

Factors Affecting Consumers' Impulsive Buying Behaviour in Selected Supermarkets of Saudi Arabia

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ABSTRACT

This study was conducted to examine the factors that affect consumers' impulsive buying behavior. The research was based on a field survey of 470 customers of Riyadh, Makkah, and Jeddah. Promotional offers, window display, mannequin display, store atmosphere and were the variables used in the study to find out how they affect consumers' impulsive buying behavior. Simple linear regression was used as the statistical tool for data analysis. The findings highlighted that promotional offer, window display, mannequin display, and store atmosphere trigger consumers' impulsive buying. The research will surely be useful to supermarkets of the selected cities as they know the things that they have to incorporate to increase sales and customers' satisfaction.

Keywords: Consumer; Impulsive; Buying behaviour; Regression; Supermarkets; Saudi Arabia.**1. Introduction**

Supermarkets have emerged as the new facets of modern retailing business in major cities. Visiting supermarkets has become a part and parcel of life for a large number of consumers who are earning high incomes and living in big cities. They considered it as an alternative for trip. Those who are unable to go for a trip because of their busy schedule, they usually spend there some of the time especially during weekends in supermarkets because it relieves their stress, giving happiness, and also aids in fulfilling psychological satisfaction. While going to supermarkets, they bought many products impulsively due to the availability of promotional offers, attractive packaging, polite behavior of salesmen, interior of supermarkets, attractive window display or mannequin display, etc.

Therefore, it becomes quintessential for supermarkets to find out the reasons that force customers to buy spontaneously. This will help them in designing their marketing strategies to ensure a greater number of customers, high degree of customer satisfaction and loyalty, strong brand image, helps in developing brand equity in the competitive market of Saudi Arabia. Taking these factors into consideration, the study was conducted to find out the factors that affect impulsive buying in Jeddah, Riyadh, and Makkah because of scarcity of empirical studies related to impulsive buying in the said region.

2. Review of Literature

Impulsive buying is a sudden, compelling, hedonistically complicated purchasing behaviour in which the speed of the decision-making process for an impulsive purchase foretells careful, deliberate assessment of the information and available options (Muruganatham & Bhakat, 2013). Impulse buying is an unplanned decision to buy a product or service. It refers to a last-minute decision to make an unanticipated purchase of a good or service (Maheswari, 2019).

A sudden and spontaneous desire to buy a product is impulsive buying. It happens when a customer has a quick, strong, and persistent want to make a purchase (Akram et al., 2018). It is a sudden and power urge to buy the

product immediately without much deliberate consideration of information, knowledge and choice alternative (Chung Song & Lee, 2017).

Shukre & Mishra (2012) compared the differences between the impulsive buying behavior on a sample of 100 consumers with the application of factor analysis and chi-square tests. The findings highlighted that men and women were significantly different regarding irresistible urge to buy, positive buying emotion and mood management. Moreover, it was also found that men and women were also different in the frequency regarding the product categories like apparels, accessories, shoes, electronics, music CDs or DVDs, health/beauty products, and household products, etc.

Bhatti & Latif (2013) investigated the association among consumer impulsive buying and visual merchandising on buying behavior of customers in stores. The study was based on a sample of 344 respondents who visited the supermarkets of Rawalpindi, Pakistan. Regression via SPSS was applied for data analysis. The research revealed that forum display was negatively related to consumer impulse buying and window display, floor merchandising and shop brand name were positively related to consumers' impulse buying behavior.

Abu Irshad & Mohammad (2014) found the relationship of consumers' demographic factors on the impulse buying behavior. It was found that demographic factors, such as the disposable income and age, were related to most impulse buying indicators but qualification and gender showed marginal association with impulsive buying behavior.

Md. Alauddin et al. (2015) investigated the factors that influence consumers' impulse buying behavior. Field survey was done to collect the data from 100 respondents of selected superstores in Bangladesh. Simple random sampling technique was applied for data analysis. The study revealed that a large number of factors were responsible for the changing buying behavior such as in-store atmosphere, point of purchase display, product characteristics and quality, convenience, location, store size, store image, variety seeking, discounts, packaging, etc. It was suggested that having proper customer complaining system, giving quick response to instant queries, more promotional activities like discounts, coupons, lottery and prompt actions should be used to maintain good relation with customers.

Pradhan (2016) investigated the factors affecting impulsive buying behavior of 200 consumers in supermarkets in Kathmandu valley. It was revealed that the most bought impulsively products were personal care items and FMCG products whereas electronics and kitchenware were the least bought items impulsively. Besides, Pearson's correlation coefficient was applied to found the relation among selected variables. The study found that mood of consumer, POS terminal/ATM facility, price, store layout, product promotion, store environment and reference group, triggered impulsive buying behavior significantly.

Prasad & Vetrivel (2016) found how visual merchandising and store image influence customers' buying behavior. It was found that window display, fixture, signage, mannequin, colors and lighting were significantly associated with consumer buying behavior.

Sharadkumar (2017) highlighted that apparels, grocery, candy, chocolates, books, magazines, and food items were the most bought items impulsively. On the contrary, products like jewellery, accessories and electronics items

were the least impulsively bought items. The study further revealed that window display was an important factor for impulse purchase and supermarkets should place a strong emphasis on appealing and beautiful window displays to draw in more customers.

Husnain et al. (2019) find out how personal and in store factors influences impulse buying behavior (IBB) among generation Y consumers of small cities of Punjab, Pakistan. Family influence, money availability, store environment, sales promotions, and friendly store employees were the factors used in the study that affect IBB. A self-administered survey cum questionnaire was used to collect data from 422 respondents. Data was analyzed by using structural equation modeling (SEM) through SPSS and AMOS. CFA was also run to verify the relationship between observed variables and their underlying latent variables. The outcomes highlighted that personal factors i.e. time availability and family influence has significant and positive impact on IBB of generation Y consumers in Pakistan.

Ali & Zubairi (2020) tried to examine the influence of demographic factors (age, gender, and income), on the impulse buying behavior (IBB) of the consumers of supermarkets in Karachi. Convenience sampling technique was used to gather data via questionnaires from 300 respondents. Hypotheses were tested by regression. It was revealed that demographic factors significantly influenced pure IBB.

Shahwaz & Sequeira (2021) in their research tried to find out the factors affecting consumers' impulsive buying behavior in the supermarkets by collecting data from the questionnaire. Product category, store environment, store layout, mood of consumer, product promotions, price, were the factors used in the study. The findings revealed that beta coefficients were significant in all cases which show that all of the study factors affect consumer impulsive buying.

Bora (2022) conducted a field study on 125 customers to understand about the factors that influence buyers' impulse purchases while they were in the store at supermarkets in Chennai. in-store factors (window display, visual merchandising, sales promotion, and store environment) influencing consumer impulse buying behaviours. A self-administered questionnaire was used to interview 125 customers who shop at supermarkets. Data analysis was performed by ANOVA. The findings indicated that there was no significant relation between consumer groups' impulse purchasing behaviour and their demographics (gender, age, education, and income) except visual merchandising on both male and female customers.

Khan (2024) conducted a study on the field survey of 220 customers of Delhi/NCR to investigate the factors affecting impulsive buying. Special deals and promotions, employees' behavior, ease of payment, and self-service were the variables used in the study. The researcher used multiple linear regression for data analysis. The findings highlighted that consumers' buying impulsively because of special deals and promotions, polite employees' behavior, ease of payment, and self-service facilities available in the shopping malls.

3. Research gap

After a comprehensive literature review, it was found that hardly studies were done regarding identification of impulsive buying behavior of consumers in Saudi Arabia. This study was done to fill this research gap by taking samples from three cities of Saudi Arabia.

4. Objective of the study

The main objective of the study was to find out the factors that trigger consumers to buy impulsively in Jeddah, Riyadh, and Makkah cities of Saudi Arabia.

5. Hypotheses of the study

H₀₁: There is no significant impact of promotional offers on impulsive buying behavior of consumers.

H₀₂: There is no significant impact of window display on impulsive buying behavior of consumers.

H₀₃: There is no significant impact of mannequin display on impulsive buying behavior of consumers.

H₀₄: There is no significant impact of store atmosphere on impulsive buying behavior of consumers.

6. Population, Sampling, and data

The population of this study includes all consumers living in Jeddah, Riyadh, and Makkah who visited supermarkets regularly. Besides, random sampling plan was implemented in the study because all consumers have equal chance of being including in the sample. A self-administered short and simple questionnaire was used for collecting primary data.

7. Questionnaires, duration of field survey, and statistical tools used

Table 1 highlights the questionnaires distributed, rejected and accepted. A total of 600 questionnaires were distributed to the consumers living in Jeddah and other cities wherein 470 questionnaires were considered valid for data analysis. Data was collected from January, 2024 to April, 2024. Cronbach alpha was used to test reliability of data. Correlation and simple linear regression were used to test hypotheses of the study.

Table 1. Sample Size

Questionnaires	Selected Cities			Total
	Jeddah	Makkah	Riyadh	
Distributed	200	200	200	600
Rejected	32	57	41	130
Accepted	168	143	159	470

Source: Field Survey, 2024.

Table 2. Demographics of respondents and factors affecting impulsive buying

Age of respondents	Frequency	Percent
16-35 Years	197	42
35-50 Years	165	35
51-65 Years	89	19
Above 65 Years	19	4
Total	470	100

Gender of respondents		
Male	287	61
Female	183	39
Total	470	100
Educational Status		
Graduation	287	61
Post Graduation	94	20
Others	89	19
Total	470	100
Type of Products bought impulsively		
Electronic products	23	5
Books	19	4
Clothes	230	49
FMCGs and Groceries	146	31
Toys and Children's' Accessories	52	11
Total	470	100
Frequency of Visit to Supermarkets in a month		
1-4 times	85	18
4-8 times	291	62
Above 8 times	94	20
Total	470	100
Purpose of visiting supermarkets		
When need arise	150	32
Enjoyment	320	68
Total	470	100
Impulse buying disturbs your budget		
Yes	99	21
No	371	79
Total	470	100
Spending time of your shopping		
0-2 hours	188	40
2-4 hours	249	53
More than 4 hours	33	7
Total	470	100

Source: Field Survey, 2024.

Table 2 shows the demographic profile of the respondents and the factors affecting impulsive buying. *Firstly*, 52% of the respondents were belonging to the age group of 18 to 35 years of age whereas 20% were more than 50 years of age. *Secondly*, 61% were the males and 39 were the females in the primary survey. As far as their education was concerned; 61% were graduates and 20% were postgraduates. *Thirdly*, 52% consumers bought spontaneously due to the availability of promotional offers like by one get one free, getting free gifts, discounts, loyalty cards scheme etc. 27% of the customers were attractive due to the window display because the product look very appealing and attractive and finally they made a decision to buy spontaneously. 49% impulsively bought products were clothes and 31% were FMCG and groceries. Besides, 11% products were belonging to the toys category. *Fourthly*, 62% of the customers visit supermarkets 4 to 8 times in a month and 20% customers visited supermarkets more than 8 times in a month. *Fifthly*, when the question was asked whether impulse buying disturbs your budget? 79% told no and 21% told yes. *Sixthly*, 53% customers spend two to four hours in shopping whereas 7% spend more than four hours in spending.

8. Hypotheses Testing

Before hypotheses testing, reliability of all components as well as all statements of questionnaire was examined with the application of Cronbach alpha. The values of all components were ranging from 0.7 to 0.9 and hence it can be said that the data was reliable for testing hypotheses.

Hypothesis 1

H_{01} : There is no significant impact of promotional offers on IBB of consumers.

H_{a1} : There is a significant impact of promotional offers on IBB of consumers.

Simple linear regression is applied to examine the impact of promotional offers on IBB. Table 3 highlights the values of Pearson correlation, R square, adjusted R square, standard error, and durbin watson. The value of adjusted R square (coefficient of determination) is 0.476 which means 47.6 percent variation in IBB is explained by promotional offers and rest of the variation ($1-R^2$) is an unexplained variation in IBB due to variables that were not included in this model.

Table 3. Regression [Promotional offers & IBB]

Model	R	R ²	Adjusted R ²	Standard Error	Durbin Watson
1	0.692	0.479	0.476	2.70424	1.475

Predictors: (Constant), Promotional offers; Dependent Variable: IBB.

Table 4. ANOVA [Promotional offers & IBB]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1162.847	1	1162.847	430.206	0.000
Residual	1265.130	468	2.703		
Total	2427.977	469			

Predictors: (Constant), Promotional offers; Dependent Variable: IBB.

Table 5. Beta Coefficients [Promotional offers & IBB]

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std Error	Beta		
Constant	0.611	0.993		0.615	0.539
Promotional offers	0.819	0.065	0.692	12.610	0.000

Predictors: (Constant), Promotional offers; Dependent Variable: IBB.

Table 4 shows the results of ANOVA which highlights the model fitness. The value of F is 430.206 which is significant at 95% confidence interval. It means that the above model is fit. The results of regression coefficients, t value, and significant value are highlighted by table 5. An unstandardized beta coefficient gives a measure of contribution of each variable to the model. A larger value indicates that a unit change in the predictor variable has a larger impact on the criterion variable. The value of unstandardized beta coefficient is 0.819 which is an indication of positive impact of promotional offers on IBB. It shows that one unit change in promotional offers will bring 0.819 unit change in IBB. The significant value corresponding to it is 0.000 which is less than 0.05. It showed that there is a significant impact of promotional offers on IBB. Therefore, the null hypothesis is rejected and it can be said that there is a significant impact of promotional offers on IBB.

Hypothesis 2

H₀₂: There is no significant impact of window display on IBB of consumers.

H_{a2}: There is a significant impact of window display on IBB of consumers.

Table 6. Regression [Window display & IBB]

Model	R	R ²	Adjusted R ²	Standard Error	Durbin Watson
2	0.657	0.432	0.429	2.71605	1.488

Predictors: (Constant), Window display; Dependent Variable: IBB.

Simple linear regression is applied to examine the impact of window display on IBB. Table 6 highlights the values of Pearson correlation, R square, adjusted R square, standard error, and Durbin Watson. The value of adjusted R square (coefficient of determination) is 0.429 which means 42.9 percent variation in IBB is explained by window display and rest of the variation (1-R²) is an unexplained variation in IBB due to variables that were not included in this model.

Table 7. ANOVA [Window display & IBB]

Model-2	Sum of Squares	df	Mean Square	F	Sig.
Regression	971.538	1	971.538	356.396	0.000

Residual	1276.210	468	2.726		
Total	2247.749	469			

Predictors: (Constant), Window display; Dependent Variable: IBB.

Table 8. Beta Coefficients [Window display & IBB]

Model-2	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std Error	Beta		
Constant	0.821	1.014		0.810	0.539
Window display	0.779	0.068	0.657	11.476	0.000

Predictors: (Constant), Window display; Dependent Variable: IBB.

Table 7 shows the results of ANOVA which highlights the model fitness. The value of F is 356.396 which is significant at 95% confidence interval. Moreover, the results of regression coefficients, t value, and significant value were highlighted by table 8. An unstandardized beta coefficient gives a measure of contribution of each variable to the model. A larger value indicates that a unit change in the predictor variable has a larger impact on the criterion variable.

The value of unstandardized beta coefficient is 0.779 which is an indication of positive impact of window display on IBB. It shows that one unit change in window display will bring 0.779 unit change in IBB. The significant value corresponding to it is 0.000 which is less than 0.05. It showed that there is a significant impact of window display on IBB. Therefore, the null hypothesis is rejected and it can be said that there is a significant impact of window display on IBB.

Hypothesis 3

H₀₃: There is no significant impact of mannequin Display on IBB of consumers.

H_{a3}: There is a significant impact of mannequin Display on IBB of consumers.

Table 9. Regression [Mannequin Display & IBB]

Model	R	R ²	Adjusted R ²	Standard Error	Durbin Watson
3	0.039	0.002	0.001	0.7854	1.815

Predictors: (Constant), Mannequin Display; Dependent Variable: IBB.

Simple linear regression is applied to examine the impact of mannequin Display on IBB. Table 9 highlights the values of Pearson correlation, R square, adjusted R square, standard error, and Durbin Watson. The value of adjusted R square (coefficient of determination) is 0.001 which means 0 percent variation in IBB is explained by Mannequin Display. Table 10 shows the results of ANOVA which highlights the model fitness. The value of F is 1.301 and it was not significant at 95% confidence interval.

Table 10. ANOVA [Mannequin Display & IBB]

Model-3	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.296	1	2.296	1.301	0.244
Residual	825.552	468	1.764		
Total	827.848	469			

Predictors: (Constant), Mannequin Display; Dependent Variable: IBB.

Table 11. Beta Coefficients [Mannequin Display & IBB]

Model-3	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std Error	Beta		
Constant	0.419	0.076		5.536	0.000
Mannequin Display	0.008	0.015	0.039	50.460	0.436

Predictors: (Constant), Mannequin Display; Dependent Variable: IBB.

Moreover, the results of regression coefficients, t value, and significant value were highlighted by table 11. An unstandardized beta coefficient gives a measure of contribution of each variable to the model. A larger value indicates that a unit change in the predictor variable has a larger impact on the criterion variable. The value of unstandardized beta coefficient is 0.008 which is an indication of positive impact of mannequin display on IBB. The significant value corresponding to it is 0.436 which is more than 0.05. It showed that there is no significant impact of mannequin display on IBB. Therefore, the null hypothesis is accepted and it can be said that there is no significant impact of mannequin display on IBB.

Hypothesis 4

H₀₄: There is no significant impact of store atmosphere on IBB of consumers.

H_{a4}: There is a significant impact of store atmosphere on IBB of consumers.

Table 12. Regression [Store atmosphere & IBB]

Model	R	R ²	Adjusted R ²	Standard Error	Durbin Watson
4	0.752	0.565	0.563	0.26053	2.701

Predictors: (Constant), Store atmosphere; Dependent Variable: IBB.

Simple linear regression is applied to examine the impact of store atmosphere on IBB. Table 12 highlights the values of Pearson correlation, R square, adjusted R square, standard error, and Durbin Watson. Pearson correlation is 0.752 which indicates a high correlation between store atmosphere and IBB. Besides, the value of adjusted R square (coefficient of determination) is 0.563 which means 56.3 percent variation in IBB is explained by store

atmosphere and rest of the variation ($1-R^2$) is an unexplained variation in IBB due to variables that are not included in this model.

Table 13. ANOVA [Store atmosphere & IBB]

Model-4	Sum of Squares	df	Mean Square	F	Sig.
Regression	15.278	1	15.278	611.12	0.000
Residual	11.742	468	0.025		
Total	27.020	469			

Predictors: (Constant), Store atmosphere; Dependent Variable: IBB.

Table 14. Beta Coefficients [Store atmosphere & IBB]

Model-4	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std Error	Beta		
Constant	0.666	0.063		58.414	0.000
Store atmosphere	0.600	0.040	0.752	15.003	0.000

Predictors: (Constant), Store atmosphere; Dependent Variable: IBB.

Table 13 shows the results of ANOVA which highlights the model fitness. The value of F is 225.093 which is significant at 95% confidence interval. Moreover, the results of regression coefficients, t value, and significant value have been highlighted by table 14. An unstandardized beta coefficient gives a measure of contribution of each variable to the model. A larger value indicates that a unit change in the predictor variable has a larger impact on the criterion variable. The value of unstandardized beta coefficient is 0.600 which is an indication of positive impact of store atmosphere on IBB. It shows that one unit change in store atmosphere will bring 0.6 unit change in IBB. The significant value corresponding to it is 0.000 which is less than 0.05. Therefore, the null hypothesis is rejected and it can be said that there is a significant impact of store atmosphere on IBB.

9. Conclusion

The present research was conducted to examine the factors that affect consumers' buying behavior in Riyadh, Makkah, and Jeddah. The study used four variables that trigger impulsive buying on the basis of past empirical research namely promotional offers, window display, and mannequin display. A structured questionnaire was used to collect primary data through the field survey conducted during January, 2024 to April, 2024. Furthermore, a total of 600 questionnaires were distributed to the consumers visiting supermarkets of the selected cities wherein 470 questionnaires were considered for data analysis.

After collection of data, firstly, reliability of the data was examined with the application of Cronbach alpha. Data was proved reliable because alpha values were more than 0.7 in each case. Thereafter, simple linear regression was run to test formulated hypotheses. The findings highlighted that three hypotheses were rejected which shows that promotional offers, window display, and store atmosphere significantly affect consumers' impulsive buying

behaviour. On the contrary, third hypothesis was accepted which shows that mannequin display significantly affect consumers' impulsive buying behavior. The findings were in line with the previous findings Pradhan (2016); Maheswari (2019); Sofi (2017); Chung Song & Lee (2017).

10. Limitations and directions for future research

(a) This study depends on data collected through field survey from 470 customers who visit supermarkets in Riyadh, Makkah, and Jeddah during the year 2024. Structured questionnaires were used to gather the reactions of customers' impulsive buying.

(b) The research has taken into account four factors namely promotional offers, window display, mannequin display, and store atmosphere. New researches should include some other variables to find out how these variables affect consumer behavior. Furthermore, comparative studies between different cities of Saudi Arabia might be conducted in the future.

(c) Simple linear regression technique was used for analyzing the impact of study variables. Therefore, it is suggested for coming researchers that they should apply some other statistical tools to have a better understanding of study variables.

(d) The current research was confined to three selected cities only. Future studies might include some other cities or a comparative analysis between different cities could be conducted.

Declarations

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This study did not receive any grant from funding agencies in the public, commercial, or not-for-profit sectors.

Competing Interests Statement

The author declares having no competing interest with any party concerned during this publication.

Consent for Publication

The author declares that he consented to the publication of this study.

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