Factors Affecting Impulse Purchase Behavior in Hyderabad – Marketing Perspective

Rushna Hussain Memon^{*1}, Abdul Ghafoor Kazi², Muhammad Yousif Zubedi³, Adil Ansari⁴

^{1,2,3,4}Shaheed Zulfiqar Ali Bhutto, Institute of Science and Technology, Hyderabad, Sindh, Pakistan

* Corresponding author: rushna.hussain.memon@gmail.com

Abstract

An Impulse purchase being a growing concept has become an important part of enhancing sales in supermarket setting. Companies tend to devise strategies to plan for such behavior. The main objective of this research is the identification of factors affecting unplanned purchases and to give awareness to marketers in Hyderabad to understand these factors. 174 surveys in total were collected for analysis in Hyderabad. However, regression analysis, correlation coefficient and t-test were conducted to test the hypothesis. Moreover, independent factors such as sales promotion, store layout and personal factors were found to be affecting factors of impulse purchase whereas store ambiance was found to be weak positive but insignificant to the study. These findings can lead marketers of Hyderabad supermarkets to have an understanding of the factors affecting impulse purchase behavior and plan strategies to enhance the impulsive behavior accordingly. For the future researchers, we would recommend taking other important factors like income, credit card usage, weather change, time and salespeople into consideration which are very important to be studied for the market at Hyderabad and in another cities.

Keywords: Impulse Purchase, Purchase Behaviour, Sales Promotion, Store Ambiance, Store Layout

ARTICLE INFORMATION

Received: 18 December 2018
Revised: 20 January 2019
Accepted: 03 February 2019

DOI:
10.31580/ijer.v1i2.506

© Readers Insight Publication

INTRODUCTION

Impulse buying is a growing concept that is considered an essential part of increasing sales, especially of supermarkets. According to (Akyuz, 2018), it is necessary for companies to understand consumer behavior in this competitive era. His study has focused on expanding and complementing current marketing knowledge. The study includes empirical analysis to explore the behavior of Turkish consumers in Supermarkets. The study showed a positive relation of Sales Promotion, credit card usage and positive and negative moods. And no difference of demographic variables. He mentioned the factors affecting impulse buying retailers so that they can plan for this unplanned purchase by consumers. The study is an aid for retailers to understand consumer demands in a better way (Akyuz, 2018). Whereas, (Zulfiqar, Ambreen, & Bushra, 2018) evaluated different aspects from available literature to search for the actual factors affecting impulse buying and to find the gap that is preventing an increase in the sales of supermarkets. They reviewed and prepared fact sheets from the literature from 2000 to 2017 using a systematic literature review (SLR) to guide and help future researchers regarding impulse buying. However, (Pawar, Shastri, & Raut, 2016) explain the effects of in-store marketing strategies on impulse buying in this competitive era of retailing. According to them, in-store sampling drives product trials and distribution. It brings the product into the consideration set of consumers. Study shows that 74% of respondents did impulse purchase because of product sampling only. Authors suggest that companies can gain more sales if they have better sampling strategies and their brand ambassadors are trained enough to spread a good image.

For Online Impulse Buying, (Lim & Yazdanifard, 2015) have studied different authors to understand the effect of increasing

electronic commerce. They found that technology helps in generation of innovative ideas for marketers and that there are internal and external factors interrelated with each other having an impact on increasing online impulse buying. The study showed limitations of cultural and socioeconomic differences impacting impulse buying. However, online Impulse buying plays a vital role to increase profits for marketers. Study was conducted to understand the connection between consumer impulse buying and visual merchandising on consumer buying behavior in supermarkets. Four main areas of research, window display, forum display, floor merchandising and shop brand name were tested using regression analysis in SPSS. Primary data of the study was conducted by a questionnaire. Window display, floor merchandising and shop brand name were positively related to consumer impulse buying behavior whereas forum display showed a negative relationship with consumer impulse buying behavior. Key learning of the study was a positive relation of visual merchandising and consumer impulse buying behavior.

Besides that, (Khan, Hui, Chen, & Hoe, 2015) researched Generation Y that constitutes most of the Malaysian population. They collected primary data through survey questionnaire from 250 Generation Y customers of fashion retail in Kaula Lumpur, Malaysia. They studied the impact of impulse buying factors on Generation Y. Results showed the strongest impact of gender, situational factors and personal factors on impulse buying. Interestingly, Income, social influence and extraversion do not impact impulse buying behavior of Generation Y. Authors further explained that exploring integrative factors and their impact on impulse buying behavior will give an advantage to marketers for planning effective market segmentation strategies to generate more revenues.

Hence, it is to conclude that many countries have been researching about factors affecting impulse buying and the

relationship between them. There is lacking of similar research in developing cities such as Pakistan, which creates a research gap for further research in this field.

Previous studies have mentioned internal and external factors affecting impulse buying. There is still a great need to analyse these factors and their relationship in detail. The marketer perspective of understanding these factors to improve sales also lacks in the literature. Literature includes the research on “Comprehensive literature review on impulse buying” by (Zulfiqar et al., 2018) from Kohat University of Science & Technology Pakistan. Therefore, marketers in Hyderabad, Pakistan being in a developing city need a lot of research to understand impulse buying behaviors of customers in Hyderabad.

This research purposes at enabling marketers in Hyderabad to understand the behavior of consumers regarding impulse buying behavior. The factors (Sales promotion, store ambiance and layout and personal factors) affecting the impulse buying of customers in supermarkets and their relationship influencing marketers.

This study will give benefit to the marketers of Hyderabad in planning strategies for impulse buying of the customers. It will help companies to understand impulsive consumer behavior in Hyderabad market. The factors affecting impulse purchase will benefit the marketers to decide which factor is more important and which of them needs more research regarding increasing the sales of their company. Impulse buying takes place everywhere regardless of marketers planning about it or not, but it can be improved to enhance the revenues for their business only if they plan carefully understanding the factors affecting it.

LITERATURE REVIEW

Sales and Promotions:

The influence of sales promotion on impulse buying behavior was presented by (Zulfiqar et al., 2018). Promotional activities such as coupons, price promotion, discount, free products, various schemes, bonus packs, loyalty programs, contests, price packs, and promotional signage affect the impulse buying behavior of consumers. According to (Nagadeepa, Selvi, & Pushpa, 2015) the definition of sales promotion is an activity that acts as a direct inducement, offering added value or incentive for a product to resellers, salespersons or customers. It also explained sales promotion as special offers which essentially aim to stimulate demand for the products. However, in this study, sales promotion is described as products offered in deals and discounts. It becomes economical for customers when discounts and deals are available at supermarkets. During events and activities, products available at a price lower than actual is included in sales promotion. Sales promotion is encouraged by marketers to attract the customers towards their brands resulting in switching of brands by customers.

Store Ambiance and Layout:

Several authors have been studying about store environment as explained by (Zulfiqar et al., 2018). Display, window display: in-store form/mannequin display, forum display, retailing factors, floor merchandising, shop brand name, the behavior of the sales person, store music and store environmental stimulations are all under study in a store environment. Whereas, store ambiance and layout must be carefully planned to offer a shopping friendly environment in which shopping aisles are well organized and clean, air-conditioned, where lights and décor of the store is effectively planned, where the customer is given a personal space to shop and where shelves are attractively set. An ideal layout presents a clear tagging of the aisles and keeps substitute products side by side to promote sales.

Personal Factors:

This study defines that personal factors refer to people who possess chronic characteristics and they are responsible to influencing

purchase behavior. Previous research shows that personal factors such as mood, hedonic motives, lack of control, extraversion and materialism have a relationship with impulse buying behavior (Khan et al., 2015). However, personal factors include pleasant and unpleasant moods. Pleasant moods encourage customers to shop and get attracted to creatively displayed products whereas, unpleasant moods will limit the purchase to listed or planned items only.

Impulse Buying:

Impulse buying can be defined as an occurring when consumers feel a sudden, often powerful urge to buy something as soon as possible. The urge to buy is a complex hedonic process and may arise emotional conflict. Also, impulse buying is prone to occur with diminished regard for its consequences (Rook & Hoch, 1985). The term ‘impulse buying’ refers to a narrower and more specific range of phenomena than ‘unplanned purchasing’ does. More importantly it identifies a psychologically distinctive type of behavior that differs dramatically from the contemplative mode of consumer choice. Impulse buying is generally known for consumer’s unplanned purchase which becomes an important part of the buyer’s behavior, it accounts for 62% of sales of the supermarket and 80% of certain product categories’ sales. (Pawar et al., 2016). Impulse purchase, which refers to consumers’ unplanned and sudden purchasing behavior, has received considerable attention in offline retail environments (Zhang, Hu, & Zhao, 2014). Impulse buying is a concept of a sudden, hedonic, compelling, rapid, complex and thoughtless process which do not require any deliberate cognitive consideration to search for options and choices (Joo Park, Young Kim, & Cardona Forney, 2006). An Impulse purchase is a powerful, unintended, sudden, emotional and persistent urge which occurs spontaneously. (Karbasivar & Yarahmadi, 2011) and (Sultan, Joireman, & Sprott, 2012). An Impulse purchase is defined as buying the items that not in your planned shopping list (Jeffrey & Hodge, 2007). An Impulse purchase is an urge that can arise around the clock and is hard to resist. It comprises of unreflective and spontaneous desire of purchasing things without any logical or thoughtful process (Punj, 2011). The results are composed of determinants, dimensions and outcomes of impulse buying (Zulfiqar et al., 2018). According to this study, shopping anything without any prior intention to shop is satisfying, where a person needs to think of pros and cons of buying a particular product. A person needs to motivate himself to shop out-of-the-list items. It gives a feeling of greater self-esteem that a person feels confident, independent with no restrictions to shop leads to impulse buying.

According to the research (Akyuz, 2018), there is a significant positive relationship between sales promotion and impulse buying. Also according to (Nagadeepa et al., 2015) sales promotion play a very important role in consumers’ impulse buying decision. According to (Zulfiqar et al., 2018) there is a positive relationship between store environment and impulse buying. Some researchers (Lee, 2008) explain that it is not necessary that all personal factors have strong relationship with impulse purchase behavior. For example, people who are extraverts, they seem to be more outgoing and are more likely to engage in impulse purchase behavior compared to introverts (John & Srivastava, 1999). There are unconformity results which give rise to questions as to which factor of personal factors influence the impulse purchase behavior (Khan et al., 2015). According to the research (Akyuz, 2018), there is a significant positive relationship between personal factors and impulse buying. Similarly, according to (Lim & Yazdanifard, 2015) internal and external factors affect impulse buying in an online setting.

H1: There is a positive relationship between sales promotion and impulse buying.

H2: There is a positive relation between store ambiance and layout on impulse buying.

H3: There is a positive relationship between personal factors and impulse buying.

Fig. 1: Research Framework of Impulse Buying Behavior.

METHODOLOGY

Quantitative research analysis was performed to evaluate the factors affecting impulse buying behavior in the study. The population was unknown therefore quota sampling a non-probability sampling was used to select 174 respondents. The survey questionnaire was used to collect the data from respondents. The questionnaire comprised of 6 sections. The initial section included demographic questions, the following 4 sections were regarding the independent variables and the last section was related to the dependent variable. Questionnaire was prepared as the form of close-ended questions based on a 5-point Likert scale ranging from strongly disagree to strongly agree. Data collection phase was performed November 12-23, 2018. The questionnaire was prepared on google forms and was distributed on multiple social media platforms. Respondents were reached via Facebook, WhatsApp and emails and they were directed to fill the questionnaire by the link of google forms questionnaire. Descriptive statistics of age and gender will be performed and regression analysis of dependent and independent variables will be performed in this study to evaluate the effect of independent factors on the dependent factor.

DATA ANALYSIS

The following tables and figures delineate the descriptive statistics. The following figures explain the demographic variables and tables indicate the minimum, maximum and standard deviation of the variables. Figure 2 explains that there is 58.62% female participation in the study and 41.38% male participation in the study. Whereas, Figure 3 explains that majority of the participation is from age group 15-25 years.

Fig. 2: Demographic factor i.e., gender.

Fig. 3: Demographic factor i.e., age group.

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Sales Promotion	174	2	5	3.41	.785
Store Ambiance	174	1	5	3.96	.751
Store Layout	174	2	5	3.70	.661
Personal Factors	174	2	5	3.61	.752
Purchase Behavior	174	1	4	2.61	.549
Valid N (listwise)	174				

The mean represents average value and the standard deviation shows the deviation of values around the mean. Whereas the N in the Table 1 shows total number of sample i.e. 174.

Sales promotion has minimum value 2 and maximum 5. The mean of Sales Promotion is 3.41 and standard deviation is .785. Store ambiance has minimum value 1 and maximum 5. The mean of Store ambiance is 3.96 and standard deviation is .751. Store Layout has minimum value 2 and maximum 5. The mean of Store Layout is 3.70 and standard deviation is .661. Personal factors has minimum value 2 and maximum 5. The mean of Store Layout is 3.61 and standard deviation is .752. Purchase behavior has minimum value 1 and maximum 4. The mean of Purchase behavior is 2.61 and standard deviation is .549.

The correlation coefficient comprises of relationship which is denoted by 'r'. It tells the relationship between two or more variables whether there is positive, negative or no relationship at all. It also shows that how much strong or weak the relationship is? The value of 'r' lies between -1 and +1. The value of r can be interpreted as:

- **Exactly -1.** Means there is a perfect negative relationship between variables.
- **-0.70.** It means there is a strong negative relationship between variables.
- **-0.50.** It shows that there is a moderate negative relationship among variables.
- **-0.30.** It means there is a weak negative relationship between variables.
- Means there is neither positive nor negative relationship among variables.
- **+0.30.** It shows a weak positive relationship between variables.
- **+0.50.** It means that there exists a moderate positive relationship among variables.
- **+0.70.** It shows a strong positive relationship between variables.
- **Exactly +1.** Variables have a perfect positive relationship with each other.

Table 2: Correlations

	Sales Promotion	Store Ambiance	Store Layout	Personal Factors	Purchase Behavior
Sales Promotion	1				
Store Ambiance	.501**	1			

Store Layout	.522**	.422**	1		
Personal Factors	.403**	.498**	.431**	1	
Purchase Behavior	.536**	.426**	.532**	.428**	1

** . Correlation is significant at (2-tailed) 0.01 level.

Table 2 shows that correlation between sales promotion and impulse purchase behavior is .536 that suggests sales promotion has a moderate positive relationship with impulse purchase behavior. The correlation between store ambiance and purchase behavior is .426, it means that they have a weak positive relationship with impulse purchase behavior. The correlation between store layout and purchase behavior is .532, it means that they have a moderate positive relationship with impulse purchase behavior. The correlation between personal factors and purchase behavior is .428, it means that they have a weak positive relationship with impulse purchase behavior. It means that when any of these factors increase, it will have a positive impact on impulse purchase behavior.

The extension of linear regression is known as multiple regression. It is used when we have two or more independent variables. With the help of it we can estimate the value of the dependent variable based on the value of independent variables. The main advantage of using multiple regression is that the overall fit of the model and contribution of each variable is explained by the regression model to the total variance. The acceptance or rejection of the hypothesis is based on the results of multiple regression.

Table 3 of multiple regression shows the variable entered and variables removed. All the variables were entered at the same time and no variable was removed. The method used was "enter method" which indicates the type of multiple regression i.e. standard.

Table 3: Variables Entered / Removed a

Model	Variables Entered	Variables Removed	Method
1	Personal Factors, Sales Promotion, Store Layout, Store Ambiance ^b	.	Enter

a. Dependent Variable: Purchase Behavior

b. All requested variables entered.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.584 ^a	.341	.325	.451	.341	21.838	4	169	.000

a. Predictors: (Constant), Personal Factors, Sales Promotion, Store Layout, Store Ambiance

The Table 4 represents R, R square and adjusted R square. Which shows correlation and variance among variables. As per the results, the .341 variance in purchase behavior is due to the changes of these four predictors Sales Promotion, Store Ambiance and Layout and Personal Factors. R is .584 which shows the relationship between Purchase Behavior and other four predictors is moderate which means the shared variance is a fit model.

Table 5: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		β	Std. Error	Beta		
1	(Constant)	4.653	.223		20.910	.000
	Sales Promotion	.214	.054	.133	1.122	.035
	Store Ambiance	.061	.063	.131	1.278	.200
	Store Layout	.113	.070	.224	2.042	.003
	Personal Factors	.170	.054	.216	1.569	.006

a. Dependent Variable: Purchase Behavior

As shown in table 5, standardized Beta of sales promotion is .133, indicating moderate contribution in explaining the variation in purchase behavior. And the t value and significance p-value which is 1.122 and .035 respectively; this p-value being less than 0.05 leads to the result that first hypothesis "There is a positive relationship between sales promotion and impulse buying" is accepted.

Similarly, Store Ambiance accounts for .131 changes in Purchase Behavior and its t-value and p-value are 1.278 and .200 respectively. Whereas, Store Layout accounts for .224 changes in Purchase Behavior and its t-value and p-value are 2.042 and .003 respectively. Leads to the results that second hypothesis "There is a positive relation between store ambiance and layout on impulse purchase behavior" is accepted.

There's a variation in the value of Purchase Behavior due to Personal Factors i.e. 0.216. And the t value and p value are 1.569 and .006 which is less than 0.05. Hence leads to the result that third hypothesis "There is a positive relationship between personal factors and impulse buying is accepted".

CONCLUSION

The following conclusions are drawn; sales promotion has a moderate positive significant relationship with impulse purchase behavior. While store ambiance has a weak positive but insignificant relationship with impulse purchase behavior. Store layout has a positive moderate significant relationship with impulse purchase behavior. Personal factors have a weak positive but significant relationship with impulse purchase behavior. According to the findings, sales promotion, store layout and personal factors have high contribution in explaining the variation in the firm performance i.e. .133, .224 and .216 respectively. And store ambiance does not have a major contribution.

The first objective of our study is to determine the relationship between sales promotion and impulse purchase behavior in a supermarket setting of Hyderabad. So, the result shows that there is a moderate positive significant relationship between sales promotion and impulse purchase behavior. This is because when discounts are offered in the supermarkets, consumer impulse purchase behavior increases as well. Consumers tend to enjoy shopping during events and activations where promotional items are kept and it increases the chances of impulse purchase.

As the second objective of the study is to examine the relationship between store ambiance and impulse purchase in supermarket setting of Hyderabad. The result shows that there is a weak positive but insignificant relationship between store ambiance and impulse buying. The result can be interpreted that store ambiance does not have a significant impact on impulse purchase behavior.

The second objective of this study was to examine the relationship between store layout and purchase behavior in Hyderabad. The result shows that there is a moderate positive significant relationship between store layout and purchase behavior. Interpretation of the result can be that when marketers plan the layout of the store keeping in mind consumer psychology, they can surely experience an increase in impulse purchase behavior.

The third objective of this study is to examine the relationship between personal factors and impulse purchase behavior. According to the results, there is a weak positive but significant relationship between personal factors and impulse purchase behavior. This relation is because of the point of reality that when consumers are in pleasant moods, impulse buying tend to increase. The cognitive process to shop the listed items is decreased when they buy without stress.

This research presents an essential contribution in expanding and enhancing the marketing information regarding the factors affecting impulse purchase behavior. Considering Hyderabad as a diverse market for shopping, impulse buying plays a significant role. Marketers can take advantage of this information and plan strategies in a way that customers get attracted to the products that they want to sell through impulsive behavior. In this growing market of Hyderabad

regarding supermarkets, marketers need time and continuous effort to build trust in customers' hearts. This study let marketers understand the factors affecting impulse purchase behavior either positively or negatively. Also, the study can help other students to understand the factors affecting impulse purchase behavior in Hyderabad. This research also explains that there is a significant positive impact on impulse purchase due to sales promotion, store layout and personal factors whereas store ambiance has a positive but insignificant impact on an impulse purchase. These findings can lead marketers of Hyderabad supermarkets to have an understanding of the factors affecting impulse purchase behavior and plan strategies to enhance the impulsive behavior accordingly.

RECOMMENDATION

For the future researchers, we would recommend taking other important factors like income, credit card usage, weather change, time and salespeople into consideration which are very important to be studied for the market at Hyderabad and in another cities.

References:

- Akyuz, A. (2018). Determinant Factors Influencing Impulse Buying Behavior of Turkish Customers In Supermarket Setting. *International Journal of Research in Business and Social Science* (2147-4478), 7(1), 1-10.
- Jeffrey, S. A., & Hodge, R. (2007). Factors influencing impulse buying during an online purchase. *Electronic Commerce Research*, 7(3-4), 367-379.
- John, O. P., & Srivastava, S. (1999). The Big Five trait taxonomy: History, measurement, and theoretical perspectives. *Handbook of personality: Theory and research*, 2(1999), 102-138.
- Joo Park, E., Young Kim, E., & Cardona Forney, J. (2006). A structural model of fashion-oriented impulse buying behavior. *Journal of Fashion Marketing and Management: An International Journal*, 10(4), 433-446.
- Karbasivar, A., & Yarahmadi, H. (2011). Evaluating effective factors on consumer impulse buying behavior. *Asian Journal of Business Management Studies*, 2(4), 174-181.
- Khan, N., Hui, L. H., Chen, T. B., & Hoe, H. Y. (2015). Impulse buying behavior of generation Y in fashion retail. *International Journal of Business and Management*, 11(1), 144.
- Lee, J. (2008). *Relative and interaction effects of situational and personal factors on impulse buying*: University of Minnesota.
- Lim, P. L., & Yazdanifard, R. (2015). What internal and external factors influence impulsive buying behavior in online shopping? *Global Journal of Management And Business Research*.
- Nagadeepa, C., Selvi, T., & Pushpa, A. (2015). Impact of sale promotion techniques on consumers' impulse buying behavior towards apparels at Bangalore. *Asian Journal of Management Sciences & Education*, 4(1), 116-124.
- Pawar, A., Shastri, D., & Raut, U. R. (2016). In-store sampling and impulsive buying behavior: An empirical approach. *Journal of Applied Research*, 2(4), 304-307.
- Punj, G. (2011). Impulse buying and variety seeking: Similarities and differences. *Journal of Business Research*, 64(7), 745-748.
- Rook, D. W., & Hoch, S. J. (1985). Consuming impulses. *ACR North American Advances*.
- Sultan, A. J., Joireman, J., & Sprott, D. E. (2012). Building consumer self-control: The effect of self-control exercises on impulse buying urges. *Marketing Letters*, 23(1), 61-72.
- Zhang, K. Z., Hu, B., & Zhao, S. J. (2014). *How online social interactions affect consumers' impulse purchase on group shopping websites?* Paper presented at the PACIS.
- Zulfiqar, J., Ambreen, G., & Bushra, M. F. (2018). Akademia Baru. *Journal of Advanced Research in Social and Behavioral Sciences*, 11(1), 94-104.

QUESTIONNAIRE

1. Gender:

1. Male
2. Female

2. Age Group:

1. 15-25 years
2. 26-35 years
3. 36-45 years

4. 46-55 years

Please read the statement and mark the level of your agreement with the statement. Where

Strongly Disagree = 1

Disagree = 2

Neutral = 3

Agree = 4

Strongly Agree = 5

#	Statement	1	2	3	4	5
SALES PROMOTION						
3.	In a Supermarket, it is always economical to buy products available on discount.					
4.	I am always attracted to the products available on discount regardless of the product price.					
5.	I purchase promotional items even if they are not on my shopping list.					
6.	During any special event, it is always useful and enjoyable to visit supermarkets.					
7.	In a supermarket, I can switch brands if products are available in deals or discount bundles. (Exp. Switching Ketchup brands)					
STORE AMBIANCE						
8.	It is comfortable to shop from a place that is clean and hygienic.					
9.	I can skip out-of-the-list products if that aisle is not well-organised and clean.					
10.	It is an important for the lights and décor of the store to be effectively planned. If products are visible and decorated, I tend to buy out-of-the-list products as well.					
11.	Air conditioned environment of a supermarket helps in the peace of mind and in that way a person can shop out-of-the-list products.					
12.	If a supermarket targets on the unplanned purchase, they keep home fashion, cosmetics and other accessories in the attractive shelves. I also get attracted and go out of my budget when I see those products.					
STORE LAYOUT						
13.	I unintentionally buy unplanned things as I see them in the middle of planned shopping.					
14.	Brands can be switched if all the substitute products are kept together in the same aisle to be differentiated as per customer need.					
15.	The customer requires personal space to shop. I always shortlist my items when the store is congested.					
16.	Tagging on the aisles also attract customers to shop things that they did not decide to shop. (Example: Tagging of Bakery items)					
17.	Presentation of items at the point of sale makes me buy the products out of my list.					
PERSONAL FACTORS						
18.	I only buy listed items if I am tired.					
19.	I buy things that I do not even need, whenever I go shopping with my friends.					
20.	I shop out-of-the-list items from a supermarket when I am in a pleasant mood due to any personal reasons.					
21.	When in stress, I am not attracted by any product discounts or creative displays.					
IMPULSE BUYING						
22.	Shopping without any intention to shop is always satisfying.					
23.	Whenever I purchase anything unplanned, I think of its pros and cons quickly and buy it.					
24.	I manipulate myself to shop unplanned items if I like them. (Example: Jewelry, watches etc.)					
25.	Every time I stop myself from buying anything out of my list, I end up shopping for more products.					
26.	I feel confident, independent and free with no restrictions while shopping. "I can shop, whatever I want" is the most attractive line for me.					