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## STIMULATING FACTORS OF IMPULSE BUYING BEHAVIOR: A LITERATURE REVIEW

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### Abstract

Consumers buy products not only because of need to them but also because of sudden urge to buy them. The impulse buying have been investigated by consumer behavior researchers and marketing academicians more than a half century. The aim of this study is to present a detailed literature review of the impulse buying behavior by analyzing the various researches in the field of consumer behavior. Development of impulse purchasing concept, process of consumer's impulse purchasing behavior, various factors that have an effect on impulse purchasing and the relationship between impulse buying and retailing are discussed in this paper. This study will be useful for retailing researchers and practitioners towards comprehensive insight of the shopper's impulsiveness in theoretical framework. The content analysis of the various researches about impulse buying behavior may be guide to understanding the basic characteristics of impulse purchasing for future researchers by explaining the different factors influencing impulse buying.

**Keywords:** impulse buying, factors of impulse purchase, consumer behavior

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## **İÇGÜDÜSEL SATIN ALMA DAVRANIŞLARINI TETİKLEYİCİ FAKTÖRLER: BİR LİTERATÜR TARAMASI**

### **Öz**

Tüketiciler ürünleri sadece onlara olan ihtiyaçlarında değil aynı zamanda anlık dürtü ile de satın almaktadırlar. İçgüdüsel satın alma davranışı, tüketici davranışları araştırmacılar ve pazarlama akademisyenleri tarafından yarım yüzyıldan fazladır incelenmektedir. Bu çalışmanın amacı, tüketici davranışları alanındaki çeşitli çalışmaları inceleyerek içgüdüsel satın alma ile ilgili detaylı bir literatür taraması ortaya koymaktır. İçgüdüsel satın alma kavramının gelişimi, tüketici içgüdüsel satın alma davranış süreci, içgüdüsel satın almaya etkisi olan çeşitli faktörler ve içgüdüsel satın alma arasındaki ilişki tartışılmıştır. Bu çalışma, perakendecilik araştırmacılarına ve uygulamacılarına teorik çerçevede alışveriş yapanların içgüdüselliklerini anlamada kapsamlı bir anlayış sağlamasından dolayı faydalı olacaktır. İçgüdüsel satın alma davranışı ile ilgili çeşitli araştırma çalışmalarının içerik analizi, içgüdüsel satın almayı etkileyen faktörleri açıklayarak gelecek araştırmacılar için temel özelliklerini anlamada yardımcı olabilir.

**Anahtar Kelimeler:** içgüdüsel alışveriş, içgüdüsel satın alma faktörleri, tüketici davranışları

## INTRODUCTION

Buying behavior researches have been interested over the sixty years (Applebaum, 1950; Clover, 1950; West, 1951). After the WW II, American and European economies shifted from seller-oriented economy to buyer-oriented economy which caused to beginning to Buyer Behavior School of Thought which has focused to analyze individual buyer behavior such as needs and wants, motivational, social and cultural factors. Technologic developments and changes in the lifestyles revealed impulse purchasing habits which has been an important phenomenon for consumer behavior after 1950s (Sheth, 1985:6).

Impulse buying has more importance because high income level, different payment options, online and mobile purchasing alternatives. Most shoppers occasionally engage in impulse buying. More than half of mall shoppers were found to purchase on impulse, and over one third of all department store purchases have been made on impulse, indicating that impulse purchases are critical to retailers' profit (Dawson and Kim, 2009:20). According to the USA Today, in 2014, Creditcards.com survey which applied in the scientific telephone survey of 1,000 adult Americans showed that three in four American make impulse purchases, and another research which made in 2013 addressed that in the UK and USA alone, shoppers currently spend some £24 billion a year on impulse buys. Moreover in Britain these account for between 45% and 100% of retail turnover while in the United States almost 62% of supermarket sales and 80% of luxury good sales are made up of impulse purchases. In 2012, Point-of-Purchase Advertising International reported that Americans made their 76% of all purchase decisions in the store (USA Today, 2014; Lewis&Layser, 2013; POPAI, 212). In Turkey, several academic searches have been conducted in different regions and cities, and results showed that %70 to %80 of the survey participants were making impulse purchasing (Dursun et al., 2006:246; Ünal,2008:175).

In this paper, we analyzed a theoretical framework of impulse buying behavior because of increasing importance of this topic. In the first chapter, the definitions and types of impulse buying literature searched with comparing different researchers' views. In the second chapter, we discussed the hidden factors to trigger the consumer to behave impulsive such as social factors, situational factors, and motivational factors.

## **I. DEFINITIONS OF IMPULSE BUYING BEHAVIOR**

The term “impulse buying” has been important to economics, consumer behavior, clinical and development psychology, educational researches and criminology in theory and implication con, and this term has identified differently from each other perspectives (Dittmar et al., 1995:491; Rook and Fisher, 1995:305).

Most commonly, impulse buying behavior has been categorized two views which were psychology concept and consumer behavior concept. The psychology concept of impulse behavior has been started to take attention in academia in 1920s; however, the philosophical framework of impulsive behavior from the legend of Adam and Eve (Rook, 1987:189; Piron, 1991:512; Ünal, 2008:153).

Consumer research in impulse buying began end of the 1940s with the DuPont Consumer Buying Habits Studies and other studies which were sponsored by Point-of-Purchase Advertising Institute (Stern, 1962:59; Piron, 1991:509; Rook, 1987:190). In generally, scholars have agreed that impulse buying was first identified in marketing literature by Clover in 1950 (Rook, 1987:190; Piron, 1991:509; Tinne, 2010:66; Punj, 2011:745; Muruganantham and Bhakat, 2013:149). In his study, Clover made researches in 154 stores to analyze the impulse buying relationship and retail environment in January and February of 1948. After his paper, the impulse buying literature in consumer research has begun to popular. The impulse buying was identified as an unplanned purchase behavior in the DuPont Studies, Point-of-Purchase Advertising Institute Studies and Clover’s work.

Applebaum (1951) was the first to offer that impulse buying occurs when the consumer came to store and he or she was stimulated by store environment. At the same time, West (1951), who was interested in impulse buying by Clover (1950), defined that the impulse buying is the buying decisions which happen in store and consumer does not plan to buy before the store.

According to the Nespitt (1959), impulse purchasing is efficient and logical, suggesting that shoppers do not have any plan about their purchases but search for and take advantage of in-store promotions to maximize their purchasing power (Piron, 1991:510; Stern, 1962:60; Kang, 2013:196).

Stern (1962) stated that the term "impulse buying" is generally considered to be synonymous with "unplanned buying" that describes any purchase which a shopper makes but has not planned in advance. Stern was the first scholar to develop four distinct types of impulse purchases. These four types of impulse buying can be identified (Stern, 1962:60):

a) Pure impulse buying: This is the novelty or escape purchase which breaks a normal buying behavior of shopper.

b) Reminder impulse buying: This kind of impulse buying occurs in the store when the shopper notices the needs of products.

c) Suggestion impulse buying: Without any knowledge or experience about the product, shopper shows suggestion impulse buying by purchasing a new product with visualizing a need for it.

d) Planned impulse buying: This kind of behavior occurs when shoppers enter the store with intentions to purchase certain products and also with the expectation of making other purchases. This is because a shopper may not know beforehand the kind of sales promotions, new products/brands that are on offer in the store.

Kollat and Willet (1967:21) defined the impulsive buying as an unplanned purchase which occurs in store environment that reminds them of their shopping needs. The products which satisfy these needs do not list in the pre-shopping list.

Rook (1987:191) redefined impulsive buying "*Impulse buying occurs when a consumer experience a sudden, often powerful and persistent urge to buy something immediately*". He suggested that impulse buying refers to buying that is extraordinary, exiting, hedonically complex and compelled. Before the study of Rook, the definitions of impulse buying were focused on the product while determining an impulse purchase (Muruganantham and Bhakat, 2013:149).

Piron (1991:510) proposed a definition of an impulse purchase that includes four criteria which are unplanned purchase, exposure to stimulus, on-the-spot decision, and emotional and/or cognitive reactions.

Rook and Gardner (1993) described that impulse buying as an unplanned behavior involving sudden decision-making and tendency for urgent acquisition of the product.

Dittmar et al. (1995:492) explained that impulse buying occurs not only to satisfy sudden needs of physical needs but also to use goods as an expression of self-identity. They theorized the dimensions of impulse buying such as instrumental-functions and symbolic functions.

Beatty and Ferrell (1998:170) defined that impulse buying refers to urgent purchase which are without any pre-shopping objective either to purchase any specific product category or to fulfill a specific need. They explained that impulse purchase occurs after experiencing a buying desire by the shopper and without much reflection.

Bayley and Nancarrow (1998:100) discussed emotional and irrational, which was perceived by shopper, nature of impulse buying. They compared the functional and socio-psychological reasons for shopping. Also, Bayley and Nancarrow stated four styles of impulse shopping which are Accelerator Impulse, Compensatory Impulse, Breakthrough Impulse and Blind Impulse.

Block and Morwitz (1999:347) argued that impulse buying behavior can be defined as consumer buying item with little or no deliberation after the result of a sudden, powerful urge.

According to the Hausman (2000:405) *“consumers use shopping to satisfy a number of needs, not just their need for the products they acquire during the shopping excursion. In other words, the shopping act itself satisfies certain needs and the products purchased during these trips, since their purchase was unanticipated, fall into the realm of impulse buying behavior. In addition, consumers may purchase products during these shopping trips that were not anticipated but, once consumers see the product during the shopping exploration, they recognize its suitability for satisfying a particular need. Thus, consumers may use the shopping experience and resulting impulse buying behavior to satisfy a number of needs which do not fit into theories of economic utility”*. Also, Hausman mentioned that impulse buying is a complex and multifaceted phenomenon which accounts for a high volume of products sold each and every year.

Kacen and Lee (2002:164) addressed two characteristics of impulse buying which are sudden decision making and immediate possession. According to them, when planned purchasing behavior and impulse buying behavior were compared, the impulse purchasing is more arousing and irresistible, less deliberate than the planned purchasing behavior.

Wu (2006:23) presented comparison of excessive buying, impulsive and compulsive buying which allows to state that impulsive buying differs from excessive and compulsive buying behavior in a consumer's motivation (in case of impulsive buying a consumer tries to satisfy hedonistic demands and to reach a positive effect) and psychological process.

Xu (2007:42) described the several characteristics of impulsive buying behavior such as an unintended, unreflective, and immediate. Xu defined these characteristics because the purchase is made while shopping, without engaging in a great deal of evaluation, no pre-shopping plans and the decision to buy is made on the spur of the moment.

Mohan et al. (2013:1713) explained *"impulse buying is a spur of the moment purchase with the little thought (a shopper sees some candy and decides to buy on a sudden urge) while unplanned reminder buying is buying since the shopper forgot to put an item on his/her list (a shopper sees sugar in the store, remembers he/she is out of stock and buys it)"*.

Kang (2013:197) mentioned that the buying decision process of impulse buyers is described by being unplanned prior to purchase, likely accompanied by information search, alternatives evaluation, and short decision-making time. Therefore, impulse buyers can be classified into two types. The first type of impulse buyers makes the decision without any information search. Their buying behavior is intended to satisfy certain affective needs. The second type makes the decision after information search. Impulse buyers buying decision is made on impulse but through all the decision-making process to maximize the benefits of the purchase.

## **II. FACTORS INFLUENCING IMPULSE BUYING BEHAVIOR**

After the Rook's study (1987), consumer behavior and marketing researchers have begun to focus to identify the general factors which have effects to increase impulse purchase. Impulse buying behavior of the shopper influenced by number of factors which could be related to shopping environment, customer's personal traits, products' characteristics, the diverse demographic and socio-cultural dimensions.



In 1987, Rook addressed that merchandising stimulus such as location of shelf and shelf space affect impulse buying. Also, consumers' demographics and lifestyle have impact on impulse buying. Rook and Fisher (1995:306) mentioned that factors such as a consumers' economic position, time pressure, and social visibility can trigger the needs which can be satisfied by impulse buying.

Kacen and Lee (2002:165) demonstrated several factors affect the impulse behavior; consumers' moods and affective states, gender, age, consumers' normative evaluation and culture. Koski (2004:24) stated that impulse purchasing is effected by several factors such as easy accessibility of store, wider range of goods, promotional activities.

Impulse buying research increased and extended to investigations of how merchandising stimuli like retail shelf location and amount of shelf space influence impulse buying, and some studies determined the types of circumstances in which consumers buy things without prior planning and examined the relationships between consumers' demographic and lifestyle characteristics and their impulse buying susceptibility (Rook, 1987:190).

Product specializations, product price, mass distribution of products, promotional activities, personal characteristics, consumers' moods, demographics, store environment and atmosphere, social factors-store employees, other customers-, economic structure-income level-, generational cohorts, hedonic consumption, culture and situational factors affect impulse buying (Beatty and Ferrell, 1998:172; Unal, 2008:159; Mattial and Wirtz, 2008:563; Pentecost and Andrews, 2012:45; Hulten and Vanyushyn, 2011:377; Dursun et al., 2013:247 Duarte; et al., 2013:1237). Also, non-economic factors, such as fun, fantasy and social or emotional gratification, may trigger consumers to purchase impulsively (Hausman, 2000:413).

Most of the researchers make two categories to classify the factors which have an impact on impulse buying behavior. These categories are named 'internal factors' (shopper-related factors) and 'external factors' (environmental factors, marketer controlled or sensory stimuli emanating from the marketing systems) (Youn and Faber, 2000:179; Karbasivar and Yarahmadi, 2011:175; Duarte et al., 2013:1236). Moreover, researchers categorize money, time, presence of others to another category which is called "situational factors" (Tinne, 2010:71; Muruganathan and Bhakar, 2013:154). Consumers are influenced by internal and external factors which stimulate their impulse purchase behavior. Although impulse buyers do not have a specific goal to buy a certain product or visit a

certain store, while browsing and being exposed to the stimuli, they feel the desire for the products by being aware of the products, and this desire can be generated by internal mood or external stimuli.

### **External Factors of Impulse Buying**

Several studies suggest that impulse buying behavior resulted from the associated of an unplanned purchasing to the exposure to stimulus inside the store. The influence of in-store stimuli like product displays, shelf positions, packaging, product line and price becomes more important for impulse buying than preplanned purchase decisions. External motivation factors of impulse purchase are specific stimuli associated with related variables and with shopping environment.

#### **Store Environment**

Retailers are known to design store environment in a manner that will enhance consumers' positive feelings, under the assumption that this will lead to desired consumer behaviors, such as a higher willingness to purchase or stay in the store for longer (Xu, 2007:40). The study of Mattila and Wirtz (2008:564) showed that store environment has a positive effect on impulse buying behavior especially when the store environment is perceived as over-stimulating.

- i. **Store Layout:** Layout refers to the way in which products, shopping carts, and aisles are arranged; the size and the shapes of those items and spatial relationships among them (Mohan et al., 2013:1713). To maximize convenience of the consumer in store, the store layout can be enhanced by marketers (Crawford and Melevar, 2003:96). According to the Crawford and Melevar's study (2003:97), providing a good store layout can increase the impulse buying behavior at airport.
- ii. **Store Atmospherics:** Applebaum (1951:174) was among the first to recommend that the impulsive purchase can be conducted by the consumer's exposition at the time of his experience of shopping to a stimulus of the environment. Additionally, Stern (1962:61) showed the existence of a meaningful relation between the impulsive purchase and marketing's techniques. These techniques create one favorable environment for the impulsive purchase.

Some more recent works showed that the variable of the sale atmosphere (sounds, views and odors) are important stimulants that can produce the desire to buy impulsively (Graa et al., 2014:104). Store managers can look at various environmental design variables to increase stimulation in their shop. For instance, fast tempo and high volume music increase arousal levels, warm colors such as orange, yellow and red are associated with elated arousal and ambient scents such as grape fruit or other citrus fragrances also boost stimulation levels of buying (Mattila and Wirtz, 2008:567). According to the Dingfelder (2005), the result of Morrin and her collaborators' study showed that while the pleasant scent and music did not have any effect on the shoppers' reported moods, they did affect how much the shoppers spent, and "shoppers who had made an unplanned purchase spent, on average, \$32.89 more when music was playing than those in the control condition. When a scent was present, they spent about \$8.66 less. Contemplative buyers spent about \$1.00 less than usual when music played, but in the presence of the citrus smell, they spent \$5.71 more than usual".

- iii. **Store Type:** Consumers tend to be impulsive in different store. For example, Iyer and Ahlawat's study (1987:244) showed that in the grocery store, consumers' stimulation level of buying is higher than other stores. The empirical findings of Noohasbadi's research (2012:3) pointed out that influence of the type of store have an impact on impulse buying which is believed that this to stimulate the volume of sale.
- iv. **Salesperson:** Peck and Childers (2006:765) started to address the times of touching with people would make more impulse buying, they found customers who have more contact with salesmen; they would increase the possibility of impulse buying. A well-trained salesperson can decrease frustration by guiding and aiding the consumer in the purchase process and activate impulse buying behavior (Tinne, 2010:71). Store employees' friendliness has positive effects on customers' impulse buying behavior. Helpfulness of salespeople in assisting customers influences consumers' willingness to buy. Moreover, the perceived friendliness of store employees might reduce the negative impact

of perceived crowding on unplanned purchases (Mattila and Wirtz, 2009:562-564).

### **Product Characteristics**

Certain products are bought more impulsively than other. The likelihood that a product will be purchased on an impulse depends on the product category, product price, product brand and package, and product distribution (Stern, 1962:61; Harmancioglu et al., 2009:27; Duarte et al., 2013:1237; Tinne, 2010:71).

- i. **Product Category:** Hedonic products and functional products can be proposed as a two categories of products by marketing literature. Hedonic products are mainly consumed for their hedonic benefits; on the other hand functional products are consumed for their utilitarian benefits (Tinne, 2010:71). It has been found that impulse buying occurs more in the case of hedonic products because of the symbolic meaning they convey. To boost their self-esteem by feeling attractive, consumers willing to buy product such as cosmetics that enhance their appearance and self-image (Lucas and Koff, 2014:114).Harmancioglu et al. (2009:34) observed that knowledge about new product drive impulse buying intention and behavior which is determined by word-of-mouth and compliance with social norms.
- ii. **Product Price:** It is an important determinant of impulse buying. Price is a factor that affects impulse purchases an item with unexpectedly low price can make shoppers feel that they are spending less than they originally planned (Stern, 1962:61). More specifically, consumers tend to be more impulsive when there are sales or product discounts, low marginal need for the item, short product life, smaller size, and ease of storage. The price of food is an important factor in determining food choice and impulsive purchase, particularly in lower income groups, such as students and young consumers (Duarte et al., 2013:1238).
- iii. **Product Brand and Package:** Duarte et al. (2013:1237) claimed that product brand is one of the stimuli factors of impulse purchase because of brand's message. Their study showed that consumption of snack food brands can satisfied four different personal values which are well-being, friendship and belonging, fun and enjoyment. The need to fulfill these personal values can be trigger

of the consumer desire to buy impulsively. According to Stern (1962), product package type which associated with size or weight has an influence on consumers impulse purchase; for example, (Stern, 1962:62) “if a shopper notes a particularly good buy on a garden hose at her neighborhood drug store, she may curb her impulse to buy if the hose is either too heavy or too awkward to carry home”.

- iv. **Product Distribution:** The more numerous the outlets in which an item is available, the more opportunities the consumer has to find and buy it. Since she is not shopping specifically for the item, it should be made available to her in as many places where she does shop as possible (Stern, 1962:61).

#### **Promotional Activities**

Promotional activities have a direct impact on consumers` impulse buying behavior. In store promotional activities, for example, discount such as “three at the price of two” is a kind of impulse purchase triggers (Hulten and Vanyushyn, 2011:378). Point-of-sales communication tools and promotional activities (temporary price reductions, coupons, sampling) serve as marketing stimuli and assist retailers to stimulate consumers` impulse buying behavior (Duarte et al., 2013:1238).

#### **Internal Factors of Impulse Buying**

Internal factors of impulse buying are related to the different personality related which characterizes an individual rather than the shopping environment. Internal factors denote the individual`s internal cues and characteristics that make him/her engage in impulse buying. Also, some of the internal factors can be called as demographic and social factors.

#### **Consumer Characteristic**

- i. **Age:** Wood (1998:314) found to be an important determinant in predicting impulse buying. Younger people feel low risky when spending money. Impulse purchase is at higher level between age 18 to 39 and lower level thereafter. Moreover, earlier research suggests that younger persons have a higher degree of impulsivity than older persons and they show less self-control (Kacen and Lee,

2002:164). Generational cohorts encompass a group people who experience similar life events due to growing up within a specific period of time. Consumer markets are segmented to generational cohorts which are Baby Boomers, Generation X, Generation Y and Generation Z (Schiffman et al., 2012:353; Solomon, 2013:523). For example, members of Generation Y cohort also called “Millennials” or “Echo-Boomers” were born between 1977 and 1994 (Xu, 2007:39). Generation Y consumers are likely to spend their cash quickly, and having a general liking for purchasing, this cohort is likely to spend impulsively more than other generations (Pentecost and Andrews, 2010:45; Xu, 2007:40).

- ii. **Gender:** Women tend to more impulsive than men (Dittmar et al., 1995:496; Lucas and Koff, 2014:111; Pendecost and Andrews, 2010:45). Women reference is for items related to elemental values for emotional and relationship reasons, while men preference is more items related to leisure and finance for functional instrumental reasons. For example, women usually buy jewelry, clothes, shoes, handbags and accessories with impulse buying behavior because this kind of products does not need to more search. When a woman sees a shoe or clothe in store that she likes even if she does not have any plan to shopping, she probably buys it. On the other hand, men usually buy high-tech, electronic and sports equipment, and these kinds of products need detail search even if he needs it as soon as possible. Also, gender variable of impulse buying factor is related to product type. However, Cobb and Hoyer (1986) suggested that men make more impulse purchase more than women, because in traditional family women make shopping and they know more stores and products which can help them to make shopping list (Mai et al., 2003:19; Block and Morwitz, 1999:361).
- iii. **Mood:** An individual’s affective state or mood has been found to be one of the important determinants of impulse buying, in that if an individual is in a good mood, he or she tends to reward himself or herself more generously and therefore, tend to be more impulsive (Beatty and Ferrell, 1998:185). On the other hand, Rook and Gardner (1993) found while pleasurable mood states, such as excitement, encouraged impulse buying, consumers were also

- likely to impulse buy during negative mood states, such as sadness, in order to improve their mood.
- iv. **Perceived Risk:** Perceived risk can be defined as the uncertainty that consumers face when they cannot predict the consequences of their purchase decisions. The degree of perceived risk can also affect the consumer decision making process. The relationship of perceived risk and impulse buying depends on the degree of willingness or desire to buy the product. Consumers' emotions and feelings avert the perception of risk about the product. Perceived risk has an affect when the consumer has poor degree of willingness to buy the product (Lee and Yi, 2008:86).
  - v. **Materialism:** A few studies (Troisi et al., 2006; Hourigan and Bougoure, 2012; Park et al., 2006; Mowen, 2000) showed that there is a positive relationship between materialism and impulsive buying (Badgaiyan and Verma, 2014:541). According to Richins and Dawson (1992:307), the concept of materialism indicates that individuals who get products as a self-completion strategy to be prone to be more impulsive. Richins (2011:146) pointed out that materialistic consumers are stimulated by the desire to attain social class through material possession, and thus, that kind of consumers will be impulsively spending money by yielding to the trigger of temptation.
  - vi. **Shopping Enjoyment:** According to the Goyal and Mittal (2007:106), shopping enjoyment is a buyer's individual characteristic which represents the tendency to find shopping more pleasant and to experience greater shopping amusement than others. A person who has a high characteristic of shopping enjoyment tends to perform in-store browsing longer and is then expected to feel stronger urge to make impulsive buying (Badgaiyan and Verma, 2014:540). It is another variable, whereby individuals consider shopping as a form of recreation, do not stick to a buying list, and therefore, tend to make many impulsive purchases (Beatty and Ferrell, 1998:174)
  - vii. **Impulse Buying Tendency:** BT has been viewed as a sub-trait of the general impulsivity construct, which was defined by Gerbing et al. (1987:357) as "*a tendency to respond quickly to given stimulus, without deliberation and evaluation of consequences*". It

determines an individual's propensity to buy impulsively. Several researchers have tested and found support for the relationship between this consumer trait and impulse buying (Beatty and Ferrell, 1998:175). Consumers with higher IBT score are more likely to experience impulse urges and to buy impulsively in a retail store (Mohan et al., 2013:1716). Lin and Chen (2013:427) suggested that understanding and manipulating airport passengers' IBT can increase the financial performance of airports.

### **Culture**

Culture can be described as a society's personality (Solomon, 2013:549). Culture includes basic values, myths, norms, perceptions, needs, wants and behaviors which can be learned by a member of society. Hofstede et al. (2010:31) identify the dimensions of culture: power distance (from small to large), collectivism versus individualism, masculinity versus femininity, uncertainty avoidance, short-term versus long-term orientation and indulgence versus restraint. These dimensions have important effects on consumers buying behavior.

For example; in collectivist cultures, importance is given among individuals to group norms and duties and the benefit of the society, and the people see themselves as part of an group, such as religious community, whereas in individualist cultures, people are motivated by their own well-being and success, and regard themselves as independent. Individuals from collectivist cultures are also likely to hide their emotions; on the other hand individuals from individualist cultures do not want to hide their emotions. In addition, people from collectivist cultures are encouraged to defeat their personal desires in support of the well-being of the group. People from individualist cultures regularly overlook the possible negative consequences of their impulse buying behavior. There is a greater opportunity that people from collectivist cultures study these negative consequences before their impulse purchases, possibly making them less prone to making them. Previous research also suggests that culture has an effect on the relationship between trait buying behavior and impulsive buying behavior both at the cultural and individual difference levels. The impulse buying behavior of people from collectivist cultures is less dependent to trait buying impulsiveness than the impulse buying behavior of persons from individualist cultures. The independence of a person did not show to influence collectivists' impulsive buying behavior when again it did influence the impulse buying behavior of individualists.



Individualists were shown to do more impulse purchases if they were independent in their self-concept (Badgaiyan and Verma, 2014:540; Kacen and Lee, 2003:165).

According to the Kacen and Lee (2003:173), Asian consumers, being from collectivist cultures, have a habit of doing less impulse purchases than individualist consumers from Caucasia, even though shopping is a major free-time activity in many East Asian countries, such as Japan, Singapore and Hong Kong.

### **Situational Factors of Impulse Buying**

Situational factors of impulse buying depend on situation for example consumer act differently when he or she at the airport, or when she or he has their credit card with them. Situational factors influencing impulse buying are time, money, the presence of others and in-store browsing.

#### **Time**

The time a consumer has for shopping determines whether he or she will be impulsive. The more time an individual has, the longer time he or she will spend browsing the store environment (Beatty and Ferrell, 1998:175). The time pressure is the inverse of the available time for a shopper to do the act of purchase. Time pressure is widely viewed and treated as a situational variable affecting consumers' decision-making within a store environment, and it has a negative effect on impulse buying because the consumer may feel frustrated due to the lack of time to shop or browse and in the same time (Graa et al., 2014:103; Lin and Chen, 2013: 437).

#### **Money**

The availability of money is a facilitator in the impulse buying process because it increases the purchasing power of the individual (Beatty and Ferrell, 1998:185). Even if individual want to make impulse buying, if he or she does not have enough money, he or she will avoid the shopping environment altogether. Muruganantham and Bhakat (2013:157) mentioned that dramatic increase in personal incomes and credit availability has made impulse buying in retail environments prevalent consumer behavior.

### **The Presence of Others**

The presence or absence of other customers is likely to have a positive or negative normative influence on the decision to make a purchase. According to the Lou (2005:293), the presence of others can increase the tendency of an impulse purchase. For example, individuals in the group tend to eat more. On the other hand, it can have a deterring effect on the consumer, when he or she feels that the behavior will be perceived as being irrational. In those situations, individual will chose to make more impulsive purchase when he or she is alone (Fisher and Rook, 1995:306).

### **In-store Browsing**

It has been found to be an important component of the impulse buying process. Browsers usually make more unplanned purchases than non-browsers (Tinna, 2010:71). In-store browsing produces encounters with desirable products, whose encounter produces an urge to buy, which is difficult to resist due to the physical proximity of products (Beatty and Ferrell, 1998:172).

## **CONCLUSION**

Impulse buying researches' importance has been increasing day by day, and it has been a challenge for market researcher due to intensive competition environment. Consumer researchers have mainly focused on identifying the different factors that induce impulse buying in various developed countries such as USA, France, and Japan. In the emerging economies like Turkey, there is a need to analyze the impulse buying behavior because of recent development and changes in retailing and huge cultural differences when compared to developed economies. Changes in consumption which can be related to dramatic increases in personal disposable income, life style and credit availability have made impulse buying a widespread phenomenon across the different retail formats.

Retail store managers can look at a number of environmental design variables. For example, fast tempo and high volume music increase arousal levels, warm colors such as orange, yellow and red are associated with elated arousal, and ambient scents such as grapefruit or other citrus fragrances increase stimulation levels. Employee friendliness and attention are necessary to attract customers. Managers can reduce the negative effect of crowding by training their employees to be extra friendly at busy times that may increase impulse purchasing. For

example, the retailers should focus on provide space for the shoppers to walk around by reducing shop density. The store must have legible and impressive displays to increase the probability of sales. Advertisements may be designed to emphasize the non-economic rewards of impulse buying. The presence of environmental stimulation variables such as scent and sound or attractive store displays may moderate the choice of search strategies and making impulse purchases.

The content analysis of the literature of impulse buying leads to clarify the impulse buying concept, its various dimensions, and its relationship with the consumer, and its importance for retailers.

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