

# Intrinsic and Extrinsic Factors in Impulsive Buying Behavior in Organized Retail Context

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## ABSTRACT

This research examines the effect of different intrinsic and extrinsic factors influencing the impulsive buying behavior. Researcher presents the frameworks which demonstrate the interplay between intrinsic and extrinsic factors and its impact on purchase decisions. The grocery shopper people from Mumbai region were surveyed for this purpose. The results indicate that the product characteristics are dominant over retail characteristics. The intrinsic factors like culture which consists of collectivism and individualism, self esteem and personality were having moderate effect on impulsive buying behavior. Materialistic people were having significant impact on impulsive buying behavior. The product characteristic like product mix design, price & discounts, hedonic nature of product and store atmosphere were having significant impact on impulsive buying behavior. The special display of the product was having less significance in impulse buying behavior. Different promotional activities and choosing the right product mix were crucial to increase the fruit fall through consumer buying behavior.

**KEYWORDS:** *Impulsive Buying Behavior, Organized Retail, Hedonic Factors*

## 1. INTRODUCTION:

We observed impulsive buying behavior every now and then into the shopping malls.

Imagine a consumer purchasing different items according to the list and he came across a product, though not in a list his instinct arouses for a few second and he pulls out that product from the rack and put it into trolley. What was happened and who prompted this?

These questions seems to be trivial but it constitutes the substantial portion of the sales in retail industry. Impulse buying account for 15 to 80% of the sales depends upon the product category (Abrahams, 1997; Smith, 1996). In categories like candy and magazines an estimated \$4.2billion stores volume is generated annually in USA only. (Mogelonsky, 1998). Different companies spends millions of dollars and believe that first 3 to 7 seconds are quiet important for consumer buying behavior. Companies refer this as “First Moment of Truth” (Nelson and Ellison, 2005).

Applebaum (1951) stated that impulsive buying is an outcome of promotional stimuli and that buying items are not decided in advance in consumer’s mind before starting a shopping trip. Impulsive buying behavior can be defined as unintended buying (Dittmar, Beattie, & Friese, 1995). Impulsive buying behavior is realistically accidental behavior when it is associated with emotional preferences in shopping. Impulsive buying behavior is defined as “an unplanned purchase” in which a customer takes immediate decisions and wants to own that product instantaneously. (Rook & Gardner, 1993, p. 3; see also Rook, 1987; Rook & Hoch, 1985). This is a irresistible with less deliberate buying in comparison against a planned purchase behavior. There were no comparisons made in this case with respect to the quality of the products and other attributes to arrive at a purchasing decision. The potential negative aspects of the purchase were overcome by an impulse and wants immediate gratification of the need. (Hoch & Loewenstein, 1991; Thompson et al., 1990)

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The two factors intrinsic and extrinsic were considered to understand the impulsive buying behavior. The intrinsic factors like personality, self-identification, self-esteem influences buying behavior as a person. The extrinsic factors like retail store design, display, retailer product mix design, retailer promotion design, overall retail performance are the factors which drive the impulsive buying decisions. Retailers uses different displays on the basis of seasons, occasions, festivals, to attract the customers. Retailers create focused display, use different bright, shiny lights, showcase the products within the display and these are repeated in different locations of the stores.

The impulse buying literature seen quiet a shift in recent years moving from What to Why; taxonomical to cognitive (Hoch and Loewenstein, 1991; Rook and Fisher, 1995) and finally trait oriented approach ((Bratko et al., 2013). This vertical and horizontal surge of the study opens new avenues and through these wisdom the retailers can plan their strategies. During recessionary times the buyers also become conscious and try to avoid impulsive buying. Almost 50% of the buyers still not able to change their buying habits for other goods than the groceries. A retailer should consider these thing in order to plan the promotional strategies. Retailers must know the in store factors like in –store merchandising, off shelf displays, features of product and various retailing factors which leads to a consumer’s impulsive action. Excess promotion activities also bring negative impact with it. Various attempts were made to study the intrinsic and extrinsic factors which influence the impulsive buying behavior. Very limited research is done in terms of relationship of intrinsic and extrinsic buying behavior and their coupled effect on impulsive buying behavior. This paper investigates the integrated impact of intrinsic and extrinsic factors and presents a conceptual framework that describes the purchase through impulsive buying behavior.

## 2. Literature Review

Several attempts have been made to understand impulsive buying behavior by different researchers.

### 2.1. Intrinsic Factors of Impulsive Buying Behavior

#### 2.1.1. Culture

Similar culture shows same pattern of thinking, behavior, which is a part of collective mental programming of the human mind. These different aspects of life and beliefs becomes solid and converted into an institution known as “Society” Hofstede et al. (2010). The influence of culture was recognized as one of the most influential aspects in impulsive buying behavior. (Legohérel et al., 2009;

Dameyasani and Abraham, 2013). The influence of culture is very wide, i.e. it had affected the consumer choices, consumer needs and wants, behaviors, and preferences (Venkatesh, 1995). The relationship between the culture and impulsive buying behavior had already established in the field of research. There were various models proposed to demonstrate the relationship between the culture and buying behavior. Among them Hofstede’s cultural model had been widely accepted. The five dimensions of this model were

Individualism/Collectivism, Masculine/Feminine, Uncertainty avoidance, power distance, time perspective, Indulgence/Restraint. Individualistic Vs Collectivistic dimension focuses on how the personal goals or needs are prioritized against the group goals. The masculine society behaves differently than feminine society and having their own set of behavioral patterns. The reaction of people towards the uncertainty depends upon their response / comfort ability towards it. If people prefer the known contemporary systems of working then uncertainty avoidance score is high and if people adopt the changes in working then uncertainty avoidance score was considered as low. The power distance dimension was related to acceptance of inequality in distribution of power in society. The time perspective is related to foresightedness and planning for future rather than people’s dependency on short term goals. The last dimension was indulging in enjoying the life and having fun (Indulgence) verses restriction on these aspects through a social norms. The major critic of this model was Kirkman et.al.(2006) who states that these dimensions failed to capture the change of culture over time. The two major aspects of the consumer culture had individualism and collectivism (as cited by Jalan 2006) which influence the actual buying behavior. So these two dimensions were considered here in this paper.

Culture changes over time and Hofstede’s model failed to capture this dimension into his model according to Kirkman et al. (2006). Out of these five dimensions the most important dimensions collectivism and Individualism were considered in this paper.

**P1: Culture is having significant positive relationship with impulsive buying behavior (proposed and untested)**

#### 2.1.1.1. Collectivism

Human loves to live in a society. Triandis (1995) collectivism as a social pattern adopted by an individual to become an integral part of one or of more groups. Family and co-workers were such a groups. They think that they are the integral part of

the society and needs to follow societal norms laid by the society. It is their moral duty to follow the norms. The Collectivist person always give priority to the group goals and became the part of the group by adopting the norms accepted by a society. The upper hand of group preferences over individualistic choice suppress personal attributes in certain settings. Collectivism teaches the control on emotions and responds to the group behavior over individual desires. The culture of collectivism was present in countries like India, China, Pakistan, and some of the south east Asian countries.

**P2: Collectivism has significant positive effect on impulsive buying behavior. (proposed and untested)**

#### 2.1.1.2. Individualism

Triandis (1995) defines individualism as a social pattern of those individuals who sees themselves as independent and autonomous in nature. They were having the free will and wants to do whatever they feel right. They were motivated by their own thinking, own rights, own preferences and gives priority to the personal goals. They do a rational analysis of the relationships and decides about the purchase accordingly. They do not consider the group dominance here and can take their own decisions. Here no moderation of behavior is observed like collectivism. The upbringing of the people also plays an important part in this. The people who lived in joint family are generally collectivist as they share a lot of resources and moderation of emotions would happen in this case. (Potter, 1988; Russell & Yik, 1996; Tsai & Levenson, 1997). The individualistic culture was present in European and American Countries.

**P3: Individualism has significant positive effect on impulsive buying behavior. (proposed and untested)**

#### 2.1.2. Self esteem

Self esteem is one's overall feeling of self worth and related to positive psychological outcomes which includes emotional positivity, conduct according to societal norms, and psychological adjustments (Leary and MacDonald, 2003). Self esteem also includes negative variables like depression and anxiety (Bajaj et al., 2016). The individual perceptions, attitudes and responses to variety of circumstances is influenced by self esteem (Cannella et al., 2007). The modulation of self goals, motives and social exchanges also depend upon the self esteem.

Impulsive buying acts as a self –regulatory mechanism which reduces the negative feeling of the mind and low self esteem can be covered up by a

impulsive purchase which gives a feeling of self gratification. This purchase provides a escape from low self esteem and reduces the psychological stress (Verplanken et al., 2005). O'Guinn and Faber (1989). In these situation the product acts as a trigger and impulsive purchase happened to feel the void of emotional feeling. Gifford (2002) suggested that the people who are vulnerable with respect to emotional stability have lower self control and react fast in terms of impulsive buying.

Self esteem also focuses on the positive aspects and strengths of a person which creates a positive relationship with mindfulness. This allows to focus us on immediate influences with non-judgmental attitude (Pepping et al., 2013). The negative thinking from the mind is removed which produce positive effects towards the impulsive buying behavior. If the product matches the personality strength requirements which a consumer is fully aware of a impulsive purchase is a obvious choice for the individual.

**P4: Self esteem has positive effect on impulsive buying behavior. (proposed and untested)**

#### 2.1.3. Personality

Personality is a set of psychological traits and mechanisms within the individual that are organized and relatively enduring (Larsen and Buss, 2010). A categorization of individuals into similar form of traits can be done and can be used for a longer period as personality traits are enduring and long lasting. There has recently been a growing interest in personality influences in consumer research (e.g., Egan and Taylor, 2010; Lin, 2010a, 2010b; RanjbarianandKia, 2010). The study of personality and its influence on impulsive buying behavior started in sixties by Kollat and Willet (1967) and moved ahead by Cobb & Hoyer (1986) but the results were not significant and influencing. The "Lack of Control" variable was related with the personality according to Youn and Faber (2000). The seminal work by Verplanken and Herabadi (2001), also states that a general impulsive buying theory was closely related with the personality and there is ample scope to study different personality attributes or facets to understand the impulsive buying behavior fully. The impulsive buying behavior is also correlated with the emotional instability (neuroticism) Shahjehan et al. (2011). There was a negative co-relation between consciousness and agreeableness according to Herabadi(2003) and a positive correlation exists between cognitive dimensions, neuroticism with impulsive buying behavior. The five factor model which consists of five personality/ behavioral traits namely extraversion, neuroticism, agreeableness, consciousness & openness to experience achieved the



consensus between the researchers among all the taxonomies. (Larsen and Buss, 2010; Feldman, 2010; Doost et al., 2013). These five factors covers almost all dimensions of personality and by using this a personality can be categorized.

**P5: Personality has significant positive effect on impulsive buying behavior. (proposed and untested)**

#### 2.1.4. Materialism

Belk (1984) defined materialism as an intrinsic trait while Csikszentalyi (2004) considered it as an attitude towards the material goods. Many studies have been conducted on materialism based on different facets. The consumers who attach value to material objects and after possessing it they get a feel of self identity and try to draw a meaning of it. They believe that possession of consumer goods was the key of happiness. A status in a society and the admiration of that product in a society will give him a feeling of happiness. This feeling of being unique and satisfaction of own ego after admiring the product by friends, acquaintances leads to impulsive buying behavior. Generally this phenomenon is associated with branded and expensive, limited edition goods.

The people high on materialism are always in favor of spending but also wasting their money on unimportant possession (Bae, 2013). There is every possibility that they will go for a product willingly which they would wish to acquire. The social statues and reputation indicator for these people was wealth only and they feel the sense of achievement into this. So the people who are high on materialism will buy low end as well as high end and expensive products. The study of Troisi et.al. (2006) demonstrated that the people who are having high materialistic characteristics shows high impulsive buying behavior. Different marketing stimuli like advertising, product promotion campaigns etc. has positive impact on those individuals having high tendency of materialism and hence can purchase instantaneously.

**P6: The people high on materialism like to purchase more in comparison with the normal common people. (proposed and untested)**

### 2.2. Extrinsic factors of impulsive buying behavior

Extrinsic factors are the external stimuli which influence the impulsive buying behavior. They are product characteristics, retail product mix design, price or discount, ambience of store or retail store atmosphere.

#### 2.2.1. Product Characteristics

Different product characteristics played an vital role towards the impulsive buying behavior. Product

characteristics consists of its price, quantity, appearance, promotion activities of the product.

#### 2.2.1.1. Retail product mix Design –

Retailers always facing issues with the fast moving and slow moving items inside the stores. These items are generally combined with each other so that the slow moving or non moving items would also sell along with the fast moving items. Different types of complimentary goods were combined with each other for fast selling. This fine tuning of the product mix design maintains variety and differentiation (Progressive Grocer, 2011). The understanding that which products can be brought by people by impulse and coupling of it with other products can help retailers to take strategic decisions regarding product mix design.

**P7: Better retail product mix design products are more likely impulse purchased than the poor retail product mix design. (proposed and untested)**

#### 2.2.1.2. Retail promotion design –

It focuses on different types of promotions to run within stores. Different seasonal displays, festival displays, product launch display, special offer displays are the part of these efforts. This study gauges the responsiveness of the customers for specific type of promotion. So this study helps in comparing the benefits of all the displays and choosing the right promotion design to achieve maximum sales within impulse buying context.

**P8: Special display products are more likely impulse purchased than the which is not on special display. (proposed and untested)**

#### 2.2.1.3. Retail price designs/Discounts

The discount offers and other offers triggers the impulsive buying behavior. If the perceived value of the offer seems to be more than its price prima facie then the customer can take instantaneous decision. If customer had received an discount over a brand which he never thought off, acts as a stimuli and the reponse to this stimuli is impulsive buying behavior. Though price is not the only criteria about nine percent of buyer influenced by low prices Cobb and Hoyer (1986)

**P9 – Discounted and low priced products are more purchased than the high priced products. (Proposed and untested)**

#### 2.2.1.4. Store environment

The overall store environment had a far reaching impacts on impulsive buying behavior. Lighting arrangements, in store ambience, music, supporting staff creates a positive image of stores in the minds of the customers and helps in impulsive buying

behavior. How the products were presented and how the product connects with the customers and in which presentation setting had also important. The themes inside the stores creates an atmosphere conducive to purchase.

**P10 - The products in pleasant atmosphere retail stores are more purchased than the normal store environment.. (Proposed and untested)**

**Product Comparisons at Various Levels & impulsive buying behavior**

The advent of internet, online shopping portals and social media changed the way the people/companies are doing business. A new way of competition aroused due to these channels. People used to compare the prices of the product and understood the least price of a particular product. If they get the same product in cheaper rates then they can buy instantaneously. The people on the go got the opportunity of lower price and grab this opportunity by both the hands. They had not purchased this online due to price constraints and store provided this in lesser price triggers the purchase.

**2.2.1.5. Hedonic Nature of the product**

Wide range of products encompasses in impulsive buying behavior. These are grocery items, clothings, household items etc. (Bellenger et al., 1978; Prasad, 1975; West, 1951; Williams and Dardis, 1972). Utilitarian products were brought out of an inner urge and intended for immediate use. The hedonic products provide pleasure than the utilitarian value (Dhar and Wertenbroch 2000; Hirschman and Holbrook 1982). The emotional appeal related to these products make then a best buy in impulsive buying behavior. This is because the experience itself is a exciting experience people wants to experience and the people also associate themselves emotionally with the product.

**P11 – The likelihood of hedonic product impulse purchase is more than non-hedonic products. (Proposed and untested)**

**3. Framework & Description**

As discussed above there are several factors with associated with the purchase. Most of the models are base on steps like awareness of a product, the desire to own it and the decision i.e. impulse buy. Many researchers studied different factors( Intrinsic & Extrinsic) which affected the impulse buying behavior but their interplay needs to be studied.

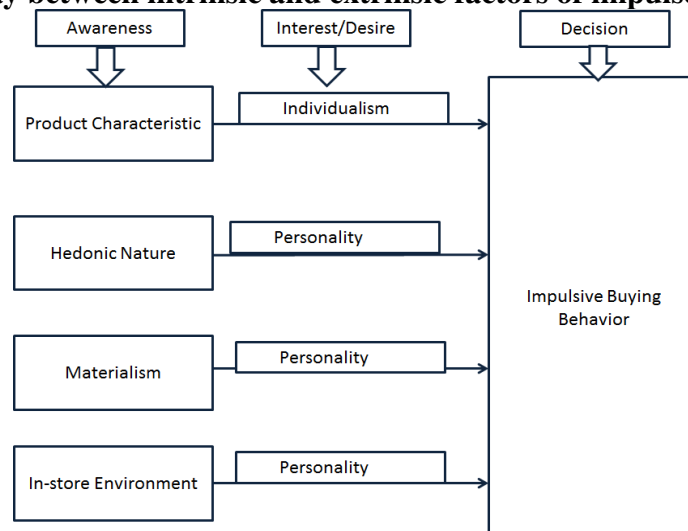
My aim of the study to prepare a framework using all the above factors and to find out the the interplay between them which leads to the impulsive purchase decision.

**3.1. Framework**

The framework is based on three steps of stimuli, desire and the reaction.

Product characteristics are the antecedent and individualism is a mediating construct for impulsive purchase to take place. The culture in which individualism is prevalent respect the individual choices. The culture in which collectivism is prevalent considers the choice and opinion of the group as a paramount and hence influence the purchase decision. The type of personality has a mediating effect as far as hedonic nature of product is concerned. A personality which is having openness to new things eye on aesthetic values of a product will certainly buy a product. A close minded personality will hamper the buying of the product. If the personality is flame buoyant in nature it will considered as a mediating construct which will lead to purchase behavior. An openness in the personality keep one’s minds open to different environmental stimuli and hence respond to the in store environment and hence having mediating effect on impulse purchase.

**3.2. A model of interplay between intrinsic and extrinsic factors of impulse buying behavior.**



## 4. Methodology

### 4.1. Data Collection

Researcher plan to connect the data personally by the method of convenience sampling by selecting the respondents. The factors like who and when the respondents arrive at the store is not under the control of the researcher. The probability sampling can not be considered as realistic technique.

Some non serious respondents may affect the outcome of the study. So the respondents who are really serious about answering the questions are considered. So in this case the convenience sampling will be the only valid option.

The survey had been conducted in organized retail shopping malls in Mumbai region.

The confidentiality of the research as well as its importance will be briefed to buyer in order to highlight the importance of the study. This step is useful to avoid the non-response bias. Identity cards of research scholars will be shown to the respondents to gain the confidence and authenticity of the research. The interest of the participants are aroused by providing them small gift vouchers which they can claim in nearby snacks shop.

### 4.2. Sample Size

Different approaches from the literature has been analyzed to find out the most convenient sample size.

1. According to sample size determination table by Krejcie & Morgan, 1970, it should be 384
2. Type of scales used in the instrument –Maximum sample size is 384 for seven point Likert Scale
3. Based on number of factors to be analyzed (sample size of 500 as suggested by Comrey and Lee, 1992).

Out of these three possibilities the maximum sample size is considered and considering some unclear responses and to be at safer side 525 sample size is finalized.

### 4.3. Instrument for the Study

The pilot testing of the questionnaires are done to take care of some anomalies. A ten item scale is used to measure the personality construct as well as product characteristics. The materialism construct is measure by two item scale (1. I ended up spending more than what I intended. 2. I draw self satisfaction if I show off my newly purchased goods to others). A four item scales is used to measure the hedonic nature of the product. For measurement of cultural construct four items each measuring the horizontal and vertical dimensions were selected that were common in the two scales of Singelis et.al.(1995) and Sivadas et.al.(2008)

These scales show a relationships in pre testing. The Cronbach alpha scores were calculated for reliability of the instrument.

### 4.4. Analysis

The data analysis was done using confirmatory factor analysis (CFA) with maximum likelihood estimation was done to verify the underlying structure of constructs. They showed acceptable internal consistency.

## 5. Findings

1. Culture is having significant positive relationship with impulsive buying behavior – Partially Supported
2. Collectivism has significant positive effect on impulsive buying behavior – Partially Supported
3. Individualism has significant positive effect on impulsive buying behavior – Partially Supported
4. Self esteem has positive effect on impulsive buying behavior - Partially Supported
5. Personality has significant positive effect on impulsive buying behavior – Partially Supported
6. The people high on materialism like to purchase more in comparison with the normal common people - Supported
7. Better retail product mix design products are more likely impulse purchased than the poor retail product mix design – Supported
8. Special display products are more likely impulse purchased than the which is not on special display – Partially Supported
9. Discounted and low priced products are more purchased than the high priced products - Supported
10. The products in pleasant atmosphere retail stores are more purchased than the normal store environment – Supported
11. The likelihood of hedonic product impulse purchase is more than non-hedonic products – Supported

## 6. Limitations

The study was limited with the FMCG stores and same can be extended to apparel and electronic stores to check and compare the impulse buying behavior between these two categories.

## 7. Future Research

1. Examining and comparing different cross cultural effects on impulsive buying behavior.
2. The other variables like the time of the day/week/year, the behavior of single person in



comparison with a couple and the difference between them in terms of impulsive buying behavior paves the way for future research.

3. The hedonic nature of different product categories like household items, clothing, and which option the customer will choose confirms the intensity of hedonic nature.
4. The use of new technologies like eye tracking software will give insights on the customers who look towards a product but does not purchase it due to different reasons.
5. The stores product can satisfy the need of immediate gratification or use so can this behavior will be compared with the online shopping where there is a delay in gratification because of delivery time.

### 8. Managerial Implications

This study focuses on relative influence of the intrinsic and extrinsic factors which shapes the impulse buying behavior. Increase in stores promotion increases the sales volume because of increase in impulse buying behavior. (Blattberg et al., 1995; Blattberg and Neslin, 1990; Narasimhan et al., 1996). Companies like P&G spent around \$3.5 billion on trade promotion and shopper marketing in the financial year of 2008-2009. Still defining the shopper insights and how it is mobilized to attain a final sales is a challenge to retailers. The strategic and tactical decisions regarding the same needs to be taken carefully in the ream of shrinking margins and considering the competitive nature of the market.

The SKU should be chosen in such a way that considering the criteria of its movement, and its ability to entice the customer for impulse buying behavior. The addition of low priced hedonic items paves the way of success to retailers. The three step impulse decision process need to be understood well and the promotional programmes should be planned accordingly. The merchandising tactics which takes help of more than two factors should bel planned. e.g. Special display of hedonic products with its promotion strategy will draw shopper's attention.

### 9. Originality

This paper provides a framework which focuses on the interplay of intrinsic factors and extrinsic factors as a mediating construct/variable. This model needs to be studied further in order to find out the impact of one factor over the other in impulsive buying behavior.

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