

Designing the Impulse Buying pattern of young generation customers based on the Grounded Theory Approach

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Received 5 February 2022, Accepted 18 March 2022

Abstract

The present study aims to achieve a comprehensive model for the impulse buying of young customers in a chain store. The statistical population of the present study is knowledgeable experts in the retail sector of the country who are fully acquainted with the issues under discussion. The method of data collection is snowball sampling and in-depth semi-structured interviews and the Grounded theory approach using MAXQDA software consists of open, axial and selective coding.

The qualitative results of the research in the form of the final model consist of the sum of the central categories of sudden purchase, causal conditions, interventionist, bedrock, strategic and finally consequential. Each of these factors has its own variables and categories that pay attention to them to achieve the ultimate goal of customers' impulse buying. The value of this research compared to similar studies is that by providing a suitable model of customers' impulse buying, causal, strategic, contextual, intervening and consequential factors comprehensively explain the final results of this phenomenon and these results can provide valuable information. Provide marketers and retailers in today's competitive world.

Keywords: Purchasing Behavior, New Generation Consumer Behavior, Impulse buying Behavior, Chain Stores, Grounded theory.

1. Introduction

Retailers now make every effort to attract customers to achieve a high level of revenue through them. In fact, understanding the buying behavior of customers allows retailers to update themselves and thus attract more customers (Richa Gupta, 2020). The study of factors affecting consumer buying behavior has led to better and more effective acquisition and understanding of consumer behavior. This knowledge helps marketers to

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provide products according to the needs and desires of consumers to be able to provide maximum satisfaction (Torabi et al., 2019).

Customer's purchasing behavior includes customers' attitudes, preferences, intention and purchase decisions about products and stores, so the process of understanding customers and factors that affect their purchase decisions helps manufacturers, retailers and marketers to understand how customers feel when shopping and what factors are attractive to customers and make their purchases (Wenkatchalam- Sasidharan, 2020). To discover the motivation of customers to buy, we need to know what is the purpose of customers to buy? What did customers buy when they left the store? Finding these reasons determines the motivation of the customer to buy (Richa Gupta, 2020). Mawajones believed that customers either get involved in the buying process and enjoy shopping, or enter the shopping chain to profit from shopping (Mohammad Asif Khan, 2019).

Understanding buyer behavior is not an easy task. Because several factors can affect their behavior. Consumer purchasing decisions are a sequence of choices that begin before purchase and when consumers want to meet a need. Therefore, the consumer decision-making process can be defined as the stage that consumers go through in making the final purchase decision. Consumers go through several stages before reaching a purchase conclusion. It is the job of marketers to focus on their entire purchasing process, rather than simply focusing on the buying decision process (Jalal Rajeh, 2018).

In major chain stores, retailers aim to control the consumer buying process. Therefore, creating a suitable atmosphere in the store to increase the interest and desire to buy in customers is very effective (Qarcheh et al., 2013). Because in today's competitive market, if companies can understand the needs of their customers and use marketing strategies to attract customers, they will be more effective than competitors and achieve a high volume of sales (weerathung & Pathmini, 2015). Consumers sometimes go shopping to forget about their problems and have fun. The issue of sudden purchases in customers is raised as a solution to reduce stress and enjoy shopping. Buyers experience more joy, excitement, fun, excitement and joy in such purchases (Hilalozen, 2020). impulse buying is a challenge for marketing researchers due to its complex and

multifaceted nature and is very important for modern retailers and researchers in this industry. Husman(2000) described impulse buying as a complex and multifaceted phenomenon that accounted for a very large volume of sales (Murugananthan & Shankar, 2013).

Unexpected purchase refers to the unplanned purchase decision that occurs in the buyer just before the purchase and there is no pre-determined plan to purchase the product (Naha Mongal, 2020). According to Rock, in 1987, a sudden purchase occurs when a customer feels a sudden, often powerful, and persistent need to buy a product quickly. Hence, the reason why consumers are motivated to buy is very complex because stimuli may cause emotional conflict in the individual and lead to their purchase (Moser, 2020). Impulse buying is a semi-hidden consumer behavior that skilled sellers can succeed in this way by using various stimuli and increase their sales, so the need for more success in this direction is to identify and examine all the necessary factors on the impulse buying behavior of customers. (Sohrabi et al., 2014).

On the other hand, as the population expands and competition increases between retailers and chain stores to overtake each other in attracting more customers and meeting the needs of consumers, they lose a significant portion of their revenue source. If retail stores do not have a significant focus on the target audience of their younger generation. It is therefore very important to be aware of the expectations of the younger generation of chain stores. Because retail stores do not have a coherent plan to increase the sudden purchase of their younger generation customers, and there is a lot of research gap in the field of sudden purchase of young generation customers and ways to convince and motivate them to buy in such a retail environment. There is a competitive atmosphere. Therefore, the present study can provide valuable information to marketers and retailers. So that they can adopt the best and most effective strategies to increase the purchase of young customers and convince them and increase their desire to buy and increase the profitability and productivity of retail stores. Therefore, the main question of the present study is what is the pattern of impulse buying behavior of young generation customers in chain stores based on the data theory of the foundation? Also, what are the causal,

pivotal, contextual, strategic, interfering and consequential factors on impulse buying behavior of customers?

2. Review of Literature

One of the most important issues in the field of consumer and market behavior is the sudden purchase of customers that consumers are always faced with as part of the daily life of consumers (Kacen & Lee, 2002). Impulse buying refers to an unplanned and unexpected buying behavior that occurs to customers when they are exposed to stimuli. This immediate shopping decision is organized within retail stores and is made without the intention of customers to buy (Venkatchalam & Sasidharan, 2020). Leyr(1989) outlined four criteria for impulse buying behavior. These criteria include the following:

- a) **Pure Impulse Buying behavior:** Purchases that are made without any pre-determined and completely sudden planning.
- b) **Suggested Impulse Buying:** means purchases in which the customer in the store is faced with the first-time options of the products and buys that product without any prior experience.
- c) **Reminder Impulse Buying:** In such purchases, the buyer remembers as soon as she sees the product that she needs this product and buys it.
- d) **Planned Impulse Buying:** In such purchases, the buyer has not already nominated any product to buy the product, but is influenced by the internal environment of a store and advertisements and sales promotion programs and buys the product (Heidarzadeh Hanzaei and Et al., 2015).

In today's competitive world, consumers' impulse buying behavior is very important for marketers and retailers to be able to understand the unique needs, wants and demands of each customer and provide products and services according to their request (Abu Basher, 2020). Studies in this area have concluded that the issue of consumer buying behavior is of interest to many researchers. However, so far no comprehensive research has been conducted on the design of the impulse buying model of young generation customers with the foundation data approach. Because many retailers and brands spend a lot of money to influence their target audience to be able to interact with this generation and attract their attention.

The younger generation is always a challenge for marketers because of their different and unique tastes and expectations and the difficulty of interacting with them. Therefore, influencing them and gaining their trust can pave the

way for a very high chance of sales for retailers. Therefore, according to the research gap in this section, the background of the research is reviewed in order to distinguish and increase the knowledge of this research from the research and a new and indigenous model in the field of impulse buying behavior of customers To be presented to the younger generation.

Table 1: Overview of empirical research backgrounds

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.
Winnich et al	2020	The variables of store layout, store environment, sufficient number of employees and their informed guidance, buyer gender, visual appeal and innovations that stimulate the store space are the main factors influencing the impulse buying behavior of customers.
Vankata Chalam and Sassidharan	2020	In-store variables and advertising plans, store layout and customers' desire to buy a product suddenly affect the immediate purchase of that product. There is a significant relationship between age, gender, marital status, monthly income and the amount of money spent by customers and impulse buying behavior.
Jason et al	2019	The impact of environmental factors of the store such as advertising, staff behavior inside the store, product prices, coupons, display of products inside the store, the smell of the store and the music played in the store affect the impulse buying behavior of 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.
Sofi and Nika	2017	Intrinsic factors that include positive buying emotions, cognitive abnormalities, belief in impulse buying, attention to the possible consequences of purchase, pre-purchase consultation and review, and extensive planning affect the impulse buying behavior of customers. Also, advertising and gender (women) are also an effective factor in the impulse buying of customers.
Jokar Borazjani, Kamali, Mirabi, Saeedi	2018	By recognizing the cultural values, personality, position of the buyer, cognitive and emotional aspects of buyers, their impulse buying behavior can be managed. These factors play a very important role in the impulse buying behavior of buyers.
Hassasi, Karami Alam	2017	Environmental factors such as (light, temperature, fragrance and music), store design factors such as (product layout) and social factors such as (presence and influence of sales staff) cause customers to make sudden purchases. There is also a relationship between customers' desire to impulse buying and enjoyable shopping with the urge to buy impulse.

In the present study, an attempt is made to design a sudden purchasing model for the young generation of retail industry customers based on the foundation's data approach. For this purpose, the key questions of the present study are: The first research question: What is the pattern of sudden purchase of young customers in the retail industry? The second research question: What are the causal factors affecting the sudden purchase of young generation customers? What are the strategic and intervening factors influencing the sudden purchase of young generation customers? What are the consequences of the sudden purchase of young generation customers for the store and customers?

3. Methodology

The present research is based on the type of result and research method of data foundation. This is because the researcher is using the data method of the foundation to provide a new model in offering the Impulse Buying of young customers of retail stores. Therefore, this research is in terms of exploratory purpose and among applied researches. In-depth and semi-structured interviews were used to collect data. Data collection tool is a semi-structured interview. At the beginning of the interviews, the researcher outlines important trends in the retail and purchasing industry for the interviewees. This both paves the way for the younger generation to meet the challenges of the younger generation of customers in terms of impulse buying and prepares the interviewees mentally.

In this research, purposive sampling method (snowball) has been used. Thus, at the end of each interview, the next suitable individuals to continue the data collection process are introduced and identified who have the necessary professional, executive and scientific background at the decision-making levels and are called knowledgeable experts (Hedayat Nazari and Dehdashti Shahrokh, 2017). A total of 14 semi-structured specialized interviews were conducted. The researcher's diagnosis was that the collected information had reached saturation point. In fact, after 10 interviews, repetition was observed in the received information, but to be sure, it continued until 14 interviews. Interruption limit (data collection) according to the definition of the data-based

method is the stage at which the researcher achieves that no new concepts or categories have emerged and the theoretical adequacy of the categories or theories has been achieved. (Danaeifard and Emami, 2010).

Table 2: The process of building a Grounded theory (Ekhlas et al., 2016)

Steps	Activity
Research plan	Defining the research problem, defining the previously constructed structures, theoretical sampling versus random sampling
Collect Data	Data collection and analysis stage interference
Sort the data	Sort events
data analysis	Free coding, axial coding and selective coding
Comparison of literature	Comparison of data theory with similar and different frameworks

In Grounded theory, the researcher foundation analyzes the data immediately while collecting it. In this way, just as it collects the first data and analyzes it to understand the basic categories, in the next step, it seeks to collect other data as well. Strauss and Corbin(1998) proposed three types of open coding techniques, axial coding and selective coding, and the development of a logical model of the generated theory (Danaeifard and Emami, 2007).

4. Findings

In this stage of Grounded theory, the researcher foundation places the categories based on all the data collected from their observations, interviews, and events and memoirs (Danaeifard and Emami 2007). In open coding, first all the texts of the interview are read line by line and open codes emerge from their hearts. In the next step, the codes that have a common concept are placed in one category and thus several categories are created (Torabi et al., 2019).

Table 3: Subcategories and concepts extracted from the interviews

Concepts	Subcategories
Buyers' personality traits, positive mood and excitement of the customer, positive feelings of the buyer while shopping, fashion and fashion of the buyer, tendency to impulse buying, knowledge about new products, search in the store, advice from former customers, pleasant shopping experience, money and time Available to the customer	Individual situational factors
Display of products in the store, fragrance of the store, music played in the store, lighting, proper ventilation - painting of the store, interior decoration, festivals and sales festivals	In-store environmental factors
Store brand, storefront	Out-of-store environmental situational factors

Age, Gender, Education, Occupation, Marital status	Demographic factors
Product type, Product package, Product storage capacity, Product variety	Product related factors
Lack of intention and plan, beyond the need, emotional response, urgency in behavior, customer unconscious arousal	Impulse buying Property
Appointment of expert marketing managers, appointment of motivated employees	Human strategies
Receive 2 products for one pay, continuous purchase discount programs, free product delivery, product pricing strategies, investment in advertising	Marketing strategies
Providing necessary and necessary facilities, using branded and reputable products, easy payment method, establishing a store in a suitable place	Store Facility Agents
Culture, family, lifestyle	Socio-cultural factors
Perceived environmental congestion, poor store space, unsanitary conditions, high product prices, low product quality standards, low customer revenue, poor economic status, inflation	Slowing down barriers
Adequate cash register, proper staff treatment of customers	Accelerator barriers
Sales growth, profitability growth, loyal customer growth	Implications for the store
Satisfaction, save time, enjoy shopping	Consequences for the buyer

In the next step, the researcher's whole effort was to place similar subcategories in a main category called main categories. At this stage, subcategories are analyzed and those categories that have common concepts are grouped in a category at a higher level in order to achieve the main categories (Torabi et al., 2019). The following table presents the main categories in full and comprehensive:

Table 4: The main categories extracted from the interviews

The main category	Subcategories
Cusal conditions	Individual situational factors, In-store environmental situational factors, Out-of-store environmental situational factors, Demographic factors, Product related factors
Strategic conditions	Human strategies, marketing strategies
Bedding conditions	Factors of store facilities, socio-cultural factors
Interfering conditions	Slowing down barriers, accelerating barriers
Consequences conditions	Consequences for the store, consequences for the buyer

The second stage of data analysis in Grounded theory is the axial coding foundation. According to Strauss and Corbin(1998), axial coding is the process of relating categories to their subcategories and linking categories at the level of their properties and dimensions. In this stage of coding, a category

of open coding stage is selected as the central phenomenon and other categories are related to it. Other categories include causal, strategic, contextual, intervening and consequential conditions (Hagh Guyan et al., 2015). The purpose of this stage is to create a relationship between the classes produced in the open coding stage, which helps the theorist to create a theory based on them (Ghazi Mir Saeed and Abdolvand, 2018).

The last step in the coding step is selective coding. Strauss and Corbin (1998) stated that selective coding is the process of theoretically integrating the central category, improving categories, and identifying other categories using a paradigm model. Researcher In the selective coding stage, we determine the central category and integrate the categories around the central category and the relationships between them (Nasrabadi et al., 2019).

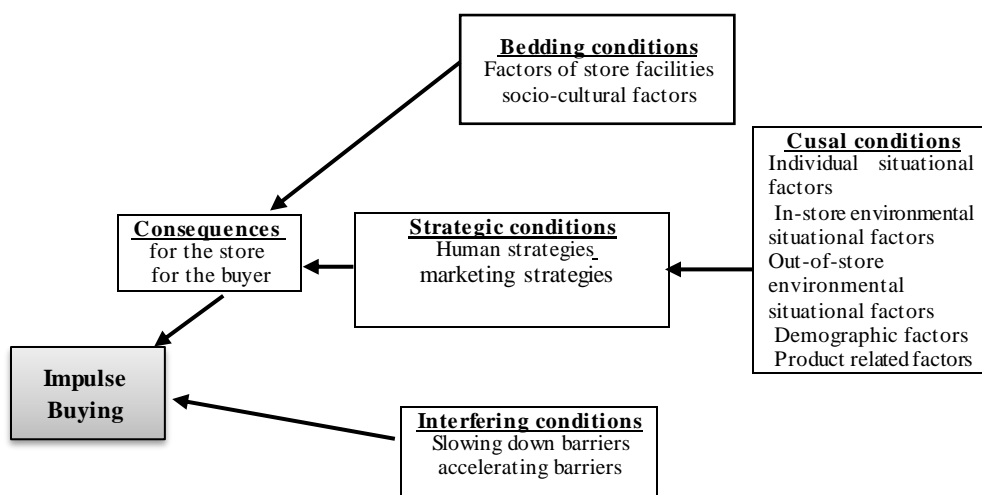
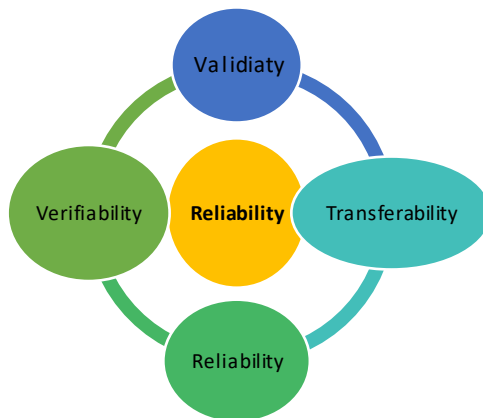


Figure 1: Customer impulse buying model

It should be noted that the lack of scientific accuracy in research has made the research worthless and reduces the usefulness of the research (Danaeifard et al., 2017). Research audit refers to the mechanisms that are used to ensure the gradual validity and reliability of a research during its implementation process (Danaeifard et al., 2013). There have always been challenges to the scientific accuracy of qualitative research with the critique of quantitative research due to reliance on numbers, so Goba and Lincoln(1980)

used the concept of reliability for validity and reliability in qualitative research. This concept was introduced in the following four topics, which include:



Validity: Validity the concept of internal validity through which researchers seek to prove the validity of their findings. (Ekhlasi et al., 2016). To ensure the validity of this research, long observation and continuous participation to understand the participants' views on the research topic was on the agenda. From the researcher's point of view, this did not necessarily mean conducting lengthy interviews (although interviews sometimes lasted up to 65 minutes); The researcher tried to give the interviewees a few minutes before the start of the interview to ask questions about the researcher's educational background and profession, as well as the scope and objectives of the research.

Transferability: Transferability is an alternative to external validity so that instead of aiming for random sampling and possible reasoning, qualitative researchers can provide a complete and detailed picture and sufficient information about their research field. (Ekhlasi et al., 2016). To ensure the richness and comprehensiveness of the data, the selection of an appropriate and sufficient sample in this study was on the agenda. Since targeted sampling method (snowball) was used and appropriate people with deep knowledge and sufficient time on the topics discussed, has enriched the data further.

Verifiability: Verifiability means objectivity in research. In other words, to prove the quality, they rely on reviewing and reviewing all the data collected during the research (Ekhlasi et al., 2016). In this study, to ensure the validity of the research, the simultaneous collection and analysis of data during the research (continuous comparative coding process) was used. To this end,

the researcher regularly recorded and maintained all the raw data, including the important points of the documents, recorded interviews, and his thoughts and analyzes, so that they could be returned and reviewed at any time.

Reliability: Reliability means the validity of research. In this way, documenting the methods and data collected and decisions made in connection with the research makes it possible for other researchers to scrutinize (Ekhlas et al., 2016). For this purpose, the researcher documents all the data and decisions and methods taken and is multifaceted. For the reliability of the retest, 3 interviews were selected from the interviews as a sample and each of them was coded twice in a period of ten days. The specified codes are then compared at two intervals for each interview.

The retest method is used to assess the researcher's coding stability. In each interview, codes that are similar at two intervals are identified as agreement and dissimilar codes as disagreement. The method of calculating the reliability between the codings performed by the researcher in two time intervals is as follows:

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

The results showed that the reliability of the decoder is 79% since the reliability above 60% is acceptable. It can be concluded that the coding performed has good reliability. The validity and reliability of research depends on the skill of the qualitative researcher. In fact, 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 forthcoming research. The researcher must act openly and be flexible, creative and sensitive and put aside any ideas that he / she thinks are weak, thus guaranteeing the validity and reliability of the research (Danaeifard et al., 2017).

5. Conclusion

This qualitative research has been done with the aim of presenting the model of Impulse Buying of young generation customers in the store using the data theory of the foundation. This study is a qualitative research and purposeful

sampling (snowball) has been used to select the sample. The analysis of the interviews has led to the identification of six main categories. These categories include causal, pivotal, strategic, contextual, intervening and consequential factors. Causal factors include (individual situational factors, in-store environmental situational factors, out-of-store environmental situational factors, demographic factors, product-related factors). Pivotal phenomena include (lack of intention and plan, beyond need, emotional response, urgency in behavior, customer unconscious motivation), strategic factors including (human strategies, marketing strategies), bedrock factors including (store facility factors, factors Socio-cultural), intervening factors include (delaying barriers and accelerating barriers) and consequential factors (consequences for the store and consequences for the buyer).

Given the global importance of the consumer market and the lack of detailed studies on the phenomenon of Impulse Buying and help marketers and retailers to increase sales of their products, this study offers the following practical suggestions:

- Appropriate design in the environment inside and outside the store to further influence the feelings and perceptions of young consumers and create and increase Impulse Buying in them.
- Employment of human resources to shape and tidy the store environment and training employees to create interaction between them and consumers.
- Creating loyalty in the younger generation of customers by providing them with special services and services.
- Providing appropriate welfare and essential facilities to the store's customers, such as the location of the store in terms of customer access, suitable parking space, proximity to recreational areas and children's playgrounds, etc.
- Paying attention to the effect of marketing mix factors on customers' Impulse Buying behavior, for example, free advertising to customers, lottery cards, sales brochures, etc.
- Attention to social, cultural and psychological factors, and individual situation of young generation customers.

- Due to the limitations of the present study, other related topics that were not addressed in this study can be used as thematic contexts for future research by researchers and students. Some of them include paying attention to this kind of research and similar studies in other industries, in different age groups, examining the Impulse Buying of customers in other regions and provinces and different ethnicities with different cultures and in different time periods. It should be noted that no research is free of limitations. In fact, the limitations cause the research to deviate from its standard state. The most important limitations of the present study are the time and difficulty of the qualitative phase of the present study (interview with experts). Internet and answering examples is based on your own assumptions and beliefs. Of course, the interviews conducted until they reached their theoretical saturation have reduced this limitation. However, this case can also be one of the limitations of the present study.

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