

IMPULSE BUYING BEHAVIOR AMONG WORKING LADIES: A LITERATURE REVIEW

Chan Yuen Yue¹ and Ahmad Zainal Abidin Abd Razak²

¹Centre for Foundation Studies, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia.
Email: crystalcyy91@hotmail.com

² Department of Business Management and Entrepreneurship, Universiti Pendidikan Sultan Idris, Tanjung Malim, Malaysia. E-mail: ahmad.zainal@fpe.upsi.edu.my

Accepted date: 29 June 2018

Published date: 19 September 2018

To cite this document: Yue, C. Y., & Razak, A. Z. A. A. (2018). Impulse Buying Behavior Among Working Ladies: A Literature Review. *International Journal of Accounting, Finance and Business*, 3(13), 26-34.

Abstract: *Impulse buying behavior is used to be an interesting issue to be figured out by many researchers and marketers, among consumer behavior's studies. Increased access to education and employment opportunities are improving the social status and economic independence of women. There is no doubt that women are driving the world economy. Provided with various marketing techniques and innovations, it is much easier for consumers to buy impulsively, thus it is worthwhile to look in details how these marketing factors trigger impulse buying and which of them exerts the greatest effect. This research aim is to investigate how extrinsic cues affect the impulse buying behavior amongst working ladies. The five extrinsic cues involved in this research are price, store atmosphere, brand reputation, country of origin and social influence. This research is providing useful information to the marketers of Malaysia's apparel industry in understanding consumers' needs deeper in order to contribute in the growth of their business. Target population of this study is full-time working ladies, aged between 16 to 35 years. Due to large population, sampling of 400 questionnaires was distributed in One Utama shopping mall, Selangor. Statistical Package for Social Science (SPSS) was used to analyzed the data collected. It was found that price, store atmosphere and social influence are having significant relationship with impulse buying behavior among working ladies while brand reputation and country of origin of product are not.*

Keywords: *Impulse Buying Behavior, Working Ladies, Extrinsic Cues, Apparels*

Introduction

In this highly competitive market, being able to sustain a place in customers' mind and profitability becomes the focus of a business. Customer is always the core of a business, therefore consumer buying behavior is an essential key component to succeed (Sundstrom, Balkow, Florhed, Tjernstorm & Wadenfors, 2013; Veeerayeekenna & Latha, 2016). Growth in consumer spending is given a rise due to increasing affluence, blooming of retail strategy and the ease in technology accessibility (Bellman, 2015). Today, shopping has mostly meant for sense of pleasure and self-fulfilment, arising the growth and significance of impulse buying behavior (Mittal, Chawla & Sondhi, 2016).

Issue may arise during economic downturn as consumers tend to be cautious in spending during recession (Puzzanghera, 2016). Yet the fact that some business boomed during recession proves it in another way, by capitalizing on timely technology or latched on to powerful trends that defy the recession. Tupperware and Coleman are well-demonstrated businesses which are able to gain benefit from recession. (Newman, 2009) This is supported by Quelch (2008), that economic downturn is not going to stop consumer spending. The key is to study the needs of consumers thoroughly and adapt the strategies to the market trend.

Problem Statement

Impulse buying is not only extraordinary phenomenon, it actually influences retailer's profit even accounts up to 80% of the sales revenues (Lewis, 2013; Lim & Yazdabifard, 2015). A study shows that more than half of shoppers in malls were found to buy impulsively, indicating that impulse buying is significant to retailers' profit (Dawson & Kim, 2009). It gives opportunities to the marketers to trigger the impulse buying among consumers in order to boost up the overall sales revenues, hence confirm that impulse buying behavior contributes a major role for modern retailers (Alton, 2016). As discussed that it is easier for consumers to buy impulsively, it is worthwhile to investigate in details how these marketing factors trigger impulse buying and which one exerts the greatest influence (Lee, Jeon, Li & Park, 2015).

The rate of female labor force participation has increased to 54.3% in 2016, implicates that women's participation is more than half of the total workforce (Department of Statistics Malaysia, 2016). Increased access to education and employment opportunities are improving the social status and economic independence of women (Bernama, 2016; The Malaysian Economy in Figures, 2016). Females being involved in impulse buying is higher to males on average too (Seinauskiene, Mascinskiene & Jucaityte, 2015). Given the facts that economic growth is resulted by increase in number of working women, thus being economic independent leads to increase in their purchasing and spending power, which impels economical changes of a country (Cooney, 2017; Hayden, 2016). Showing these facts, it would be foolish to underestimate the female consumer (Luscombe, 2010).

Various studies have been conducted on this particular issue in western countries, however there is limited literature in the context of Malaysia. Therefore, there is a considerable gap in the existing literature. It may give different result due to culture differences as culture would vastly affect the empirical result of this research (Durmaz, 2014).

The primary objective of the study is to investigate on the factors influencing working ladies' impulse buying behavior. Currently, this area of study has gained attention and interest of many marketers and researchers globally (Ayadi, Giraud, & Gonzalez, 2013).

Importance of Research

This research proposal will provide useful information to the marketers, retailers and advertisers of Malaysia's apparel industry to understand how these extrinsic cues influence impulse buying behavior of working ladies. Since consumers are the central focus of businesses, this study will help retailers to obtain further insight in understanding their consumers' needs deeper and utilize these cues to gain more consumers.

This study will help in developing the knowledge on this area of consumer behavior. It contributes to researcher in future who is interested to conduct the study on the field of impulse buying behavior.

Literature Review

Impulse Buying Behavior

Since after Clover started the study of impulse buying in the 1950, more and more researchers contributed to this area of study (Abratt & Goodey, 1990; Beatty & Ferrell, 1998; Hausman, 2000; Peck & Childers, 2006; Rook, 1987; Rook & Fisher, 1995; Rook & Gardner, 1993; Rook & Hoch, 1985; Stern, 1962). Beatty and Ferrell (1998) and Kotler (1974) extended research by exploring the precursors of impulse buying and examining how in-store browsing, influences impulse buying behavior.

Impulse buying in most circumstances is activated or triggered by the external cues, as the initiator of impulse. Thus, it is now important to understand the effect of various external factors which are not in controlled of the customer, on customer impulsivity (Kannan & Vinayamoorthy, 2014).

The fundamental framework of impulse buying began with Stern (1962) study where buying behavior has been classified into planned, unplanned and impulse. Planned buying requires information searching and rational analysis, which takes longer time. In contrast, unplanned buying needs not advance planning. While impulse buying is different from the unplanned buying in terms of quick decision making. For impulse buying behaviour, it involves experiencing a sudden, strong, and irresistible urge to buy (Stern, 1962; Sundtrom et al., 2013).

Meanwhile, Stern (1962) further identifies impulse buying behavior into few types which includes pure, planned and reminded and suggestion impulse buying. Suggestion impulse buying was introduced by Han and his colleagues (Han, Morgan, Kotsiopulo & Kang-Park, 1991). He modified the Stern (1962) classification mix in context of fashion products and hence suggestion impulse buying also named as fashion-oriented impulse buying.

Planned impulse buying is purchase decisions made based on certain conditions including low price promotion of the product. Reminded impulse buying happens when shopper gets reminded the lack of certain goods, in the store. Suggestion impulse buying refers to purchase decision resulting from self-suggestion that the product is needed whereas pure impulse buying is sudden purchase which shoppers do not follow the usual purchase pattern (Madhavaram & Laverie, 2004; Muruganatham & Bhakat, 2013).

Consumers are generally not search for information and evaluate when having impulse buying. They browse products and start to have product awareness. During the time, they are exposed to various external stimuli which possibly able to trigger their desire to make purchases impulsively. (Muruganatham & Bhakat, 2013; Tinne, 2010).

There are various definitions on impulse buying, from the past, as an emotional, irrational, unplanned purchase that is characterized by relatively rapid decision-making without reflection and a subjective bias in favor of immediate possession (Bayley & Nancarrow, 1998; Beatty & Ferrell, 1998; Rook & Gardner, 1993) till now, as sudden and spontaneous purchase decision

with no prior intention to buy the specific product (Bhatti & Latif, 2014; Cho, Ching & Luong, 2014; Zeb, Ali & Iqbal, 2016)

As impulse buying behavior has become a significant issue, it is vital for retailers to focus on better understanding the consumers' mind in order to stay advantage in this competitive industry (Badgaiyan & Verma, 2014).

Price

An unexpectedly low price can be a factor to initiate impulse buying, letting shoppers to think that they are spending lesser than originally planned (Koschate-Fischer et al, 2012). In other words, it is referring to a good price, with different types of deals or discounts. Being able to get a product at discounted price, making shoppers to have strong positive feeling of wanting to seize the opportunity instead of letting it go (Sundstrom, et. al, 2013).

Price discount is an important factor of impulse buying and it is one of the most popular marketing promotion tactics as it is able to bring positive affective, which results impulse buying in return (Park, Kim, Funches & Foxx, 2012; Sundstrom et al., 2013). More specifically, consumers tend to be more impulsive whenever there are sales or price promotions. (Mahmud, Jusoff & Hadijah, 2013; Rizwan, Umair, Fiaz & Rashid, 2014). Hence, the cheaper price of a product is the main determinant to cause people purchase impulsively (Lim & Yazdabifard, 2015).

Store Atmosphere

Store atmosphere is a particular shopping situation constituted by very important determinants to impulse purchases (Ramankutty, Babu & Venugopal, 2014). The various stimuli inside the store directly or indirectly influence the customer as different store atmosphere gives different store images in the mind of customers. (Chang, Yan & Eckman, 2013; Vonkeman, Verhagen & Dolen, 2017).

Some recent studies showed that the variables of the store atmosphere (sounds, views and odors) are important stimulus that is able to bring desire to buy impulsively (Graa et al., 2014; Samarin & Morini, 2012). Marketers could enhance the store layout to increase the convenience of the customers in store (Crawford & Melevar, 2003). Receiving good salespersons' retail service quality exhibit greater impulse buying and store revisit intention too (Huang, 2016; Pornpitakpan, Yuan & Han, 2017). Hence, a store environment with attractive atmospheric factors which exert a favorable influence on customers' mood (Chih, Hsi-Jui & Li, 2012; Osman, Ong, Othman & Khong, 2013), which in turn, affects impulse buying behavior (Leenders, Smidts & Haji, 2016).

Country of Origin

Product country of origin gives consumers the overall perception on the product, produced from certain country, based on their previous experience or perception on the country's production (Roth & Romeo, 1992). Country of origin is a potentially powerful image variable that can be used to gain competitive advantage in international marketing (Parameswaran & Pisharodi, 1994). Country of origin is credited to impact consumers' evaluation of products (Sirgy, Johar, Samli & Claiborne, 1991). Finally, Samli (1995) summarizes well the phenomenon, stating that

the “COO concept is a critical information cue, which plays a major role in having the product accepted in different world markets.”

Brand Reputation

Duarte et al. (2013) claimed that product brand is one of the factors triggering impulse buying because of the brand’s message delivered. It was saying that customers rely heavily on brands in order to evaluate on the product information such as quality and genuineness so to keep them protected. Message conveyed will affect customers’ brand preference. It eventually increases positive affect that consumers feel, which stimulates impulse buying (Liapati, Assiouras & Decaudin, 2015).

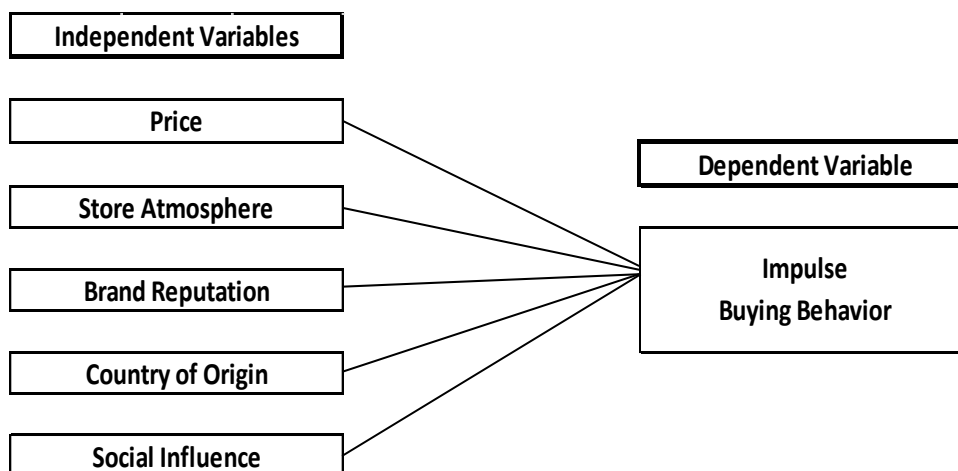
Social Influence

Studies were done indicated that opinion-based social interactions which provide review quality and source credibility are efficient in causing impulsive purchase (Yu & Bastin, 2010; Zhang, Hu & Zhao, 2014). Number of people purchasing a deal signals people’s interest in it. Given a large number of shoppers, customers may judge the product as a good deal and may be pleased to have it (Ju & Ahn, 2016). It means when the market share of the product could reach to people around the consumer, it can be one of the contributors to impulse buying.

Studies found that social presence influences a consumer’s pleasure and arousal (Guido, 2006; Hassanein & Head 2006). It was reaffirmed in study of Borges, Chebat, and Babin (2010), which found that consumers express significantly more positive affect when shopping with a companion due to the reason that peers’ comments are highly valued by shoppers (Lai, 2017). Hence, more impulse purchasing occurs given a social presence (Ju & Ahn, 2016).

Framework

Figure 1.1. Conceptual Framework of Research



The above proposed conceptual framework reveals the purpose of this study on how the extrinsic cues can affect the impulse buying behavior of working ladies. Relationship between five independent variables (IV) and dependent variable (DV) will be tested.

Methodology

In order to fulfil the research objectives and solve the research questions, quantitative approach is used to explain the relationship between the independent variables (price, brand reputation, country of origin, store atmosphere and social influence) and dependent variable (impulse buying behavior). There is no sampling frame in this study, hence purposive sampling under non-probability sampling techniques is chosen. 400 questionnaires will be distributed to full-time employed ladies, aged from 16 to 35 years, in the largest mall in the state of Selangor – One Utama Shopping Mall (Caitlyn, 2014).

Conclusion

This research article provides the preliminary understanding on background of the research study and reviews of prior studies conducted. It is noticeable that the working ladies are playing a very important role in driving the world economy with their growing purchasing power. This study aims to produce results which might be useful for further studies and reference to other researchers.

References

- Abratt, R., & Goodey, S. D. (1990). Unplanned Buying and In-Store Stimuli in Supermarkets. *Managerial and Decision Economics*, 11(2), 111-121.
- Alton, L. (2016). 3 Ways to Increase Impulse Buying in Retail Stores. *Smallbizdaily*. Retrieved from <https://www.smallbizdaily.com/3-ways-increase-impulse-buying-retail-stores/>
- Ayadi, N., Giraud, M. and Gonzalez, C. (2013). An investigation of consumers' self-control mechanisms when confronted with repeated purchase temptations: Evidence from online private sales. *Journal of Retailing and Consumer Services*. Vol. 20. 272-281.
- Badgaiyan, A. J. and Verma, A. (2014), Intrinsic factors affecting impulsive buying behavior- Evidence from India, *Journal of Retailing and Consumer Services*, Vol. 21, 537-549
- Bayley, G., and Nancarrow, C. (1998), Impulse Purchasing: A Qualitative Exploration of the Phenomenon, *Qualitative Market Research: An International Journal*, Vol. 1 No.2, 99-114.
- Beatty, S. E., and Ferrell, M. E. (1998), Impulse Buying: Modeling Its Precursors, *Journal of Retailing*, Vol.74 No.2, 169-191.
- Bellman, E. (2015). *Wall Street Journal*. Retrieved from <http://blogs.wsj.com/indiarealtime/2015/01/20/indgrowth>
- Bernama (2016). More women working now. *The Star Online*. Retrieved from <http://www.thestar.com.my/news/nation/2016/06/28/more-women-working-now-female-participation-up-by-750000-says-najib/>
- Bhatti, K. L., and Latif, S. (2014). The Impact of Visual Merchandising on Consumer Impulse Buying Behavior. *Eurasian Journal of Business and Management*. Vol.2 No.1 pp.24-35
- Borges, A., J.-C. Chebat, and B. J. Babin. 2010. Does a companion always enhance the shopping experience? *Journal of Retailing and Consumer Services*. Vol 17 (4). 294 299
- Caitlyn, N. (2014). 1Utama among biggest mall in the world. *FreeMalaysiaToday*. Retrieved from <http://www.freemalaysiatoday.com/category/leisure/2014/02/27/1utama-among-biggest-malls-in-the-world/>
- Chang, H. J., Yan, R. N. and Eckman, M. (2013). Moderating effects of situational characteristics on impulse buying, *International Journal of Retail & Distribution Management*. Vol 42 No.4. 298-314.

- Chih, W-H, Hsi-Jui W. C., and Li, H-J. (2012). The Antecedents of Consumer Online Buying Impulsiveness on a Travel Website: Individual Internal Factor Perspectives. *Journal of Travel & Tourism Marketing* Vol. 29 No.5. 430–443.
- Cho, J., Ching, G. S., and Luong, T. H. (2014). Impulse buying behavior of Vietnamese consumers in supermarket setting. *International Journal of Research Studies in Management*. Vol.3, No.2. 33-50.
- Clover, V. T. (1950), “Relative Importance of Impulse-Buying in Retail Stores”, *Journal of Marketing*, Vol. 15, No. 1, pp. 66-70.
- Cooney, S. (2017). Female CEOs Make More Than Their Male Counterparts. *TIME*. Retrieved from <http://motto.time.com/4799386/female-ceos-out-earn-outnumbered/?iid=sr-link1>
- Crawford, G. and Melewar, T.C. (2003), The Importance of Impulse Purchasing Behavior in the International Airport Environment, *Journal of Consumer Behavior*, Vol. 3 Iss 1, 85-98.
- Dawson, S. and Kim, M. (2009). External and internal trigger cues of impulse buying online, *Direct Marketing: An International Journal*, Vol. 3 Iss 1, 20 – 34.
- Department of Statistics Malaysia. (2016). *Press Release: Labour Force Survey Report, Malaysia, 2016*.
- Duarte, P., Raposo, M. and Ferraz, M. (2013), Drivers of snack foods impulse buying behavior among young consumers, *British Food Journal*, Vol. 115 Iss 9, 1233-1254
- Durmaz, Y. (2014). The Influence of Cultural Factors on Consumer Buying Behaviour and Application in Turkey. *Global Journal of Management and Business Research: E-Marketing*. Vol 14 Iss 1.
- Graa, A., Dani-Elkebir, M. and Bensaid, M. (2014), The impact of Environmental Factors on Impulse Buying Behavior Using the Mehrabian and Russell’s Framework, *Leonardo Journal of Sciences*, Iss 24, 101-114
- Guido, G. (2006). Shopping motives, Big Five Factors, and the hedonic/utilitarian shopping value: An integration and factorial study. *Innovative Marketing* 2 (2). 57–67.
- Han, Y. K., Morgan, G. A., Kotsiopulo, A., and Kang-Park, J. (1991). Impulse buying behavior of apparel purchasers. *Clothing and Textiles Research Journal*, 9(3), 15-21.
- Hassanein, K., and M. Head. 2006. The impact of infusing social presence in the web interface: An investigation across product types. *International Journal of Electronic Commerce* 10 (2):31–55
- Hausman, A. (2000), “A Multi-Method Investigation of Consumer Motivations in Impulse Buying Behavior”, *Journal of Consumer Marketing*, Vol. 17 Iss 5, 403-419.
- Huang, L.T., (2016). Flow and social capital theory in online impulse buying. *Journal of Business Research*. Vol. 69 (6), 2277–2283
- Ju, J. & Ahn, J. (2016). The Effect of Social and Ambient Factors on impulse Purchasing Behavior in Social Commerce, *Jornal of Organizational Computing and Electronic Commerce*. Vol 26 Iss 4, 285-306.
- Kannan, P. and Vinayagamorthy, A. (2014). A Study on Influencing Impulse Buying Behaviour, *International Journal of Management And Social Science Research Review*, Vol. 1 Iss 1, 19-27
- Koschate-Fischer, N., Diamantopoulos, A. & Oldenkotte, K. (2012) Are Consumers Really Willing to Pay More for a Favorable Country Image? A Study of Country-of-Origin Effects on Willingness to Pay. *Journal of International Marketing*, Vol. 20, No. 1, 19-41.
- Lai, J. (2017). The Comparative Research on Online Impulsive Buying Behaviour between the UK and China, *Journal of Residual Science and Technology*, 14(1), 119-124.
- Lee, E. M., Jeon, J. O., Li, Q. & Park, H. H. (2015). The differential effectiveness of scarcity message type on mpulse buying: A cross-cultural study, *Journal of Global Scholars of Marketing Science*, Vol. 25 Iss 2, 142-152.

- Leenders, M.A.A.M., Smidts, A., Haji, A.E., (2016). Ambient scent as a mood inducer in supermarkets: the role of scent intensity and time-pressure of shoppers. *Journal of Retailing and Consumer Service*.
- Lewis, D. (2013). The How and Why of the Impulse Buy. *Lewis and Layser*. Retrieved from <http://lewisandleysers.com/the-how-and-why-of-the-impulse-buy/>
- Liapati, G., Assiouras, I. & Decaudin, J. (2015). The role of fashion involvement, brand love and hedonic consumption tendency in fashion impulse purchasing, *Journal of Global Fashion Marketing*, Vol. 6 Iss 4, 251-264.
- Lim, P. Y. and R. Yazdanifard (2015), What Internal and External Factors Influence Impulsive Buying Behaviour in Online Shopping, *Global Journal of Management and Business Research*, Vol 15 Iss 5, 25-32
- Luscombe, B. (2010). Women power: The rise of the sheeconomy. *TIME*, Retrieved from <http://www.time.com/time/magazine/article/0,9171,2030913.00.html>
- Madhavaram, S. R., & Laverie, D. A. (2004). Exploring impulsive purchasing on the internet. *Advances in Consumer Research*, 31(1), 59-66.
- Mahmud, A., Jusoff, K. and Hadijah, S. (2013). The effect of service quality and price on satisfaction and loyalty of customer of commercial flight service industry. *World Applied Sciences Journal*. Vol 23 (3). 354-359.
- Mittal, S., Chawla, D. and Sondhi, N. (2016). Segmentation of impulse buyers in an emerging market – An exploratory study, *Journal of Retailing and Consumer Services*. Vol 33. 53-61.
- Muruganantham, G. and Bhakat, R. S. (2013), A Review of Impulse Buying Behavior, *International Journal of Marketing Studies*, Vol. 5 No.3, 149-160
- Newman, R. (2009). 10 Products that Boomed During the Recession. *U.S. News & World Report*. Retrieved from <https://money.usnews.com/money/blogs/flowchart/2009/10/20/10-products-that-boomed-during-the-recession>
- Osman, S., Ong, F.S., Othman, M.N., Khong, K.W., (2013). The mediating effect of mood on in-store behavior among Muslim shoppers. *Journal of Islamic Marketing*. Vol. 5 (2), 178–197.
- Parameswaran, R. & Pisharodi, R. M. (1994). Facets of Country of Origin Image: An Empirical Assessment. *Journal of Advertising*. Vol 23 Iss 1, 43-56.
- Park, E. J., Kim, e. Y., Funches, V. M., & Foxx, W. (2012). Apparel product attributes, web browsing, and e-impulse buying on shopping websites. *Journal of Business Research*, 65(11), 1583-1589.
- Peck, J. and Childers, T.L. (2006), If I touch it I have to have it: individual and environmental influences on impulse purchases, *Journal of Business Research*, Vol. 59 No. 6, 765-769.
- Pornpitakpan, C., Yuan, Y. & Han, J. H. (2017). The effect of salespersons' retail service quality and consumers' mood on impulse buying, *Australasian Marketing Journal*, Vol. 25, 2-11.
- Puzzanghera, J. (2016). Cautious consumers hold back on spending in December as concerns rise about US economy. *LA Times*. Retrieved from <http://www.latimes.com/business/la-fi-consumer-spending-20160201-story.html>
- Quelch, J. (2008). Marketing Your Way Through a Recession. *Research & Ideas*. Retrieved from <https://hbswk.hbs.edu/item/marketing-your-way-through-a-recession>
- Ramankutty, S., Babu, D., & Venugopal, B. (2014). Value of Seconds - Impulsive Buying Behavior and Its Antecedents. *Abhinav Publication Abhinav International Monthly Refereed Journal of Research in Management & Technology*. Vol.3, Iss 3
- Rizwan, M., Umair, M. A., Fiaz, A., Rashid, Q. (2014). Determinants of Customer Satisfaction and its impact on Customer loyalty in Nokia brand. *Journal of Sociological Research*. ISSN 1948-5468 2014. Vol.5, No.1

- Roth, M. S. and Romeo, J. B. (1992), Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects, *Journal of International Business Studies*, 23 (3), 477-97.
- Rook, D. W. and Fisher, R. J. (1995), Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, Vol. 22, No. 3, 305-313.
- Rook, D. W. (1987), The Buying Impulse, *Journal of Consumer Research*, Vol. 14 No.2, 189-197.
- Rook, D. W. and Fisher, R. J. (1995), Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, Vol. 22, No. 3, 305-313.
- Rook, D. W., & Gardner, M. P. (1993), In the mood: impulse buying's affective antecedents, *Research in Consumer Behavior*, Vol.6, 1-28
- Rook, D. W. and Hoch, S. J. (1985), Consuming Impulses, *Advances in Consumer Research*, Vol. 12 eds. Morris B. Holbrook and Elizabeth C. Hirschman, Provo, UT: Association for Consumer Research, 23-27
- Samarin, T. H., and Moniri, M., (2012). Investigating Factors Influencing Impulsive Buying: Consumer and Nondurable Goods Case. *International Journal of Management Perspective*. Vol.1, No.3. 91-105
- Samli, A. C. (1995). International Consumer Behavior: Its Impact on Marketing Strategy Development, *Quorum Books*, New York, NY.
- Seinauskiene, B., Mascinskiene, J. and Jucaityte, I. (2015). "The relationship of happiness, impulse buying and brand loyalty", *Social and Behavioral Sciences*, Vol. 213, 687-693.
- Sirgy, M. J., Johar, J. S., Samli, A. C. and Claiborne, C. B. (1991). Self-congruity versus functional congruity: predictors of consumer behavior, *Journal of the Academy of Marketing Science*, Vol. 19. 363-376.
- Stern, A., (1962), The Significance of Impulse Buying Today, *Journal of Marketing*, Vol. 26 No.2, 59-62.
- Sundstrom, M., Balkow, J., Florhed, J., Tjernstrom, M., Wadenfors, P. (2013). Impulsive Buying Behaviour: The Role of Feelings When Shopping for Online Fashion, *Swedish Institute for Innovative Retailing, School of Business and IT, Allegatan*, 1-22.
- The Malaysian Economy in Figures. (2016). *Economic Planning Unit, Prime Minister's Department*.
- Tinne, W. S. (2010), Impulse Purchasing: A Literature Overview, *ASA University Review*, Vol. 4 No.2, 65-73
- Veerayeeekanna, K. N. and Dr. Latha, (2016). The Influence of External Factors in Impulse Buying Behavior with Respect to Personality Traits, *SSRG International Journal of Economics and Management Studies (SSRG-IJEMS)*, Vol. 3 Iss 5, 56-58.
- Vonkeman, C., Verhagen, T., & Dolen, W. (2017), Role of local presence in online impulse buying, *Information and management*. 1-11.
- Yu, C., & Bastin, M. (2010). Hedonic shopping value and impulse buying behavior in transitional economies: A symbiosis in the Mainland China marketplace. *Journal of Brand Management*, 18(2), 105-114.
- Zhang, Z. K., Hu, B., & Zhao, J. (2014). How online social interactions affect consumers' impulse purchase on group shopping websites? *PACIS 2014: IT Ubiquitous and Collaborative Innovation Chengdu, China: Pacific Asia Conference on Information Systems*. 81-98.
- Zeb, A. Dr. M. Ali and Iqbal, K. (2016), Comparative Study of Traditional and Online Impulse Buying in Pakistan, *City University Research Journal*, Vol 6, 137-143