the marketing world, one of the main concerns of researchers is the topic of sudden purchases by customers. Because this type of purchase constitutes a significant part of a company's sales, so it is very important for marketers and retailers, but there is no single consensus about the factors that determine and influence it. Nowadays, with the expansion of the population and the increase of competition among the retail industries, the main efforts of retailers are to surpass their competitors, distinguish their products and services from other competitors, attract customers and increase their market share, so they are looking for unique and differentiating solutions between themselves and their competitors.

What can be obtained from the review of previous studies conducted in this field is that the topic of impulse buying behavior of consumers is of interest to many researchers, however, so far, a comprehensive research in the field of explaining the impulse buying behavior model of young consumers with A mixed approach has not been done. Therefore, according to the present research gap, in this section, a review of the background of the conducted research is done to highlight the distinction and knowledge-enhancing aspect of this research compared to the conducted research, and a new and local model in the field of impulse buying behavior of customers. Submitted.

Table 1: An overview of experimental studies

Researcher	Year	Research results and findings
Richa Gupta	2020	What triggers a sudden purchase of customers include in-store music, ample lighting, a quiet environment, advertising and promotional programs. The variables of age, gender and time required to buy also affect the motivation of customers to buy suddenly.
Venkata Chalam and Sasidharan	2020	Factors and variables within the store and promotional plans, store layout and customers' tendencies to suddenly buy a product have an effect on the immediate purchase of that product, as well as between age, gender, marital status, monthly income and the amount of money spent on buying customers

		and buying behavior. Suddenly, there is a significant relationship between them.
Maya et al	2019	Factors related to the store environment and related to the individual, as well as social and cultural factors, affect the impulse buying behavior of customers.
Sylvia Bellini et al	2019	Pre-purchase tendencies and personality and sociological variables have an impact on the impulse buying behavior of customers and cause a direct positive or negative effect on customers.
Sofi and Najar	2018	People's personality, which includes the characteristics of expressing desire, enjoying shopping, has a positive effect on customers impulse buying behavior, and people's emotional stability and conscience have a negative effect on customers' desire to impulse buying.
Shetal Mittal et al	2016	People's personality traits and their demographic factors such as age, sex, education, income and marital status can affect their impulse buying behavior.
Jokar Brazjani et al	2019	By knowing the cultural values, personality, position of the buyer, cognitive and emotional aspects of the buyers, it is possible to manage their sudden buying behavior because these factors play a very important and vital role in the sudden buying behavior of customers.
Hasasi et al	2018	Environmental factors, store design factors, social factors cause customers to make sudden purchases. Also, there is a relationship between customers' desire to make sudden purchases and pleasurable shopping with motivation for sudden purchases.
Delgoshiae	2016	Product design and packaging, shopping pleasure, marketing promotions, buyers' age, their self-confidence, their excitement, and product price have the greatest impact on customers' sudden purchases. Their shopping has a more moderating effect on the relationship between independent variables and customers' sudden purchases
Sohrabi et al	2014	Individual factors of consumers, situational factors, factors related to the product and factors related to psychological characteristics affect the impulse buying behavior of customers.

One of the most important issues in the field of consumer behavior and the market is the sudden purchase of customers, which consumers have always faced, so that it forms part of the daily life of consumers (Kacen & Lee, 2002). Impulse buying is an unplanned purchase decision to buy a product or service that is made right before the purchase and there is no prior plan to buy that product or service (Monjal, 2020). In fact, impulse buying is a fast and tempting buying behavior with a lack of planning (Yalazmer et al, 2020). Therefore, the impulse buying process of customers begins when the customer enters the store and while browsing the store and being stimulated by stimuli, a sudden desire to buy has arisen in him and he suddenly buys a product.

In this type of purchase, unlike the usual purchase process, the buyer directly feels the desire to buy that product and makes an evaluation after the purchase (Sarma, 2014). In fact, when consumers engage in impulse buying and make this purchase, it is because they felt an unwanted, immediate and unreflective desire to buy a product, which led to the purchase. (Hilal Ozen, 2020). Asif Khan classifies impulse buying based on three criteria. These criteria include:

1. This type of purchase is a self-motivated, spontaneous and immediate act that is created based on positive feelings in buyers.
2. Impulse buyers are less concerned about the purchase cost at the moment of purchase.
3. Impulse buyers feel a pleasurable temptation to satisfy their immediate need, which is solved by consuming that product quickly (AsifKhan, 2019).

According to Stern (Stern) in 1962, impulse buying behavior can be classified into 4 separate categories, these four categories include:

1. Pure impulse buying behavior, This type of purchase is based on a sudden impulse in a person, which is created by a desire or emotional attraction in her and leads to a purchase.

2. Suggested sudden purchases, This type of purchase happens when the buyer encounters the product for the first time and buys the product without any previous experience or background.

3. Reminder Impulse Buying, In this type of purchases, the buyer remembers that she needs this product and buys it as soon as she sees the product.

4. Planned impulse purchases, This type of purchase occurs when a buyer enters the store with a prior plan and intention to purchase a product (Huch, 2004).

Consumer behavior is a concept that focuses on the behavioral bases of consumption of people of a family. In fact, the words consumption and consumerism are two words that represent people's lifestyle, so by studying it, one can evaluate the value of consumer behavior and its impact on marketing supply. Find out (Heiderzadeh, 2016). Therefore, one of the most important issues for retailers and marketers is the behavior of consumers and customers. Therefore, understanding and recognizing the behavior of consumers can be

considered as the key factor and success of any organization. In defining consumer behavior, Solomon refers to the study of the processes of choosing, buying, using and discarding products and services by customers in order to meet their needs and wants. (Heiderzadeh, 2016).

In consumer behavior to issues such as consumers what? Why? What time? Where? several times? And how they buy is paid. Because knowing how consumers behave can help marketers to provide value to their customers and try to keep them while creating customer satisfaction (Karami and Pourian, 2013). Retailers make every effort to find out how consumers make decisions and why they intend to buy it, because knowing consumers' purchase motives can help them greatly in determining the marketing strategy (Zhuang et al, 2006). Knowing about consumer buying behavior can be important for the retail industry because they can stimulate their customers to buy and increase their income (Wibawa & Bramanti, 2018). Because young consumers have access to a lot of information and evaluate it before making any purchase, retailers must review their value creation models in order to be more successful than other competitors in today's competitive world (Rezaei, 2021).

Hypermy chain stores were first established between 1920-1940 in Germany and invented a unique way to provide customer service. Herman Theiss, Karshnad, Leonardtis, and Shuken stores were among the prominent examples of chain stores in this country, which consisted of several large stores managed by a central organization. One of the most important features of chain stores is their high and efficient ability to change the buying patterns of consumers. Sepeh Cooperative Store is the first chain store in Iran that started operating in 1950. The purpose of these stores has been to supply people's needs, stabilize product prices, and provide quality products at reasonable prices to customers. (Mahabuba Kashkouli, 2013).

Based on previous researches, it has been stated that buyers allocate a significant percentage of their daily purchases to impulse purchases. Even according to estimates, two-thirds of buyers' purchase decisions are made inside the store (Iiange, 2012). This type of purchase as an effective tool helps marketers and retailers to use the best strategy to deal with people who tend to make sudden purchases and increase their sales. (Mittal, 2016). Considering

that in the present study, an attempt is made to explain the impulse buying behavior of young consumers with a mixed approach, for this purpose, the question is raised that: What is the impulse buying pattern of young consumers in the retail industry? What are the causal, strategic and foundational factors influencing the sudden purchase of young customers? What are the consequences of the sudden purchase of young customers for the customers and the store?

3. Methodology

In the upcoming research, a mixed approach consisting of two parts, qualitative and quantitative, has been used, and based on the qualitative data obtained from knowledgeable experts, in order to achieve a new model of impulse buying behavior of young consumers (case study: stores It is a chain of hyperemia at the level of Mazandaran province. Its purpose is to solve the shortcomings of the researches and existing research gaps. In terms of the type of result and research method, the present research is foundational data research, because the researcher, using foundational data theory, seeks to present a new model in the supply of sudden purchases of young consumers from retail stores. Therefore, this research is exploratory in terms of purpose and in the category of applied research, and in terms of the type of data, it is mixed. Because in order to collect data in the qualitative part, an in-depth and semi-structured interview was used, and in the quantitative part, a closed questionnaire based on the Likert scale was used from the analyzes of the qualitative part of the research. Conventional content analysis technique has been used to analyze them in the qualitative part. Since the qualitative research method is an exploratory data theory type, it requires the participation of a limited and acceptable number of respondents (Emami and Danai Fard, 2016).

Therefore, to ensure the richness and comprehensiveness of the data, the purposeful sampling method (snowball) is used in this research. Thus, at the end of each interview, the next suitable people to continue the process of data collection are introduced and identified, who have had the necessary professional, executive and scientific records at the decision-making levels, and they are called knowledgeable experts (Hedayat Nazari and Dehdashti

Shahrokh , 2017). For this purpose, a total of 14 specialized semi-structured interviews were conducted considering the above criteria and the researcher's diagnosis is that the collected information has reached the point of saturation and theoretical adequacy has been achieved. In fact, after conducting 10 interviews, repetition was observed in the received information, but to be sure, it continued until the 14th interview. According to the definition of the data-based method, the limit of stopping the interviews (data collection) is the stage where the researcher is sure that no other new concepts or categories have emerged and the theoretical adequacy of the categories or theories has been achieved. (Danaei Fard and Emami 2019). Also, Maxqda software was used to analyze the data in the qualitative section.

It should be known that the lack of scientific precision in the research makes the research worthless and diminishes the desirability of the research (Danaei Fard et al., 2016). Research audit refers to mechanisms that are used to ensure the validity and reliability of a research during its implementation process, without which the research loses its scientific value and usefulness. (Danaei Fard et al., 2012). In the foundational data theory, research audit is an active part of the research process. It should be known that the validity and reliability of the research depends on the expertise of the qualitative researcher. In fact, the four factors of the researcher's creativity, his sensitivity, the researcher's skill and his flexibility in using the audit strategy determine the validity and reliability of the upcoming research. He should act in an open manner and be flexible, creative and sensitive and discard any idea that he sees as weak, thus guaranteeing the validity and reliability of the research (Danaei Fard et al., 2016). From Guba and Lincoln's point of view in 1980, validity in qualitative research depends on reliability, transferability, reliability, and confirmability and the researcher's ability to implement them, for this purpose, long observation and continuous participation to understand the views of the participants regarding the research topic. It was put on the agenda and the researcher tried to give the interviewees a chance to ask their questions about the researcher's academic and professional background as well as the scope and objectives of the research.

To ensure the richness and completeness of the data, the selection of a suitable and sufficient sample was put on the agenda in this research, and suitable people who had deep knowledge and enough time regarding the discussed topics were selected. On the other hand, to ensure the verifiability of the research, Simultaneous data collection and analysis was used during the research (continuous comparative coding process). So that it is possible to return and review them at any moment, and for reliability, the researcher documents all the data, decisions and methods taken and takes a multilateral approach. For the re-reliability of the test, 3 interviews were selected as a sample from among the conducted interviews and each was coded twice in a ten-day interval. Then the specified codes are compared in two time intervals for each of the interviews. The retesting method is used to evaluate the stability of the researcher's coding. In each of the interviews, the codes that are similar in two time intervals are labeled as agreement and the codes that are not similar are labeled as non-agreement. The obtained results showed that the reliability of the two-coder is 79%, since the reliability above 60% is acceptable, it can be concluded that the done coding has good reliability.

$$\text{Reliability percentage} = \frac{\text{Number of agreements} \times 2}{\text{Total number of data}} \times 100 = 79\%$$

In the quantitative phase of the research, the conceptual model obtained from the foundation's data approach strategy was examined and evaluated with the help of statistical analysis (structural equations). The statistical population of this research in the quantitative part was formed by the young customers of the Hypermy store in Mazandaran province, using the randomly available method (Barclay's rule of thumb approach to determine the minimum sample size) 350 questionnaires were distributed and among them 314 The completed questionnaire was examined. Smart Pls and Spss software were also used to analyze the data in a small part.

To evaluate the reliability in the quantitative part of the first and second order factor loading test, the significance of the factor loadings, Cronbach's alpha coefficient (because the questionnaire questions were on the Likert scale) and composite reliability were used. The factor load values of all the items are

more than 0.4 and therefore the measurement model is a homogeneous model and the factor load values are acceptable values. Also, the results of the factor load significance test (T) showed that the t statistic values for all items are more than 2.58. This means that the relationship between the items and the relevant variable is accepted at the 99% confidence level.

The results of Cronbach's alpha and composite reliability are more than 0.7, so our questionnaire has the required reliability. Construct validity was also used to check the validity. To check the validity of the structure, two types of convergent and divergent validity were used, and to check the divergent validity, two Fornell-Larker tests and reciprocal factor loadings were used. The results showed that the convergent validity of all statistics is more than at least 50%, so our convergent validity was confirmed. Also, the divergent validity of the sampling model was confirmed for all items using Fornell Larcker and reciprocal factor loadings.

4. Findings

In the qualitative stage of presenting the impulse buying behavior pattern of young consumers with a mixed approach, the Foundation's data approach has been used. In this part, while explaining how to conduct the interviews, we examine the information analysis process in the form of 3 stages of coding used in this research, which includes open coding, central coding, and selective coding. Strauss and Corbin in 1998 suggest three types of open coding techniques, axial coding and selective coding and compiling a logical model of the generated theory (Danaei Fard and Emami, 2016). The methodological stages of foundational data theory include research design, data collection, data sorting, data analysis and literature comparison. In fact, the beginning of the research is by choosing a field for study, and during the research, topics related to that field appear. will be (Ekhlasi et al., 2015).

In the first stage of data analysis, which is open coding, first all the interview texts are read line by line and open codes emerge from them. In the next step, the codes that share a concept with each other are placed in a category and In this way, many categories are created (Torabi et al., 2018). In

the table below, all the statements and codes obtained from the interviews are mentioned.

Table 2: Subcategories and concepts extracted from the interviews

Concepts	Subcategories
Buyers' personality traits - positive mood and excitement of the customer - positive emotions of the buyer during shopping - fashion orientation and trendiness of the buyer - willingness to buy suddenly - knowledge about new products - search in the store - recommendation of previous customers - pleasant shopping experience - money and time Available to the customer	Individual situational factors
Display of products inside the store - store aroma - music played in the store - lighting - proper ventilation - store painting - interior decoration - festivals and sales festivals	In-store environmental situational factors
Store brand - store window	Environmental situational factors outside the store
Age - gender - level of education - job - marital status of the customer	Demographic factors
Product type - Product packaging - Product storage and maintenance - Product variety	Factors related to the product
Lack of intention and plan, beyond the need, emotional and emotional response, urgency in the behavior, based on the client's unconscious arousal.	Impulse purchase feature
Appointment of expert marketing managers, appointment of motivated employees	Human strategies
Get one product for one purchase, continuous purchase discount programs, free product shipping, product pricing strategies, investment in advertising.	Marketing strategies
Providing comfortable and necessary facilities, using brand and reliable products, easy payment method, Establishment of the store in a suitable place	Store facility agents
Culture, family, lifestyle	Socio-cultural factors
Perceived crowding of the environment, inappropriate store atmosphere, lack of hygiene, high product price, low product quality standards, low income of customers, unfavorable economic situation, inflation	retarding obstacles
Sufficient number of cash registers, proper behavior of staff with customers	Accelerating obstacles
Sales growth, profitability growth, loyal customer growth	Consequences for the store
Satisfied, save time, enjoy shopping	Consequences for the buyer

In the next step, an attempt was made to place similar and synonymous categories in a main category under the title of main categories. In fact, at this stage, they re-reviewed the categories that they presented for analysis and analyzed the data within it, and by defining and reviewing, they determined the nature of what a main category is discussing. and it is determined which aspect of information each main category contains. In fact, at this stage, the categories that have common concepts are grouped in a category at a higher level in order

to reach the main categories (Torabi et al, 2018). In the table below, the main categories are presented completely and comprehensively:

Table 3: The main categories extracted from the interviews

Subcategories	Main categories
Individual situational factors, environmental situational factors inside the store, environmental situational factors outside the store, demographic factors, factors related to the product	Causal conditions
Human strategies, marketing strategies	Strategic conditions
Factors of store facilities, socio-cultural factors	Bedding conditions
Slowing obstacles, accelerating obstacles	Interfering conditions
Consequences for the store, consequences for the buyer	Consequences conditions

In axial coding, we are faced with an organized set of codes and basic concepts, which is the result of a detailed and detailed review of the interviews and categories obtained in the open coding stage (Torabi et al., 2018). From the point of view of Strauss and Corbin in 1998, axial coding is called the process of relating categories to their subcategories and linking categories at the level of their features and dimensions. In fact, at this stage of coding a category They chose the open coding stage as the central phenomenon and related other categories to it. Other categories include causal, strategic, contextual, intervening and consequential conditions. (Haqgoyan et al., 2014). In the cumulative table below, an example of open and central coding of the interviewees, the code of the interviewees and their frequency is displayed.

Table 4: Main categories and components (cumulative table) of customers' sudden purchases in the store

Axial coding	open code	Interviewee code	Frequency	
Social and cultural factors	Culture	C41,D43,E42,J41,K44,M45,N41	7	
	Family		8	
	life style	A43,C42,D44,E43,G42,L45,I43,M43		7
		A44,F44,G41,L44,J42,I42,M44		

The last step of the coding stage is selective coding. Selective coding can be seen as the process of integrating and improving categories, which invents a theory based on the results obtained from the previous two stages (Mohammadi Far et al., 2015). In fact, selective coding is the process of choosing the main research categories, systematically relating them to other

categories, verifying the validity of these relationships, and completing the categories that need further modification and development (Torabi et al., 2018). At this stage, in order to design a paradigmatic model, one of the categories (the central category), which in this research is the sudden purchase of young customers, is selected as the main category and the relationship with other categories is determined. (Hakimpour and Dehnavi, 2018). It should be known that in the design of the paradigm, the six main dimensions are explained as follows: Causal conditions: events that create situations and issues related to the phenomenon.

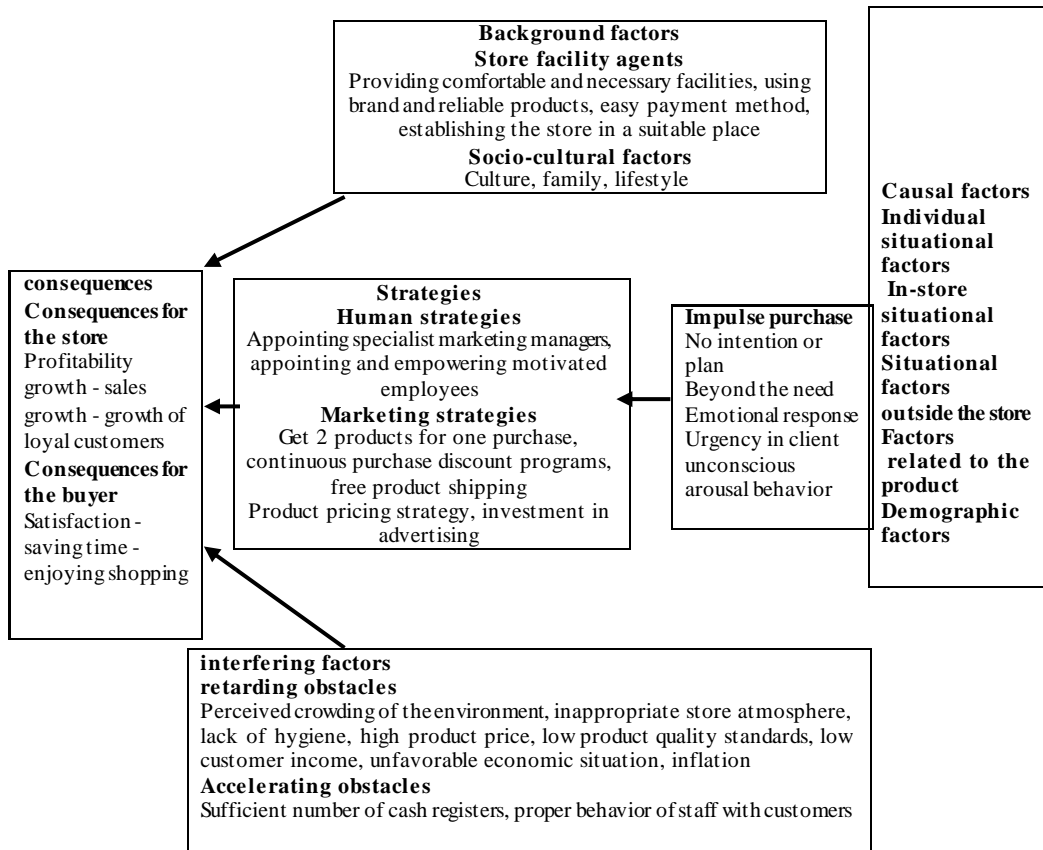


Figure 1: Customer impulse buying model

The central conditions of the main phenomenon under investigation, the background conditions: the conditions under which the strategies and actions

manage the phenomenon. Intervening conditions are said to be conditions that act as facilitators or obstacles and facilitate and accelerate the implementation of strategies or act as obstacles. Strategic conditions are said to be plans and actions that change from the main phenomenon to are achieved and help to implement the central phenomenon. Finally, the consequences are visible and invisible consequences that are obtained as a result of the implementation of a central phenomenon (Tabatabaie nasab et al, 2016). Therefore, the impulse buying behavior of young customers as a central category, individual situational factors, situational factors inside and outside the store, product-related factors and demographic factors as causal conditions, store facility factors and socio-cultural factors as background conditions, Human strategies and marketing strategies as strategic conditions and accelerating and decelerating obstacles as intervening conditions lead to the realization of the outcome for buyers and stores.

In the quantitative part of the current research, according to the model designed in the qualitative part presented in Figure 1, the research hypotheses will be as follows:

1: Individual situational factors, in-store situational factors, out-of-store situational factors, product-related factors and demographic factors as causal conditions have an effect on customers' sudden purchase decision.

2: The central category of sudden purchase including lack of intention and plan, beyond the need, emotional and emotional response, urgency in the unconscious arousal behavior of the customer has an effect on the strategic factors of sudden purchase.

3: Factors of store facilities and social and cultural factors as background factors have an effect on the strategic factors of impulse buying.

4: Obstacles that slow down impulse buying and obstacles that accelerate impulse buying have an effect on the strategic factors of impulse buying as intervening factors.

5: Marketing strategies and human strategies as strategic factors have an effect on the consequent factors caused by the store and the buyer.

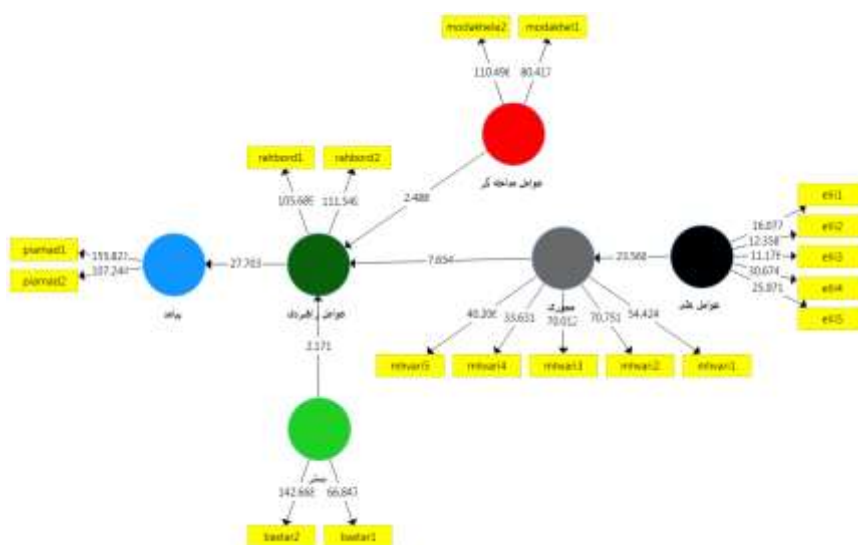


figure 2. Significance model of path coefficients

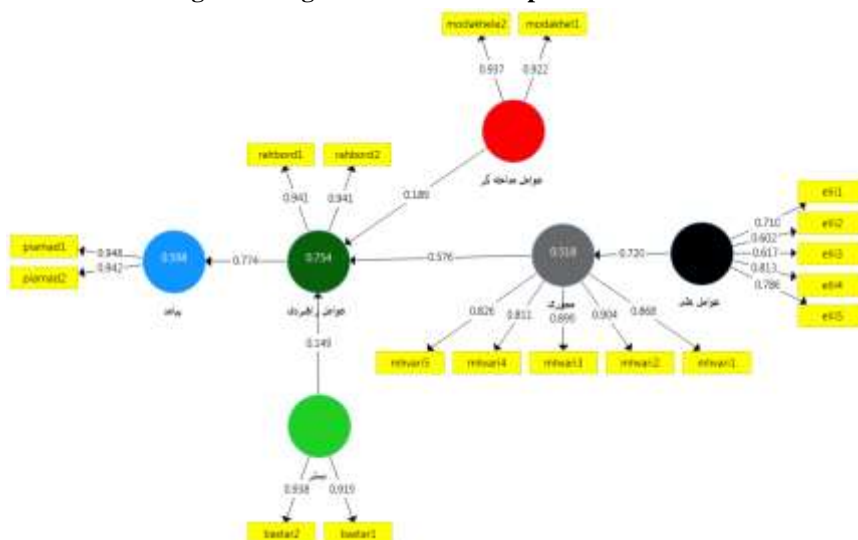


Figure 3: Diagram of path coefficients and determination coefficients

In this section, to validate the results of the qualitative section through a quantitative survey, the above theorems are raised and hypotheses are formulated based on them. To collect data, we distributed a questionnaire among the sample people, then analyzed the data obtained from the distribution of the questionnaires. The obtained results show that there is an acceptable relationship between the categories and the main dimensions of the structural

model, and the influence of the dimensions on each other according to the defined paths is worthy of attention. In order to examine each of the hypotheses of the research, the output of the test based on the significance of the T statistic is shown in the table below.

Table 5. The final results of the research hypotheses test

Assumptions	Path coefficient	T	Sig	Result
Causal factors have a significant impact on the core categories.	0.720	23.568	0.000	Affirmation of relationship
Core categories have a significant impact on strategic factors.	0.576	7.654	0.000	Affirmation of relationship
Background factors have a significant impact on strategic factors.	0.149	2.171	0.030	Affirmation of relationship
Intervening factors have a significant impact on strategic factors.	0.189	2.488	0.013	Affirmation of relationship
Strategic factors have a significant impact on consequential factors.	0.774	27.703	0.000	Affirmation of relationship

As can be seen in table number 5, the average extracted variance is more than 0.5, therefore, from Fornier and Larker's point of view, if the average extracted variance is more than 0.5, one of the criteria of convergent validity is confirmed, and composite reliability and Cronbach's alpha are also higher. It is from 0.7, which indicates the adequacy of internal convergence and appropriate reliability of the measurement tool.

Table 6. validity index (factor loading and AVE) and reliability (Cronbach's alpha and CR)

Main categories	Subcategories	factor loading	Cronbach's alpha	CR	AVE
Causal conditions	Individual situational factors	0.899	0.901	0.919	0.540
	In-store situational factors	0.913	0.951	0.959	0.746
	Situational factors outside the store	0.876	0.724	0.876	0.780
	Demographic factors	0.906	0.866	0.903	0.651
	Factors related to the product	0.885	0.869	0.912	0.724
Pivotal conditions	Lack of intention and plan	0.849	0.807	0.912	0.837
	Beyond the need	0.660	0.713	0.837	0.719
	Emotional response	0.803	0.759	0.886	0.648
	Urgency in behavior	0.824	0.785	0.903	0.823
	Unconscious arousal of the client	0.736	0.720	0.887	0.655
Strategic conditions	Human strategies	0.812	0.721	0.874	0.777
	Marketing strategies	0.621	0.926	0.944	0.771
Background conditions	Shop facilities	0.894	0.866	0.908	0.713
Intervening conditions	Social and cultural factors	0.859	0.844	0.928	0.812
	retarding obstacles	0.919	0.951	0.959	0.746
consequential conditions	Accelerating obstacles	0.893	0.723	0.873	0.775
	Consequences for the store	0.845	0.845	0.905	0.762
	Consequences for the buyer	0.839	0.847	0.907	0.765

The general fit index of the model considers the compromise between the quality of the structural model and the measurement model simultaneously and tests their quality and is equal to:

$$GOF = \sqrt{\text{communalities} \times R^2}$$

This index is the square of the two average values of common values and the coefficient of determination. Since this value is dependent on the two mentioned indices, the range of this index is between zero and one. According to the value obtained for GOF, it shows 0.676, the overall fit of the model is strong. The optimal value for this index is 0.08 at most. The results obtained from this index showed that its value was reported to be equal to 0.071, which is a desirable value, and therefore the appropriate fit of the general model of this research is confirmed.

Table 7: Overall fit index of the model

Index	Fit amount
Standardized Root Mean Square Residual (SRMR)	0.071

5. Conclusion

By applying a mixed approach and relying on foundation data analysis, the causal, contextual, intervening, strategic and consequential factors of the sudden purchase of young customers from hypermy chain stores through interviews conducted with knowledgeable experts in Three forms of open coding, central coding and selective coding were performed and a new conceptual model was presented. The results in the qualitative part showed that the set of factors that can realize the proposed pattern of sudden purchase of young customers in chain stores were introduced and presented in the form of a comprehensive model with six main categories in the form of 13 sub-categories and 65 concepts.

The main categories include causal, central, strategic, contextual, intervening and consequential factors. The subcategories of causal factors include (individual situational factors, environmental situational factors inside the store, environmental situational factors outside the store, demographic factors, factors related to the product), the central phenomenon including (lack

of intention and plan, beyond the need, emotional response and emotional urgency in behavior, based on the customer's unconscious arousal), strategic factors including (human strategies, marketing strategies), foundational factors including (store facility factors, socio-cultural factors), intervening factors including (delaying obstacles and accelerating obstacles) and consequential factors include (consequences for the store and consequences for the buyer). Also, the results in the quantitative section, based on the five stated hypotheses, showed that the causal factors have a significant effect on the central categories, the central categories have a significant effect on the strategic factors, the background factors have a significant effect on the strategic factors, and the intervening factors have a significant effect on the strategic factors. It is significant, also strategic factors have a significant effect on consequential factors. Considering the global importance of the consumer market and the lack of detailed studies on the sudden purchase phenomenon of young consumers and helping marketers and retailers to increase the sales of their products, this research provides the following useful insights. These suggestions can be used for Targeting of future researches should be used. These suggestions include:

One: coherent and appropriate planning and design in the inside and outside of the retail space to influence the feelings and perceptions of consumers and create motivation to visit the space and create a favorable purchase in them.

Two: The attention of the store marketing managers to the impact of social and cultural factors on the sudden purchase of young customers by examining the cultural differences of different groups and creating positive feelings among them to increase their sudden purchase.

Three: Paying attention to the effect of mixed marketing factors on the impulse buying behavior of customers such as product, price, distribution, promotion.

Four: Focusing on the different personality and psychological characteristics of people and their different moods to create positive feelings and increase the desire to make sudden purchases. Finally, paying attention to the different tastes and behavior of the young generation and creating a solution for interactions with them to motivate sudden purchases and increase their loyalty. Also, as a strategic proposal, pay attention to the expansion and development

of chain stores, considering the relative success of these stores in advancing their goals and providing services to customers and welcoming people to such stores.

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