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**FACTORS AFFECTING CONSUMER IMPULSE BUYING
BEHAVIOR: A RESEARCH IN PAKISTAN**

MASTER THESIS

ATIF RAHIM

Advisor

Assoc. Prof. Dr. EMRE ASLAN

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ETHICAL AGREEMENT

I wrote this thesis under the supervision of Assoc. Prof. Dr. Emre Aslan according to the thesis writing guide of Tokat Gaziosmanpaşa University Graduate Education Institute. I declare that the Master's thesis titled “FACTORS AFFECTING CONSUMER IMPULSE BUYING BEHAVIOR: A RESEARCH IN PAKISTAN” is an original study in accordance with scientific ethical values and rules and that I will accept all kinds of legal sanctions if the opposite is determined.



Atif Rahim

COMMITTEE ACCEPTANCE AND APPROVAL



DEDICATION

The support, love, and inspiration I have received throughout my life from my parents, are acknowledged in this dissertation. I also like to dedicate this thesis to my sisters as well as to my older and younger brothers, as a way of saying thank you for their friendship, love, and support. Last but not least, I would like to express my gratitude to my wife, (wife), for her support, love, and understanding during the writing of this thesis.

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ABSTRACT

**FACTORS AFFECTING CONSUMER IMPULSE BUYING BEHAVIOR:
A RESEARCH IN PAKISTAN****Atif Rahim**

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This study examined the effects of Impulse buying behavior, shopping enjoyment, fashion trends, social influence, and promotional activities on impulsive buying behavior. Scaled data for these variables has been obtained from the Mardan region's local retailers, students, and personal use of the products between October 31, 2022, and February 31, 2023. The collected data has been analyzed by statistical package (SPSS), descriptive analysis (frequencies, means, standard deviation), independent samples t-test and one-way ANOVA is used. The statistical tool have demonstrated relationships between the variables. Promotional activity (PA), shopping enjoyment (SE), fashion trends (FT), social influence (SI), and impulse purchasing (IB) are the main topics of this study, which looks at the elements affecting impulsive buying behavior in the Mardan region. The findings demonstrate that impulsive purchases are significantly influenced by social influence and shopping satisfaction, with younger consumers and single people exhibiting higher social influences. Men showed higher financially motivated purchase behavior, while fashion trends more impacted women due to promotional activities. While social influence (SI) and shopping enjoyment (SE) substantially impacted impulse purchasing, there was less relation between impulse buying and product quality. Income levels strongly influence social influence, with lower-income groups being more vulnerable. Additionally, fashion trends and advertising activity affected younger customers and women more. These results provide fresh insight into how money and gender affect consumer behavior while supporting earlier research highlighting the importance of social influence and shopping pleasure in impulsive purchasing. This study provides insightful information for developing focused marketing campaigns that increase customer engagement and encourage impulsive purchases.

Keywords: Impulse buying, Promotional Activity, Shopping Enjoyment, Fashion Trends, Social Influence, Pakistani

ÖZET

**TÜKETİCİLERİN DÜRTÜSEL SATIN ALMA DAVRANIŞINI ETKİLEYEN
FAKTÖRLER: PAKİSTAN'DA BİR ARAŞTIRMA**

Atif Rahim

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Bu çalışmada dürtüsel satın alma davranışı altında alışveriş keyfi, moda trendleri, sosyal etki ve promosyon faaliyetlerinin dürtüsel satın alma davranışı üzerindeki etkileri incelenmiştir. Bu değişkenlere ilişkin veriler, 31 Ekim 2022 ile 31 Şubat 2023 tarihleri arasında Pakistan'ın Mardan bölgesindeki yerel perakendecilerden, öğrencilerden ve kişisel kullanıcılardan elde edilmiştir. Toplanan veriler istatistiksel paket programı (SPSS) aracılığıyla, tanımlayıcı analiz (frekanslar, ortalamalar, standart sapma), bağımsız örneklem t-testi ve tek yönlü ANOVA ile analiz edilmiştir. Bu çalışmanın ana konusu çeşitli demografik faktörler açısından Mardan bölgesinde promosyonel faaliyet (PA), alışveriş keyfi (SE), moda trendleri (FT), sosyal etki (SI) ve dürtüsel satın alma (IB) konularında farklılık olup olmadığını tespit etmektir. Bulgular, dürtüsel satın alımların sosyal etki ve alışveriş memnuniyetinden önemli ölçüde etkilendiğini, daha genç tüketicilerin ve bekar kişilerin daha yüksek sosyal etkiler sergilediğini göstermektedir. Erkekler daha yüksek finansal olarak motive edilmiş satın alma davranışı gösterirken, moda trendleri ve promosyon faaliyetleri kadınlarda daha yüksek etki göstermektedir. Sosyal etki (SI) ve alışveriş keyfi (SE) dürtüsel satın almayı önemli ölçüde etkilerken, dürtüsel satın alma ile ürün kalitesi arasında daha az ilişki vardır. Gelir düzeyleri sosyal etkiyi güçlü bir şekilde etkiler ve düşük gelir grupları daha savunmasızdır. Ek olarak, moda trendleri ve reklam faaliyeti daha genç müşterileri ve kadınları daha fazla etkilemektedir. Bu sonuçlar, paranın ve cinsiyetin tüketici davranışını nasıl etkilediğine dair yeni bir bakış açısı sağlarken, dürtüsel satın almada sosyal etki ve alışveriş keyfinin önemini vurgulayan önceki araştırmaları desteklemektedir. Bu çalışma, müşteri katılımını artıran ve dürtüsel satın alımları teşvik eden odaklı pazarlama kampanyaları geliştirmek için içgörülü bilgiler sağlar.

Anahtar Kelimeler: Dürtüsel satın alma, promosyonel faaliyet, alışveriş keyfi, moda trendleri, sosyal etki, Pakistan

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LIST OF ACRONYMS

IBB	Impulse buying behavior
SEM.....	Structural equation modeling
OIBB.....	Online impulse buying behavior
FsQCA.....	Fuzzy-set qualitative comparative analysis
SOR.....	Stimulus-organism-response
EON	Evoking online consumer
SP.....	Sales promotion
FI	Fashion involvement
HSV	Hedonic shopping value
PE	Pleasant emotions
IPMA	Important Performance Map Analysis
SL	Shopping as a way of life
HS	Shopping for pleasure
IB	Impulse buying

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INTRODUCTION

Impulse buying is gaining increasing attention in research and marketing on consumer behaviour. It involves the unplanned purchase made at some moment due to feelings or stimuli; usually, when consumers buy goods, they do not intend to acquire them. The concept of impulsive buying may take various forms, from traditional brick-and-mortar establishments to wholly distinct internet shopping. However, it is critical for sales, client loyalty, and the strategies enterprises and consumers use.

Within the last ten years, there has been a rise in impulse purchases that have caught serious attention in consumer behaviour. Several incentives to purchase impulsively include psychological prompts, social influences, and environmental cues. Typically, the choice to make a purchase is motivated by the consumer's heightened sensation of thrill or emotional stimulation, and it is a quick decision that lacks careful review or analysis. Both positive and negative aspects accompany this type of decision-making: the sense of fulfilment and gratification consumers may feel for their impulse purchases while recovering from the shame of their act of spontaneity. Because of its growing importance, understanding impulse buying will broaden one by improving customer experiences and creating targeted marketing approaches that take advantage of it.

The purpose of this study includes understanding impulse buying behaviour and explicitly identifying the modus operandi of internal and external stimulus, product features, and characteristics belonging to the demographical setting. Messages to be passed herein will afford a better understanding of how the store environment and another promotional stimuli, namely commercialization, social influences, personal emotions, and internal processes, can directly influence the decision-making process for any purchasing consumer. An additional aim of this research project is to point out how these elements affect the willingness to buy and the type of products consumers are most inclined to purchase on impulse. With insight into such drivers, these businesses can structure their marketing practices to successfully reach out to the consumer, thus enhancing sales and satisfaction.

The research will likely build upon existing knowledge so marketers and retailers can develop more effective promotional strategies. Because of online shopping and mobile commerce, we see excessive impulse buying; companies need to understand what causes someone to make that kind of unplanned purchase. Insight into these might help firms propose brilliant marketing campaigns, store layouts, and product positioning to stimulate impulse purchase behaviour and allow a further satisfying experience for the consumer. The research, therefore, will further enable companies to carve their target markets and apply micro-marketing efforts according to demographic and socio-cultural parameters behind this buying behaviour.

This research thesis identifies the problem of incomplete knowledge about the various factors contributing to impulse buying behaviour. While some studies have explored impulse buying within the unique context of social media influence, product packaging, or the retail environment, much less research has brought these factors together as an integrated whole. The study will close this gap by systematically analyzing internal and external factors influencing impulse buying decisions for domestic versus foreign goods. A better understanding of interactions among these factors will enable managers to design better strategies to influence purchasing decisions for increased sales and a stronger consumer-brand relationship.

The rest of the thesis is divided into the following parts: In the first part, impulse buying is defined, and the psychological, social, and environmental factors that drive impulse buying are discussed. The second section covers research methodology, data gathering, and analysis techniques. Finally, the thesis ends with a discussion of the findings and their implications for marketing policies.

CHAPTER 1

INTERNAL AND EXTERNAL FACTORS OF IMPULSE BUYING

Consumers are becoming increasingly concerned about impulsive buying, particularly when it comes to domestic and foreign goods purchases. Researchers have noticed this tendency since it affects buying habits in a variety of markets. This research examines the leading causes of impulsive purchasing, particularly concerning the function of internal and external stimuli, demographic variables, and product attributes. Impulse purchasing is the term for unplanned, impulsive purchases usually brought on by emotional or environmental stimuli. These transactions are frequently made carelessly, resulting in customers purchasing goods they had no intention of purchasing in the first place. The study examines how impulsive social influences, retail surroundings, international items, and consumer personality features influence purchase. It looks for the environmental and psychological factors contributing to these impulsive purchases. The study integrates survey derived primary and secondary data to analyze the variables involved thoroughly. The results provide helpful information to assist entrepreneurs and marketers in improving their approaches to engage customers better and promote more deliberate yet alluring buying habits. The thesis is structured as follows for the remainder: The first section provides a detailed explanation of impulsive purchasing and examines the psychological, social, and environmental factors that influence it. The study methodology and data-gathering procedure are described in the second section. Finally, reviewing the results and their usefulness for marketing tactics strengthens the argument.

1.1.1 Impulse Purchasing Behavior

The expression “impulse purchasing” has been significant to countries, development psychology and educational studies and is determined distinctly from several viewpoints (Rook & Fisher, 1995; Dittmar et al., 1995). Generally, impulse purchasing has been classified into two perspectives namely consumer behavior idea and psychology concept. The concept of psychology of consumer impulse purchasing has been evolved for the first time in 1920s by Adam & Eve (Unal, 2008; Prion, 1991; Rook, 1987). Consumer studies in impulse purchasing started with the consumer buying behavior of Dupont that was sponsored by Point-of-Sale (Rook, 1987). Commonly,

academician approved that impulse purchasing was initially determined in the literature of Marketing by Clover (Clover, 1950). Clover (1950) investigated 154 retailers to assess the relationship between the environment of retail and impulse buying. After that, this concept has been extensively investigated by studies of POPAI 2012, and Dupont study.

Applebaum (1951) was the prime one to provide the evidence that impulse purchasing stimulates when a consumer enters the environment of a store. Consequently, the study of West (1951) congruent with Clover (1950) described that impulse purchasing behavior is the behavior of an individual which occurs when a consumer enters a retailer and has not planned to purchase anything prior to entering the retail and further described that impulse buying is an unplanned purchasing activity of a consumer which stimulates the purchasing power of a consumer within the retail environment and promotions (Kang, 2013; Stern, 1962; Piron, 1991).

1.1 Factors Affecting Impulse Buying Behavior

After the study of Rook (1987), marketing and consumer behavior studies have started emphasizing on to determine general elements that have influence to enhance impulse buy. Impulse purchasing behavior of the buyer is affected by several factors that could be linked to purchasing environment, personality traits, diverse demographic, social-cultural dimensions and product features. The author also reported that purchasing provocations like shelf-space and shelf-location influence impulse purchasing.

Also, the lifestyle and demographic characteristics of consumers have an effect on impulse purchasing. Rook & Fisher (1995) reported that attributes like social visibility, time pressure and economic position stimulate the needs that can be contented through impulse purchasing. Accordingly, Kacen & Lee (2002) determined various attributes affecting the impulse purchasing behavior namely demographic factors, culture, society, affective states and moods. Koski (2004) reported that impulse behavior is influenced by various attributes such as International product, diverse variety of product and store location.

Impulse purchasing studies extended and increased to assessment of how purchasing induces like shelf-space, and shelf-location affect the impulse purchase and various studies figured out different types of conditions in which consumer purchase product despite prior examination and planning and assessed the association between

lifestyle features, consumer's demographics and impulse purchasing susceptibility (Rook, 1987).

Personal features, demographic factors, store atmosphere, store environment, mass products' distribution, hedonic consumption, situational factors and social factors influence impulse purchasing (Unal, 2008; Pentecost & Andrews, 2010; Duarte; et al., 2013; Hulten & Vanyushyn, 2011; Mattila & Wirtz, 2008). Also, non-economic attributes like emotional or social pleasure, fantasy and fun may induce consumers to buy spontaneously (Hausman, 2000).

Most scholars presented two broad categories for the classification of factors that have an effect on impulse purchasing attitude. These categories are expressed as internal and external factors (Karbasivar & Yarahmadi, 2011; Youn & Faber, 2000). Furthermore, scholars reported another category despite the above-stated two categories, namely situational factors (Muruganathan & Bhakar, 2013; Tinne, 2010). Customer is affected by both external and internal factors that induce their impulse buying attitude. Though, impulse purchasers do not have a particular aim to purchase a product or go to a specific outlet while being confronted to stimuli and browsing, consumers sense the wish for products by getting awareness of a product which induces both their external and internal mood stimuli to purchase.

1.2 External Factors of Impulse Buying

Various studies recommended that impulse purchasing attitude stemmed from the relationship of unplanned buying to exposure to provocation inside the retail. The affect of in-store provocation like product packaging, product price, product display and shelf-positions become more significant for impulse purchasing. External factors of motivation of impulse buying are particular provocative linked with purchasing environment factors and other factors.

- **Store Environment**

Sellers are famous for designing store environment in a way that will increase the positive feelings of consumers, provide the presumption that it leads to desired behaviors of consumers like staying for long term in a store and willingness to buy (Xu, 2007). Mattila & Wirtz (2008) reported that store environment is positively correlated with

impulse purchasing behavior specifically when the environment of a store is presumed as over-inciting.

- **Product Characteristics**

Certain products are purchased more imprudently than other. The prospect that a service or product will be bought on stimuli is dependent on the product brand, product price, product category, product distribution and product category (Duarte et al., 2013; Tinne, 2010; Harmancioglu et al., 2009; Stern, 1962).

- **International product**

International product are positively correlated with impulse purchasing attitude. Within retail the International product for instance like discount offerings are a kind of impulse purchase inductions (Hulten & Vanyushyn, 2011). Point of Sale (POS) International product and communication methods (sampling, coupons, temporary price declinations) serve as marketing stimuli and promote sellers to induce consumer's impulse purchasing attitude (Duarte et al., 2013).

- **Internal Factors of Impulse Buying Behavior**

Internal elements of impulse purchasing are linked to the distinct traits of personality which characterize a consumer instead of the environment of shopping. Internal attributes express an individual's internal characteristics and cues that make the individual involve in impulse purchasing. Also, few internal attributes can be exhibited as social and demographic factors.

- **Consumer Characteristics**

Gender: It has been observed that women are more impulsive compared to men (Pentecost & Andrews, 2010; Dittmar et al., 1995; Lucas & Koff, 2014). The reference of female buyers is associated with the essential values for affiliation and emotional reasons while the preferences of males are more associated with finance and leisure for functional reasons. For instance, female buyers generally buy handbags, accessories, clothes, shoes and jewelry with impulse purchasing attitude because this type of products does not require any searches.

When a female observes cloth or shoe in store that the female enjoys even if the individual does not have any strategy to purchasing, the individual possibly purchases it. On the other side, male buyers generally purchase sports, high tech and electronic

equipment and these types of products require extensive quest in spite of if the buyer requires it promptly. Also, the gender invariance of impulse purchasing attribute is linked to the type of product. Although the Block and Morwitz research highlighted that males are more impulsive than females due to their less knowledge and awareness regarding the product (Block & Morwitz, 1999; Mai et al., 2003).

Age: Age has been observed as a significant factor in forecasting impulse purchasing. Younger individuals sense low perilous when consuming money. Impulse buying is at greater extent between 18 years and 39 years and lower extent later. Furthermore, prior studies recommend that younger individuals have a greater extent of hastiness than senior individuals and they exhibit lower self-control (Kacen & Lee, 2002). Propagating accomplices involves a group of individuals who feel alike events of life because of growing older in lifetime. The market of consumers is categorized into four generational cohorts namely Gen Z, Gen Y, Gen X, and Baby Boomers (Solomon, 2013; Schiffman et al., 2012). For instance, individuals of Gen Y are also known as “Echo Boomers or Millennials”. Gen Y individuals are usually born between 1997 and 1994 (Xu, 2007). Gen Y customer are more likely to consumer their money promptly and more impulsively than the rest of the generations (Xu, 2007; Pentecost & Andrews, 2010).

- **Culture**

Culture is explained as a personality developed from society (Solomon, 2003). Culture includes fundamental myths, perceptions, wants, behaviors and values which is usually learnt from an individual of the society. Hofstede et al. (2010) determined several factors of culture namely individualism vs collectivism, power distance, long term orientation vs short term orientation, restraint vs indulgence, and uncertainty avoidance. These factors have substantial impact on consumer purchasing decisions.

1.3 Scope of the Study

This study analyses consumer impulse buying behavior to discover the relationship between international products and local people and the relationship between store managers. The questionnaire was used to gather data to analyse the period from October 30, 2020, to November 31, 2020, to determine consumer impulsive buying behavior and the connection between local bodies and international products. It will also

be helpful for any company's purchase and sales departments to decide regarding the buying and selling of global products. Whether consumer impulse buying behavior and international products are buying and selling as if there is any relationship, financial managers have taken advantage of this study in rational decisions.

Purchasing behavior studies have been concerned over more than six decades (West, 1951; Clover, 1950; Applebaum, 1951). After World War II, the market of Europe and US shifted their interest from supply-oriented economy to purchase oriented economy which instigated to commencement of purchasing behavior philosophy which has emphasize to examine individual purchasing attitudes like wants, motivation, wants, needs, cultural and social elements. Technological advancement and evolution in the régimes discovered impulse purchase attributes that has been a significant singularity for the behavior of consumers in the late 1950s (Sheth, 1985).

Impulse purchasing has more significance due to mobile and online buying alternatives, distinct options of payment and high levels of income. Most sellers infrequently engross in impulse purchasing. Also, it has been observed that most of the purchasers purchase on impulses and it is accounted for more than 1/3rd exhibiting that impulse buying is crucial to businesses turnover (Dawson & Kim, 2009).

A study in US reported that more than 1,000 individuals emphasized on impulse purchasing that accounted for the overall spending of consumers of around £24 billion annually. Furthermore, in UK, the percentage of consumer's impulse purchases accounted for a 45% increase in the turnover of retailers while in US the ratio observed was 62% for necessities and 80% for luxury goods (Lewis & Layser, 2013). Apparently, several studies conducted in Turkey revealed that between 70% to 80% of the consumers make purchases on impulses and reflexes (Unal, 2008; Dursun et al., 2006). In this study, a theoretical framework of the impulse purchasing behavior is analyzed due to its growing significance.

1.4 Literature Review

According to the recent study by Yang, Tang, Men, and Zheng (2021) in the context of mobile commerce (m-commerce), how do customers' perceived values (utilitarian and hedonic values) affect their impulsive buying behaviour (¹IBB)?

¹ Impulse buying behavior

Furthermore, researchers examine the role of interpersonal influence as a moderator and investigate how it affects the relationship between consumers' perceived values and IBB. Their findings demonstrate that environmental cues considerably affect consumers' perceptions of values (i.e., perceived utilitarian value and perceived hedonic value), and consumers' perception of hedonic value significantly and directly influences their IBB. The relationship between perceived hedonic value and interpersonal influence also significantly impacts IBB. The findings offer helpful direction for e-commerce companies looking to encourage customer IBB.

Sharifi et al., (2022) claim that customers' anxiety is a significant factor in compulsive shopping and the desire to make impulsive purchases. By reducing ambient cues that affect consumers' Instagram searches and, eventually, their purchasing behaviour, their research may help business owners in transitional economies attract customers.

According to the study by Huang (2016), the two main triggers on social networking websites are content and social interactions. In their study, structural equation modeling (²SEM) and fuzzy-set qualitative comparative analysis (³fsQCA) are used to analyze data from an online survey.

They have found four keys so far:

1. The urge to buy differs from the urge to buy on impulse and strongly predicts the latter.
2. The SOR paradigm contends that internal processing happens between inputs and responses.
3. Peer feedback on social networking sites greatly impacts consumers' impulsive buying behaviour.
4. The fsQCA results show how reactive and emotional elements and other factors can influence consumers to make impulsive purchases.

1.5 Stimulus Organism Response

According to the study by Akram et al., (2018), three key outcomes were made: initially, the website's quality has a favorable impact on Online impulse buying behavior

² Structural equation modeling

³ Fuzzy-set qualitative comparative analysis

⁴(OIBB); next, the sales promotion has a considerable impact on OIBB and serves as a powerful moderator on the relationship between website quality and online impulse buying; and finally, the usage of a credit card has a positive impact on online impulse purchases and strengthens the link between website quality and online impulse buying.

According to a recent study by Hayu et al., (2020), online retailers aggressively pursue a variety of marketing strategies to persuade customers to make purchases on their websites. The Indonesian government has passed several pieces of legislation since 1997 and has taken e-commerce seriously. As a result, this phenomenon has compelled academics to consider the effects of website quality and the implementation of e-commerce law through website verification of impulsive buying behavior, which was engaged online by the millennial generation. Empirical data were used in the study to examine how government regulations and the caliber of websites impact the online impulse buying habits of undergraduate students at Brawijaya Malang University. According to their research, impulsive online purchases are influenced by both governmental regulations and the standard of websites.

Wu et al., (2016) argued that system users think about the features of online shops, whereas impulse buyers think about personal characteristics. As a result, technology use, trust beliefs, and the mediating role of flow experience are the two main drivers of online impulse purchases. According to the research, a novel paradigm for studying impulsive buying behaviour has been developed. It is founded on flow experiences, characteristics of technology use, and trust convictions. Empirical research has shown that the flow experience significantly affects the factors that trigger impulsive behaviour and result in purchases. Even though perceived utility is not a driving force behind impulsive purchases, trust and belief are. Following is a thorough analysis of the implications for managers and academics.

In a recent study by Zhao et al., (2021), the authors found that all 13 of the key criteria were significantly and favourably associated with online impulsive purchases, except negative emotion, website security, novelty, and price. Furthermore, the level of economic development moderates the relationship between several factors (including

⁴ Online impulse buying behavior

website usability, pricing, marketing, enjoyment, and positive emotion) and online impulsive buying.

Recent research by Wang (2022) indicates that impulsive purchasing is becoming a more pervasive problem in today's complex and varied consumer behavior. The impact of consumer perceptions of value on the decision to make an impulse purchase has been investigated in this study using empirical methods. The three variables that will be specifically examined based on the survey data are perceived functional value, perceived emotional value, and perceived social value. In terms of the stimulus-organism-response⁵(SOR) paradigm and the idea of consumer perceived value, the questionnaire's design has taken into account live streaming in China. Their research supports the hypothesis by showing that an increase in perceived value would positively affect consumers' intentions to make impulsive purchases.

Iram and Chacharkar (2017) argue that impulse buying has recently been one of the key shifts in consumer behaviour. As a result of technological advancement, impulsive buying has increased. The root causes of impulsive behaviour need to be thoroughly investigated. Most marketing models have only focused on actual purchases, ignoring significant information from factors influencing the purchase when researching impulse buying behaviour. In this study, the factors influencing impulsive buying behaviour and the filters of customers' buying behaviour patterns, desire felt or tension handled ability/self-control process of buying decision-making, and impulse buying process were found to be related. There is now a model that connects them to the act of impulsive buying. Books, journals, old research papers, and articles serve as the framework for the theoretical portion.

According to Joghee and Alzoubi's study from the year 2021, an impulse buy is a purchase that is made on the spur of the moment or unplannedly without giving it any thought. The buyer decides to buy it after being offered an incentive. Without pausing to think about the implications of their decision, the buyer makes the decision to purchase right away. The study found that businessmen between the ages of 30 and 40 who regularly shop at the mall and go there with their siblings have the highest perception of

⁵ Stimulus-organism-response

impulsive behavior. Their research also revealed that outside factors have a significant influence on foreigners' impulsive purchases of goods at UAE malls.

According to Lin and Lo (2015), Evoking online consumer ⁶(EON) had a significant impact on the emotional reactions, pleasantness, and arousal of customers, which in turn affected how impulsive they felt about making purchases. The easiest layout to browse among the other three manifestations of navigability, “freeform for improvisation” was also found to elicit the highest level of pleasantness and the greatest temptation to make an impulsive purchase. The results of the study have important implications for impulsive purchase theory and practice.

Ittaqullah et al., (2020) argued to identify and examine the influences of social, adventure, value, relaxation, and concept shopping on impulsive online purchase behaviour, with information scarcity and serendipity serving as moderators. Their findings indicate a connection between impulsive online shopping behaviour and the importance of hedonic shopping, scarcity, and serendipitous information. Thus, it is important to consider today, particularly in the e-commerce industry, the analysis of customer demands, the improvement of customer happiness, service excellence, the quality of websites, and the usability of e-shopping itself.

Sharma et al., (2021) asserted that their research shows that several demographic factors, including education level, gender, age, and income, affect consumers' propensity for impulsive purchases directly and indirectly. Consumer purchasing behaviour is significantly influenced by knowledge and experience. Various external, situational, and internal stimulation factors may impact the impulsive purchase process.

Akyuz (2018) argued that the study's main purpose is to determine the factors affecting Turkish shoppers' spontaneous supermarket purchases. Five hundred ninety-three surveys were collected for analysis between December 5 and December 10, 2017. Regression analysis, t-tests, and ANOVA tests were used to test the theories. While some independent variables, such as credit card use and sales promotions, were found to impact impulsive buying, other independent variables, such as income level, had no relationship with impulsive buying.

⁶ Evoking online consumer

Yadav and Mishra (2017) contend that the emphasis is on how attitudes toward consumers affect their interests and opinions, how this affects decision-making, and how this affects impulsive purchases. It is possible for a consumer's need-satisfying behaviour to occasionally be completely irrational, impulsive, and unjustified, and occasionally rational and matter-of-fact. Most factors that influence impulsive buying behaviours in consumers are learned and experienced, both cognitively and non-cognitively. According to research, the consumer groups that make impulsive purchases are very different. According to primary data sources, a consumer's lifestyle significantly impacts their propensity for impulsive purchases.

Sen and Nayak's studies from 2021 argued that while research on various external and situational elements is reportedly conducted in great detail, research on various internal stimulation components is reportedly thought to be relatively uncommon. The current study investigates three internal stimulus components: materialism, hedonism, and perceived danger, which are then identified as potential triggers for impulsive purchases to close these research gaps. In addition, it is suggested that the moderator variables individualism and wealth be included; the impact of doing so on the various hypothesized correlations will be assessed.

According to the findings of Nishanov and Ahunjonov's (2015) study, a store's window display, advertising signs, and aroma all have a sizable impact on whether or not customers make impulsive purchases. The final chapter of their research offers suggestions to store managers on further improving their businesses' atmosphere to increase customers' impulsive purchases.

Chauhan et al., (2021) argue that a model for impulsive fashion clothing purchases is proposed by a study based on consumer shopping behavior during the COVID-19 epidemic. Sales promotion ⁷(SP), fashion involvement ⁸(FI), independent variables, hedonic shopping value ⁹(HSV), stimulus organism response ¹⁰(SOR) theory, mediating variable pleasant emotions ¹¹(PE), and dependent variable impulsive buying (IB) was also considered in the conceptual model. The accuracy of variable performance

⁷ Sales promotion

⁸ fashion involvement

⁹ Hedonic shopping value

¹⁰ Stimulus organism response

¹¹ Pleasant emotions

was examined using the Important Performance Map Analysis ¹²(IPMA). The data shows that PE and HSV have a significant and positive impact on IB, in contrast to FI and SP, which were not showing a significant influence.

Rezaei et al., (2016) found that website personality is a second-order reflecting construct of solidity, excitement, sincerity, sophistication, and unpleasantness. Web browsing that is utilitarian and hedonistic is advantageous for making impulsive online purchases, and website personality benefits all three. Online impulsive purchases of travel-related goods have yet to be thoroughly studied in recent literature despite having important implications for managers, academics, and consumers. Research on e-commerce marketing, retailing, and e-tourism has benefited from the findings of this study.

According to Putri (2020) the route analysis technique will be used to assess the extent to which the path coefficient of each path diagram contributes to the causal relationship between the variables. Shopping as a way of life ¹³(SL), shopping for pleasure ¹⁴(HS), and impulse buying ¹⁵(IB) Hedonic shopping support has a significant and positive effect on an impulse purchase. The impact of hedonic shopping on impulsive purchasing is moderated by good shopping habits, which also have an impact on impulsive purchasing and shopping behavior. Hedonistic shopping and a lifestyle of shopping have had a significant and positive impact on consumers' responses to impulsive purchases.

According to the study by Bellini et al., (2017), a higher degree of pre-shopping preparation was associated with lower levels of impulsive buying in the structural model that LISREL 8 allowed us to test. This discovery backs up their initial hypotheses. The results also demonstrated that buying on impulse was influenced by positive affect and the desire to buy by personality traits (shopping enjoyment propensity and impulsive purchasing tendency). Their research did not find evidence for the relationship between negative emotion and desire. Finally, stronger urges to make impulsive purchases follow stronger urges to make such purchases.

¹² Important Performance Map Analysis

¹³ Shopping as a way of life

¹⁴ Shopping for pleasure

¹⁵ Impulse buying

According to Dhaundiyal and Coughlan's (2016) study, shyness only significantly reduces cognitive impulse buying tendencies, while sociability significantly lowers both affective and cognitive impulse buying inclinations. It was discovered that age significantly moderated these effects. The study recommends that retailers consider customers' psychological processes when making decisions. High levels of sociability and shyness both, but in different ways, increase the propensity for impulsive purchases. More frequently, younger people exhibit these behaviours.

1.6 Literature Gap

After carefully reviewing the literature and its contents, we consider some answers about this course that should be researched on the compelling topic in the future. Benefit from great shopping. After analyzing the various aspects seen in previous research, several elements can be grouped into four distinct groups. As for influences, we have divided the many elements into four main divisions: “external motivations,” “internal motivations,” “situational and affective,” and “demographic and socio-cultural production.” Academics claim that they and a few others has been the subject of almost all research, but more consensuses have yet to be presented. Age, gender, income, education, and temperament can influence impulse purchases. Impulse buying is researched as these components and their connections are explored to help store managers make more effective decisions about their target demographics. More successful marketing techniques need to be used to connect with these demographics. Future research is needed in this area.

CHAPTER 02

Research Method

2.1 Research Methodology

The study has been conducted as quantitative method using the survey method. The goals of this research have been pursued using a closed-ended survey questions. By employing this technique, the researcher primarily develops generalized theories, arranges some specific observations, and derives a conclusion from the study. Techniques for quantitative research were used in this study. The researchers used participant interviews and a closed-ended survey questions to collect information from participants. The responses were nearly identical, and they all expressed the same views regarding foreign products and locals' impulsive shopping tendencies.

2.2 Sample

Two hundred seventeen samples representing the entire population of the Mardan region in KPK, Pakistan, have been used to collect the data. These samples have been chosen from various professional and age groups. To determine the sample size for this study, the entire district of Mardan in KPK, Pakistan, has been included in the sampling frame. Convenience sampling is used between the non-probability sampling methods.

2.3 Data Collection

The author has created a sample questionnaire form and other tools for this quantitative study, which is a primary-based survey study. These tools, specifically the questions typed into questionnaires using Microsoft Word software, have been used to gather primary data. Information on the factors influencing impulsive consumer purchasing behaviour was gathered between October 31, 2022, and February 31, 2023. Using standardized data collection techniques, the survey's findings on attitudes and behaviors relating to shopping and purchasing and their effects were distributed to the neighborhood. Data collection methods have included participant observation, escorted field trips, group discussions, and questionnaire-based interviews. With each participant, the author has discussed the factors influencing consumer impulse buying behavior and ways to inform the public over a longer period, with a larger sample size of 217.

2.4 Analysis of the data

The Windows 10 compatible statistical program SPSS (Statistical Package for the Social Sciences) has been used in this study. One-Way Analysis of Variance (ANOVA), Arithmetic Means of the Item, and exploratory factor analysis, all have been used in the study. This study aimed to shed more light on the relationship between foreign product personality traits and mall impulse buying behaviour.

2.5 Questionnaire Design

Dr.'s assistance and insights from prior research papers have been used to create a questionnaire. It was made with Microsoft Word 2007 on a computer. The questionnaire is divided into sections, each with two general null and alternative hypotheses. This is done using the research model created for this study. The questionnaire has two parts: questions about scales and personal information. Gender, age, education level, monthly disposable income, and past buying habits are some socio-demographic elements affecting customers. All indicators on the questionnaire scale are measured using the Likert 5-level scale, which is divided into five levels, from disagree, strongly disagree to agree, strongly agree, and neutral, (1-5) points correspond to strongly disagree, disagree, strongly agree, agree, and neutral (Karbasivar & Yarahmadi, 2011).

2.6 Hypothesis

- H₁₀. There are insignificant differences in promotional activity levels across different demographic factors (e.g., age, gender, income, etc.).
- H_{1A}. Promotional activity levels differ significantly across different demographic factors (e.g., age, gender, income, etc.).
- H₂₀. There are no significant differences in shopping enjoyment levels across different demographic factors (e.g., age, gender, income, etc.).
- H_{2A}. There are significant differences in shopping enjoyment levels across different demographic factors (e.g., age, gender, income, etc.).
- H₃₀. There are no significant differences in fashion trend awareness or engagement levels across different demographic factors (e.g., age, gender, income, etc.).
- H_{3A}. Significant differences exist in fashion trend awareness or engagement levels across different demographic factors (e.g., age, gender, income, etc.).

H₄₀. There are no significant differences in preferences for social influence levels across different demographic factors (e.g., age, gender, income, etc.).

H_{4A}. There are significant differences in preferences for social influence levels across different demographic factors (e.g., age, gender, income, etc.).

H₅₀. There are insignificant differences in impulsive buying behaviour levels across different demographic factors (e.g., age, gender, income, etc.).

H_{5A}. Significant differences exist in impulsive buying behaviour levels across different demographic factors (e.g., age, gender, income, etc.).

2.7 Research Questions

The purpose of this research is to determine the impulsive buying tendencies of consumers in Pakistan and the factors that play a role in impulsive buying tendencies. In line with this general purpose, the sub-purposes of the research are as follows.

- To determine the differences between promotional activity levels in terms of demographic factors.
- To determine the differences between shopping enjoyment levels in terms of demographic factors.
- To determine the differences between fashion trend levels in terms of demographic factors.
- To determine the differences between social influence levels in terms of demographic factors.
- To determine the differences between impulsive buying levels in terms of demographic factors.

2.8 Results

The study results showed a high demand for impulse buying and a social influence of products in the Mardan region. Most participants agreed they preferred impulse buying over local ones and would pay more for these products. The study also showed that social media and advertising greatly influenced consumers when buying fashion products. Participants also indicated they were willing to pay more for higher international products and valued international products over quantity. However, the study also revealed a need for increased public awareness of the value of research questions and the necessity of supplying accurate data. Many participants were unwilling

to share their personal information or answer some questions. Getting information from both men and women was more challenging because of societal and cultural beliefs and gender norms. The study results indicate that people should be more aware of the importance of research questions and how they influence choices. It also highlights the importance of considering cultural norms and beliefs when researching a given area.

2.9 Demographic Summary of the Contributor

Table 2.1: Demographic Profile

Variation	Category	Total Number	Percentage
Gender	Male	139	64.05
	Female	78	35.95
Age	Below 25	90	41.5%
	25-30	77	35.5
	30-35	39	18.0
	35-40	11	5.1
	Marital Statues	Single	135
Education	Married	82	37.8
	Unschoolled	0	0
	Meddle	3	1.4
	O-Level	2	.9
	A-Level	73	33.6
	Bachelor	88	40.6
	Master	51	23.5
	Occupation	Student	101
Job salaried		44	20.3
Manufacture		3	1.4
Agriculture		5	2.3
Shopkeeper		31	14.3
Self employed		29	13.4
Driver		3	1.4
Self employed		29	13.4
Monthly Income	No Income	71	32.7
	Below 20,000	54	24.9
	25,000 -30,000	42	19.4
	Above 30,000	48	22.1
	Above 1000,00	1	.5

The participants' baseline behavioral and demographic characteristics are shown in the table. 35.95% of the respondents were female and 64.05% were male. The age distribution showed that most participants were young: 41.5% were under 25, 35.5% were between 25 and 30, 18% were between 30 and 35, and 5.1% were 35 to 40. were between 62.2% of respondents. Single, while 37.8 percent were married. Many of the

population had completed higher education. 40.6% had bachelor's degrees, 33.6% had A-levels, and 23.5% had master's degrees. Not a single person was illiterate. Only a tiny percentage had fewer credentials. Regarding employment, 16.3% of respondents were salaried workers, and almost half (46.5%) were students. Other occupations included shopkeepers (14.3%), independent contractors (13.4%), and small manufacturing, agricultural, and driving sectors. 32.7% of participants reported no income, 24.9% reported income less than Rs. 20,000, and 22.1% reported earning more than Rs. 30,000. A small percentage (0.5%) gained more than Rs.1,000,00.

2.10 Arithmetic Means and Standard Deviations for and Items Statements

Table 2.2: Arithmetic Means and Standard Deviations

Variables		Item Statements	Mean	Std. Deviation
Promotional Activity	1	Promotional Schemes (Discounts and Coupon Offerings)	2.6037	1.38764
	2	The attractive price of the product	1.8525	1.25329
	3	By watching recent ads of the product.	3.0691	1.36755
	4	I frequently buy more than I wanted to when I find a nice price.	2.4516	1.36379
Shopping Enjoyment	1	To alter my mood, I go shopping.	3.1382	1.49359
	2	When I buy anything on a whim, I become excited.	1.8802	1.12810
	3	Using good things is a part of leading the good life.	1.9585	1.11103
	4	I feel guilty after I buy something on a whim.	3.5576	1.21627
Fashion Trend	1	It is important for me to be a fashion leader.	2.5253	1.39129
	2	I am confident in my ability to recognize fashion trends.	2.1935	1.31563
	3	I spend a lot of money on cloths and accessories.	2.7558	1.37446
	4	I spend a lot of time on fashion related activities.	2.8848	1.40126
Social Influence	1	Seen first time and picked	2.7742	1.34015
	2	Child's influence	2.5991	1.40456
	3	Wife's/Husband influence	2.8341	1.49386
	4	Friends influence	2.4424	1.36343
Impulse Buying	1	Discount offers regarding product	2.3410	1.39570
	2	Because of my active life style, I need a wide variety of cloths.	2.1198	1.13628
	3	When I see a great deal, I have a hard time resisting the impulse to buy.	2.8710	1.50368
	4	These things are one of the most important ways I have to express my individual.	1.9124	1.07008

The table presents data on people's attitudes and behaviors about fashion, shopping, and product preferences. It breaks down responses based on various factors and specific statements. The table includes the mean and standard deviation for each statement, which help identify overall trends and patterns in how people responded.

Key Terms:

- **Mean:** Indicates the average response on a scale where lower values suggest stronger agreement and higher values suggest disagreement or neutrality.
- **Standard Deviation:** Measures the variation in responses. A higher standard deviation indicates greater variability in opinions.

Promotional activities

The results show a number of essential variables that influence customer behavior in several categories. Discounts and coupons are examples of international products that have a moderate impact on decisions to buy promotional activities (Mean: 2.60). However, the effect of attractive prices is significantly more significant (Mean: 1.85). Interestingly, customers are more inclined to make purchases when they find pricing appealing (Mean: 2.45), whereas marketing appears to be less successful (Mean: 3.07). This implies that one of the leading causes of impulsive purchasing is cost. Shopping is seen as a mood-altering activity in terms of shopping enjoyment (Mean: 3.13). High-quality items are strongly associated with a sense of life pleasure (Mean: 1.95), while impulsive purchases are associated with a noticeable amount of enthusiasm (Mean: 1.88). On the other hand, remorse after buying is not very prevalent (Mean: 3.56).

Regarding fashion trends, participants felt confidence in their capacity to identify trends (Mean: 2.19), and they partly agree that being a fashion leader important (Mean: 2.52). Nevertheless, they differ greatly in their purchasing patterns and the amount of time they spend on fashion-related activities (Means: 2.76 and 2.88, respectively). Social influences are evident in Social Influence. For example, the views of friends (Mean: 2.44) and children (Mean: 2.59) have a moderate impact. Nonetheless, responses to impulsive purchases and the influence of spouses are less constant (Means: 2.77 and 2.83). Lastly, discounts have a significant impact on decisions to buy (Mean: 2.34). There is also consensus that a diverse range of clothing alternatives is necessary for an active lifestyle

(Mean: 2.11). Although responses to offers of impulsive buying vary greatly (Mean: 2.87), self-expression through purchasing is another critical component (Mean: 1.91).

2.11 Exploratory Factor Analysis and Reliability Results

Table No 2.3: Fashion Trend Exploratory Factor Analysis Results

Variables		Item Statements	Factor Loading
			1
Fashion Trend	1	It is important for me to be a fashion leader.	0.645
	2	I am confident in my ability to recognize fashion trends.	0.696
	3	I spend a lot of money on cloths and accessories.	-0.304
	4	I spend a lot of time on fashion related activities.	0.695
Eigen value			1.475
Explained variance (%)			36.886
Cronbach α			0.75
Bartlett Test X^2 : 32.479 df : 6 p 0.000			

The table displays the factor analysis findings for the Fashion Trend variable. The statements in the table measure several facets of fashion, and their factor loadings show how they relate to the overall factor. Items 1, 2, and 4 display strong positive loadings (0.645, 0.696, and 0.695), indicating a close relationship with the Fashion Trend factor. With a negative loading of -0.304, Item 3 I spend much money on clothes and accessories appears to be at odds with the trend-focused attitude that is being measured. A substantial amount of variation may be explained by the component, according to the eigenvalue of 1.475, and good internal consistency is suggested by Cronbach's alpha of 0.75. According to the Bartlett test, the data is appropriate for factor analysis ($p = 0.000$).

Table No 2.4: Social Influence Exploratory Factor Analysis Results

Variables		Item Statements	Factor Loading
			1
Social Influence	1	Seen first time and picked	-0.527
	2	Child's influence	0.615
	3	Wife's/Husband influence	0.667
	4	Friends influence	-0.463
Eigen value			1.314
Explained variance (%)			32.846
Cronbach α			0.83
Bartlett Test X^2 : 13.768 df : 6 p 0.032			

The findings of a factor analysis for the variable Social Influence, which gauges many impacts on consumer behaviour, are shown in the table. With negative factor loadings of -0.527 and -0.463, respectively, items 1 Seen the first time and picked and 4 Friends influence appear to be inversely or weakly connected to the overall factor. The Social Influence factor, on the other hand, is more significantly associated with Item 2 Child's influence and Item 3 Wife's/Husband influence, which display moderate positive loadings (0.615 and 0.667). According to the eigenvalue of 1.314, this component accounts for a considerable percentage of the data's volatility. Strong internal consistency is indicated by Cronbach's alpha of 0.83, and the data is suitable for component analysis according to the Bartlett test ($p = 0.032$).

Table No 2.5: Promotional Activities Exploratory Factor Analysis Results

Variables		Item Statements	Factor Loading
			1
Promotional Activities	1	Promotional Schemes (Discounts and Coupon Offerings)	0.674
	2	The attractive price of the product	0.558
	3	By watching recent ads of the product.	0.780
	4	I frequently buy more than I wanted to when I find a nice price.	0.632
Eigen value			1.774
Explained variance (%)			44.344
Cronbach α			0.77
Bartlett Test X^2: 100.112 df: 6 p 0.000			

The table shows the results of a factor analysis examining many variables influencing consumer behavior for Impulse Buying. Items 1 Promotional Schemes, 2 Attractive Price, 3 Watching Recent Ads and 4 Buy more due to Nice Price have a positive factor loading ranging from 0.558 to 0780. The explained variance percentage of 44.344% and eigenvalue of 1.774 indicate that the component accounts for a significant share of the variation. The Bartlett test ($p = 0.000$) confirms the data's suitability for component analysis, while Cronbach's alpha of 0.77 indicates good internal consistency.

Table No 2.6: Shopping Enjoyment Exploratory Factor Analysis Results

Variables		Item Statements	Factor Loading
			1
Shopping Enjoyment	1	Discount offers regarding product	-0.333
	2	Because of my active life style, I need a wide variety of cloths.	0.887
	3	When I see a great deal, I have a hard time resisting the impulse to buy.	0.794
	4	These things are one of the most important ways I have to express my individual.	0.267
Eigen value			1.599
Explained variance (%)			39.969
Cronbach α			0.94
Bartlett TestX^2: 91.745 df: 6 p 0.000			

The table displays the findings of a factor analysis for the Shopping Enjoyment variable, which investigates several elements of consumer behavior. Item 2 Need a wide variety of clothes due to an active lifestyle and 3 Hard to resist impulse buying when I see a great deal, had high positive factor loadings (0.887 and 0.794 respectively), indicating that they are highly associated with the shopping enjoyment. However, Item 1 discount offers regarding product has a negative loading of -0.333, showing a weak relationship with the factor, and 4, Important for expressing individuality has a low positive loading of 0.267. the eigenvalue of 1.599 and explained variance of 39.969% indicate that the component accounts for a considerable percentage of the variation. Croubach's alpha of 0.94 show high internal consistency, and the Bartlett test ($p = 0.000$) verifies the data's suitability for component analysis.

Table No 2.7: Impulse Buying Exploratory Factor Analysis Results

Variables		Item Statements	Factor Loading
			1
Impulse Buying	1	Discount offers regarding product	0.773
	2	Because of my active life style, I need a wide variety of cloths.	0.757
	3	When I see a great deal, I have a hard time resisting the impulse to buy.	0.866
	4	These things are one of the most important ways I have to express my individual.	0.662
Eigen value			1.268
Explained variance (%)			31.695
Cronbach α			0.89
Bartlett Test X^2: 16.645 df: 6 p 0.011			

The table displays the results of a factor analysis for the variable promotional activities, which measures variables associated with customer behavior. All four items have substantial positive factor loadings (0.662 to 0.866), demonstrating a favorable relationship with the International products factor. The Item When I see a great deal, I have a hard time resisting the impulse to buy has the greatest factor loading (0.866), indicating that it is the most strongly connected to the factor. The Eigen value of 1.268 and the explained variance of 31.695% show that the component is responsible for a considerable amount of the variation. With a Cronbach's α of 0.89, the scale's internal consistency is excellent. The Barlett test ($p = 0.011$) demonstrates that the data are appropriate for factor analysis.

After the factor analysis, the means of the statements under each factor (promotional activities, shopping enjoyment, fashion trend, social influence, impulse buying) were calculated and subsequent analyses were made considering these mean values.

2.12 Arithmetic Means

The arithmetic means for the factors influencing Pakistani consumers' impulsive purchasing behavior are provided in a table, along with the arithmetic means for the participant tendencies. The mean score for Impulse Buy (IB) is 2.4942, while the following highest scores are for Fashion Trends (FT) (mean = 2.5899), Social Influence

(SI) (mean = 2.6624), Shopping Enjoyment (SE) (mean = 2.6336), and International Product (IP) (mean = 2.3111). As seen by the mean score of 2.6624, these findings suggest that participants typically perceive and are influenced by Social Influence (SI) more when it comes to impulsive purchasing behavior. A comparatively high grade of 2.6336 is also given to Shopping Enjoyment (SE), indicating that shopping is a pleasurable pastime that encourages impulsive purchases.

Table No 2.8: Arithmetic Means in Terms of Factors Affecting Consumer Impulse Buying Behavior

Variables	PA	SE	FT	SI	IB
Mean	2.4942	2.6336	2.5899	2.6624	2.3111

Impulse buying (IB) had a lower mean score of 2.3111 than Social Influence (SI) and Shopping Enjoyment (SE), suggesting that there may be a variance in the relevance or effect that product quality has on promotional activities in this study. This may imply that although the variety and enjoyment of shopping benefits Pakistani customers, their propensity for impulsive purchases may not be as strongly related to the perceived quality of items. The differences between these higher-rated components (such as SI and SE) and the lower-rated IB indicate that merchants should focus more on enhancing the shopping experience and variety since these elements may impact impulsive buying more than merely product quality.

2.13 T-Test For Two Group Demographic Variables

Table 2.9: Independent Sample t-test Results on Differences between Variables and Gender

Variables	Gender	N	Mean	Std. Deviation	t	P
PA	Male	139	2.4119	0.7395	-2.199	.029*
	Female	78	2.6410	0.7314		
SE	Male	139	2.6313	0.5915	0.080	.937
	Female	78	2.6378	0.5563		
FT	Male	139	2.7068	0.9310	2.562	.011*
	Female	78	2.3814	0.8352		
SI	Male	139	2.5953	0.8044	-1.711	.088
	Female	78	2.7820	0.7075		
IB	Male	139	2.2913	0.6113	-0.642	.522
	Female	78	2.3461	0.5883		

* Significant difference between means at 0.05 level of significance

According to the independent sample t-test results, there are notable gender differences in fashion trend (FT) and promotional activity (PA), with men displaying more forceful financial thinking and women reporting more significant physical activity levels. However, there were no discernible variations between the genders in terms of impulse buying (IB), social influence (SI), or shopping enjoyment (SE). In particular, SE, SI, and IB exhibit no significant differences, with p-values significantly over 0.05, but the p-values for PA ($p = 0.029$) and FT ($p = 0.011$) are below the 0.05 significance threshold. These results point to differences in gender in certain areas while pointing to commonalities in others..

Table No 2.10: Independent Sample t-test Results on Differences between Variables and Marital Status

Variables	Marital Status	N	Mean	Std. Deviation	t	P
PA	Single	135	2.5907	.73085	2.483	.014*
	Married	82	2.3354	.74039		
SE	Single	135	2.6222	.56801	-.373	.710
	Married	82	2.6524	.59675		
FT	Single	135	2.5944	.91620	.095	.924
	Married	82	2.5823	.90357		
SI	Single	135	2.8056	.76091	3.587	.000*
	Married	82	2.4268	.74275		
IB	Single	135	2.3630	.59594	1.635	.104
	Married	82	2.2256	.60682		

* Significant difference between means at 0.05 level of significance

The independent sample t-test results reveal significant differences between marital status groups in promotional activity (PA) and social influence (SI). Compared to married people (Mean = 2.3354), single people reported greater levels of physical activity (Mean = 2.5907), with a significant difference ($p = 0.014$). Similarly, there was a very substantial finding ($p = 0.000$) showing that singles had a more critical social impact (Mean = 2.8056) than married people (Mean = 2.4268). However, as the p-values for shopping enjoyment (SE), fashion trends (FT), and impulsive buying (IB) were all over the 0.05 significance threshold, no discernible differences between the two groups were found.

2.14 Analysis of Variance (ANOVA)

There are some significant findings from the One-Way Analysis of Variance (ANOVA) that was used to evaluate the variations across different demographic groups and how they react to the variables influencing impulsive purchasing in Pakistan.

Table No 2.11: One-Way Analysis of Variance Results Regarding Differences between Age and Variables

Variables	Age	N	Mean	Std. Dev	F	p
PA	Below 25	90	2,5583	,68085	,606	,612
	Between 25-30	77	2,4481	,77834		
	Between 30-45	39	2,4038	,81235		
	Above 45	11	2,6136	,76944		
SE	Below 25	90	2,6028	,54166	,202	,895
	Between 25-30	77	2,6396	,61971		
	Between 30-45	39	2,6731	,61279		
	Above 45	11	2,7045	,48500		
FT	Below 25	90	2,5667	,90938	,768	,513
	Between 25-30	77	2,5097	,88057		
	Between 30-45	39	2,7500	,98675		
	Above 45	11	2,7727	,84746		
SI	Below 25	90	2,6611	,73469	3,604	,014*
	Between 25-30	77	2,7792	,77372		
	Between 30-45	39	2,6282	,82293		
	Above 45	11	1,9773	,63693		
IB	Below 25	90	2,3472	,61887	,533	,660
	Between 25-30	77	2,2565	,56629		
	Between 30-45	39	2,2949	,57603		
	Above 45	11	2,4545	,82020		

* Significant difference between means at 0.05 level of significance

The One-Way Analysis of Variance (ANOVA) findings suggest a significant difference between age groups only for the Social Influence (SI) variable ($F = 3.604$, $p = 0.014$). Post-hoc tests (Scheffe, Tukey, and LSD) show that the significant difference is between individuals below 25 years old and those above 40 years old. In comparison to the elder group (above 45) (Mean = 1.9773), the younger group (below 25) indicated higher levels of social influence (Mean = 2.6611). For Promotional Activity (PA), Shopping Enjoyment (SE), Fashion Trends (FT), and Impulse Buying (IB), no significant differences were detected across the age groups, as evidenced by the p-values more prominent than 0.05. The absence of notable variations implies that age has little impact

on these attitudes or actions among the categories. These findings are equally significant since they show that some variables like PA, SE, FT, and IB do not significantly change with age, showing that they are constant across age groups.

Table No 2.12: One-Way Analysis of Variance Results Regarding Differences between Education and Variables

Variables	Education	N	Mean	Std. Dev.	F	p
PA	Primary & Middle	5	3,0500	,81777	1,482	,221
	Secondary	73	2,5651	,72172		
	Bachelor	88	2,4545	,71974		
	Master	51	2,4069	,79524		
SE	Primary & Middle	5	2,4500	,81777	,204	,894
	Secondary	73	2,6233	,59530		
	Bachelor	88	2,6392	,54517		
	Master	51	2,6569	,59783		
FT	Primary & Middle	5	3,0000	1,15920	1,021	,384
	Secondary	73	2,6644	,90831		
	Bachelor	88	2,5966	,88768		
	Master	51	2,4314	,92477		
SI	Primary & Middle	5	2,4500	1,20416	1,846	,140
	Secondary	73	2,8082	,71991		
	Bachelor	88	2,5341	,74681		
	Master	51	2,6961	,83264		
IB	Primary & Middle	5	2,3500	,60208	,140	,936
	Secondary	73	2,3459	,58129		
	Bachelor	88	2,2955	,65054		
	Master	51	2,2843	,55906		

The One-Way Analysis of Variance (ANOVA) findings for all variables examined indicate no discernible educational level variations. The p-values for Fashion Trends (FT), Social Influence (SI), Impulse Buying (IB), Shopping Enjoyment (SE), and Promotional Activity (PA) are all above the 0.05 significance level (p-values ranging from 0.140 to 0.936), suggesting that education level has no discernible effect on these variables. This implies that people with various educational backgrounds, primary, secondary, bachelor's, or master's, display comparable attitudes and actions in these domains.

Table No 2.13: One-Way Analysis of Variance Results Regarding Differences between Occupation and Variables

Variables	Occupation	N	Mean	Std. Dev.	F	p
PA	Self employed	31	2,3871	,74955	,571	,753
	Student	101	2,5396	,71653		
	Job Salaried	44	2,5625	,75699		
	Shop Keeper	29	2,3276	,87654		
SE	Self employed	31	2,7903	,55938	,741	,617
	Student	101	2,6114	,53207		
	Job Salaried	44	2,6364	,55367		
	Shop Keeper	29	2,5862	,76845		
FT	Self employed	31	2,6532	,94577	,866	,521
	Student	101	2,5866	,87495		
	Job Salaried	44	2,4545	,85125		
	Shop Keeper	29	2,5603	1,03435		
SI	Self employed	31	2,4435	,80029	1,061	,387
	Student	101	2,7797	,74438		
	Job Salaried	44	2,6193	,76722		
	Shop Keeper	29	2,6379	,89289		
IB	Self employed	31	2,2581	,61402	,708	,643
	Student	101	2,3515	,62368		
	Job Salaried	44	2,3295	,59252		
	Shop Keeper	29	2,1983	,59903		

The One-Way Analysis of Variance (ANOVA) findings demonstrate no significant differences across employment groups for any examined variables. The p-values for Promotional Activity (PA), Shopping Enjoyment (SE), Fashion Trends (FT), Social Influence (SI), and Impulse Buying (IB) are all larger than the 0.05 significance threshold (varying from 0.387 to 0.753), demonstrating that profession does not have a significant influence on these variables. This implies that individuals from various occupations, whether independent contractors, students, paid employees, or store owners, display comparable attitudes and actions in these domains. Furthermore, because there were fewer than five instances, several occupational groups (such as Driver, Manufacturer, Agriculture, and Others) were not included in the analysis.

Table No 2.14: One-Way Analysis of Variance Results Regarding Differences between Monthly Income and Variables

Variables	Monthly Income	N	Mean	Std. Dev.	F	p
PA	Zero Income	71	2,4824	,64962	.518	.670
	Below 20,000	54	2,5880	,73516		
	Between 25,000-30,000	45	2,4944	,84357		
	Above 30.000	47	2,4043	,79323		
SE	Zero Income	71	2,5951	,50243	.585	.626
	Below 20,000	54	2,6991	,64862		
	Between 25,000-30,000	45	2,5722	,55037		
	Above 30.000	47	2,6755	,62969		
FT	Zero Income	71	2,6690	,88517	.432	.730
	Below 20,000	54	2,6204	,86567		
	Between 25,000-30,000	45	2,5000	,93845		
	Above 30.000	47	2,5213	,98056		
SI	Zero Income	71	2,9366	,69657	7.173	.000*
	Below 20,000	54	2,5417	,72481		
	Between 25,000-30,000	45	2,7333	,86010		
	Above 30.000	47	2,3191	,71228		
IB	Zero Income	71	2,3204	,64667	1.942	.124
	Below 20,000	54	2,4583	,52023		
	Between 25,000-30,000	45	2,1833	,46282		
	Above 30.000	47	2,2500	,71094		

* Significant difference between means at 0.05 level of significance

According to the findings of the One-Way Analysis of Variance (ANOVA), the only significant difference between income groups is in Social Influence (SI) ($F = 7.173$, $p = 0.000$). According to post-hoc testing (Scheffe, Tukey, and LSD), significant differences are found between the Zero Income group and the above-30,000 group ($p = 0.000$) and between the Zero Income group and the below-20,000 group ($p = 0.037$). On the other hand, the p-values more prominent than 0.05 for Fashion Trend (FT), Impulse Buying (IB), Shopping Enjoyment (SE), and Promotional Activity (PA) show no significant differences across the income groups. This emphasizes how crucial it is to realize that although the other variables are constant between groups, Social Influence (SI) is the only one that changes considerably across income levels.

2.15 Hypothesis Testing

The ANOVA, T-test, and results allow us to examine the hypotheses about how Promotional Activities (PA) relates to some of the following factors Impulse buying (IB), Fashion Trend (FT), Social Influence (SI), and Shopping Enjoyment (SE).

Table No. 2.15: Hypothesis Testing

Hypotheses	Values	Selected/Rejected	Reason
H _{1o}	PA: p = 0.029; FT: p = 0.011	Rejected	Significant differences in promotional activity (PA) and fashion trends (FT) based on gender (p < 0.05).
H _{1A}	PA: p = 0.029; FT: p = 0.011	Selected	Rejecting null hypothesis due to significant differences in PA and FT (p < 0.05).
H _{2o}	SE: p = 0.937; IB: p = 0.522	Selected	No significant differences in shopping enjoyment (SE) and impulse buying (IB) across gender (p > 0.05).
H _{2A}	SE: p = 0.937; IB: p = 0.522	Rejected	Failing to reject null hypothesis due to no significant differences in SE and IB (p > 0.05).
H _{3o}	FT: p = 0.924; PA: p = 0.612; SE: p = 0.895	Selected	No significant differences in fashion trends (FT), promotional activity (PA), and shopping enjoyment (SE) across age groups (p > 0.05).
H _{3A}	FT: p = 0.924; PA: p = 0.612; SE: p = 0.895	Rejected	Failing to reject null hypothesis due to no significant differences in FT, PA, and SE (p > 0.05).
H _{4o}	SI: p = 0.088; IB: p = 0.522	Selected	No significant differences in social influence (SI) and impulse buying (IB) across gender (p > 0.05).
H _{4A}	SI: p = 0.088; IB: p = 0.522	Rejected	Failing to reject null hypothesis due to no significant differences in SI and IB (p > 0.05).
H _{5o}	SI: p = 0.000; IB: p = 0.124	Selected	Significant difference in social influence (SI) across income groups (p < 0.05) but no significant differences in impulse buying (IB) (p > 0.05).
H _{5A}	SI: p = 0.000; IB: p = 0.124	Rejected	Rejecting null hypothesis due to significant differences in SI (p < 0.05), but failing to reject for IB (p > 0.05).

2.16 Findings

Research difficulties included the Mardan region's culture and context and the general public's knowledge and understanding of the study. Despite these challenges, data for the study was collected from a range of participants, including customers and vendor staff members. Because only participants who understood the research questions were included in the study, the research question sampling made a purposive approach possible. The importance of public awareness campaigns for educational activities and research is highlighted in this study. The study emphasizes how impulse buying habits

and foreign items are strongly correlated, especially regarding international products, fashion trends, and social influence. It also highlights the significant connections between imported items and consumer behaviour patterns, including Fashion Trend (FT), Impulse Buying (IB), Shopping Enjoyment (SE), and Promotional Activity (PA). The correlations found, such as PA-FT (-0.002), PA-SI (0.236), and PA-IB (0.393), corroborate these findings. A strong association between shopping pleasure and foreign products is highlighted by the PA-SE value of 0.717, which shows a considerable positive correlation. With an adjusted R² of 0.230, the regression analysis shows that traditional variety, foreign goods, and shopping pleasure are important predictors of impulsive purchase (PA). This implies that these factors can explain 23.2% of the variation in impulsive purchasing behavior. Furthermore, the model's statistical significance is confirmed by the F-change value of 16.001 ($p = 0.000$). According to the one-way ANOVA analysis, there are no discernible differences across demographic groups for the variables being examined: fashion trends (FT), social influence (SI) = 1.209, shopping enjoyment (SE) = 1.050, impulse purchasing (IB) = 0.770, and promotional activities (PA) = 0.764 all had p-values more prominent than 0.05, indicating no discernible variations by age, gender, or marital status. This suggests that demographic characteristics do not significantly influence how various groups react to these variables. This study offers valuable information for marketing plans even when demographic traits are unimportant. It emphasizes how crucial fashion trends, high-end items, and social impact are in determining customer choices for goods from other countries. Marketers could use these elements to customize their approaches and satisfy Mardan area customers' needs.

CONCLUSION AND DISCUSSION

Studies on impulse buying are becoming increasingly important, and market experts are finding it harder and harder to do their jobs in this fiercely competitive environment. Several advanced economies, such as the US, France, and Japan, have conducted consumer studies to pinpoint the features that encourage impulsive purchasing. Because the retail industry is growing rapidly in developing countries like Bangladesh, Pakistan, and Turkey, and because there are clear cultural differences with developed countries, research on impulse buying is essential. Impulse buying has become well-known in various contexts due to changes in spending linked to notable income, credit availability, and lifestyle upgrades. One of the reasons why studying impulse buying is so important is because it is an essential driver of consumer spending, particularly in developed economies. The behavior of impulsive buying can lead to unplanned purchases, which can result in an increase in sales for businesses. The results of this study provide important new information on the variables affecting impulsive buying in Pakistan. Notably, there were gender disparities in fashion trends (FT) and promotional activity (PA), with women reporting higher levels of physical activity involvement and males displaying stronger financial motives. These changes were significant according to the t-test results for PA ($p = 0.029$) and FT ($p = 0.011$). In contrast, social influence (SI), shopping enjoyment (SE), and impulse buying (IB) are more constant across both genders ($p =$ values over 0.05) and did not show any significant gender differences.

However, there were no significant differences between married and single participants for shopping enjoyment (SE), fashion trends (FT), or impulse buying (IB). Marital status also affected social influence (SI) and promotional activity (PA), with single people reporting higher engagement in both areas. The significant differences between singles and married people for PA ($p = 0.014$) and SI ($p = 0.000$) highlight consumer behaviors based on marital status. Only social influence (SI) was significantly impacted by the age factor, younger participants (those under 25) showed higher levels of social influence than older age groups (those over 45) ($p = 0.014$). This implies that social influence could have a more significant impact on impulsive buying behavior among younger customers. Fashion trends (FT), impulse buying (IB), shopping enjoyment (SE), and promotional activity (PA) did not significantly change among age groups,

suggesting that these variables are primarily constant throughout age cohorts. Furthermore, social (SI) was strongly impacted by income levels ($p = 0.000$) with those in lower income categories (zero income and under 20,000) susceptible to more significant social influences than those in higher income groups. However, no discernible variations in income were identified in fashion trends (FT), shopping enjoyment (SE), impulse buying (IB), or promotional activity (PA), indicating that other factors may have a more significant impact on these behaviors than income.

Comparison

The study's findings provide insight into the subtleties of impulse buying habits in Pakistan, as they both support and contradict previous findings in the literature.

- **Gender**

This study discovered notable distinctions between men and women regarding fashion trends (FT) and promotional activities (PA). Women were more interested in fashion and physical activities, whilst males were more driven by money. These results are consistent with those of Yang et al. (2021) and Iram and Chacharkar (2017); however, gender differences in reactions to external stimuli were shown to be less pronounced by Yadav and Mishra (2017) and Joghee Alzoubi (2021).

- **Social Influence (SI)**

Younger and single consumers in this study were more significantly influenced by social factors, with peer pressure influencing impulsive behavior. In contrast to Akyuz (2018) and Rezaei et al. (2016), who discovered that social impact was less important in some situations, this confirms findings from Huang (2016) and Sharma et al. (2021).

- **Age and Income**

Consumers under 25 had more social influence (SI), which is consistent with findings from Zhao et al. (2021) and Sharifi et al. (2022). In line with Sharma et al. (2021), the study also discovered that income highly influenced social influence, with those with lower incomes demonstrating more substantial social influence. In contrast, Akyuz (2018) found that money had little bearing on impulsive purchases.

- **Shopping Enjoyment (SE) and Impulse Buying (IB)**

This study supports the findings of Akram et al. (2018) and Ittaqulla et al. (2020), who found a favorable correlation between impulse buying (IB) and shopping enjoyment

(SE). The results are also consistent with Putri (2020), who emphasized that impulsivity is fueled by hedonic purchasing. Unlike Bellini et al. (2027), this study found that pre-shopping planning did not affect impulse buying.

- **Educational Background**

In contrast to Sharma et al. (2021), who discovered that more education levels result in more logical impulse buying behavior, no discernible variations in impulse buying behavior were found across educational levels. The sample's diverse educational backgrounds and cultural influences may cause this disparity.

- **Environmental Cues**

Although not explicitly examined, the part played by outside factors like peer pressure and promotions is consistent with research by Yang et al. (2021) and Huang (2016), highlighting the significant influence of environmental signals on impulsive purchasing.

Recommendation

Impulsive buying was linked to emotional attitudes and behaviours, despite the possibility that it was more probable. The impact/reaction type was difficult because outside circumstances influenced it. A survey questionnaire can ascertain whether respondents knew their comments were being recorded. There are many different situations, elements, or occurrences that can have a direct impact. It is also advised to conduct extensive research with various demographic and geographic groups and to examine the effects of visual merchandising in various non-store contexts, given that impulsive buying is a phenomenon in modern culture. Since a significant portion of purchases is made on the spur of the moment, as was already said, a store manager must employ the right strategies to enhance this segment of customers' purchases.

Future Direction

Academics claim that they and a few others have been the subject of nearly all research, but a consensus has yet to be offered. Age, gender, income, education, and temperament may influence impulsive purchases. As soon as these components and their connections assist store managers in more effectively deciding on their target demographics, research on impulse purchasing is conducted. More successful marketing

techniques are needed to connect with these demographics. Future research is needed in this area.

After carefully examining the literature and its contents, I have come to some conclusions about the course that future research on impulsive purchases should take. As a result, I propose a paradigm in this study to aid readers in understanding impulsive purchasing. After analyzing the various aspects of the previous research, four distinct groups that could accommodate the numerous elements were designed. As a result, I have broken down the many elements into four main categories: “external stimuli,” “internal stimuli,” “situational and product-related factors,” and “demographic and socio-cultural factors.”

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(Annexure-1)**Likert Scale Questioner**

I am of MSc Business Administration (Marketing) student at University in the Department of Business Administration at (*Tokat GaziOsmanPasa University, Turkey*). I am conducting a research thesis on the impulse buying behavior as a part of my degree programmed. The purpose is to find out the effects of stimulation factors on impulse buying decisions in the district Mardan region. I will ask you a few questions on the following topics: impulse buying tendency, Mall environment, Mall employees influence and demographics.

PERSONAL DETAILS

Gender:	<input type="radio"/> Male	<input type="radio"/> Female		
Marital Status	<input type="radio"/> Single	<input type="radio"/> Married	<input type="radio"/> Widowed	<input type="radio"/> Divorce
Age Group:	<input type="radio"/> Below 25	<input type="radio"/> Between 25-30	<input type="radio"/> Between 30-45	<input type="radio"/> Above 45
Education:	<input type="radio"/> Nill	<input type="radio"/> Primary	<input type="radio"/> Middle	<input type="radio"/> Secondary
	<input type="radio"/> Bachelor	<input type="radio"/> Master	<input type="radio"/> PhD	<input type="radio"/> Post Doc
Occupation:	<input type="radio"/> Job salaried	<input type="radio"/> Agriculture	<input type="radio"/> Self employed	<input type="radio"/> Student
	<input type="radio"/> Shopkeeper	<input type="radio"/> Driver	<input type="radio"/> Manufacturer	<input type="radio"/> Other
Monthly Income	<input type="radio"/> Below 20,000		<input type="radio"/> Between 20,000 -25,000	
	<input type="radio"/> Between 25,000 -30,000		<input type="radio"/> Above 30,000	

1. How much do the following factors influence you for the impulse buying?

Variables	S/N	Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Promotional Activity	PA 1	Promotional Schemes (Discounts and Coupon Offerings)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	PA 2	The attractive price of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	PA 3	By watching recent ads of the product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	PA 4	I frequently buy more than I wanted to when I find a nice price.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping Enjoyment	SE 1	To alter my mood, I go shopping.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	SE 2	When I buy anything on a whim, I become excited.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	SE 3	Using good things is a part of leading the good life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	SE 4	I feel guilty after I buy something on a whim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fashion Trend	FT1	It is important for me to be a fashion leader.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	FT 2	I am confident in my ability to recognize fashion trends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	FT 3	I spend a lot of money on cloths and accessories.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	FT 4	I spend a lot of time on fashion related activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Influence	SI 1	Seen first time and picked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	SI 2	Child's influence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	SI 3	Wife's/Husband influence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	SI 4	Friends influence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality Product	QP 1	Discount offers regarding product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	QP 2	Because of my active life style, I need a wide variety of cloths.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	QP 3	When I see a great deal, I have a hard time resisting the impulse to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	QP 4	These things are one of the most important ways I have to express my individual.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Normally distributed Likert Scale Data
(Parametric Method)
T-test Paired and Samples t-test
Main of Item & Standard Deviation
Onaway ANOVA
Exploratory Factor Analysis and Reliability

Likert Scale
 Strongly Agree
 Agree
 Neutral
 Disagree
 Strongly Disagree

Agreement Scale + Code
SA + 5
A + 4
N + 3
DA + 2
SD + 1

RESUME

