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Impulse Buying Behavior of Footwear Purchasers: A Structural Model

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ABSTRACT

The current research aimed to ascertain the impact of the in-store factors on the impulse purchasing behavior of Pakistani' footwear consumer'. Do the in-store factors, store environment, store promotions, friendly employees, hedonic motivation, good mood, and impulse buying tendency influence the consumers when they visit the store or not? The research design took a deductive approach and survey strategy as methodological tools. The consumers of the footwear industry were approached and asked to complete the questionnaires. The study took a total sample size of 250. The recollected questionnaires were 218 out of 250, making it a response rate of 87 percent. The structural equation modeling technique (SEM) was used with AMOS's help to analyze the data. The finding elaborated on the positive and significant impact of all the in-store factors, like the atmosphere,friendly staff, sales, etc., on consumers' impulse buying behavior. The urge to buy impulsively plays a pivotal part in the in-store factors and impulse buying behavior. This study took the in-store factors of impulse buying behavior in Pakistan's footwear industry, which no researcher has studied until now.

Keywords: Store environment, Impulse buying tendency, Hedonic motivation, Urge to buy, impulse buying

INTRODUCTION

Marketers spend a decent amount of time knowing consumers' needs and want (Raghubir et al., 2004). Not all buyers share the same way of purchasing. Some buyers buy in the spur of the moment, while others like to think and analyze everything before making any decisions they might regret afterward. Such behaviors differentiate buyers as impulsive and non-impulsive (Flight et al., 2012). Impulse buying behavior is prominent for marketers and retailers regarding consumers' buying behavior. The retailer's knowledge of impulse buying behavior is essential because of the regularity of a shopper's impulse purchases after entering the store premises. The retailers know about the economic benefits they can get from attracting consumers and making them buy irrepressibly (Lee & Johnson, 2010). Retailers try their best to increase purchase frequency by motivating buyers to purchase things without much consideration (Badgaiyan & Verma, 2015). Most consumers have a history of buying things spontaneously and irrationally. As defined earlier, the phenomenon that explains such a decision-making behavior is known as "impulsive buying behavior" (Rook, 1987). Impulsive buying behavior makes the buyer feel good and positive about their purchases. Buyers perceive it as an inspiring influence during shopping (Lee et al., 2013). This optimistic attitude that buyers have for impulse buying recommends it to be a pronounced area to be studied. Recently in Pakistan, women were found fighting over discounted prices and indulging in impulse buying behavior (Ghazi, 2015). For the retailers in Pakistan, such incidents allow them to improve their in-store services and make the most out of their impulse buying behavior.

Nawaz (2018) researched the impact of in-store sales promotion on Pakistan's readymade garment industry's impulsive buying behavior. Ali and Hasnu (2013) investigated demographic variables' influence and the cultural and geographical orientation of impulse buying behavior. Their study showed no statistically significant relationship between the buying impulse and the understudy demographic, geographic, and cultural variables. However, the demographic variables correlate with the customers' impulse behavior compared to the geographic and cultural variables (Ali & Hasnu, 2013). Ghani and Jan (2010) also studied the impact of the demographics of the customers. They found a significant but negative relationship between age and the impulse buying tendency

of the customers. On the other hand, income and gender have no significant relation to impulse buying tendencies (Ghani & Jan, 2010).

LITERATURE REVIEW

Impulse buying behavior is a kind of purchase behavior that occurs spontaneously, suddenly, and immediately without prior planning or thinking of buying that product (Badgaiyan & Verma, 2015). In their meta-analysis of consumers' impulse buying, Amos et al. (2014) found that in the literature on impulse buying behavior, not all "unplanned purchases" come under the definition of impulse buying behavior. Whereas impulse buying behavior can come under "unplanned purchases." The difference between these two concepts is that sometimes buyers forget to write down an item in their planned shopping list, and after seeing that specific item in the shop or store, they remember it and buy it (Abratt & Donald, 1990). So, in such cases, this purchase would not be called an impulse purchase because it was not sudden or caused by some stimuli. Some positive and strong affective stimuli must be there for a purchase to be called an impulse purchase. The period also plays an integral part in this impulse buying (Beatty & Ferrell, 1998).

Various factors generate impulsive behavior among consumers; emotions and moods are among those influences. These emotions can be positive or negative (Bashar et al., 2013). The impulsive buying behavior of buyers is determined through stimulation utterly; enhancing the acquaintance of the factors fashioning the stimuli would enhance the cognitive effect, too (Dawson & Kim, 2010). In all circumstances, impulse buying happens because the buyer's desire to obtain specific merchandise stimulates the place and motivates instantaneous indulgence (Strack et al., 2006). Even though most researchers associate impulse buying with the affective components, there is also evidence about the cognitive constituent in the literature (Bashar et al., 2013).

In their meta-analysis, Amos et al. (2014) concluded that impulse buying is classified using three measures. Firstly, the action is spontaneous and generally accompanied by an affirmative, passionate response. Next, the person involved in this activity does not care much about the consequences. Moreover, this action includes an attractive and irresistible hedonic enticement that consumption must fulfill quickly. These enticements connected to instant satisfaction are related to the urge to buy and are temporary. However, if the period between the desire to purchase and the actual purchase is amplified, these enticements are expected to last longer than usual (Dawson & Kim, 2010). They also noticed that the buyers with no pre-strategies to dodge impulse behavior were the ones who mostly got caught in

the impulse buying process (Amos et al., 2014) because these impulses attack the emotional side, which everybody cannot control.

Like the three measures for classifying impulse buying, some factors cause impulse buying behavior. Impulsive buying inclinations can occur due to individual factors (e.g., personality traits), visual contact (e.g., marketing stimulus), or situational factors (e.g., atmosphere). The individuals who make impulse purchases are greatly influenced by their enticements (Amos et al., 2014).

External indicators associated with the purchasing process that fall under the category of external environment factors are elicited by impulsive buying. These indicators comprise the marketing mix (raises, posters, promotions, and point-of-purchase demonstrations), the retail store's atmospheric environment (aromas, tourist attractions, and resonances), and marketing inventions (selling 24/7, credit and debit cards, and ATMs). These indicators can trigger and drive the impulse buying behavior of the buyers (Dawson & Kim, 2010).

Retailers are trying their best to encourage impulsive buying behavior among their consumers. Impulse buying is linked to consumers who are fascinated with buying products based on promotions, discount rates, schemes, or other external and internal advertisement stimuli (Levy & Gendel-Guterman, 2012). According to Hausman (2000), impulsive buying was not pre-planned. People often go out window shopping or celebrate any occasion but buy some products they were not supposed to purchase. Research done by various authors demonstrated the relation of many elements associated with impulse buying behavior. There is minor literature on the consumer's perspective on impulsive buying, including buyers' characteristics and profiles (Duarte et al., 2013).

Hausman (2000) found that consumers' perception of impulse buying has changed. They have been more open about these purchases and think of such purchases as an auspicious assessment of their behavior lately. According to many researchers, buyers do not evaluate their impulse buying behavior as wrong. They do not feel ashamed of themselves for buying impulsively. They find it amusing and interesting. Conversely, other researchers consider impulsive buying behavior as the trait difference in individuals expected to make a purchase decision in favorable situations (Park et al., 2006).

Gap Analysis

Most consumers have a history of buying things spontaneously and irrationally. As defined earlier, the phenomenon that explains such decision-making behavior is known as

"impulsive buying behavior" (Rook, 1987). Impulsive buying behavior makes the buyer feel good and positive about their purchases. Buyers perceive it to be an inspiring influence during shopping (Lee et al., 2013). Buyer's optimistic attitude toward impulse buying makes it a prominent area to research.

In previous years, much research has been conducted on different aspects of impulse buying behavior (Coley & Burgess, 2003; Kiran et al., 2012; Lee & Johnson, 2010). A wide range of literature is available on the factors that influence a particular individual's behavior to buy something they were not planning to buy earlier. Many researchers have studied and researched factors that stimulate impulse buying behavior in the purchase process over the years. Some of the factors are normative effect (Rook, 1987), in-store browsing (Beatty & Ferrell, 1998), hedonic, demonstrative, and self-actualization characteristics (Hausman, 2000), cognitive and affective (Coley & Burgess, 2003), in-store advertising, (Zhou & Wong, 2004), websites display (Dawson & Kim, 2010), self-control enhancement (Sultan et al., 2012), in-store environment (Mohan et al., 2013), experiential activities (Li et al., 2014), and situational factors (Badgaiyan & Verma, 2015). This indicated that impulsive buying behavior could occur because of emotional and external factors. However, the stimuli effect of factors other than those mentioned is still an area for the researchers to explain.

The psychological and situational factors can be good predictors of the impulse buying behavior of consumers (Badgaiyan & Verma, 2015). Psychological factors are commonly known as the elements related to a person's inner self. It is a part of the internal factors of a shopper. These factors include an individual's emotional conditions, personality traits, motivations, interests, and affective states (Ling & Yazdanifard, 2015). On the other hand, situational factors are present in the shopping environment, such as store promotions, time available, music, and credit card usage (Badgaiyan & Verma, 2015). According to Ling and Yazdanifard (2015), situational factors can be external and internal in any shopping environment. The difference between these factors and psychological factors is their presence. The situational factors can be found only in the shopping processes, such as the store's design, layout, or music. Because of the inclusion of psychological factors, the current study will take the external aspects of the situational factors.

The pioneer authors of impulsive buying have found the difference between impulse buying and buying impulse. According to impulse buying, the consumers make an actual purchase and buy something. Whereas buying impulse, also known as the urge to buy, is the desire and phenomenon consumers feel before purchasing. They also found a positive

relationship between these two variables (Beatty & Ferrell, 1998; Rook, 1987). The literature on psychology and consumer behavior has shown that impulsive buying behavior and the urge to buy impulsively are positively related. The urge to buy mediates the relationship between the stimuli affecting impulse buying and actual purchase behavior (Li et al., 2014). As a correspondence to previous authors, this research will treat impulse buying as the actual purchase behavior and the urge to buy impulsively (buying impulse) as the desire felt by the consumers.

The gap in Pakistan's context.

Ali and Hasnu (2013) investigated the influence of demographic variables and cultural and geographical orientation on impulse buying behavior. Their study showed no statistically significant relationship between the buying impulse and the understudy demographic, geographic, and cultural variables. However, the demographic variables were expected to have a relationship with the impulse behavior of the customers as compared to the geographic and cultural variables (Ali & Hasnu, 2013). Ghani and Jan (2010) also studied the impact of the demographics of the customers.

Nevertheless, they studied the demographic impact on the impulse buying tendency of customers instead of their impulse buying behavior. They found a significant but negative relationship between age and the impulse buying tendency of the customers. Income and gender had no significant association with impulse buying tendencies (Ghani & Jan, 2010). Jalees (2009) investigated the impact of buying impulsiveness (personality trait) concerning collectivism and individualism on the impulsive buying behavior of the consumers of Karachi, along with good moods and proximity. He found that customers with collectivism, good mood, and younger were more likely to show impulse buying behavior than the other groups (Jalees, 2009). Bashir et al. (2013) examined the influence of lifestyles and cultural values on the impulse buying behavior of customers. They found that male and female Pakistani consumers significantly differed between their lifestyles and cultural values when discussing impulse buying behavior (Bashir et al., 2013). Zeb et al. (2011) have studied the impulse buying behavior of Pakistani female consumers in the branded cloth industry. They found that the self-concept, the premium for branded clothing, brand attitude, reference groups, and status branding significantly influenced the impulse buying behavior of Pakistani female consumers (Zeb et al., 2011).

In all the above-discussed studies of impulse buying behavior in Pakistan's context, the one common thing is analyzing impulse buying behavior regarding the demographic

variables. Most of the researchers in Pakistan have focused on the demographical, cultural, or psychographic variables. However, a gap exists regarding the impact of in-store environmental and situational factors on the customers' impulse buying behavior and psychological factors.

Research Question

1. Do hedonic motivation, good mood, and impulsive buying tendencies impact impulsive buying behavior?
2. Do store environments, promotions, and friendly employees impact impulsive buying behavior?
3. Does the urge to buy impulsively mediate the relationship between hedonic motivation, good mood, impulsive buying tendency, store environment, store promotions, friendly employees, and impulsive buying behavior?

HYPOTHESIS DEVELOPMENT

Hedonic Motivation and Impulse Buying Behavior

Strack et al. (2006) have emphasized the motivational directions of impulse buying behavior. According to them, impulsive buyers face making decisions in response to some motivational factor, which can lead them to two things; to decide to approach that factor or ignore it. If the element/product is intrinsically attractive to the customers, it will direct them towards the approaching behavior. As a result, it can infer that impulse buying behavior can be occurred because of the association between intrinsically attractive motivations and drivers of impulsiveness (Rook, 1987). By increasing utility and hedonic in-store experience, retailers can drive customers' impulse buying behavior. This relationship between hedonic motivations and impulse buying behavior leads to the following hypothesis of the study:

H1: Hedonic motivations have a positive impact on impulse buying behavior.

Good Mood and Impulse Buying Behavior

According to Bashar et al. (2013), buyers' mood also generates impulsive buying behavior. The universally recognized moods that motivate impulsive buying behavior are related to carefreeness, pleasure, and excitement. They also suggested that the festive and good mood produces impulse buying behavior. In a retail setting, consumers tend to satisfy

their aroused emotional needs through impulsive buying behavior, implying that a good mood can be the stimulating factor in generating impulsive buying behavior. Based on the review of the relationship between good mood and impulse buying behavior, the hypothesis is as follows:

H2: Good mood has a positive impact on impulse buying behavior.

Impulse Buying Tendency and Impulse Buying Behavior

According to Beatty and Ferrell (1998), impulse buying tendency is a personality trait that forces an individual to buy things spontaneously and act on impulses. They have found a relationship between impulsive buying behavior and the impulse buying tendency of the buyers. Individuals who tend to feel the urge to buy impulsively anticipate purchasing things. The concepts of impulse buying, the tendency to urge to buy impulsively, and impulsive buying behavior differ in how individuals react. Impulsive buying tendency is a trait of the shopper's personality.

On the other hand, the urge to buy impulsively and impulsive buying behavior can occur in any situation without being much predictable. However, the individual with impulse buying tendency expects to buy products impulsively. Individuals with high impulse buying tendencies explain and evaluate consumers' impulsive buying behavior more accurately than those with low or no impulse buying tendencies. So, on this concrete foundation of the association between impulse buying tendency and impulsive buying behavior, the following hypothesis is being formulated:

H3: Impulsive buying tendency has a positive impact on impulse buying behavior.

Store Environment and Impulse Buying Behavior

The decisions of a buyer can incline because of the physical surroundings of the store. The color scheme, theme, music, and visual aesthetics can be the elements of a store environment that motivate and attract the shopper to buy products impulsively. The store environment makes the buyer less prone to self-management, leading to impulsive buying behavior (Hadjali et al., 2012). Duarte et al. (2013) also suggested that the shopping environment can generate impulsive buying behavior. Based on the formerly found relationship between store environment and impulsive buying behavior, the hypothesis is as follows:

H4: The store environment has a positive impact on impulse buying behavior.

Store Promotions and Impulse Buying Behavior

According to Duarte et al. (2013), promotional strategies produce 70 percent of impulsive purchases in which sales promotion, point of purchase, impressive displays, and shelf arrangement come. They also recognized that most impulse buying behaviors are triggered by in-store stimulus. Because in-store inducements materialize the positive and sudden response from the customers, this leads to the following hypothesis of this study:

H5: Store promotions have a positive impact on impulse buying behavior.

Friendly Employee and Impulse Buying Behavior

The professional experts' assistance with some specific product categories can also be a reason for stimulating impulsive buying behavior during shopping (Virvilaite et al., 2009).

In their study, Hadjali et al. (2012) found that help from a pleasant and friendly employee can help consumers in many ways. They have found a significant association between friendly employees and motivating impulsive buying behavior. The employee's excellent behavior can make the shopper feel good and help overcome the negative affective states caused by overcrowding. So, to know about the impact of friendly employee's behavior on impulsive buying behavior, the following hypothesis is being formulated:

H6: Friendly employee has a positive impact on impulse buying behavior.

Hedonic Motivation and Urge to Buy Impulsively

The impulsive state can be generated because of the desire for fun and excitement. These urges can be created because of the experience-related factor of knowing what would happen in a specific purchase response (Harmancioglu et al., 2009). Beatty and Ferrell (1998) also suggest an association between the hedonic motivation and buying impulses that any shopper encounters while shopping, supported by Hausman (2000) in her study about consumers' impulses' motivations. Hence, the following hypothesis for this study is:

H7: Hedonic motivations positively impact the urge to buy impulsively.

Good Mood and Urge to Buy Impulsively

While preceding the consumer buying decision process, the buyers go through several levels when deciding on specific products or items whether to buy them or not. When they identify the need to purchase something, the search for the needed item starts when the buyer looks for different substitutes to buy and goes through other elements existing in the retail setting. At that point, a festive mood arises and encourages the buyer to purchase the item presented as the stimulus. Impulsive buyers feel a strong urge to buy impulsively at that instance and respond without thinking because of the festive mood (Asil & Ozen, 2015). Therefore, it can suppose that a positive mood will generate the urge to buy impulsively among the buyers, leading to the following hypothesis of this study:

H8: Good mood positively impacts the urge to buy impulsively.

Impulse Buying Tendency and Urge to Buy Impulsively

In any shopping environment, a buyer's impulsiveness depends on their impulsive buying tendency, which they encounter at the point of buying stuff (Vazifehdoost et al., 2014). Several previous research pieces show that the individual trait variables impact the buyers' impulsiveness compared to other variables (Dawson & Kim, 2010). A person's moods include the internal cues that help them respond to the external signals by buying on impulsiveness (Dawson & Kim, 2010). Many researchers have previously found a positive relationship between impulsive buying tendency and the urge to buy impulsively (Beatty & Ferrell, 1998; Mohan et al., 2013; Nawaz, 2018). Based on the previously found relationship between these two variables, thus the hypothesis is:

H9: Impulsive buying tendency positively impacts the urge to buy impulsively.

Store Environment and Urge to Buy Impulsively

Lee and Johnson (2010) found a relationship between the store environment and the urge to buy impulsively through the emotional states' mediating role (e.g., arousal, dominance). Because of the environmental elements, consumers tend to feel the urge to buy. For example, suppose a shopper thinks the store has an enjoyable atmosphere for shopping. In that case, they are more likely to encounter such urges proved by Mohan et

al. (2013) in their study about the in-store environmental factors' impact on impulsive buying behavior. They found a significant and robust relationship between the store environments and the urge to buy impulsively. Based on these previously found relationships, this research proposed the following hypothesis:

H10: The store environment positively impacts the urge to buy impulsively.

Store Promotions and Urge to Buy Impulsively

The promotional activities in the shape of decreased prices or another type of discount can be adequate stimuli for the arousal of enticing unconquerable urges. The incredible deals on some products can help the motivation to feel uncontrollable in not buying something else. Because when there is something on sale, it saves money for the shopper enabling them to purchase anything apart from the planned things (Karbasivar & Yarahmadi, 2011). In their study about the online impulse buying behavior of the customers, Dawson and Kim (2009) proposed that the promotions which any shopper came across while browsing the website help stimulate the impulse to buy the product which was not on that shopper's shopping list to get in the first place leading towards the following hypothesis of the current study, which is:

H11: Store promotions positively impact the urge to buy impulsively.

Friendly Employee and Urge to Buy Impulsively

According to Badgaiyan and Verma (2015), a pleasant store employee provides all the needed stimulation to create urges. Usually, the employee does this by providing extra information to the shopper about the product, clearing the doubts, minimizing the crowding issues, and deciding. By following these things and floating personality charisma, an employee enables themselves to be the stimulator for impulsive buying behavior. Hence, the following hypothesis is:

H12: Friendly employee positively impacts the urge to buy impulsively.

Urge To Buy Impulsively and Impulse Buying Behavior

The urge to buy something impulsively can elucidate consumers' feelings after encountering some stimuli in the shopping environment. Moreover, it encourages and

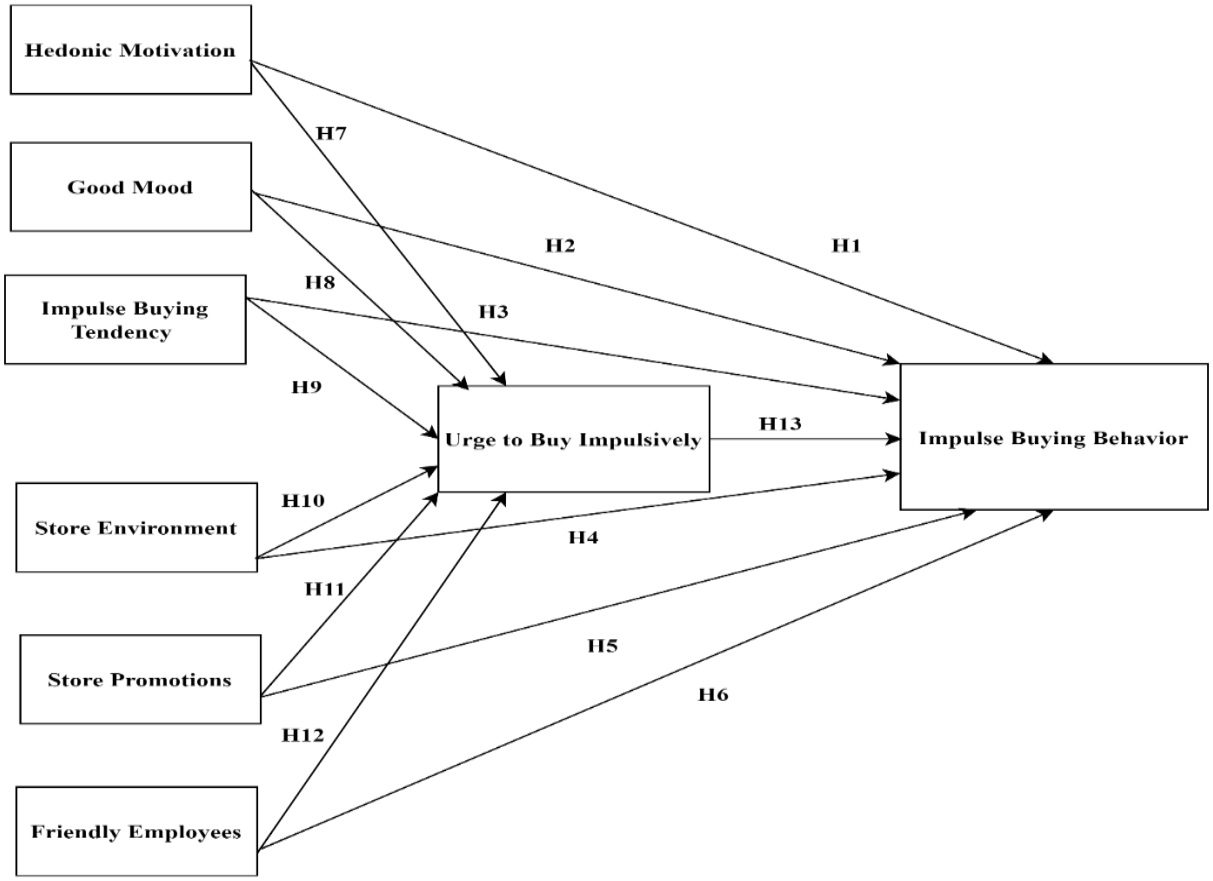
supports the actual buying behavior (Li et al., 2014). Impulsiveness comes under the personality characteristics or abilities which distinguish one human being from another. The person with this trait can make decisions without going through much farsightedness and making immediate cognitive purchase-related assessments without penetrating the whole atmosphere (Bashar et al., 2013). Strack et al. (2006) found that when a buyer faces a stimulus in the purchasing environment, they face two types of affective forces that contradict each other. These forces are impulsiveness and willpower. This conflict of affective influences occurs in a brief and quick period. Eventually, most of the time, the willpower side loses because of the energy weakness it needs to keep up with this decision. This shows that urge to buy impulsively influences the impulsive buying behavior of the buyer, which drives the following hypotheses of this study:

H13: Urge to buy impulsively mediates the relationship between hedonic motivation, good mood, impulse buying tendency, store environment, friendly employee, and impulsive buying behavior.

THEORETICAL FRAMEWORK

Based on the above-discussed literature gap, the following is the framework:

Figure 1. *Theoretical Framework*



METHODS

Unit of Analysis

In their study of impulsive buying behavior in a grocery store environment, Jones et al. (2003) found that other industries such as apparel, cosmetics, and electrical products can use further research on impulse buying behavior. Many studies researched the clothing industry (Dawson & Kim, 2010; Kang & Johnson, 2009) and the cosmetics industry (Yang et al., 2011). The Pakistan Footwear Manufacturers Association (PFMA) predicted that the footwear industry was expected to grow at a 4.7per cent CAGR which shows this industry's significance in the Pakistani economy (Rehman, 2016). Therefore, this study takes the buyer of footwear as the unit of analysis.

Sample

The conventional sampling technique is selected and used in the study after going through the multiple steps of Saunders et al. (2009) in their finding sampling technique

section. Moreover, many previous studies (Harmancioglu et al., 2009; Kang & Johnson, 2009; Li et al., 2014) support this decision.

The study took a total sample size of 250. Previously studies suggested a sample size of more than 200 (Byrne, 2009). The recollected questionnaires were 218 out of 250, making a response rate of 87 percent. The remaining questionnaires had the problem of missing data, and the respondents did not return a few. Some had missing data because those constructs had the same answer ticked for all the items. Moreover, some have selected all the options for an item. The data analysis process excluded those questionnaires.

Table 1 *Statistics of the Demographics Data*

	Characteristic	Frequency	Percentage
Age	18-22	78	35.8%
	23-27	91	41.7%
	28-34	49	22.5%
Gender	Female	116	53.2%
	Male	102	46.8%
Marital status	Married	29	13.3%
	Single	180	82.6%
	Other	9	4.1%

Note. The demographic of the participant shows their age, gender, and marital status of the participants.

Measurement Instrument

The survey technique was used in this study in which a questionnaire was used as the data collection instrument. The questionnaire was divided into two sections. In the first section, respondents were asked to talk about their demographics. These demographics included age, gender, marital status, and the shoe brand name (their current shopping). The shoe brand name was asked so that the respondents could have an image of the store in their minds while filling out the questionnaires.

The second section included the items about the independent, dependent, and mediating variables. It was constructed after adapting the items from different studies. The items for the urge to buy were taken from the study “Impulse buying: Modeling its precursors” (Beatty & Ferrell, 1998). The items for measuring impulse buying tendency were taken from the study by Sproles and Kendall (1986), “A methodology for profiling consumers’ decision-making styles.” The items for hedonic motivation were taken from

the study by Hausman (2000) named "A multi-method investigation of consumer motivations in impulsive buying behavior." The Positive and Negative Affect Schedule (PANAS) scale presented by Watson et al. (1988) for measuring affect states was used to evaluate good mood. The items for friendly employees were taken from the study "Assessing the situational factors and impulsive buying behavior: Market segmentation approach" (Mihić & Kursan, 2010). Furthermore, the items of impulsive buying behavior, store promotion, and store environment were taken from the study of "Does urge to buy impulsively differ from impulsive buying behavior? Assessing the impact of situational factors" (Badgaiyan & Verma, 2015). A collection of 30 items was used in the questionnaire using a Likert five-point scale ranging from *strongly disagree* (01) to *agree* (05) strongly.

Two hundred eighteen completed questionnaires were included, including 116 (53.2 percent) females and 102 (46.8 percent) males. Of the respondents, 78 (35.8 percent) fall within the age limit of 18-22, 91 (41.7 percent) come within 23-27, and 49 (22.5 percent) are from the 28-34 age category. Out of these respondents, 29 (13.3 percent) were married, 180 (82.6 percent) were single, and 9 (4.1 percent) were in other relationships.

Data Collection

From the consumers of Pakistan's twin cities population: Islamabad and Rawalpindi, collected the data. From the. The consumers were asked to complete the questionnaire based on their current footwear shopping experience. The researcher humbly requested the respondents to complete the questionnaire and told them about ensuring their privacy. Data was collected from one individual only once because the research comprises cross-sectional time horizons. The data was collected over four weeks.

RESULTS AND DISCUSSION

The Measurement Model

The measurement model is about the validity of the latent variables with the factors. In this model, all the study variables are unobserved. The study calculated individual loadings for each variable before going for the CFA. The researcher deleted factor loadings with less than the value of 0.5 for further analysis. Only one item with a factor loading of less than 0.5 was not part of the hedonic motivation construct (Hfive: 0.29). Bowen and Guo (2011) also suggested going for the factor loadings of more than 0.5.

Table 2 *Factor Loadings of the Construct*

Construct	Items	Factor loadings (Standardized)
Hedonic Motivation	H1	0.789***
	H2	0.881***
	H3	0.876***
	H4	0.881***
	H6	0.826***
	H7	0.878***
Store Environment	SE1	0.816***
	SE2	0.903***
	SE3	0.845***
Good Mood	GM1	0.852***
	GM2	0.846***
	GM3	0.823***
Store Promotions	SP1	0.880***
	SP2	0.901***
	SP3	0.796***
Urge to Buy Impulsively	UTB1	0.776***
	UTB2	0.864***
	UTB3	0.821***
Impulse Buying Tendency	IBT1	0.798***
	IBT2	0.821***
	IBT3	0.845***
	IBT4	0.641***
	IBT5	0.706***
Impulse Buying Behavior	IBB1	0.835***
	IBB2	0.838***
	IBB3	0.838***
Friendly Employee	FE1	0.921***
	FE2	0.886***
	FE3	0.835***

Note. ***p < 0.00, (two-tailed), **p < 0.01 level (two-tailed), *p < 0.05 level (two-tailed).

The measurement model shows a good model fit. The CFI is the incremental fitness measure (Keramati et al., 2010). The values for the fitness model criteria, such as goodness of fit index (GFI), adjusted goodness of fit index (AGFI), Comparative fit index (CFI), Tucker-Lewis coefficient (TLI), and normed fit index (NFI), are above the cut-off values $p \geq 0.05$, RMSEA ≤ 0.06 or 0.08, CFI ≥ 0.9, TLI ≥ 0.90, AGFI ≥ 0.8, Normed chi-square

(chi-square/DF) ≤ 2 or ≤ 3 which shows the high significance of the model and also a good fit (Hair et al., 1995).

Table 3 *CFA Fit Indices*

Factors	*Values*	*Factors*	*Values*
Chi-square	530.924	Df	365
Chi-square/df	1.521	p-value	0.000
AGFA	0.803	GFI	0.835
TLI	0.958	CFI	0.964
RMS	0.049		

Note. The indices values of the confirmatory factor analysis show the fitness of the instrument model used to collect data.

Average Variance Extracted

Once the factor loadings are calculated and acceptable, the next step is calculating the average variance extracted (AVE).

The values range from 0.510 to 0.777 for AVE, which shows good convergent reliability

Table 4 *Average Variance Extracted*

Construct	*AVE*
Hedonic motivation	0.733
Good mood	0.706
Impulsive buying tendency	0.587
Store environment	0.732
Store promotions	0.740
Friendly employee	0.777
Urge to buy impulsively	0.674
Impulse buying behavior	0.701

Note. The value of AVE is greater than 0.5, making it significant.

Composite Reliability

Another way of measuring the validity of construct is composite reliability. The construct reliability between the values of 0.6 and 0.7 are acceptable. The composite reliability is more than 0.7 (0.836 to 0.912) for the following factors, proving high reliability.

Reliability of the Research Instrument

The reliability test was used to determine the instrument's reliability for data collection. The reliability analysis showed that Cronbach's alpha coefficient for the items of the variables used in the instrument was high (0.861- 0.925) and occurred within the range. Sekaran (2003) suggested that the items with the reliability of less than 0.60 reflect poor reliableness; the ones within the range of 0.70 were considered acceptable, and those above the range of 0.80 were good.

This proves that the construct used for the data collection and analysis purpose was reliable.

Table 5 *Internal Reliability of Scale*

Variable Name	*Cronbach's Alpha*	*Number of Items*
Hedonic motivation	0.866	7
Good mood	0.900	3
Impulsive buying tendency	0.843	5
Store environment	0.854	3
Store promotions	0.861	3
Friendly employee	0.846	3
Psychological factors	0.925	15
Situational factors	0.898	9
Urge to buy impulsively	0.863	3
Impulse buying behavior	0.878	3

Note. Psychological factors included the items of hedonic motivation, good mood, and impulsive buying tendency. Moreover, situational factors included the items of store promotions, store environment, and friendly employees.

Convergent Validity

There are three conditions for any instrument to have convergent validity. These conditions are a) Average variance extracted (AVE) being more significant than 0.5, b) Composite reliability (CR) being more significant than 0.7, and c) CR being greater than AVE. Since all the AVE and CR values are more significant than 0.50 and 0.70,

respectively, and CR values are more significant than AVE values, they show excellent convergent validity.

Table 6 *Composite Reliabilities*

Construct	*Construct Validity*
Hedonic motivation	0.943
Good mood	0.878
Impulsive buying tendency	0.875
Store environment	0.891
Store promotions	0.895
Friendly employee	0.912
Urge to buy impulsively	0.861
Impulse buying behavior	0.875

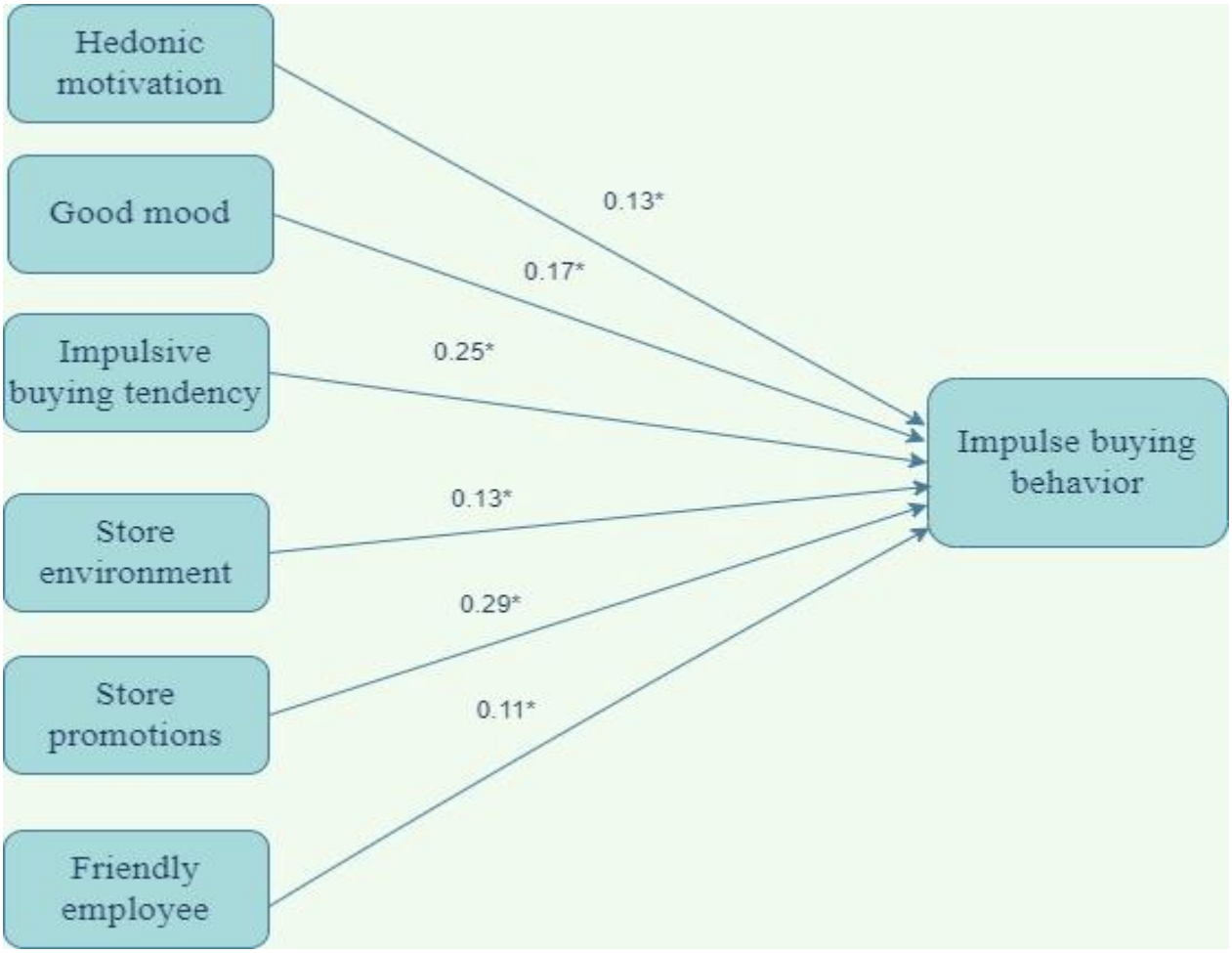
Note. The composite reliability is more than 0.7, which proves high reliability.

Hypotheses Testing

In testing the present study's hypotheses, it adopts the most frequent method presented by Baron and Kenny (1986). They defined a four-step process for testing the presence of mediation in the model. The analysis of the current study implemented four steps.

Using AMOS, the first step was to know the impact of hedonic motivation, good mood, impulse buying tendency, store environment, store promotions, and friendly employees on the buyers' impulsive buying behavior. This step also helps understand the impact of a mediating variable upon the prediction of the endogenous variable. This relationship defines path c (total effect).

Figure 2 *Total Effect*



The standardized coefficient value of hedonic motivation appears to be 0.127. It means that every one unit increase in hedonic motivation generates the impulsive buying behavior of 0.127 times, indicating hedonic motivation impacts 12.7 percent on the endogenous variable (impulsive buying behavior). The value of t shows the statistical mean difference of the variables. If the value of t is greater than 2, it shows the statistically significant difference between the means. The value of $t = 2.072$, which is greater than 2. This value is statistically significant on a $p < 0.038$ level. Hence, this accepts the study hypothesis H1 and explains a relationship between hedonic motivations and impulse buying behavior.

Table 7 *Total Effect*

	Beta coefficients	*t-value*	*P-value*
HM→ IBB	0.127	2.072	*0.038
GM→ IBB	0.166	3.033	*0.002
IBT→ IBB	0.249	5.111	*0.001
SE→IBB	0.132	2.558	*0.011
SP→IBB	0.285	4.965	*0.001
FE→IBB	0.106	2.232	*0.026

*Note: *p<0.05*

For a good mood, the standardized coefficient value is 0.166. It means that for every time (unit) increases in a buyer's mood, it will generate the impulsive buying behavior 0.166 times, showing that a good mood impacts 16.6 percent of buyers' impulsive buying behavior. The value of t shows the statistical mean difference of the variables. The value of t = 3.033, which is greater than 2. This value is statistically significant on a $p < 0.002$ level. Hence, this accepts the study hypothesis H2 and explains that a relationship exists between the consumers' good mood and their impulse buying behavior.

After that, the impulsive buying tendency comes; this has the standardized coefficient value of 0.249. This value demonstrates that the buyer's impulsive buying behavior will increase by 24.9 percent for every one-unit increase in the impulse buying tendency. The value of t = 5.111, which is greater than 2. This value is statistically significant on the $p < 0.000$ level. Hence, this accepts the study hypothesis H3 and illuminates a relationship between impulsive buying tendency and impulse buying behavior.

The standardized coefficient value of the store environment appears to be 0.132. It means that it generates impulsive buying behavior at least 0.132 times for every one-unit increase in-store environment, indicating that the store environment impacts 13.2 percent on impulsive buying behavior. The value of t shows the statistical mean difference of the variables. If the value of t is greater than 2, it shows the statistically significant difference between the means. The value of t = 2.558, which is greater than 2. This value is statistically significant on the $p < 0.011$ level. Hence, this accepts the study hypothesis H4 and explains a relationship between store environment and impulse buying behavior.

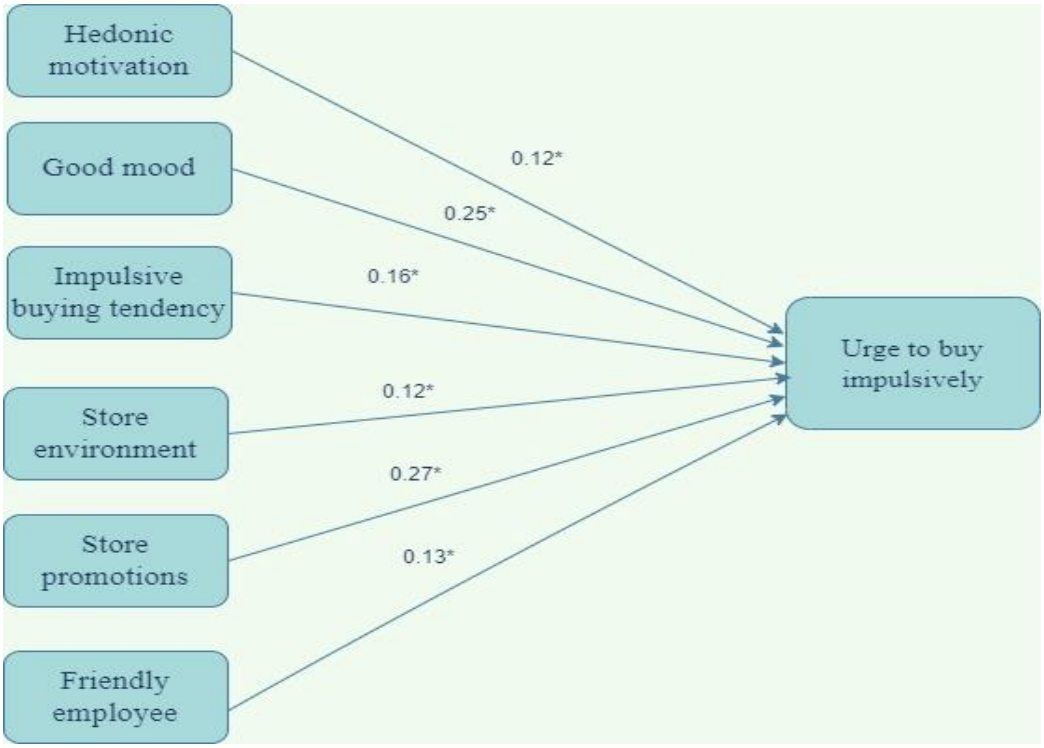
For store promotions, the standardized coefficient value is 0.285. It means that every one-unit increase in the promotional offering will generate impulsive buying behavior at 0.285

times, which shows that store promotions impact 28.5 percent on buyers' impulsive buying behavior. The value of t = 4.965, which is greater than 2. This value is statistically significant on a $p < 0.002$ level. Hence, this accepts the study hypothesis H5 and explains a relationship between store promotions and buyers' impulse buying behavior.

Lastly, the study investigated the impact of friendly employees' presence on impulse buying behavior. This has a standardized coefficient of 0.106, demonstrating that the buyer's impulsive buying behavior will increase by 10.6 percent for every one-unit increase in the friendly employee. The value of t = 2.232, which is greater than 2. This value is statistically significant on the $p < 0.026$ level. Hence, this accepts the study hypothesis H6 and illustrates a relationship between friendly employees' presence and impulse buying behavior.

The second step in the multiple regression analysis looked for the value of path "a." The path 'a" showed the relationship between the exogenous and mediating variables. In this step, mediating variable was dealt with as the outcome variable. Exogenous variables were handled as X_1, the initial causes of impulsive buying behavior.

Figure 3 *Exogenous to Mediator*



The standardized coefficient value of hedonic motivation appears to be 0.122. Every one-unit increase in hedonic motivation generates the urge to buy impulsively 0.122 times, indicating hedonic motivation impacts 12.2 percent on the mediating variable (urge to buy impulsively). The value of t shows the statistical mean difference of the variables. If the value of t is greater than 2, it shows the statistically significant difference between the means. The value of t = 1.979, which is slightly less than 2. However, it was accepted based on the significance level since it is statistically significant on the p < 0.048 level. Hence, this accepts the study hypothesis H7 and explains a relationship between hedonic motivations and urges to buy impulsively.

Table 8 *Exogenous to Mediator*

	Beta coefficients	*t-value*	*P-value*
HM→ UTB	0.122	1.979	*0.048
GM→ UTB	0.247	4.486	*0.001
ITB→ UBT	0.158	3.213	*0.001
SE→UTB	0.125	2.398	*0.016
SP→UTB	0.274	4.740	*0.001
FE→UTB	0.135	2.826	*0.005

*Note: *p<0.05*

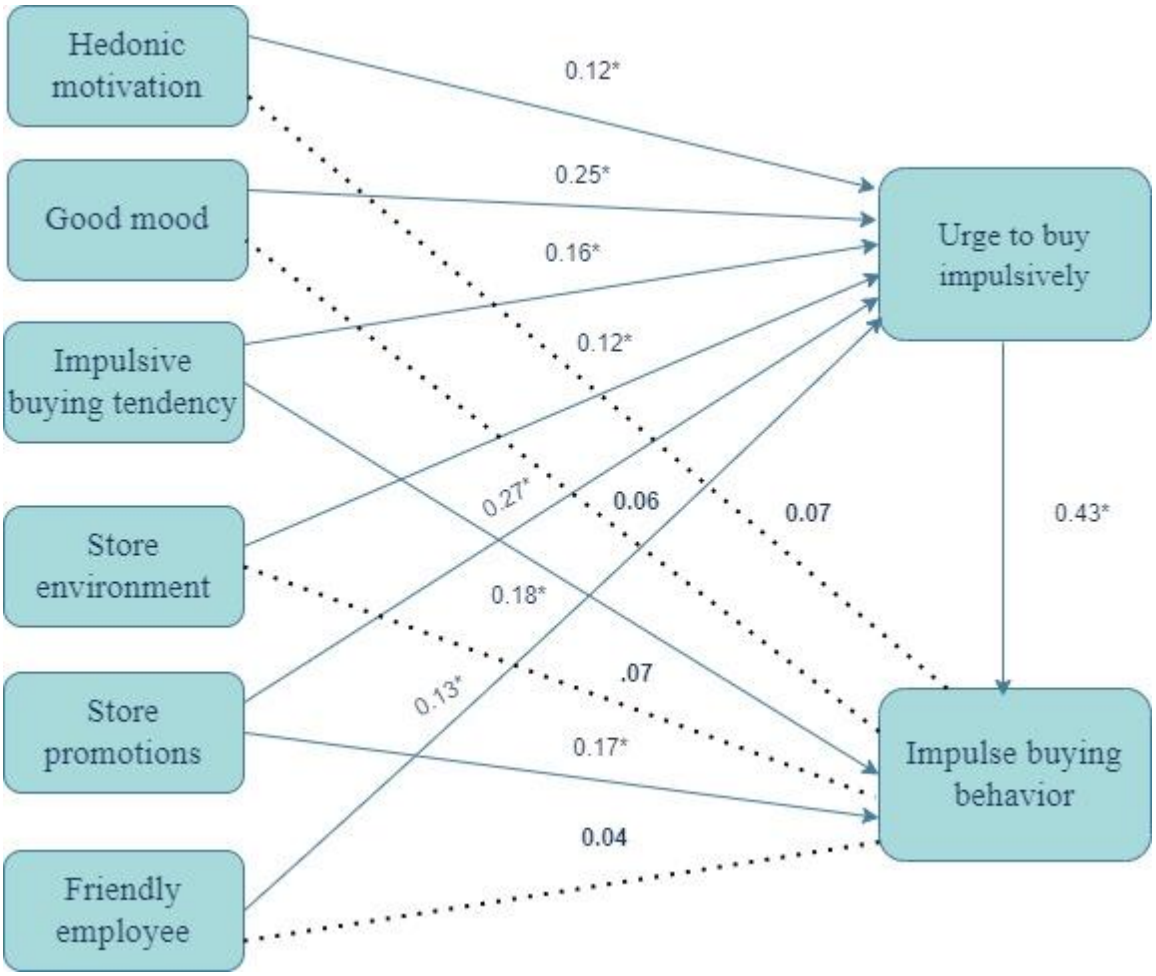
For a good mood, the standardized coefficient value is 0.247. It means that for every time (unit) increase in a buyer's mood, it will generate the urges to buy impulsively 0.247 times, which shows that good mood impacts 24.7 percent of the urges to buy impulsively. The value of t shows the statistical mean difference of the variables. The value of t = 4.486, which is greater than 2. This value is statistically significant on the p < 0.000 level. Hence, this accepts the study hypothesis H8 and explains that a relationship exists between the consumers' good mood and their urges to buy impulsively.

After that, the impulsive buying tendency comes; this has the standardized coefficient value of 0.158, demonstrating that the buyer's urge to buy impulsively will increase by 15.8 percent for every one-unit increase in the impulse buying tendency. The value of t = 3.213, which is greater than 2. This value is statistically significant on the p < 0.001 level. Hence, this accepts the study hypothesis H9 and illuminates a relationship between impulsive buying tendency and the urge to buy impulsively.

The standardized coefficient value of the store environment appears to be 0.125. It means that every one-unit increase in-store environment generates the urge to buy impulsively 0.125 times, indicating store environment impacts 12.5 percent on the urge to buy impulsively. The value of t shows the statistical mean difference of the variables. If the value of t is greater than 2, it shows the statistically significant difference between the means. The value of $t = 2.398$, which is greater than 2. This value is statistically significant on the $p < 0.016$ level. Hence, this accepts the study hypothesis H10 and explains a relationship between the store environment and the urge to buy impulsively.

For store promotions, the standardized coefficient value is 0.274. It will generate the urge to buy impulsively 0.274 times for every one-unit increase in the promotional offering, which shows that store promotions impact 27.4 percent on buyers' urge to buy impulsively. The value of $t = 4.740$, which is greater than 2. This value is statistically significant on the $p < 0.000$ level. Hence, this accepts the study hypothesis H11 and explains a relationship between store promotions and urges to buy impulsively. Lastly, the researcher calculated the impact of friendly employees' presence on the urge to buy impulsively. That has a standardized coefficient value of 0.135, demonstrating that the buyer's urge to buy impulsively will increase by 13.5 percent for every one-unit increase in the friendly employee. The value of $t = 2.826$, which is greater than 2. This value is statistically significant on the $p < 0.005$ level. Hence, this accepts the study hypothesis H12 and illustrates a relationship between friendly employees' presence and the urge to buy impulsively.

Figure 4 *Indirect and Direct Effects*



Step three dealt with the “b” path, which showed the relationship between the urge to buy impulsively and impulsive buying behavior. In this step, the urge to buy impulsively was considered X2 the second cause of impulsive buying behavior.

Table 9 *Indirect and Direct Effect*

	Beta coefficients	*t-value*	*P-value*
UTB→ IBB	0.429	7.042	0.001
HM→ IBB	0.075	1.339	0.181
GM→ IBB	0.060	1.164	0.244
IBT→ IBB	0.182	4.035	0.001
SE→IBB	0.079	1.667	0.096
SP→IBB	0.168	3.082	0.002
FE→IBB	0.048	1.103	0.270

The standardized coefficient value of the urge to buy impulsively appears to be 0.429. It means that for everyone, affecting the increase in the urge to buy impulsively will generate the impulsive buying behavior of customers 0.429 times more, indicating the urge to buy impulsively has an impact of 42.9 percent on the impulsive buying behavior. The value of $t = 7.042$ is greater than 2 and is statistically significant on $p < 0.000$. It confirms a significant and robust relationship between the urge to buy impulsively and impulsive buying behavior.

After knowing that the values of the "a" and 'b" paths are statistically significant, the analysis continued towards the fourth step. The fourth and last step allocated the combined impact of hedonic motivation, good mood, impulse buying tendency, store environment, friendly employee, and urges to buy impulsively upon impulsive buying behavior while providing the values for the direct impact of the exogenous variables upon endogenous variable. The value of c' indicates the direct impact of hedonic motivation, good mood, impulse buying tendency, store environment, and a friendly employee on impulsive buying behavior.

The unstandardized coefficient for path c' (direct effect) has a value of 0.075, 0.060, 0.182, 0.079, 0.168, and 0.048 for hedonic motivation, good mood, impulse buying tendency, store environment, friendly employee, respectively. The c' path showed the direct effect of the exogenous variable on the endogenous variable. This case is not statistically significant for hedonic motivation, good mood, store environment, and friendly employee: $t = 1.1339, 1.164, 1.667, 1.103$, and $p > 0.05$. Moreover, it is statistically significant for impulse buying tendency and store promotions: $t = 4.035$ and 3.082 on the significance level of 0.000 and 0.002. According to Baron and Kenny (1986), the direct path's statistical insignificance (impact of the exogenous variable on an endogenous

variable after mediation) shows a complete mediation among the variables. If the direct path is statistically significant, then it offers partial mediation. Thus, the insignificant results about the direct relationship between hedonic motivation, good mood, impulse buying tendency, store environment, friendly employee, and impulsive buying behavior articulate the full mediation effect among these variables. Moreover, the significant relationship between impulse buying tendency, store promotions, and impulsive buying behavior shows a partial mediation. Thus, accepting hypothesis H13 of the study, the urge to buy impulsively mediated the relationship between hedonic motivation, good mood, impulse buying tendency, store environment, friendly employee, and impulsive buying behavior. A summary of the hypotheses is as follows:

Table 10 *Summary of Hypotheses and Results*

No.	Hypotheses	Results
H1:	Hedonic motivations have a positive impact on impulse buying behavior.	Accepted
H2:	Good mood has a positive impact on impulse buying behavior.	Accepted
H3:	Impulsive buying tendency has a positive impact on impulse buying behavior.	Accepted
H4:	Store environment has a positive impact on impulse buying behavior.	Accepted
H5:	Store promotions have a positive impact on impulse buying behavior.	Accepted
H6:	Friendly employee has a positive impact on impulse buying behavior.	Accepted
H7:	Hedonic motivations have a positive impact on urge to buy impulsively.	Accepted
H8:	Good mood has a positive impact on urge to buy impulsively.	Accepted
H9:	Impulsive buying tendency has a positive impact on urge to buy impulsively.	Accepted
H10:	Store environment has a positive impact on urge to buy impulsively.	Accepted
H11:	Store promotions have a positive impact on urge to buy impulsively.	Accepted
H12:	Friendly employee has a positive impact on urge to buy impulsively.	Accepted
H13:	Urge to buy impulsively mediates the relationship between hedonic motivation, good mood, impulse buying tendency, store environment, friendly employee, and impulsive buying behavior.	Accepted

The correlation between hedonic motivation, good mood, impulse buying tendency, store environment, friendly employees, and urge to buy is 0.659, 0.662, 0.587, and 0.509. Furthermore, impulsive buying behavior, hedonic motivation, good mood, impulse buying tendency, store environment, and friendly employee have the following correlation: 0.655, 0.631, 0.582, and 0.491, less than the first correlations indicating the influence of mediation in the model. The correlation between the urge to buy impulsively with impulsive buying

behavior is 0.804. These findings are consistent with previous results (Beatty & Ferrell, 1998; Mohan et al., 2013), which showed the mediation between the urge to buy impulsively and impulsive buying behavior.

Table 10 *Correlations Matrix*

	1	*2*	*3*	*4*	*5*	*6*	*7*	*8*
1. Hedonic motivation	1.00							
2. Good mood	.580**	1.00						
3. Impulsive buying tendency	.450**	.542**	1.00					
4. Store environment	.525**	.536**	.375**	1.00				
5. Store promotions	.684**	.503**	.444**	.545**	1.00			
6. Friendly employee	.512**	.359**	.359**	.425**	.383**	1.00		
7. Urge to buy impulsively	.659**	.662**	.564**	.587**	.672**	.509**	1.00	
8. Impulse buying behavior	.655**	.631**	.611**	.582**	.679**	.491**	.804**	1.00

Note. The correlation matrix shows the relationship between the variables.

Current research found that if customers are hedonically motivated, they will purchase impulsively. The findings for good mood and impulsive buying behavior show a significant relationship among these variables, supported by Chang et al. (2011) study. They concluded that the excellent mood motivates the consumers to act on their impulses immediately without thinking much, which results in impulse buying behavior. As theorized, the association between impulsive buying tendency and impulsive buying behavior was substantial. This assumption that the individuals with the impulsive buying tendency trait will buy more impulsively than the others is correct, which corresponds with Ozer and Gultekin (2015).

The association between hedonic motivation and the urge to buy impulsively was significant, supported by the results of the Foroughi et al. (2013) study. According to which hedonism has many ways to drive consumers' impulsiveness and generate urges to buy impulsively. There is a significant relationship between impulsive buying tendency and the urge to buy impulsively, aligning with Nawaz's (2018) and Mohan et al.'s (2013) study results.

First, the relationship between store environment and impulsive buying behavior was calculated, showing that the store environment does impact the buyers' impulsive buying behavior, supported by Duarte et al. (2013). They suggested that the shopping environment can help generate impulsive buying behavior. After that, the researchers analyzed the association of store promotions with impulse purchase behavior. The results showed that the promotional offering inside the store motivated the buyers to buy the product impulsively, as supported by Duarte et al. (2013). Lastly, the study tested the impact of a friendly employee in the store and his impact on impulse buying decisions. These results align with Hadjali et al. (2012), who found that a pleasant and friendly employee can help consumers. They have also found a significant association between friendly employees and motivating impulsive buying behavior.

Once the individual impact of all the situational factors on the buyers' impulsive buying behavior was significant, it tested all these factors on the urges to buy impulsively. The testing started with the association of store environment and urged to buy impulsively. The results showed a significant relationship between these two variables, supported by Lee and Johnson (2010). The association between store promotions and the urge to buy is essential, which shows that promotional activities in the shape of decreased prices or another type of discount are an adequate stimulus for the arousal of enticing uncontrollable urges (Karbasivar & Yarahmadi, 2011). Lastly, it predicted that the friendly employee's presence in the store and the urge have a significant relationship. These two have an essential relationship, supported by Badgaiyan and Verma (2015).

CONCLUSION

The impact of the individual factors of psychological and situational factors was significant. When incorporated into a single model, hedonic motivation, good mood, impulse buying tendency, store environment, store promotions, and friendly employees were statistically significant and significantly influenced impulse buying behavior. Third, the urge to buy impulsively proved to be the right mediator among the hedonic motivation, good mood, impulse buying tendency, store environment, store promotions, friendly employees, psychological factors, situational factors, and impulsive buying behavior. This result emphasizes the importance of the urge to buy when studying the precursors or the impulsive buying behavior model.

The literature gap of the individual factors: this research also filled hedonic motivation, good mood, impulse buying tendency, store environment, store promotions, and friendly employees.

Researchers can include other psychological or situational stimuli to know their impact on impulsive buying behavior. Such as the perception of consumers about the store outlets owned by the factories and the typical store's outlets (Shergill & Chen, 2008), in-store advertisement and brand reinforcement Kiran et al. (2012), social surroundings, and temporary pleasure (Tong et al., 2012), and promotional framing (Gamiel & Herstein, 2011).

Research Contributions

The conclusion provides managerial, also known as the retailers' practical and researchers' theoretical implications.

Theoretical Contributions

The research findings debase the gap in the literature on the factors: Hedonic motivation, good mood, impulse buying tendency, store environment, store promotions, and friendly employee. The study results also extend several frameworks in the literature on impulse buying by providing scientific evidence of a relationship between the psychological and situational factors within one framework. In recent research, Kimiagari and Malafe (2021) suggested researching external and internal variables with affective states. So, the current research fills that literature gap and extends its model by investigating the external and internal stimuli within one framework. In Pakistan's context, Husnain et al. (2019) recommended researching the in-store variables and the urge to buy impulsively as the mediator. The current research took the urge to buy as the mediator and in-store variable as the stimuli. Thus, the study fulfills this theoretical gap and contributes to the framework's extension. According to Yi and Jai (2019), products with different involvements attributes will yield other behaviors. The current research takes footwear as a product with high customer involvement and provides scientific evidence.

Practical Contributions

This research can be beneficial for retailers. The retailers can use this research to plan new things to incorporate into the store environment, offer new store promotions, hire more friendly employees for their buyers, and give more importance to those with a good mood

and hedonism. Furthermore, by looking for the purchase pattern of their customers to know which one of them tends to buy impulsively. Enhancing the store environment and offering more store promotions are not new concepts for the retailers and buyers, so it will be easy for the buyers to get them.

Moreover, the retailers can also use these factors to increase their purchases. Especially in online shopping, retailers must be more proficient with their products to buyers. They should re-think the approaches they are using for their buyers and reconsider them because using these psychological and situational factors can generate impulsive buying behavior among the buyers.

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APPENDICES

Questionnaire

Respondents Information

Age

18-22 o 23-27 o 28-34

Gender

○ Female o Male

Marital status

○ Married o Single o Other

Shoe brand name (please specify)

_____

- Based on your current shoe shopping experience, please TICK your answer according to the following scale:

Strongly Disagree = SD, Disagree = D, Neutral = N, Agree = A, Strongly Agree = SA

Hedonic Motivation						
1	I like to shop for the newness of it (shopping)	**SD**	**D**	**N**	**A**	**SA**
2	Shopping satisfies my sense of curiosity	**SD**	**D**	**N**	**A**	**SA**
3	Shopping offers new experiences	**SD**	**D**	**N**	**A**	**SA**
4	I feel like I'm exploring new worlds when I shop	**SD**	**D**	**N**	**A**	**SA**
5	I go shopping to watch other people	**SD**	**D**	**N**	**A**	**SA**
6	I go shopping to be entertained	**SD**	**D**	**N**	**A**	**SA**
7	I get real pleasure from shopping	**SD**	**D**	**N**	**A**	**SA**
Sales Promotion						
8	If I see a discount price, I tend to buy impulsively.	**SD**	**D**	**N**	**A**	**SA**
9	If I see an interesting promotional offer (reduced price, sales, etc.) on in-store signs, I tend to buy.	**SD**	**D**	**N**	**A**	**SA**
10	I am more likely to make an unintended purchase if the product has a sale or clearance sign.	**SD**	**D**	**N**	**A**	**SA**
Store Environment						
11	The store had a pleasant shopping environment.	**SD**	**D**	**N**	**A**	**SA**
12	The store environment was excellent.	**SD**	**D**	**N**	**A**	**SA**
13	I find the store environment enjoyable.	**SD**	**D**	**N**	**A**	**SA**
Friendly Employees						

14	Friendly and skilled staff often talks me into buying a product I didn't plan to buy.	**SD**	**D**	**N**	**A**	**SA**
15	Employees in the store affected my buying behavior and choice.	**SD**	**D**	**N**	**A**	**SA**
16	Salespeople turn my product queries into a product purchase.	**SD**	**D**	**N**	**A**	**SA**
Urge to buy impulsively						
17	I experienced a number of sudden urges to buy things I had not planned to purchase on this trip.	**SD**	**D**	**N**	**A**	**SA**
18	On this trip, I saw a number of things I wanted to buy even though they were not on my shopping list.	**SD**	**D**	**N**	**A**	**SA**
19	On this trip, I felt a sudden urge to buy something.	**SD**	**D**	**N**	**A**	**SA**
Impulse buying behavior						
20	I ended up spending more money than I originally set out to spend.	**SD**	**D**	**N**	**A**	**SA**
21	I bought more than what I had planned to buy.	**SD**	**D**	**N**	**A**	**SA**
22	I indulged in impulsive buying.	**SD**	**D**	**N**	**A**	**SA**
Impulsive buying tendency						
23	I buy things that are not on my shopping list	**SD**	**D**	**N**	**A**	**SA**
24	When I go shopping, I buy things that I had not intended to buy	**SD**	**D**	**N**	**A**	**SA**
25	I am a person who makes unplanned purchases	**SD**	**D**	**N**	**A**	**SA**
26	When I see a product that really interests me, I buy it without considering the consequences	**SD**	**D**	**N**	**A**	**SA**
27	It is fun to buy stuff spontaneously	**SD**	**D**	**N**	**A**	**SA**
Good Mood						
28	I felt excited on this shopping trip	**SD**	**D**	**N**	**A**	**SA**
29	I felt enthusiastic while shopping today	**SD**	**D**	**N**	**A**	**SA**
30	I felt happy during this shopping trip	**SD**	**D**	**N**	**A**	**SA**

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