THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY

EFFECT OF STORE ATMOSPHERE ON CONSUMER IMPULSIVE BUYING BEHAVIOUR AND GENDER EFFECT ON IMPULSE BUYING TENDENCY

Master Thesis

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ABSTRACT

EFFECT OF STORE ATMOSPHERE ON CONSUMER IMPULSIVE BUYING BEHAVIOUR AND GENDER EFFECT ON IMPULSE BUYING TENDENCY

Kevser Ezgi BULUT

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As a consumer purchasing behaviour, impulse buying is a immediate purchasing attitude without any pre-shopping plan which is not intended to perform a specific buying task or to buy a spesific product. It is an shopping experience as made decision that originated from a stimulus on the point of purchase. Many years, significance and the affecting factors of impulse buying behaviour have been tried to clarified. The aim of this study is to comprehend the impulse buying behaviour as well as factors that affect the impulse buying behaviour. In this study, effect of store atmosphere variables as in-store music, lighting, store layout and sales employees on impulse buying behaviour have been analyzed. In additionally, as a consumer related factors, effect of consumer impulse buying tendency on impulse buying behaviour have been analyzed. Furthermore, relationship between factors of age and gender with consumer impulse buying tendency have been investigated. With the aim of indicating relationships between the underlying factors, a survey has been design and distributed online. Consequently, major findings are outlined. It is evident that the only underlying factor is impulse buying tendency as through other factors from the perspective of influencing the impulse buying behaviour. These findings indicated that there is no relationship exist between store atmosphere and impulse buying behaviour as well as no significant difference analyzed between females and males from the side of effect of gender on impulse buying tendency.

Keywords: Consumer Behaviour, Impulse Buying Behaviour, Store Atmosphere, Consumer Decision Making, Impulse Buying Tendency

ÖZET

MAĞAZA ATMOSFERİNİN TÜKETİCİ DÜRTÜSEL SATIN ALMA DAVRANIŞLARI ÜZERİNE ETKİSİ VE TÜKETİCİLERİN DÜRTÜSEL SATIN ALMA YATKINLIĞINDA CİNSİYET ETKİSİ

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Tüketici satın alma davranışlarından biri olan dürtüsel satın alma, belirli bir satın alma görevi gerçekleştirme veya belirli bir ürün satın alma amacı olmaksızın herhangi bir alışveriş öncesi plan dahilinde olmayan anlık satın alma tutumudur. Dürtüsel satın alma, satış noktasında bir teşvik edici unsurdan kaynaklanarak karar alınmasıyla gerçekleşen bir alışveriş deneyimidir. Uzun yıllar süresince birçok bilim insanı dürtüsel satın almanın önemine ve bu davranışı etkileyen faktörlere açıklık getirmeye çalışmıştır. Bu çalışmanın hedefi, bir tüketici davranış modeli olarak dürtüsel satın alma ve bu satın alma davranışını etkileyen faktörlerin araştırılmasıdır. Bu çalışmaya ilişkin mağaza atmosferinde müzik, aydınlatma, mağaza düzeni ve yerleştirmesi, satış çalışanı değişkenlerinin dürtüsel satın alma davranışları üzerine etkisi analiz edilmiştir. Buna ek olarak, tüketici kaynaklı faktörlerden dürtüsel satın almaya yatkınlık ve dürtüsel satın alma arzusunun dürtüsel satın alma davranışına olan etkisi analiz edilmiştir. Ayrıca tüketici cinsiyet ve yaş faktörleri ile dürtüsel satın almaya yatkınlık ve dürtüsel satın alma arzusunun arasındaki ilişki araştırılmıştır. Faktörler arasındaki ilişkilerin belirlenmesi amacıyla bir anket hazırlanmış ve çevrimiçi ortamda dağıtılarak katılımcılardan araştırmaya yönelik cevaplar elde edilmiştir. Çalışmaya ilişkin sonuçlar ana bulgular olarak belirtilmiştir. Bu çalışmanın sonuçlarına dayanılarak tüm faktörler arasından sadece dürtüsel satın almaya yatkınlığının bu davranış modelinde etkili olduğu görülmüştür. Bu sonuçlara göre mağaza atmosferi ve dürtüsel satın alma davranışı arasında bir ilişki gözlenmemiş olup cinsiyetin dürtüsel satın alma yatkınlığına etkisi bakımından kadın ve erkek arasında anlamlı bir farklılık elde edilmemiştir.

Anahtar Kelimeler: Tüketici Davranışı, Dürtüsel Satın Alma Davranışı, Mağaza Atmosferi, Tüketici Karar Alma Süreci, Dürtüsel Satın Almaya Yatkınlık

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ABBREVIATIONS

POPAI : Point of Purchase Advertising International
IMC : Integrated Marketing Communication
FMCG : Fast-Moving Consumer Goods
CEO : Chief Executive Officer
SPSS : Statistical Package for the Social Sciences

1. INTRODUCTION

Over the entire marketing history, various behaviours of consumers have been studied and analyzed with many efforts. Through the all subjects, consumer behaviour has remained as an important issue for marketing. Consumer behaviour studies pay attention to senses, attitudes and notions of consumers throughout the their shoppings that it relates with environmental effectuals such as store atmosphere or word-of-mouth.

To be able to understand and clarify the consumer behaviour, researchers pay attention to favoured decision making process of shoppers. Underlying motives of this subject is originated from the reason of consumers' preferences as substantial indicators of decision makings for purchases. In the highly competitive markets, retailers allocate large amounts of budgets on marketing activities to increase their market share. Effort of these strategies is capturing additional purchases while encouraging to decisions as rapidly based on individualistic desires for unexpected possessions of the items in the shape of impulse buying. There are several definitions have been made by scholars. Impulse buying is considered as vital driving force of unplanned purchase in marketing that identified as an instant buying behaviour dispense with initial shopping plan which is not intended to perform a specific buying task or to buy a spesific product (Beatty & Ferrel, 1998).

As a widespread fact for all of the world, impulse buying has been researched extensively. Based on the study of POPAI (2012) results, 76 per cent of all shopping decisions are made in the stores as unplanned. Babin and Attaway (2000) pointed out the percentage of sales profibility would rise for over 40 per cent in the case of if every shopper purchases an extra item as impulsively. From among the subjects of consumer shopping behaviours, impulse buying is examined in this study of research.

1.1 AIM OF THESIS

The purpose of this research is to comprehend the impulse buying behaviour of consumers as well as the underlying factors that influence this shopping behaviour. Intended attitudes of consumers for store atmospherics and the possibility of affected purchasing behaviours are interest of the research. Investigating effect of store atmosphere parameters as variables of in-store music, in-store lighting, in-store layout and sales employees on impulse buying behaviour is one part of purpose of the thesis study. When entering a store, consumers' inclination toward to buy impulsively is interest of the reserach. As a consumer related factors, investigating effect of consumer impulse buying tendency on impulse buying behaviour is second purpose of the research. In order to clarify the connection between the consumer demographic factors and this inclination of consumer behaviours, another purpose of the study is investigating relationship between factors of age and gender with consumer impulse buying tendency.

1.2 OUTLINE OF THESIS

Throughout the years, impulse buying behaviour is very popular topic that several studies and methodologies are developed to investigate this consumer behaviour. It has been attempted to clarify the significancy and the underlying reasons behind it as well as parameters effecting the impulse buying behaviour.

In Chapter 2, literature review of the related research topics is summarized deeply. This section covers the general view of retail industry, store atmospherics, descriptions of concepts and theoretical backgrounds of impulse buying behaviour and driving forces that affect impulse buying behaviours. It covers also definition of impulse buying tendency as well as effects of consumer's gender and age factor on impulse buying tendency.

In Chapter 3, research research design and methodology of the study is summarized that covers the survey design, constructed conceptual diagram and related hypotheses. Questions of survey and their resources are also covered for each research topic as separately in this section.

In Chapter 4, first part of research results of the study covers sample characteristics of respondents who attended to the survey. Sample characteristics includes demographic features of respondents as age, gender, education level, employment status and amount of income. There are also respondents’ shopping attitudes are covered as when respondents consider buying a product**,** online shopping frequencies and product groups are mostly purchased impulsively. Second part of research results covers the outcomes of the survey that contain results of Five-Likert Scale Analysis of questions for effect of impulse buying tendency, in-store music, lighting, layout/assortment and sales employees on impulse buying behaviour. With the usage of Statistical Package for the Social Sciences (SPSS), results of analyses are demonstrated with tables and graphs.

In Chapter 5, conclusion of obtained research results, limits of the research, recommendations and managerial suggestions are conferred to finalize the study.

2. LITERATURE REVIEW

2.1 RETAIL INDUSTRY

In the world of consumption, consumers buy their everyday necessities and obtain things to satisfy their needs. Consumers need to retailers while buying products or services. Retailers are important component for consumption society while creating and adding values to final products that take part within every daily lives of customers (Cant, 2005).

Retailing, as a last part of supply chain process, comprise set of operations which aims to get products and services for delivering to final consumer. In the concept of retailing, there are set of sales activities exist such as in-store sales, internet sales, broadcast media (radio or television) and door-to door via print adv. sales. Retailing functions as link between producers or manufacturers and final consumer that means the time of encountering company or company's product with end user. For marketers, retail industry is counted as primary source of revenue from the aspects of the large size of retailing industry and generation of money. It is stated as the key point of integrated marketing communication (IMC) mix that where businesses and customers are coming together at the retail level (Liljenwall, 2004).

According to a report, total retail revenue of top 250 largest retailers was declared as US$ 4.4 trillion for fiscal years ended through June 2017. An average size of retail revenue from these 250 top companies was US$ 17.6 billion that growth has accelerated in Europe and Japan, stabilized in China and in USA, and revived in many other emerging markets. Furthermore, product sectors from top 250 retailers were analyzed as apparel and accessories, FMCG, hardlines and leisure goods and other diversified sectors. Among the all the segments, sector of fast-moving consumer goods is the foremost from the number of 250 firms with 135 corporation and US$ 21.7 billion average retail revenue (Deloitte, 2018).

2.1.1 Apparel Retail Industry

The apparel industry is a subset of manufacturing industry that includes the design, production, distribution of clothes and wearable accessories. Nowadays, the apparel and fashion sectors constitude global industry while they have high risk concerns for offering creativity and innovation. Moreover, in recent years, these industries has been visibly affected by technological advances and globalization. Throughout the late twentieth and early twenty-first centuries, the US apparel manufacturing industry has been in a slow decline compared to Asian countries, particularly China as dominator of the field (Han, Morgan, Kotsiopulos & Park, 1991).

Due to possession of an instant, influential and hedonically complicated characteristics, impulse buying behaviour is viewed as being more prevalent in apparel retailers that due to providing of significant additional revenue, impulse buying has great importance to fashion and apparel retailers (Pentecost & Andrews, 2010). From the all of product segments, apparel is considered as foremost aim for buying impulsively. It was come out that 50 per cent of impulse purchases are coming from apparel in the ranges of total sales varied between 27 per cent and 62 per cent (Bellenger and Korgaonkar, 1980).

2.2 STORE ATMOSPHERE

2.2.1 General Overview

Importance of physical and service enviroment while creating the retailer’s image is demonstrated with effect of store atmosphere on consumer behaviour. Kotler (1973) defined the atmosphere as the “design of the retail chain outlet that produce specific emotional effects on buyer that enhances purchasing probability” (p.49).

Communication the identity of the retailer and its image is generated with influence of store atmosphere in physical environments. According to Floor (2007), appearance of a store design of a retailer has an important role through emphasizing distinctive appearance, unique look and feeling. For instance, from the apparel retailers, Zara, has its unique store design that reflect its simplicity with modern and clean look while creating an airy and roomy appearance (Hume, 2011). Another example as European inexpensive but fashionable retailer, C&A, redesigned its stores that to generate a coherent atmosphere with the aspects of attractiveness and perception of value for customers all together.

Kent and Stone (2007) asserted that in order to represent the company’s vision, brand identity and brand value store environment can be employed as a strategic and communication tool in retail markets. Brand image is perceived as more positively according to customers when they like the brand’s store environments. Many studies have supported the idea that customer behavioral intentions, such as time and money spending, intention to return store and customer perception about product/service offering, perceived satisfaction and feelings are significantly affected by store environment elements (Ahn, 2016). Creation of an enjoyable experience for consumers in an impressive and attractive store atmosphere is closely related with influencing consumer’s tendency to purchase and the process of decision making positively. Summers and Hebert (2001) found that time spent and exploration from consumer approach behaviours are increased with diplays of bright lightened mechandisers. On the purpose of communicating store/brand images these displays are attributed such as large and eye-catcher price signages for discounts items.

2.2.2 Components of Store Atmosphere

2.2.2.1 In-store music

Utilization of music to manipulare atmospherics that used frequently and controlled as ranges of loud-soft, vocal-instrumental, classical-contemporary and fast-slow in order to improve service quality of stores. Garlin and Owen (2006) claimed that, presence of pleasant music generate favorable and positive affect in retail environments. According to Garlin and Owen, familiarity on musical taste affect consumers positively and from the aspect of perceived pleasure, the only existence of music has positive influence on people who shopping in a store.

Areni (2003) claimed that back ground music contributes to enhance retail/brand images, to ensure time perception management in store, to determine state of liking/disliking while increasing purchase intentions. Among all other variables, music as considered as a poweful and driving force that triggers mood while shaping retail experience effectively. Pleasant music is a distinctive factor for longer consumption time that purchase intention of consumers are affected by music which played in retail outlet while style and tempo of music closely associated with increasing sales. Garlin and Owen (2006) proposed that with the utilization of music as high volume and tempo and less known kind of music, duration of shopping is increased. Furthermore, in contrast to less pleasant music, pleasant music lead to more favorable gains for services such as customer assessments and patronage intentions. According to d'Astous (2000), loud music is evaluated as major irritants of shopping. In the event of music is played louder, consumer spend less time in stores in contrast to soft music. Besides, effect of loudness of music choice is evaluated differently by gender that females respond to louder music more adversely than males.

2.2.2.2 In-store lighting

Lighting is considered as a part of overall corporate design and identity that when it utilized in a retail atmosphere effectively, it serves coziness, liveliness, tenseness and detachment (Custer, Kort, IJsselsteijn & Kruiff, 2010). Lighting can be identified by number of criterions, such as saturation, brightness, number and arrangement of light beams or color. Furthermore, lighting is impact on number of related variables that these are store atmosphere, customer perception about price and quality as well as shopping intention. Smith (1989) declared that well-adjusted lighting in a store contribute further extension to the inside which create an atmosphere of excitement positively while guiding the attention of shoppers to point of purchase points. Areni and Kim (1994) asserted that in the case of appropriate lighting is utilized in the retail stores, it creates a good color that consumers are more inclined to contact with product for assessing the quality. Furthermore, more products are examined by customers in the existence of bright lighted atmophere compared to soft lightining. To highlight products, lighting is a way of generating enthusiasm as well as positive influence on consumer purchasing behaviour. It was also stated that bright light might increase perceived pleasure that serve as an indication for higher prices. At the same time, as contradiction, bright light is utilized characteristic of discount stores. From the side of color parameter, blue is preferable rather than orange, however a research on color appropriateness demonstrated that orange is preferred by customers for sensoty-social products, such as apparel.

2.2.2.3 In-store layout and assortment

Store displays are classified as space floor allocations, shelf design and assembling the products into groups whereas store layout is identified as the area of selling where all products are arranged. Thus managable spaces of stores are considered as an important concern for almost every retailer while designing the interior of store. Therefore, layout management aim to increase the return on gains per area with efficient layout design. Initial step in designing the interior of a store is initiated with layout projection (Banat & Wandebori, 2012). According to Spies (1997), an effective layout lessen the instruction rate and assist the customers to attain products and goods as welll as guide the shoppers with informations. In contrast, a poor in store layout which is leading to unclearity in product exploring. From the side of customers, easy and satisfying shopping experince is considered significantly in an evaluation of the store. Customers' preferences about stores are generally as pleasant environments that typically have wide aisles and well guided merchandise which is easy to find, the view of merchandise is apparent and the presence of stocks is sufficient. For this reason, retailers must be certain about prime location of store and accesibility to end user easily (Spies, 1997).

The customer experience constitutes the entire experinces that these are searching, exploring, purchasing, consumption and after sales behaviours. All these parts of process are closely associated with store layout planning that affect customer experince management strategy of a retailer. Product display affect consumer purchase intention significantly as well as has influence on customer's perception about the product. Besides, display of the products in store impresses the customer's movement in store tremendously (Kotni, 2016).

2.2.2.4 Sales employee

Retail salesperson is a critical connection between retailers and shoppers while providing a guide to assist the customer on behalf of retailers. By means of connection among buyer and seller, a sales employee has ability to impose feelings and thoughts of shoppers and impact on customer's mood when they are shopping. Customers demand availability of sales employee when they have an issue in order to handle. In the process of sales, presence of sales emplyoee to respond issues of shoppers is considered as most important issue for customers. From the aspect of sales personnel's behaviour, smiling or being easily available for customers make contribution to positive feelings in shopping experience. Even a brief greeting induces positive impact on customers (Lee & Dubinsky, 2003). From the side of unstaffing perspective, Mazursky and Jacoby (1986) stated that more salesperson will be available in a store has a characteristics of prestigious compared to a store which has discounter image. Therefore, number of salespeole per department is considered as a significant cue in evaluating service quality of the store. Social details are associated and coherent with all tangibles for example garments of sales employee and how they are responsive as cooperation, availability and willingness of employee for help that comprise entire servise evaluation. According to Gardner and Siomkos (1986), connection between salesperson factor and merchandise quality is inferred from garment of sales employee (for high image vc. low-image store) that impact on evaluations about of products in stores. Nicely dressed salespeople is closely associated with a prestige-image store, on the other hand stores has discount image is possible to matched with employees who garments with slobly.

2.3 IMPULSE BUYING BEHAVIOUR

2.3.1 Defining Impulse Buying Behaviour

In the highly competitive markets, retailers and manufacturers allocate large amounts of budgets on marketing activities to increase brand awareness and to extend trial usage with the purpose of increasing their market share. At the same time, retailers require an information about effectiveness of in-store atmosphere and retail environment variables that affect consumer purchasing behaviour. As a consumer purchasing behaviour, description of impulsive buying comes with prior to years of 1980 that mainly highlight the product and considers as origin of motivation to impulse purchase not the customer (Zhou & Wong, 2003). Rook (1987) describe the impulse buying is a customer practice as a powerful and sudden compulsion that result in urge to buy immediately. Stern (1962) stated that act of buying behaviour is classified into three groups: These are buying as planned, unplanned buying and impulse buying. Based on this statement, buying as planned behaviour includes a spending time for searching target information that assisted with reasonable decisions. On the other hand, unplanned buying behaviour is involved in all purchases which are conducted with no previous plan that constitute buying as impulsive and has difference from the side of relative rush in decision made. Besides as being unplanned, impulse purchase include an experience that identified as sudden, strong urge to buy with irresistibility. Based on study of POPAI (2012) results, 76 per cent of all shopping decisions are made as version of unplanned. Impulse buying is a widespread fact around the world that similar results declared from Cola’s CEO Muhtar Kent as impulse purchases drive the Coke’s sales more than 70 percent (Karmali, 2007).

2.3.2 Factors That Influence Impulse Buying Behaviour

Different varibles influence impulse buying that that these are cultural factors, location, economic situations, personality of person and time. All of these factors may vary with different shoppers for same purchased item, but also it can be varied for same shopper when different situations exist (Stern, 1962). Stern (1962) stated as impulse buying is generally associated with ease of buying. Money availability, amount of time, phsical and mental efforts are main resources affecting impulse buying. In the case of buying an item, action of this effort necessitate these expenditure of source which are originated from shopper, thus buying is becoming more complicated and purchase is considered as thoughtfully with more plans. In contrast, if buying is easy from the of resources of money, time, physical and mental effort which are relatively small, purchase is more likely leading to impulse purchase. Therefore, marketers re-design their marketing strategies to make shopping easier for the the consumer.

2.3.2.1 Consumer related factors

There are several factors like shopping habits of consumers, demographic factors including age, gender as well as moods of shopper, self esteem and impulse buying tendency can be predictors of impulse buying (Shapiro, 2001). Badgaiyan and Verma (2014) declared the collectivists which are family oriented are considered having more impulsiveness characteristics compared to individulists. Researchers stated that like India, there are presence of traditional society as collectivist, needs of family highly regarded compared to needs of individuals. Therefore, impulsive purchase might increase in the condition of buying for the other family members. From the side of comsumer demographic factors, there are various studies existing about association among gender and impulsive behaviours that Dittmar, Beattie and Friese (1995) stated as men have characteristics of lessen impulsiveness than women.

Besides, gender greatly impose on impulse buying as a demographic factor. Similar results declared by Bellenger, Robertson and Hirschman (1978) that customers who has a age under 35 have inclination to impulsive buying contrary customers who are above 35 years old. According to Rook (1987), affects or emotions of shopper can be defined as a factor that strongly impose on different actions including impulse purchasing. Donovan and Rossiter (1982) identified from Mehrabian-Russell model that link between emotional states evoked in store environments and behavioral intentions explained as positive relationship among pleasure and inclination to excess between store atmospherics. For instance, feelings of amusement, enthusiasm and joy are displayed greater in impulse buyers.

2.3.2.2 Situational factors

The term of situational factors are categorized as constitution of environmenal and personal items together leading to influential variable in shopping experiences. These situational factors could be related with money, credit card use, time, family, presence of companion and mass advertising of retailers (Dholakia 2000). The term of money availability is characterized as the budget or surplus of source which is spent by individual instant time or moment of another day. According to Beatty and Ferrell (1998), as a significant factor, money availability play role in facilitating the process of impulsive buying while affecting purchasing power. Authors believed if money is more than as usual it means that there is more inclination for browsing with increased impulse purchasing activities. Money availability is expected to impose on urges leading to buying in impulsive manner. Many studies indicated that credit card usage accelerates the impulse buying behaviour. According to Karbasivar and Yarahmadi (2011), impulsive behaviour is closely associated with prevalent usage of credit card while facilitating stimulus for following feelings of urges and eventual impulsive consumption. From the perspective of time availability, Holbrook and Lehmann (1981) identified that amount of time spending during shopping affects impulsive buying. It was reported as if customer stays longer than usual in the store, it is more likely that chance to making impulsive purchase is increased. In many studies showed decisions of customers can be inflluenced by friends and family members that lead to more purchases, as well as role of companions is associated with purchasing outcomes. It was noted that in the case of stores as which contain couples and groups of friends, purchasing performance will generally increased (Underhill, 1999). It is stated that availability companions rises the possibility of urges for buying, on the other hand existence members of family decrease. Main likely cause of this can be the factor of family members which are associated with condition of economy. Therefore, consumer behaviours with family presence will be associated with impulsive purchasing as undesirable.

2.3.2.3 Product related factors

Prediction of impulse buying can be made by some product-related factors such as purchasing frequency, category of a product price and attractiness of a product (Stern, 1962). There is different category of products exist as more prone to be purchase impulve manner. Bellenger et al. (1978) pointed out certain product groups which are more prevalently purchased impulsively that these are jewelry, meals and snacks, women's footwear and bakery products. Stern (1962), also implied that price of product is considered as the most direct control on impulse buying. Especially, discounted price offerings and special priced packages are more prevalently purchased impulsively. Besides, some product categories like products with short product life or having size is small as well as light in weight are associated with more prone to purchased in impulsive manner. The weight and size problems are mostly connected with obligation of distinct plans for shoppings, therefore decrease the buying impulsively. In contrary, product groups as having small size, light weight and easy carriying ones which have no concern like these are prone to be purchased impulsively. Similarly, effect of easy of storage a product that it is also important determinant if shopper has no room for that item. Product categories which are coming with storage problems are decreasing impulse purchasing (Stern, 1962).

2.3.2.4 Store related factors

With the help of manipulation and differentiation of store atmospherics, impulse buying can be attained in the characteristics of a store. For visual merchandising, in-store browsing is associated with unplanned purchases that if shoppers is browsing in a store has high incidence to make more planless purchases compared to non-browsers. As customers are browsing longer, encountering with more stimuli in a store results in being more tend to experience impulse urges (Thomas, Louise &

Vipinumar, 2018). Wirtz (2010) pointed out that people who visit a store often also tend to buy impulsively than those who shop less often at the store. Wirtz also declared if customer shop less at a store, they are less familiar with the store surrounding that leading to more cautious with their actions. Therefore, more self-control is exerted compared to shoppers who are familiar with store due to frequent patronage. Moreover, when a store environment conveys excitements at high levels shoppers are becoming overstimulated. Such overstimulation results in an instantenous lessening of customer self control that enhance possible impulse purchases. Wirtz (2010) argued that in the case of persons focus on different items like desing features, lighting systems, music the playing during shopping, these people have lessen ability to control their behaviour such as impulse buying. On the other hand, Nicholls (1997) argued that store environment did not affect purchasing behaviour.

By means of the method and the way of products are displayed in the store, it is probable to induce impulse buying while serving them on shelves as an attractive manner as which colors used, with playing back ground music, lighting, in-store layout/assortment, informational signs and presence of sales employee in a store (Bellenger et al. 1978).

2.3.2.4.1 *Effect of in-store music on impulse buying behaviour*

According to Demoulin (2001) music has capability to impose on process of decision making for purchasing that if back ground music for a store is carefully selected, instant purchase outcome can be established. Moreover, Demoulin pointed out that many shopping malls and retail stores utilize back ground music to affect senses of consumers that encourage them toward to a specific consumer behaviour. Back ground music not only stimulates impulse buying independently, it also interact and coordinate with other factors that reduces consumer’s time and waiting perception, affects consumers’ impulsive buying tendency, increases sales, changes consumers’ experiencing attitude and promotes consumer interaction with store environment. Music is highly influential in buying habits consumers from the side of increasing motivation to spend. According to one study, customers are more open to impulse purchases in shops where instrumental or classic music is playing. Moreover, it is argued that loud music also impact on unplanned spending as being overwhelmed by music which interfere with consumer’s ability think clearly. In additionally, a study conducted by Yalch and Spangenberg (1998) to compare the influence of forefround back ground music with top 40 songs, back ground music such as type of instrumental and easy-listening, and condition of non-existent music. Through this research, there were shoppers who age under 25 and according to their perceptions spending of more time is obtained while in the situation of easy listening type of music. On the other hand, shoppers thoughts who age in more older, spending time perception was longer in the case of playing top 40 music. Based on that experiment results, authors concluded that encountering with conditions like an unfamiliar music environments might adversely affect time perception of shoppers. From the perspective of consumer’s endogenous factors, hedonic and utalitarian shopping attitudes of consumers are associated with impulsive buying behaviour. While hedonism focus on customer experience and personal feelings, utilitarianism is based on nature of completing a task. Ding and Lin (2012) indicated that consumer’s shopping attitude is not only involved with affecting consumer behaviour, but also has an act on regulating the back ground music rhythm and impulse buying behaviour. As fast music rhythm has more capability to change emotions of consumer compared to slow music rhythm, hedonic consumers are more inclined to affected by back ground music, light and other store elements on contrary to utalitarian consumers. Unlike hedonic consumers who feel the effects created by store atmosphere more intensely, utalitarian consumers pay more attention to complete shopping task in purchasing process, that they concern less about the characteristics of store environment. Due to lacking of emotional investment of utalitarism shopping attitude, consumers mainly focus on functional purposes. Therefore back ground music has little effect on impulsive buying behaviour for utalitarian shoppers (Ding & Lin, 2012).

2.3.2.4.2 *Effect of in-store lighting on impulse buying behaviour*

As a poweful identifier of store atmosphere, store illumination is an effective lighting technique able to create the right ambiance in store environments. Lighting should be adjusted in a sensible way otherwise insufficient lighting will hinder customers visually. In additionally, having positive effect of bright light on product groups affect items the number of them examined a retail store. Shoppers spend more time in front of a well lighted display compared to a display which has no light involved. In spite of lighting is only a part of the overall atmosphere, it has a remarkable effect on human behaviour. Wide range of desirable reactions on shopper behaviour can be manipulated with selection of right light (Ebster & Garaus, 2015). Smith (1989) stated that a store which is lightened appropriately may motivate customers while experiencing the store that induce the feeling of urge for buying. Extra dimensions are added to the ambiance with the help of systematically well designed lightings while creating an attractive atmosphere that all leading to positive affects among customers. For the context of retailing environments, bright light is recommended for impulse purchases due to excess level of rousing. According to Ebster and Garaus (2015), arrangement of bright lights gives rise to impulse purchases on the grounds of a wakening that can be originate tendency to complete impulse purchases. However, certain level of arousal should not be exceeded; otherwise, avoidance behaviour may emerge instead of approach behaviour.

2.3.2.4.3 *Effect of in-store layout and assortment on impulse buying behaviour*

As a strategic atmospheric tools, in-store displays for retailers that attributed to assist for increasing sales particularly among planless purchase behaviours. Terrazas (2006), stated as a way of identification of products which are purchased from list-buyers while displaying the attractiveness of them near to these frequently purchased product groups. As one strategy, demonstration of the top products for customers in the back of a store may lead to obligate the shopper to walk and pass, therefore many other items could be browsed. Moreover, Terrazas (2006) pointed out that to encourage impulse buying, separating top products in a strategic manner while passing the host of products en route to the other frequently purchased products. For instance, bread and milk which are considered as essential products commonly exhibited in the two contrary ends of a store. According to Dingfelder (2005), a good store layout and other pleasant scent tools can be manipulated to prompt impulse purchase behaviour. Similarly, it is stated that layout as a part of store ambiance which more recent products displayed together with other sales atmosphere variables can induce a desire to buy impulsively. With the aim to understand impulse behaviour, it is cruial to monitore and improves store layout management. Thus, shoppers can able to attain a various items in an easy way and a quick manner. It was also declared that an effective layout design in a store has capacity to change in the case of if shopper has an characteristics of utalitarian purchase surplus by arising a feeling of urge for items.

2.3.2.4.4 *Effect of sales employee on impulse buying behaviour*

For a accompany with supportive and friendly sales people within a store, customers are more tend to enjoy a shopping journey. While offering an effective service, salespeople as nearby to customer have capability to make shopping experience fun and enjoyable that Tinne (2010) asserted the a knowledgeable and understanding sales employee while guiding and helping in the purchase decision of customer can stimulate impulse buying behaviour. Co-occurrence with skills, knowledge, willingness and friendliness of salesperson have impact on behaviour of customer's impulse buying.

Friendly, persuasive and helpful salesperson existence in a store can trigger impulse purchases among customers during their shopping experience. Different studies disscussed the effect of social interaction between buyers and sales personnel that Stern (1962) pointed out such sales employee can able to create an urge to buy among shoppers. Moreover, it is stated that praises which are coming from sales employee in the moment of shopping might rise the chance for impulse purchase. Moreover, well-trained store employees have capable to motivate customer that these effective interactions may generate impulsive purchase as finally. On the other hand, awareness of salespeople during decision making process may decrease the level of unplanned purchases (Mattila and Wirtz, 2009).

2.3 IMPULSE BUYING TENDENCY

2.3.1 Defining Impulse Buying Tendency

Definition of impulse buying tendency is designated as the degree of a trait that individual have which is prone to make instant and not intended purchases. Impulse buying tendency is related with some personal temperaments like money attitudes, recreational shopping tendency, total impulsiveness and degree of stimulation (Beatty & Ferrel, 1998). Rook (1997) pointed out that differentiation of individuals is possible according to this trait. Moreover, Rook and Fisher (1995) describe that buying impulsiveness is a designated as having tendency to buy instantly and without consideration of thinking. It is pointed out that highly impulsive buyers have more open shopping list and they have more tendecy to buy suddenly with unexpected buying ideas. If an individual posses high level of high impulse buying tendency, it will be a demostration of a typical behaviour of inclination to buy items from all product groups in impulsive manner. Impulse buying tendency categorizes the impulse buying from the side of two aspect that these are cognitive aspect and affective aspect. Firstly, cognitive aspect reflects instancy, without any calculation as well as a rush to make decision. On the other hand, affective aspect reflects need for instant pleasure, feeling an enthusiasm, lacking of self control and feeling for urge. These two aspect of impulse buying tendency are connected and associated with various psychological and theoretical back ground.

2.3.2 Effect of impulse buying tendency on impulse buying behaviour

It is quitely accepted that underlying factor of impulsive buying behaviour is impulsive buying tendency. According to Beatty and Ferrel (1998), if consumer has high scoring on impulsive buying tendency, they express more urges for buying things that concluded with impulse purchase. Despite defined as similarly, impulsive buying tendency as pioneer factor that distinct from which is a consumer trait that produce power for urges as following. Therefore, these urges occasionally concluded with actual purchases. Also other underlying conditions managing the outcomes like money possessing or time availability that considered as unexpected situations and finalize the urge as not result in actual purchases (Dholakia, 2000). However, it is obvious that positive relationship with impulsive buying tendency and impulsive buying behaviour can not be ignored.

2.3.3 Factors That Influence Impulse Buying Tendency

2.3.3.1 Effect of gender on impulse buying tendency

Women often demonstrate to have a greater tendency for shopping with various characteristic behaviours like doing product comparisons, the ways of examination of shelves, how they are walking slowly within a stores, interacting with salesperson and other buyers as well as asking questions to them. It is supported with an inferences that women typically carrying out their shopping more willingly, even in the case of a unexiciting products with has no attribution for them (Dholakia, 2000). On the other hand, shopping behaviours and movements of men generally have faster pace compared to women that men browing lessen while walking around in the store. Moreover, for many situations, they hardly focus on items which have no intention for purchasing. On contrary to women, men purchase what is need in higher speed that they do not have intention for searching, browsing and trying something is necessitated (Underhill, 1999). Therefore, women are more prone to have tendency to purchase emotionally in an involved manner. In contrast, men who not quite involved with the idea of shopping that they are more inclined to be confused by different options. According to Dholakia (2000), women focus on the context of what they buy, unlike men as more goal oriented and pay attention to outcomes. Women have tendency to buy symbolic and goods which are self expressive and related closely with apperance and emotional aspects; on the other hand, men are inclined to buy impulsively for tools like instruments and leisure things. Besides, based on studies were revealed toward opposite results showed that impulse buying tendency is not associated with gender. On contrary, according to Cobb and Hoyer (1986), men exhibit more impulsive buying tendency than women.

2.3.3.2 Effect of age on impulse buying tendency

There is distinctive manner exist between young and adult customers from the side of retail enviromental signs. (Martin, 2009). Martin also stated that younger shoppers care about entartaining shoppings as worthwhile to do it due to their more hedonic characteristics than adults. Younger customers are less probable to browsing and searching the alternatives while they making a decision on contrary to individuals are not young. Age is conferred as controllable variable that supposed to be associated with impulsive buying behaviour. Some of researches has supported that impulsive buying tendency is related with age factor (Wood, 1998). Based on these researches, impulsive buying tendency is found as higher levels for younger individuals are than persons who has age more. Similar results declared by Bellenger et al. (1978) that shoppers who age under 35 are more inclined to show characteristics of impulsive buying contrary to above age of 35. Kacen and Lee (2002) attributed reasons for these findings as lesser self-control exhibition of youngers compared to older individuals which demonstrate greater control over emotions than the younger buyers.

3. DESIGN OF THE RESEARCH AND METHODOLOGY

3.1 PURPOSE AND CONTEXT OF THE STUDY

With growing competition in retail sector, attractive and enjoyable store atmospheres are being used to lure customers in order to influence sales substantially. The main target is to obtain gains from the purchases which are originated from both rational and instant as in the form of impulse buying. It is atttibuted as powerful sales revenues for retailers, impulse buying characterized from the side of point of purchase decision makings. Extensiveness of this shopping behaviour is quite prevalent that researches to clarify this isssue has risen for years. Researchers has tried to identify and explained this issue with underlying factors that can be affected in different situations.

The purpose of this reseach study is finding out the effect of store atmosphere and impulse buying tendency on impulse buying behaviour of shoppers. Specifically, this research study endeavours to investigate the influence of store atmospheric variables as music, light, in-store layout/assortment and sales person moreover impulse buying tendency on consumer impulse buying behaviour. In additionally, as demographic variables, effects of age and gender on impulse buying tendency are analyzed. The consumers who made shopping from apparel retailers in the past was the segment of this research.

3.2 SAMPLING AND DESIGN OF THE STUDY

The method of convenience sampling was applied in this research study. The survey was adopted in the language of English that includes certain alterations. Than the completed version was translated into Turkish. With the utalization of surveymonkey.com, the survey was designed which present in Appendix A. List of measurments and emprical supports can be found in Appendix B. The responses coming from attendants were kept in the electronic site that results were pulled from there after the completion of surveys. The survey was distributed over online networks as well as with mails. Lastly, availability of the survey was three weeks from June 12 to June 21, 2019.

3.3 CONCEPTUAL DIAGRAM

The hypotheses and conceptual diagram are constructed for this study are shown below. Hypotheses are adopted from different studies to measure impulse buying behaviour of consumers and effect of store environment. These studies are Weun et. al, (1998), Han et. al, (1991), Rook and Fisher (1995), Beatty and Ferrell (1998), Hussain and Ali (2015) and as final Mohan et. al, (2012).

The conceptual diagram is adopted and remodeled from studies of Mohan et. al, (2013), Hussain and Ali (2015), and Parsad et. al, (2017). Obtained hypotheses and conteptual diagram demonstrates a combined structure from these studies that indicates the effect of store atmosphere factors and impulse buying tendency on consumer impulse buying behaviour.

H1. Impulse buying tendency of shopper is positively associated with impulse buying behaviour.

H2. Shopper's gender will influence impulse buying tendency.

H3. Shopper's age will influence impulse buying tendency.

H4. In-store music has a significant positive impact on the consumer impulse buying behaviour.

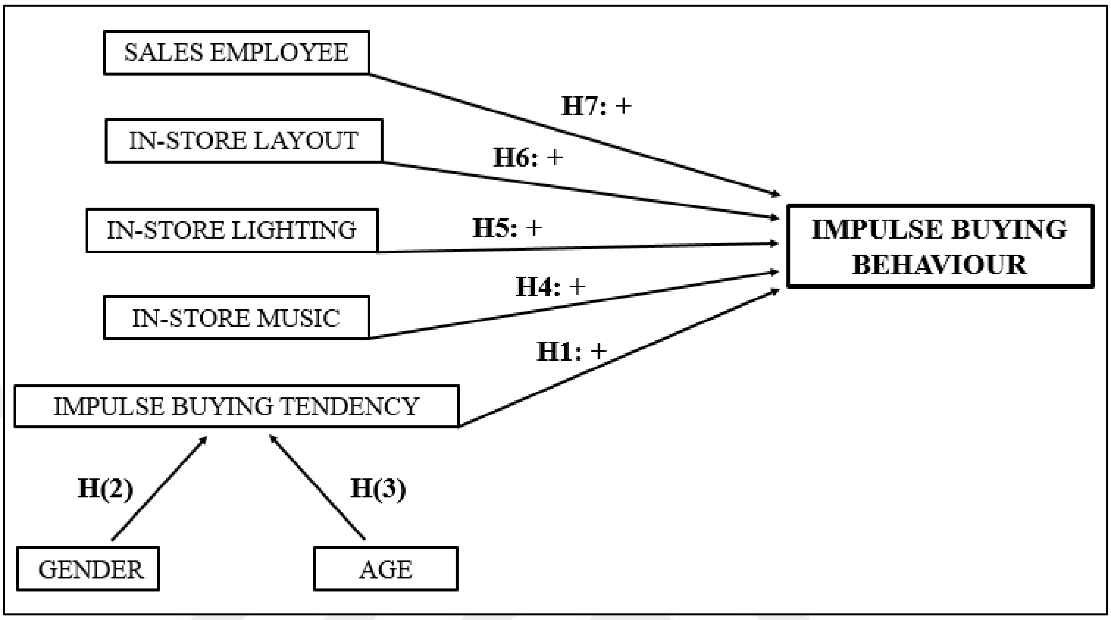
H5. In-store lighting has a significant positive impact on the consumer impulse buying behaviour.

H6. In-store layout has significant positive impact on the consumer impulse buying behaviour.

H7. Sales employee has significant positive impact on the consumer impulse buying behaviour.

In the figure below (Figure 3.1), adopted and remodeled conceptual diagram of these hypotheses are shown.

Figure 3.1. Adopted and remodeled conceptual diagram



Source: Conceptual diagram is adopted and remodeled from three different studies that these are Mohan, G., Sivakumaran, B., & Sharma, P. (2012). Impact of store environment on impulse buying behaviour. *European Journal of Marketing, 47(10):* 1711-1732. doi: 10.1108/EJM-03-2011-0110, Hussain, R., & Ali, M. (2015). Effect of store atmosphere on consumer purchase intention. *International Journal of Marketing Studies, 7(2):* 35-42. doi: 10.5539/ijms.v7n2p35 and Parsad, C., Prashar, S., & Sahay, V. (2017). Impact of impulsive personality traits and store environment on impulse buying behaviour. *Journal of Business and Management, 23(1/2):* 1-24. Retrieved, June 2019, from http://jbm.nccu.edu.tw/pdf/volume/2312/JBM-2312-01-full.pdf

In the first part of questionnaire, asking with question numbers from 1 to 10, participants responded about their demographic informations, general shopping behaviours such as online shopping, amount and frequency of montly purchases and general shopping attitudes. Then asking with question numbers from 11 to 14, participants answered about amount of montly apparel purchases, product groups might be purchased impulsively, what they bought last as impulsively and the frequency of impulsive purchasing behaviours. Question numbers from 15 to 49 were asked as in the form of Five-Likert Scale. Based on this responding scale answers were obtained as Totally Disagree (TD), Disagree (D), Neutral (N), Agree (A) and Totally Agree (TA).

3.3.1 Impulse Buying Behaviour

In the table below (Table 3.1), questions of impulse buying behaviour can be seen.

Table 3.1 : Questions of Impulse Buying Behaviour

When I go shopping, I buy things that I had not intended.
I am person who makes unplanned purchases.
I avoid buying things that are not on my shopping list.
When I shop I tend to decide what I want to buy while I am looking around in a store.
I carefully plan most of my purchases.
Before I buy things, I make price research.
I manage my budget properly.

3.3.2 Impulse Buying Tendency

H1. Impulse buying tendency of a shopper is positively associated with impulse buying behaviour.

In the table below (Table 3.2), questions of impulse buying tendecy can be seen.

Table 3.2: Questions of Impulse Buying Tendency

It is fun to buy spontaneously.
I experience sudden urges to buy unplanned items.
When I see a new product, I can not resist myself to buy it.
I desire to buy products which are liked by other shoppers.
Fashion is indispensible for me.
I enjoy shopping alone.
Online advertisements increase my impulse purchases.
I have many products/stuffs as out of use in my house/office.

H2. Shopper's gender will influence impulse buying tendency.

H3. Shopper's age will influence impulse buying tendency and impulsive urge to buy.

3.3.3 Store Atmosphere

3.3.3.1 In-store music

H4. In-store music has a significant positive impact on the consumer impulse buying behaviour.

In the table below (Table 3.3), questions of in-store music variable can be seen.

Table 3.3: Questions of In-store Music

The existence of background music increases my well-being and comfort.
The sufficient volume of the background music makes me stay more time.
The adequate rhythm of the background music makes me comfortable.
Music in store motivates me to buy more.
I walk out of the store that has terrible music.
If I don't like the music outside of the stores, I tend to enter a store that I know.

3.3.3.2 In-store lighting

H5. In-store lighting has a significant positive impact on the consumer impulse buying behaviour.

In the table below (Table 3.4), questions of in-store lighting variable can be seen.

Table 3.4: Questions of In-store Lighting

The lighting of the store makes things more visible and attractive to me.
Good color of lighting attracts me towards products.
The lighting in the area of products allows me to evaluate the quality of the product.
A well-lit store influences my buying decision.
I purchasing instantaneously from a shop that is correctly lit (neither too bright nor dull).

3.3.3.3 In-store layout/assortment

H6. In-store layout has significant positive impact on the consumer impulse buying behaviour.

In the table below (Table 3.5), questions of in-store layout variable can be seen.

Table 3.5: Questions of In-store Layout/Assortment

The effective in-store layout/assortment makes me comfortable.
I prefer to shop at a store where it is easy to locate products/merchandise.
Display motivates me to look at the products more critically.
I tend to buy more when i come across attractive and impressive displays/layouts.
Attractive product displays stimulate me to buy.

3.3.3.4 Sales employee

H7. Sales employee has significant positive impact on the consumer impulse buying behaviour.

In the table below (Table 3.6), questions of sales employee can be seen.

Table 3.6: Questions of Sales Employee

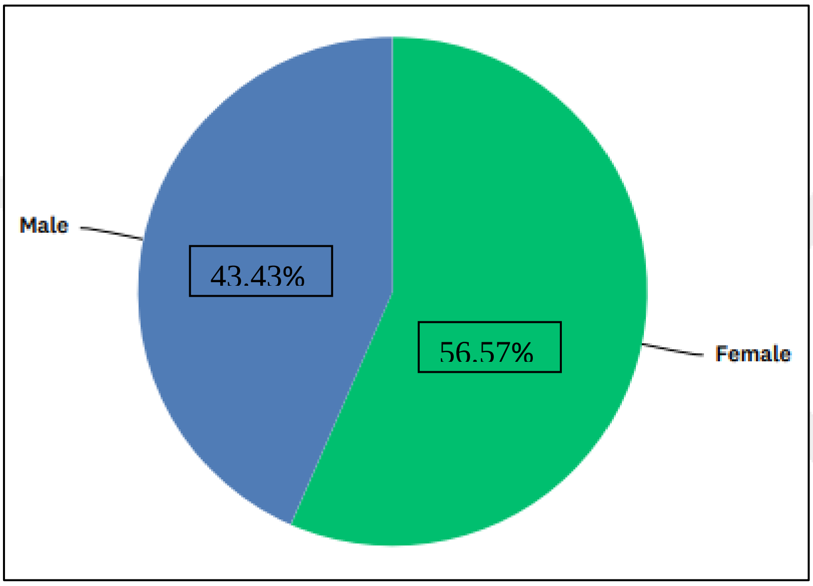
The store employees influence my buying decision.
Friendly and skilled staff often talks me into buying a product I didn't plan to buy.
Well-dressed and groomed employees will have influence on my buying decision.
I tend to purchase more in the stores with friendly employees.

4. RESULTS AND ANALYSIS OF THE RESEARCH

4.1 CHARACTERISTICS OF SAMPLE

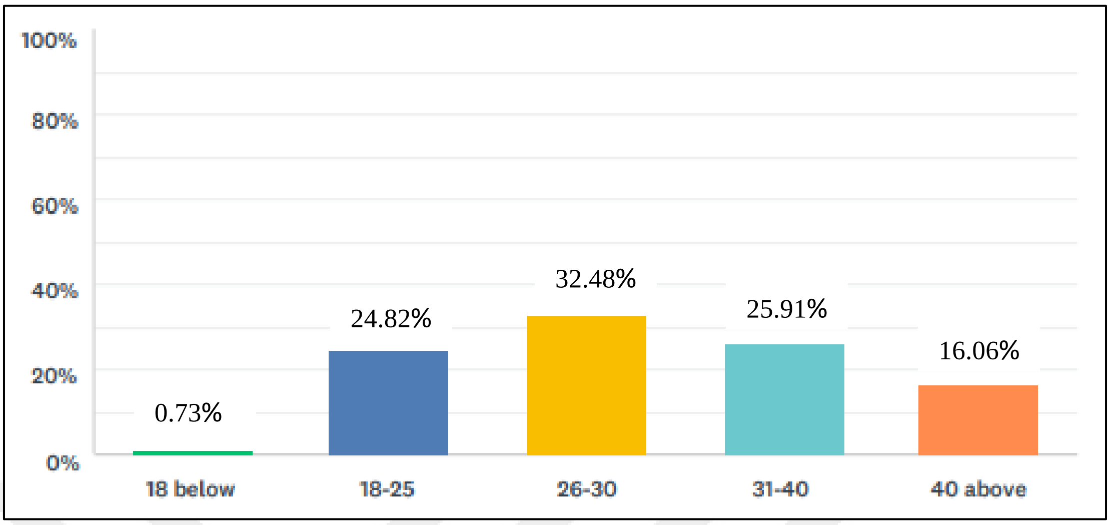
The figure below (Figure 4.1) gender distribution of the total 274 attendants can be seen. There are 155 females and 119 males for this reseach of the study

Figure 4.1. Gender distribution of respondents



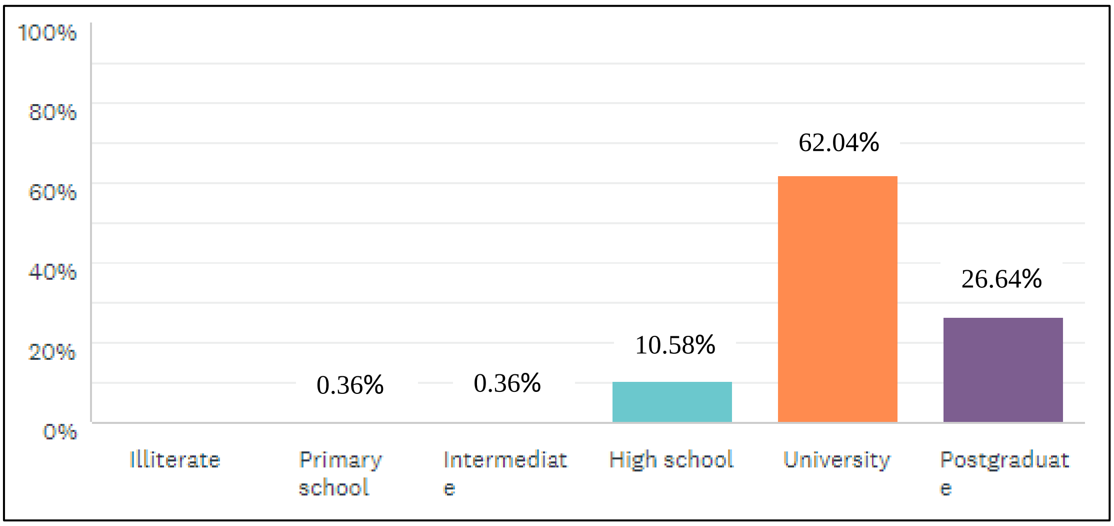
In the figure below (Figure 4.2) age distribution of respondents can be seen. The majority of respondents are 26-30 years old as 32.48 per cent, followed by the age group 31-40 as 25.91 per cent. 24.82 per cent of the respondents are belonging to 18-25 age group and 16.06 per cent of the respondents are over 40 years old. Respondents below 18 years old has the lowest participation as 0.73 per cent.

Figure 4.2. Age distribution of respondents



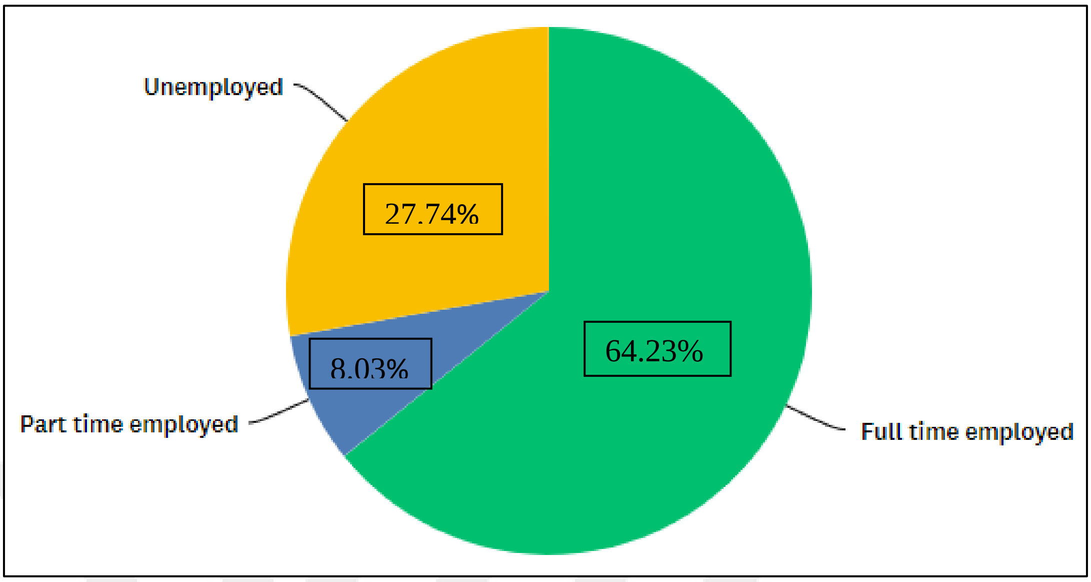
In the figure below (Figure 4.3) distribution of respondents' education levels can be seen. The majority of respondents have high education level that distribution of these are bachelor degree as 62.04 per cent and postgraduate degree as 26.64 per cent. Graduates from high school level is 10.58 per cent and graduates from both intermediate and primary school are 0.36 per cent. Research does not include illiterate participant.

Figure 4.3. Distribution of respondents' education levels



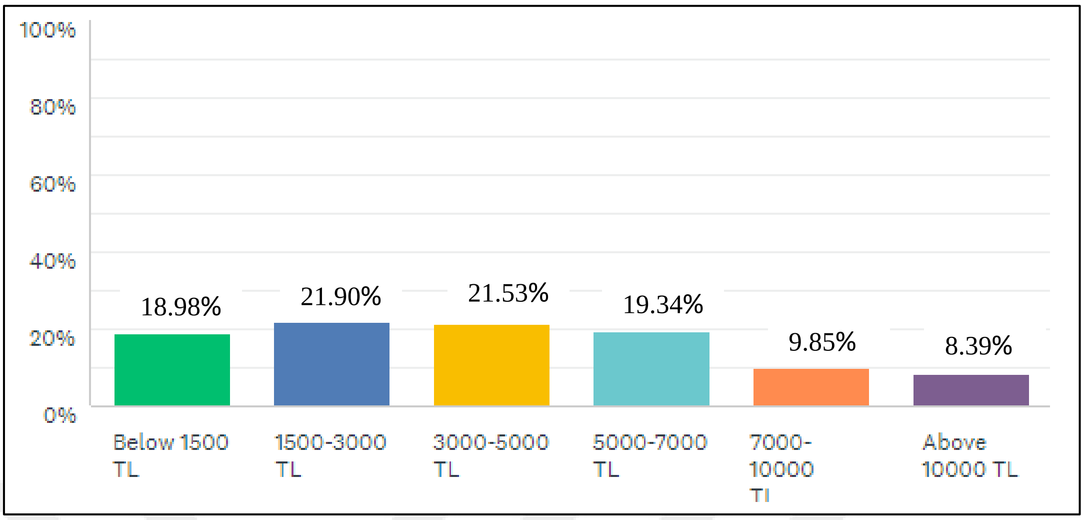
In the figure below (Figure 4.4), distribution of respondents' employment can be seen. The majority of respondents are working as full time employed with 64.23 per cent, unemployed respondents with 27.74 per cent and part time employed respondents with 8.03 per cent.

Figure 4.4. Employment distribution of respondents



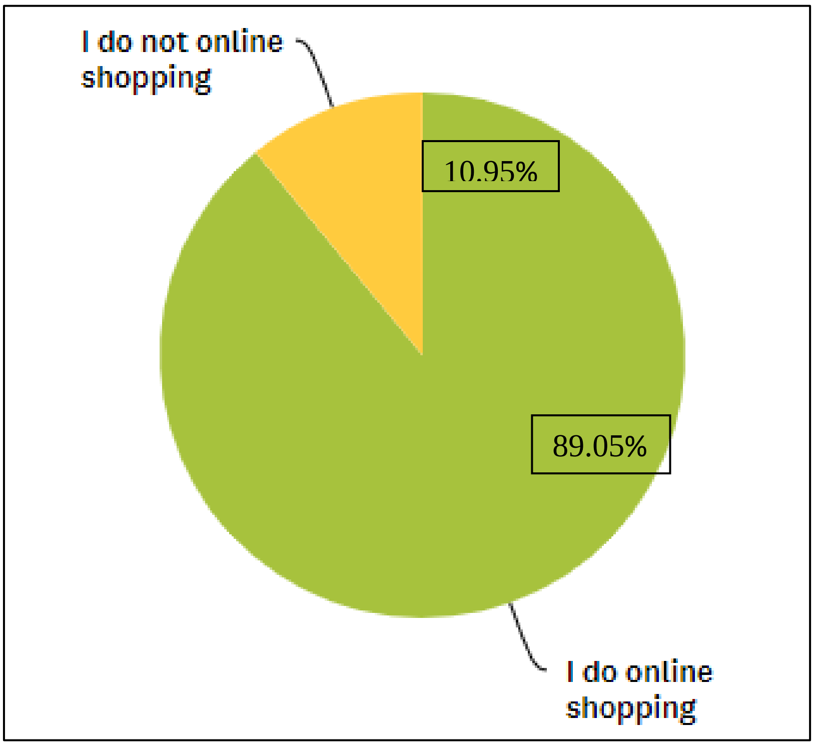
In the figure below (Figure 4.5) montly income distribution of respondents and the percentages of can be seen. The majority of the respondents have their monthly income in 1500-3000 TL (21.90 per cent) and 3000-5000 (21.53 per cent) TL groups. Then, income group of 5000-7000 TL has 19.34 per cent, income group of below 1500 TL has 18.98 per cent. Minor income groups are 7000-10000 TL (9.85 per cent) and above 10000 TL (8.39 per cent).

Figure 4.5. Monthly income distribution of respondents



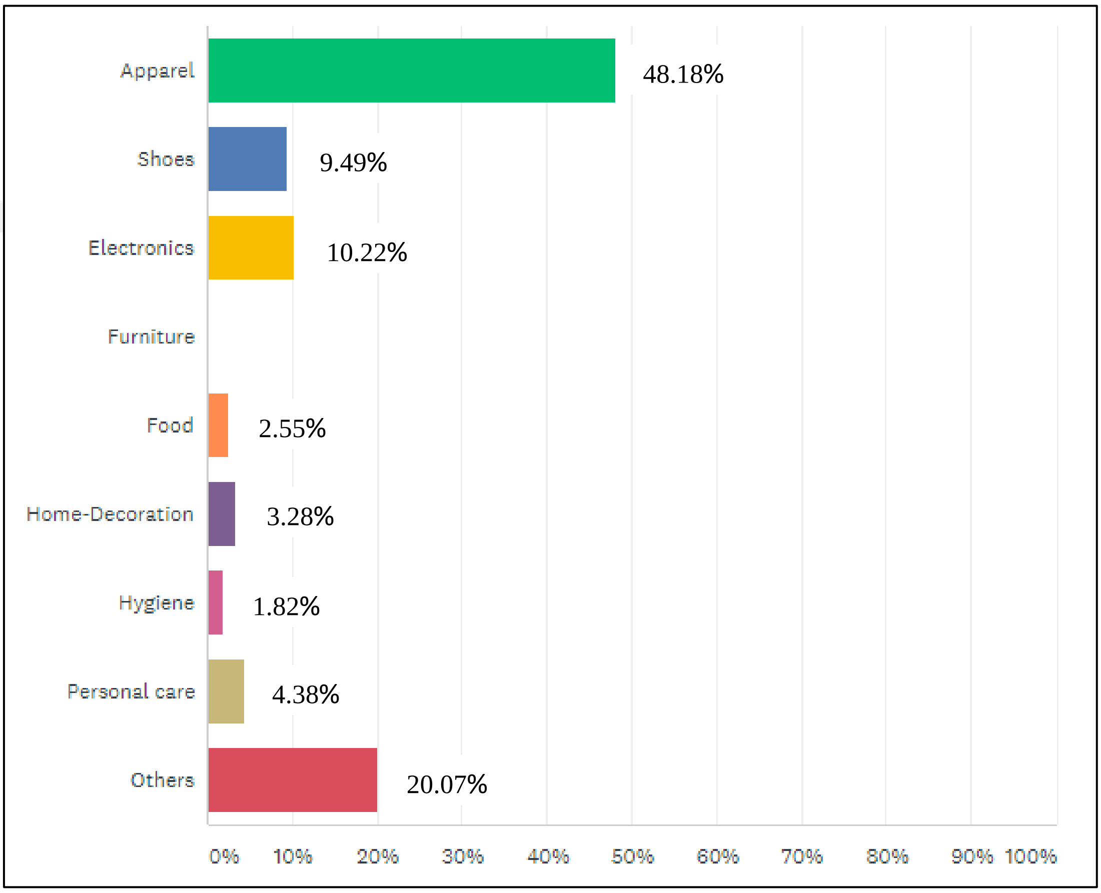
In the figure below (Figure 4.6) online shopping behaviours of respondents can be seen. The majority of respondents do online shopping as 89.05 per cent, wheares 10.95 per cent of respondents do not online shopping.

Figure 4.6. Distribution of online shopping behaviours of respondents



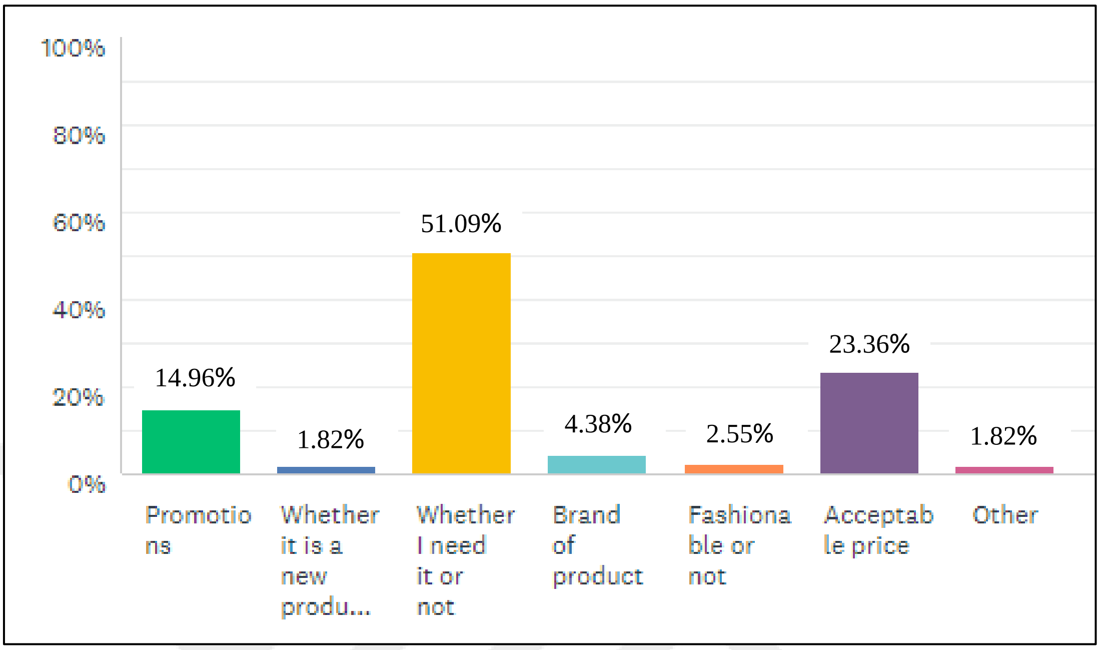
In the figure below (Figure 4.7), distribution of product groups which are most frequenly purchased with online shopping and the percentages of these purchases can be seen. It is seen that apparel are the most frequently purchased product group as with 48.18 per cent according to respondents.

Figure 4.7. Distribution of product groups purchased with online shopping mostly



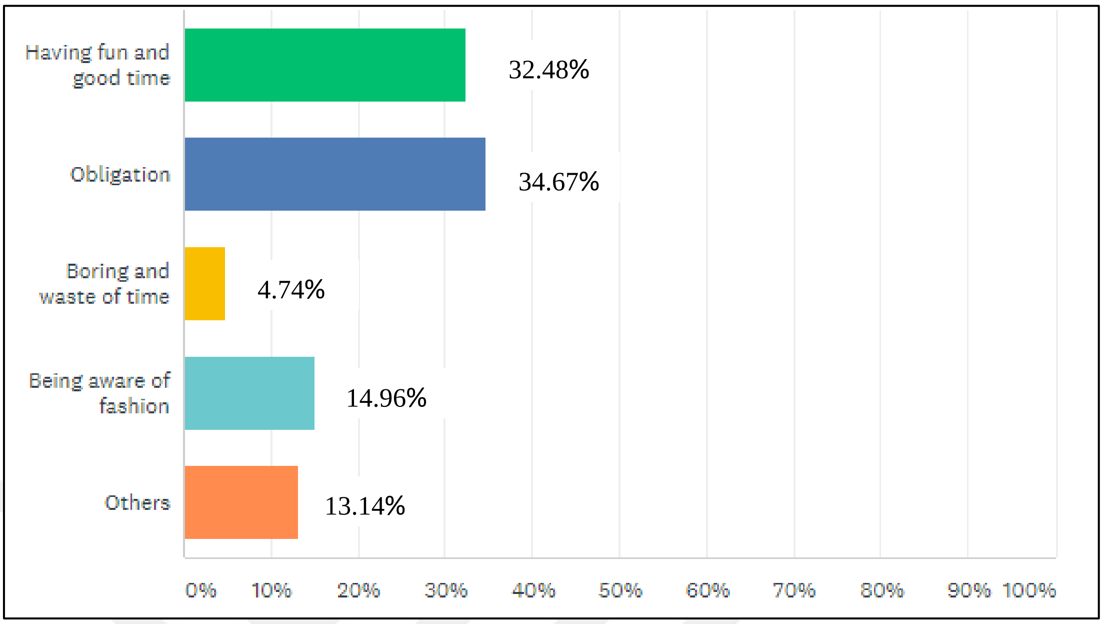
In the figure below (Figure 4.8), distribution of shopping attitudes of respondents in the case of buying a product can be seen. It is seen that whether it is needed or not for them is the most significant factor for respondents as with 51.09 per cent. Then, acceptable price (23.36 per cent), promotions (14.96 per cent), brand of product (4.38 per cent), fashionable or not (2.55 per cent) and lastly whether it is a new product or not and other factors (1.82 per cent) can be seen.

Figure 4.8. Distribution of shopping attitudes when respondents consider buying a product



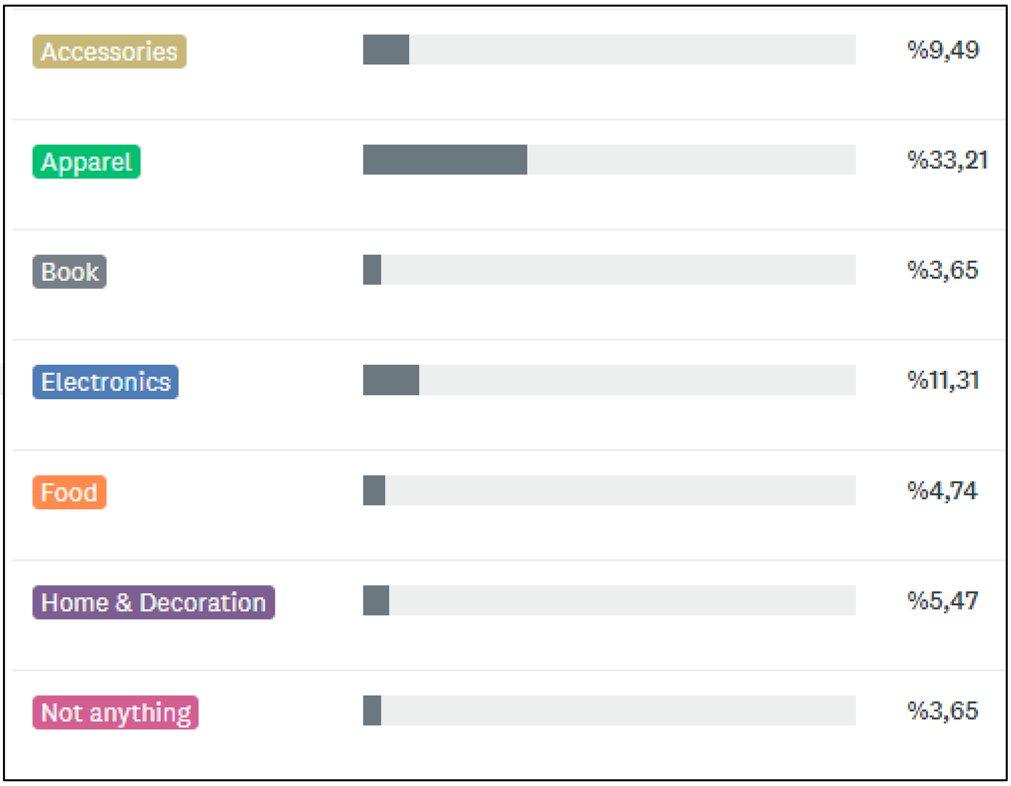
In the figure below (Figure 4.9), distribution of shopping definitions according to respondents can be seen. It is seen that respondents consider the definition of shopping mostly as having fun and good time (32.48 per cent) and obligation (34.67 per cent) approximately in same percentages. Then, ratios of being aware of fashion (14.96 per cent), other factors (13.14 per cent) and boring and waste of time (4.74 per cent) as seen below.

Figure 4.9. Distribution of shopping definition according to respondents



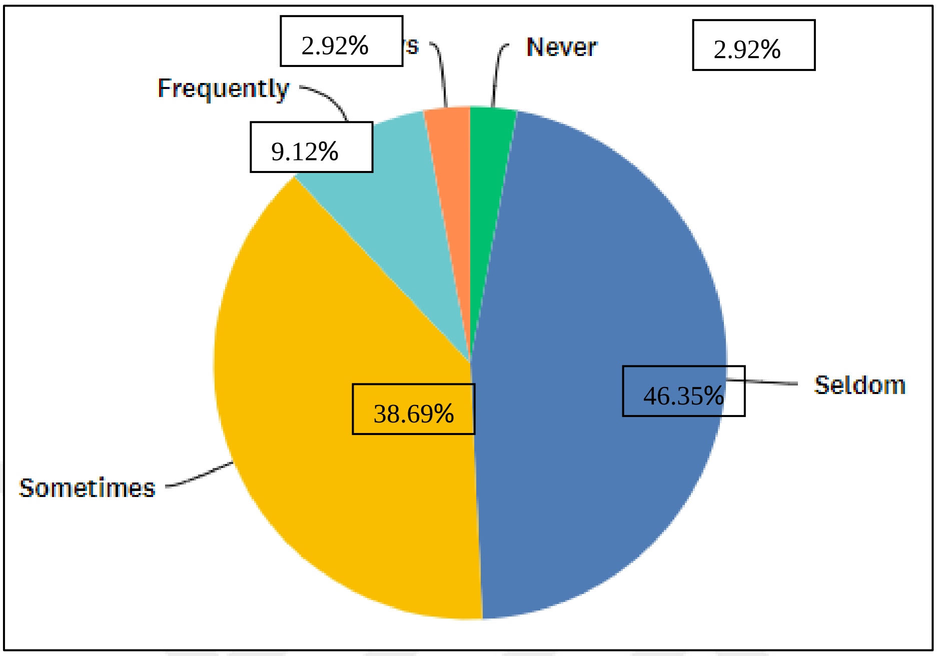
In the figure below (Figure 4.10), based on a open-ended question as ”What did you buy last as impulsively?”, distribution of product groups according to respondent’s last purchases impulsively can be seen. Apparel is the highest percentage for last impulsively purchased product group that has 33.21 per cent ratio. Shoes has 15.69 per cent ratio as secondly. All product groups and their ratios can be seen in below. Also there is an response group as nothing purchased impulsively that has 3.65 per cent.

Figure 4.10. Distribution of product groups according to respondent’s last impulsive purchases (open-ended responses)



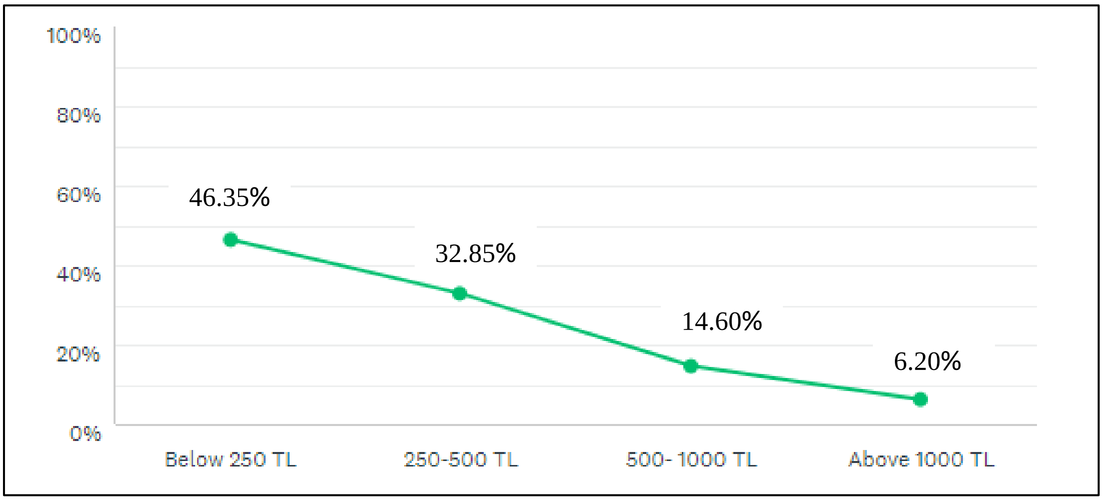
In the figure below (Figure 4.11) distribution of impulse buying frequencies of respondents can be seen. Based on the question of ”How often do you purchase impulsively?” Respondents answered this question as seldom (46.35 per cent), sometimes (38.69 per cent), frequently (9.12 per cent) and in same ratios always and never (2.92 per cent).

Figure 4.11. Distribution of impulse buying frequencies of respondents



In the figure below (Figure 4.12), distribution of respondents' average montly expenses of apparel purchases can be seen. Responses and ratios for average montly expenses of apparel purchases are below 250 TL (46.35 per cent), between 250-500 TL (32.85 per cent), between 500-1000 TL (14.60 per cent) and above 1000 TL (6.20 per cent).

Figure 4.12. Distribution of respondents' average montly expenses of apparel purchases



In the figure below (Figure 4.13), distribution of respondents' possible impulsively purchasable product groups can be seen. Based on the question of "What might be a product group you purchase impulsively?", given options as apparel, shoes, bag, cosmetics, electronics etc. This question allows to attendants to choice more than one option. Apparel product group has the highest possibility to purchased impulsively (55.47 per cent) according to respondents. Then book & magazine (39.42 per cent), shoes (37.96 per cent) and cosmetics (36.50 per cent) are the other higher options that might be purchased impulsively.

Figure 4.13. Distribution of respondents' possible impulsively purchasable product groups

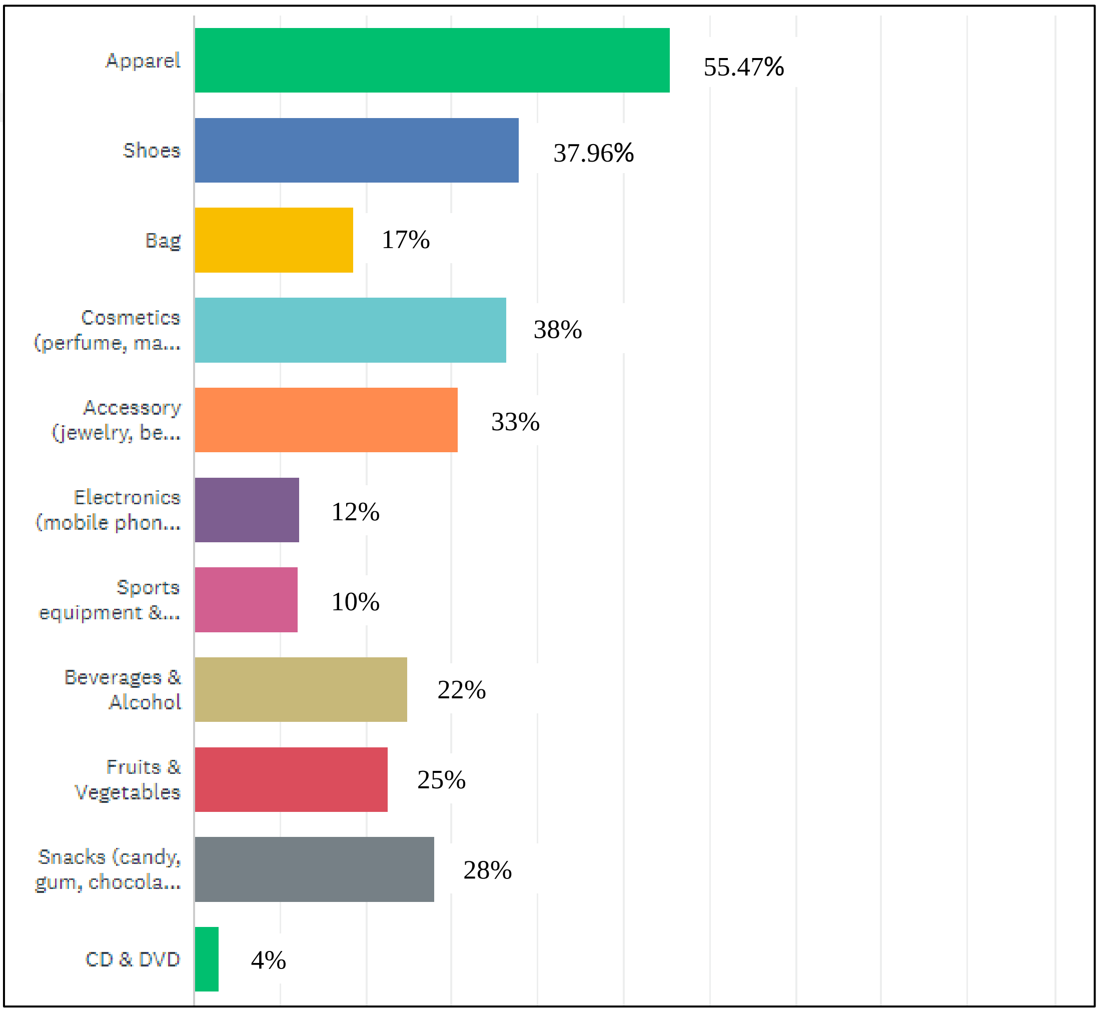
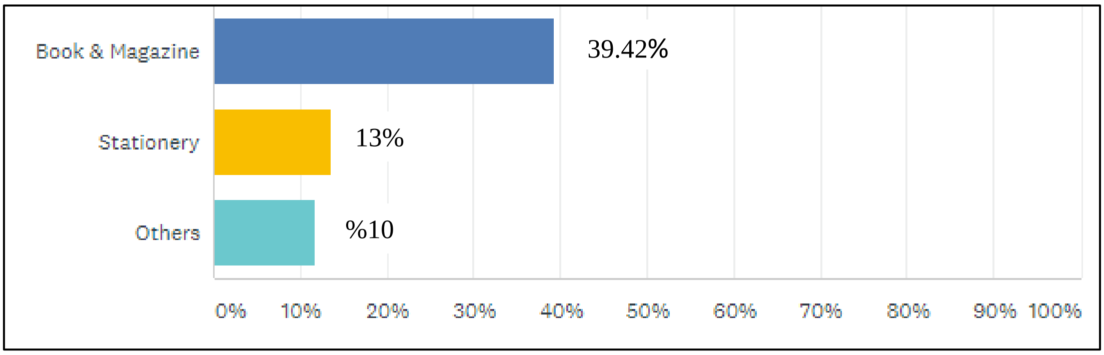


Figure 4.13. (cont'd) Distribution of respondents' possible impulsively purchasable product groups



4.2 RESULTS

For this study of research, 274 attendants participated to complete the survey. There were forty nine questions in total; five questions to obtain demographic characteristics of respondents such as age, gender, education level, working status and montly income; nine questions to obtain shopping attitudes and behaviours of respondents. Following questions were asked as five-likert scale questions that these are seven questions to test impulse buying behaviour of respondents; eight questions to test impulse buying tendency of respondents; six questions to test effect of in-store music on impulse buying behaviour; five questions to test effect of in-store lighting on impulse buying behaviour; five questions to test effect of in-store layout on impulse buying behaviour and as final four questions to test effect of sales employee on impulse buying behaviour. Survey was designed as questions as compulsory, no loss of data exist.

Analyses were performed with the usage of Statistical Package for the Social Sciences (SPSS). Firstly, in order to test reliability of the survey, reliability analysis was performed. Cronbach's Alpha value were obtained as 0,867 that demonstrate the factors were reliable. Than, Hotelling's T-Squared test was applied to analyze homogenity of the scale that value of significance was obtained as (p = 0,000). This result indicated characteristics of scale was unique from the side of questions which showed sufficient homogenity. The test of Intraclass Correlation Coefficient was performed, the value of significance was obtained as (p = 0,000) which proved the validity and credibility of the scale with regard to ordering and structural characteristics of questions in the scale. Both the significance values of Single Measures and Average Measures were (p = 0,000) which showed the consistency and validity of the scale. In Descriptive Statistical Analsis, scale was tested in terms of mean and standard deviation. Mean values of scale were interpretated as category of participation. These are mean between 1.00-1.49 = Totally Disagree (TD), mean between 1.50-2.49 = Disagree (D), mean between 2.50-3.49 = Neutral (N), mean between 3.50-4.49 = Agree (A), mean between 4.50-5.00 = Totally Agree (TA). Based on this interpretation, in table below (Table 4.1) values of scales and their category of participations were demonstrated. In accordance with these categories of scale, there were ten of participants responded as Agree, twenty of them responded as Neutral, four of them responded as Disagree. There were not any responses as Totally Agree and Totally Disagree. It was seen that factors from in-store layout has the highest mean values with four Agree responses, on the other hand, factors from impulse buying tendency has the lowest mean values with two Disagree responses.

Table 4.1: **Scale of the Mean and Standard Deviation Values**

Impulse Buying Behaviour	**Mean**	**Standard Deviation**	**Category of Participation**
15)When I go shopping, I buy things that I had not intended.	2,989	1,153	N
16)I am person who makes unplanned purchases.	2,591	1,113	N
17)I avoid buying things that are not on my shopping list.	2,741	1,035	N
20)When I shop I tend to decide what I want to buy while I am looking around in a store.	3,536	1,031	A
21)I carefully plan most of my purchases.	2,514	0,957	N
22)Before I buy things, I make price research.	2,255	1,072	D
24)I manage my budget properly	2,543	1,030	N
Impulse Buying Tendency	**Mean**	**Standard Deviation**	**Category of Participation**
18)I experience sudden urges to buy unplanned items.	3,310	1,070	A
19)It is fun to buy spontaneously.	3,489	1,009	N
23)I have many products/stuffs as out of use in my house/office.	2,927	1,100	N
25)Online advertisements increase my impulse purchases.	2,536	1,142	N
26)I desire to buy products which are liked by other shoppers.	2,660	1,071	N
27)When I see a new product, I can not resist myself to buy it.	2,178	0,949	D
28)Fashion is indispensible for me.	2,244	1,052	D
29)I enjoy shopping alone.	3,156	1,116	N
In-store Music			
30)The existence of back ground music increases my well-being and comfort.	3,489	1,042	N
31)The sufficient volume of the back ground music makes me stay more time.	3,251	1,102	N
32)The adequate rhythm of the back ground music makes me	3,547	1,055	A

comfortable.			
33)Music in store motivates me to buy more.	2,470	0,994	D
34)I walk out of the store that has terrible music.	3,098	1,207	N
35)If there is a unfavored music is playing in outside, I tend to enter a store familiar for me.	2,766	1,063	N
In-store Lighting			
36)The lighting of the store makes things more visible and attractive to me.	3,857	0,896	A
37)Good color of lighting attracts me towards products.	3,762	0,978	A
38)The lighting in the area of products allows me to evaluate the quality of the product.	3,722	0,973	
39)A well-lit store influences my buying decision.	3,412	1,052	N
40)I purchasing instantaneously from a shop that is correctly lit (neither too bright nor dull)	2,872	0,976	N
In-store Layout			
41)The effective in-store layout/assortment makes me comfortable.	3,996	0,827	A
42)I prefer to shop at a store where it is easy to locate products/merchandise.	4,226	0,689	A
43)Display motivates me to look at the products more critically.	4,102	0,729	A
44)I tend to buy more when i come across attractive and impressive displays/layouts.	3,642	0,999	A
45)Attractive product displays stimulate me to buy.	3,474	1,041	N
Sales Employee			
46)The store employees influence my buying decision.	3,328	1,168	N
47)Friendly and skilled staff often talks me into buying a product I didn't plan to buy.	3,204	1,193	N
48)Well-dressed and groomed employees will have influence on my buying decision.	3,222	1,178	N
49)I tend to purchase more in the stores with friendly employees.	3,638	1,088	A

To test scale dimensionality and validation, factor analysis was applied. Implemented the test of Kaiser-Meyer-Olkin Measure of Sampling Adequacy of the factor test was obtained as 0,826 and the Bartlett's Test of Sphericity significance was (p = 0,000). Obtained these outcomes demonstrate that size of sample is to apply factor analysis. Items’ communalities are acquired as higher than 0,50. Following these results of tests, Rotated Component Matrix has been carried out. Based on these acquired results, some of items are eliminated which can be seen Table 4.2. The underlying the reason behind for eliminations is that they were loaded to more than one factors in the scale.

Table 4.2: **Eliminated List of Items**

Impulse Buying Behaviour
16)I am person who makes unplanned purchases.
20)When I shop I tend to decide what I want to buy while I am looking around in a store.
Impulse Buying Tendency
29)I enjoy shopping alone.
In-store Music
35)If there is a unfavored music is playing in outside, I tend to enter a store familiar for me.
In-store Lighting
40)I purchasing instantaneously from a shop that is correctly lit (neither too bright nor dull)
In-store Layout
44)I tend to buy more when i come across attractive and impressive displays/layouts.

After the elimination of six items, factor analysis has been performed again. The items of factor loading values can be seen in Table 4.3.

Table 4.3: Factor Loadings Values of the Items

Impulse Buying Behaviour	**Factor Loading**
15)When I go shopping, I buy things that I had not intended.	0,539
17)I avoid buying things that are not on my shopping list.	0,731
21)I carefully plan most of my purchases.	0,799
22)Before I buy things, I make price research.	0,429
24)I manage my budget properly	0,597
Impulse Buying Tendency	
18)I experience sudden urges to buy unplanned items.	0,564
19)It is fun to buy spontaneously.	0,550
23)I have many products/stuffs as out of use in my house/office.	0,443
25)Online advertisements increase my impulse purchases.	0,390
26)I desire to buy products which are liked by other shoppers.	0,670
27)When I see a new product, I can not resist myself to buy it.	0,757
28)Fashion is indispensible for me.	0,744
In-store Music	
30)The existence of back ground music increases my well-being and comfort.	0,819
31)The sufficient volume of the back ground music makes me stay more time.	0,777
32)The adequate rhythm of the back ground music makes me comfortable.	0,810
33)Music in store motivates me to buy more.	0,452
34)I walk out of the store that has terrible music.	0,464
In-store Lighting	

36)The lighting of the store makes things more visible and attractive to me.	0,749
37)Good color of lighting attracts me towards products.	0,770
38)The lighting in the area of products allows me to evaluate the quality of the product.	0,824
39)A well-lit store influences my buying decision.	0,815
In-store Layout	
41)The effective in-store layout/assortment makes me comfortable.	0,715
42)I prefer to shop at a store where it is easy to locate products/merchandise.	0,749
43)Display motivates me to look at the products more critically.	0,684
45)Attractive product displays stimulate me to buy.	0,460
Sales Employee	
46)The store employees influence my buying decision.	0,811
47)Friendly and skilled staff often talks me into buying a product I didn't plan to buy.	0,813
48)Well-dressed and groomed employees will have influence on my buying decision.	0,705
49)I tend to purchase more in the stores with friendly employees.	0,784

After the factor analysis, to be able to perform other tests, mean values of each factor group as impulse buying behaviour, impulse buying tendency, in-store music, in-store layout and sales employee were calculated. After obtaining the mean values of these factor groups, reliability test was applied for each factor groups. Reliability results of each group can be seen in Table 4.4. All of the factors have Cronbach's Alpha values were more than 0,7 which indicates that the factors were reliable. The reliability scores are between 0,733 and 0,846 and this means that the results are quite satisfactory.

Table 4.4: Reliability Result of Each Factor

	Cronbach's Alpha Values
Impulse Buying Behaviour	0,733
Impulse Buying Tendency	0,733
In-store Music	0,771
In-store Lighting	0,846
In-store Layout	0,754
Sales Employee	0,827

To test the linear relationship between factors, correlation analysis has been performed on the scale that results can be seen in Table 4.5. The minimum correlation was between impulse buying behaviour and in-store lighting at 0,005 level. The maximum correlation was between impulse buying behaviour and impulse buying tendency at 0,448 level. There is a stronger relationship between impulse buying behaviour and impulse buying tendency compared to the others.

Table 4.5: Results of Correlations

	Impulse Buying Behaviour	**Impulse Buying Tendency**	**In-store Music**	**In-store Lighting**	**In-store Layout**	**Sales Employee**
Impulse Buying Behaviour	1	,448(**)	0,048	0,005	0,021	0,051
Impulse Buying Tendency		1	,330(**)	,184(**)	,215(**)	,341(**)
In-store Music			1	,387(**)	,311(**)	,322(**)
In-store Lighting				1	,429(**)	,356(**)
In-store Layout					1	,320(**)
Sales Employee						1

Following ot these analyses, regression analysis has been applied. To be able to carry out this test, impulse buying behavior has been regarded as dependent variable and all of the other factors as independent variable. As a consequence of this analysis, it is conferred that only factor of impulse buying tendency is affecting impulse buying behavior because it is the only factor that have its p value less than (p = 0,05). The results can be seen in Table 4.6.

Table 4.6: All Factors' Regression Analysis Results for Impulse Buying Behavior

Coefficients(a)

Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std.Error**	**Beta**		
1 (Constant)	1,725	,277		6,232	,000
Impulse buying tendency	,544	,063	,512	8,626	,000
In-store music	-,073	,057	-,079	-1,281	,201
In-store lighting	-,011	,056	-,013	-,191	,849
In-store layout	-,035	,074	-,031	-,476	,634
Sales employee	-,062	,046	-,084	-1,361	,175

Dependent Variable: Impulse Buying Behaviour

According to this tables, impulse buying tendency has direct positive impact on impulse buying behavior; H1 is supported. On the other hand H4, H5, H6 and H7 are rejected because significance values of in-store music, in-store lighting, in-store layout and sales employee were higher than (p = 0,05) that means these factors do not have any significance impact on impulse buying behavior.

After these analyses, to test the effect of gender and age on impulse buying tendency, independent sample t-test for factor of gender and one way anova test for factor of age were performed. Firstly, Independent Sample t-test was tested for factor of gender was tested that results can be seen in Table 4.7 and Table 4.8.

Table 4.7: Independent Sample T-test of Gender Factor-1

	Gender	**N**	**Mean**	**Std. Deviation**
Impulse Buying Tendency	Female	155	2,813	,0547
	Male	119	2,70	0,056

Table 4.8: Independent Sample T-test of Gender Factor-2

		Levene's Test for Equality of Variances				
		F	**Sig.**	**t**	**df**	**Sig.(2-tailed)**
Impulse Buying Tendency	Equal variances assumed	1,445	,230	1,417	272	,158
	Equal variances not assumed			1,435	264,555	,152

According to Table 4.8, p value is higher than 0,05 (p = 0,158) that means there is no significant difference between impulse buying tendencies of females and males. Even mean value of female is greater than mean value of male, it is accepted as two gender groups are not significantly different. Therefore, H2 is rejected.

As finally, to test effect of age on impulse buying tendency, One-way Anova test was implemented that results can be seen in Table 4.9.

Table 4.9: Descriptive Results of One-way Anova Test

Age	N	Mean	Std. Deviation
Below 18	2	2,786	,303
18-25	67	2,859	,605
26-30	90	2,754	,696
31-40	71	2,754	,613
Above 40	44	2,656	,723
Total	274	2,764	,655

According to One-way Anova test results, significance value of homogeneity of variance is greater (p = 0,252) than p value (p = 0,05) that means variance is accepted as homogenous. Than, table of Anova results were analyzed that these results can be seen in Table 4.10.

Table 4.10: One-way Anova Test Results for Age Factor

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1,142	4	,286	,661	,620
Within Groups	116,288	269	,432		
Total	117,430	273			

Obtained significance value (p = 0,620) is higher than p value (p = 0,05) that means there is no significant difference between impulse buying tendencies of age groups. It is accepted as age groups are not significantly different and, therefore, H3 is rejected.

The results of the hypotheses are shown in Table 4.11

Table 4.11: Summary of Conceptual Diagram Model and Hypotheses

Hypotheses	**Results**
H1. Impulse buying tendency of shopper is positively associated with impulse buying behaviour.	**Accepted**
H2. Shopper's gender will influence impulse buying tendency.	**Rejected**
H3. Shopper's age will influence impulse buying tendency.	**Rejected**
H4. In-store music has a significant positive impact on the consumer impulse buying behaviour.	**Rejected**
H5. In-store lighting has a significant positive impact on the consumer impulse buying behaviour.	**Rejected**
H6. In-store layout has significant positive impact on the consumer impulse buying behaviour.	**Rejected**
H7. Sales employee has significant positive impact on the consumer impulse buying behaviour.	**Rejected**

As summary, relationship between impulse buying behavior, impulse buying tendency and store atmosphere as well as effect of gender on impulse buying tendency have been investigated. The intended customer group of this research was the consumers who conduct shopping from apparel retailers. Consequently, it was inferred that the most powerful determinants of impulse buying behavior is the consumers' impulse buying tendency.

5. CONCLUSION OF THE STUDY

5.1 CONCLUSION

The outcomes demonstrate that favorable relationship exists between impulse buying behavior and impulse buying tendency. Therefore, it can be apprised that impulse buying behavior is likely to happen if consumers have tendency to buy on impulse rather than affected from store atmosphere. It is convenient for saying that respondents who attended the survey designate the impulse buying process according to their tendencies. It is expected that as driver of impulsive buying behaviour is impulsive buying tendency. This result is compatible according to Beatty and Ferrel (1998), who stated that if consumer has high scoring on impulsive buying tendency, they express more urges to buy that concluded with impulse purchase. Furthermore, from the side of effect of gender on impulse buying tendency, it is concluded that there is no significant difference between females and males. Obtained this outcome is cohererent with statements from Verplanken and Herabadi (2001) which is impulse buying tendency is not associated with gender. Also, according to Kollat and Willet (1967), difference between impulse buying tendency is not associated with gender, but by the overall frequency of purchasing. If men and women perform the same number of purchases, the difference would disappear. Moreover, it is evaluated as the effect of age on impulse buying tendency do not show significant difference between age groups. This result is not expected as various studies indicate that impulse buying tendency is related with age factor (Wood, 1998). Based on these researches, younger individuals are found to have higher impulsive buying tendencies compared to older individuals (Verplanken and Herabadi, 2001). In contrast, outcome for age factor of the study with no siginificant difference observed is conflicted with these statements.

Lastly, effect of store atmosphere variables do not make any significant difference on impulse buying behaviours of consumers. It is concluded that according to obtained results, variables of store atmosphere as in-store music, in-store lighting, in-store layout/assortment and sales employee do not impact on impulse buying behavior. These are not expected results for the study that many researches point out the effect of store atmosphere on impulse buying behaviour. This outcome may be obtained due to possible high percentage of utalitarian respondents who attended the survey that compatible with the statement of store atmosphere has little effect on impulsive buying behaviour for utalitarian shoppers (Ding & Lin, 2012).

Consequently, the research study has proposed certain factors to examine and clarify the impulse buying behavior of consumers. It is obtained that distinctive determinants of impulse buying behavior is substantially restricted than the adopted and proposed model.

5.2 LIMITS OF THE STUDY AND RECOMMENDATIONS

This research of study has certain limits like most of the other studies. Firstly, the survey possesses restricted range of respondents because of nonavailability of time. Also, the method of spreading of the survey was only by online networks among group of friends and their networks, therefore obtained outcomes could have been influenced by selection bias. For future studies, alternative methods of scales like observation of behaviours of customers while they are making shopping as well as personal interviews could be carried out to justify while intensifying the proposed model. In additionally, for following studies, researchers who study on may be attentive from the side of understanding of respondents for definition of impulse buying and consider which behaviours belong to this shopping experience. Therefore, conducting a study about impulse buying behavior for different types of products to analyze different dimensions of behaviours might be approppriate. Further researches might also investigate the online impulse buying behavior. It is compatible with this study's result of online shopping level as 89.05 per cent, behaviour of online shopping is extensive among shoppers while new shopping websites are emerging with price comparisons offerings and several discounts.

5.3 MANAGERIAL SUGGESTIONS

Impulse buying is an marketing issue requiring deep undertanding from marketers to be successful in marketing world. In the highly competitive markets, retailers allocate large amounts of budgets on marketing activities that effort of these strategies is not only capturing the rational purchases by customers, but also encouraging to rapid decisions through individualistic desires for possessing the things in a manner of impulsive buying. Impulse buying is a widespread fact around the world, according to study of POPAI (2012) results, 76 per cent of all shopping decisions are made in the stores as unplanned. Babin and Attaway (2000) pointed out that in the case of each customer purchases an extra thing as impulsively, sales profibility would rise by more than 40 per cent. According to the results of model proposed, impulse buying tendency is an important factor for the impulse buying behavior and must be focused on by the marketers. Therefore, companies might focus on the strategies which are drivers to reveal shoppers' tendencies to buy impulsively. These strategies might be attractive point of purchase points and packaging of products as well as other tools are in-store displays, advertisements and sales promotions. Moreover, from the side of customer behaviours, impulse buying tendency considered as individualistic trait that might be targeted with other shopping settings such as internet advertisements and social media influencers. As finally, impulse buying tendency requires to be examined and investigated in multiple multiple shopping environments.

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APPENDICES

Appendix A: The questionnaire

1. Age

   ☐ Below 18 ☐ 18-25 ☐ 26-30 ☐ 31-40 ☐ Above 40

2. Gender

   ☐ Female ☐ Male

3. What is your education level based on the latest education institution that you have been enrolled

   ☐Illiterate ☐Primary school ☐Intermediate ☐High school
   ☐University ☐Postgraduate

4. Working status

   ☐ Full time ☐ Part time ☐ Not working

5. Income level

   ☐ Less than 1500 TL ☐ 1500-3000 TL ☐ 3000-5000 TL ☐ 5000-7000 TL
   ☐ 7000-10000 ☐ More than 10000

6. Do you do online shopping

   ☐ Yes ☐ No

7. What is the frequency of your online shopping

   ☐ Everyday ☐ Once a week ☐ A few times in a week ☐ Once a month
   ☐ A few times in a month ☐ Not regularly ☐ If there is a promotion for me ☐ Other

8. What are the products that you mostly buy in online shopping (Please choose the one)

   ☐ Apparel ☐ Shoes ☐ Electronics ☐ Furniture ☐ Food ☐ Home/Decoration

☐Hygiene ☐ Personal care ☐ Other

9. When I buy a product/service, it is important for me…

   ☐ Promotions
   ☐ Whether it is a new product or not
   ☐ Whether it is needed or not
   ☐ Brand
   ☐ Fashionable or not
   ☐ Acceptable price
   ☐ Other

10. Definition of shopping for me…

    ☐ Having fun and good time

    ☐ Obligation

    ☐ Boring and waste of time

    ☐ Being aware of fashion

    ☐ Other

11. What was the products that you buy last on impulse (unplanned, not being on your shopping list)

12. How often do you engage in impulse buying (i.e. purchasing something that is not on your shopping list)

    ☐ Never ☐ Seldom ☐ Sometimes ☐ Frequently ☐ Always

13. What is the average that you spend on convenience products in a given month?

    ☐ Less than 250 TL ☐ 250-500 TL ☐ 500- 1000 TL ☐ More than 1000 TL

14. What are the products that you buy/ could buy on impulse (unplanned, not being on your shopping list) You may choose more than one.

☐ Apparel ☐ Shoes ☐ Bags ☐ Cosmetics (perfumes, make-up etc.)
☐ Accessories (jewelry, belt, tie etc...) ☐ Electronic devices (mobile phones, cameras, laptop/notebook etc…) ☐ Sports equipment ☐ Beverages
☐ Fruits & Vegetables ☐ Snacks (candy, gum, chocolate etc…) ☐ CD/DVD
☐ Books & Magazines ☐ Stationeries ☐ Other

Please indicate the degree to which the following statements describe your shopping behavior.

15. When I go shopping, I buy things that I had not intended.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

16. I am person who makes unplanned purchases.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

17. I avoid buying things that are not on my shopping list.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

18. I experience sudden urges to buy unplanned items.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

19. It is fun to buy spontaneously.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

20. When I shop I tend to decide what I want to buy while I am looking around in a store.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

21. I carefully plan most of my purchases.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

22. Before I buy things, I make price research.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

23. I have many products/stuffs as out of use in my house/office.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

24. I manage my budget properly.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

25. Online advertisements increase my impulse purchases.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

26. I desire to buy products which are liked by other shoppers.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

27. When I see a new product, I can not resist myself to buy it.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

28. Fashion is indispensible for me.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

29. I enjoy shopping alone.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

30. The existence of background music increases my well-being and comfort.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

31. The sufficient volume of the background music makes me stay more time.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

32. The adequate rhythm of the background music makes me comfortable.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

33. Music in store motivates me to buy more.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

34. I walk out of the store that has terrible music.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

35. If I don’t like the music outside of the stores, I tend to enter a store that I know.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

36. The lighting of the store makes things more visible and attractive to me.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

37. Good color of lighting attracts me towards products.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

38. The lighting in the area of products allows me to evaluate the quality of the product.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

39. A well-lit store influences my buying decision.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

40. I purchasing instantaneously from a shop that is correctly lit. (neither too bright nor dull)

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

41. The effective in-store layout/assortment makes me comfortable.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

42. I prefer to shop at a store where it is easy to locate products/merchandise.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

43. Display motivates me to look at the products more critically.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

44. I tend to buy more when i come across attractive and impressive displays/layouts.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

45. Attractive product displays stimulate me to buy.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

46. The store employees influence my buying decision.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

47. Friendly and skilled staff often talks me into buying a product I didn't plan to buy.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

48. Well-dressed and groomed employees will have influence on my buying decision.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

49. I tend to purchase more in the stores with friendly employees.

☐ Totally agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Totally disagree

Appendix B: Empirical support for the items in the questionnaire

Impulse Buying Behaviour	**Empirical Support**
When I go shopping, I buy things that I had not intended. I am person who makes unplanned purchases. I avoid buying things that are not on my shopping list.	Weun et. al, 1998
When I shop I tend to decide what I want to buy while I am looking around in a store.	Han et. al, 1991
I carefully plan most of my purchases.	Rook & Fisher, 1995
Before I buy things, I make price research. I manage my budget properly.	Hussain & Ali, 2015
Impulse Buying Tendency	
I experience sudden urges to buy unplanned items.	Beatty & Ferrell, 1998
It is fun to buy spontaneously.	Weun et. al, 1998
I have many products/stuffs as out of use in my house/office. Online advertisements increase my impulse purchases. I desire to buy products which are liked by other shoppers. When I see a new product, I can not resist myself to buy it. Fashion is indispensible for me. I enjoy shopping alone.	Hussain & Ali, 2015
In-store Music	
The existence of background music increases my well-being and comfort. The sufficient volume of the background music makes me stay more time. The adequate rhythm of the background music makes me comfortable. Music in store motivates me to buy more.	Hussain & Ali, 2015
I walk out of the store that has terrible music.	Mohan et. al, 2012
If I don’t like the music outside of the stores, I tend to enter a store that I know.	Hussain & Ali, 2015

In-store Lighting	**Empirical Support**
The lighting of the store makes things more visible and attractive to me. Good color of lighting attracts me towards products. The lighting in the area of products allows me to evaluate the quality of the product.	Hussain & Ali, 2015
A well-lit store influences my buying decision. I purchasing instantaneously from a shop that is correctly lit (neither too bright nor dull).	Mohan et. al, 2012
In-store Layout/Assortment	
The effective in-store layout/assortment makes me comfortable. Display motivates me to look at the products more critically. I tend to buy more when i come across attractive and impressive displays/layouts.	Hussain & Ali, 2015
I prefer to shop at a store where it is easy to locate products/merchandise. Attractive product displays stimulate me to buy.	Mohan et. al, 2013
Sales Employee	
The store employees influence my buying decision. Well-dressed and groomed employees will have influence on my buying decision. I tend to purchase more in the stores with friendly employees.	Mohan et. al, 2012
Friendly and skilled staff often talks me into buying a product I didn't plan to buy.	Mihic & Kursan, 2010

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