

**THE EFFECT OF HEDONIC MOTIVES AND SHOP ENVIRONMENT ON
IMPULSE BUYING IN MANADO TOWARDS RETAILER STORES
(CASE AT MATAHARI DEPT. STORE)**

*PENGARUH MOTIF HEDONIS DAN LINGKUNGAN BELANJA ATAS PEMBELIAN IMPULS DI MANADO
TERHADAP TOKO-TOKO RETAILER (STUDI PADA MATAHARI DEPT. STORE)*

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Abstract: Impulse Buying is the thing that has been an interesting topic to analyze, since it always happens in daily lives of almost everyone. In Manado, the number of shopping centers has increased rapidly. This condition is supported by the consumptive behavior of people in Manado. People in Manado and around it give a good response to the existence of shopping centers. It can be seen from the big number of people who fulfill malls and the other shopping centers every day. The purpose of this research is to analyze the effect of Hedonic Motives and Shop Environment on Impulse Buying in Manado towards Retailer Stores. The population observed is people who have purchased impulsively at Matahari Department Store Manado with 100 respondents as sample. This research uses quantitative analysis by using questionnaires and uses Multiple Regression Analysis. The conclusion is hedonic motives and shop environment influence impulse buying both simultaneously and partially. To the business manager matahari department store, it is important to make a comfortable environment for the customers to make them stay longer in the store and there will be more chances for unplanned purchases to happen which can give a huge contribution for the business.

Keywords: *hedonic motives, shop environment, impulse buying*

Abstrak: *Impulse Buying Merupakan hal yang telah menjadi topik yang menarik untuk menganalisis, karena selalu terjadi dalam kehidupan sehari-hari hampir semua orang. Di Manado, jumlah pusat perbelanjaan telah meningkat pesat. Kondisi ini didukung oleh perilaku konsumtif masyarakat di Manado. Orang-orang di Manado dan sekitarnya memberikan respon yang baik terhadap keberadaan pusat perbelanjaan. Hal ini dapat dilihat dari sejumlah besar orang yang memenuhi mal dan pusat perbelanjaan lainnya setiap hari. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh Motif hedonis dan Lingkungan Toko pada Pembelian Impulse di Manado menuju Retailer Toko Studi Populasi yang diamati adalah orang-orang yang telah membeli secara impulsif di Matahari Department Store Manado dengan 100 responden sebagai sampel. Penelitian ini menggunakan analisis kuantitatif dengan menggunakan kuesioner dan menggunakan Analisis Regresi Berganda. Kesimpulannya adalah motif hedonis dan lingkungan toko mempengaruhi impuls membeli baik secara simultan maupun parsial. Untuk manajer bisnis matahari department store, penting untuk membuat lingkungan yang nyaman bagi pelanggan untuk membuat mereka tinggal lebih lama di toko dan akan ada lebih banyak peluang untuk pembelian yang tidak direncanakan terjadi yang dapat memberikan kontribusi yang besar untuk bisnis.*

Kata kunci: *motif hedonis, lingkungan belanja, pembelian impulsif*

INTRODUCTION

Research Background

Men have known trading since thousands years ago. Starting from exchanging things, men have done the simple concept of economic activities. When men started to use gold and money as trading instruments, men started to understand buying and selling activities as well. From the buying-selling activities, come different buying behaviors. Buying behavior is related to how men decide to choose to buy something and the factors that influence it. As the time goes by, men's buying behaviors have changed following the ages' development.

The constant changing of people's buying behavior insists sellers to create innovative strategies to keep their buyers. From time to time people learn about creating the values to customers to get new customers, keep existing customers, and grow the customers which now we call as marketing. A good marketing strategy must first understand the buying behavior of the target market. There are several companies in the world that successfully keep their customers for decades and until now still exist in the competition to win the market share. One of the examples is Walmart. Sam Walton has started Walmart since 1962 and from the date it is started, Walmart has been growing to be the one of the biggest retailer in the world.

Rediff (2011) mentioned Walmart is the biggest retailer in the world. Walmart has 8,500 stores in 15 countries, under 55 different names. The company operates under the Walmart name in the United States, including the 50 states and Puerto Rico. It operates in Mexico as Walmex, in the United Kingdom as Asda, in Japan as Seiyu, and in India as Best Price. Carrefour is the biggest retailer in Indonesia. According to the chart below, the trend would not change so significantly. Carrefour, Hypermart, and Lotte Mart have good prospects in the future.

In Manado, the number of shopping centers has increased rapidly. This condition is supported by the consumptive behavior of people in Manado. People in Manado and around it give a good response to the existence of shopping centers. It can be seen from the big number of people who fulfill malls and the other shopping centers every day. There are several famous retailers in Manado, such as Hypermart, Jumbo, Golden, Freshmart, Gelael, Multimart, etc. Hypermart is one of the most popular retailers in Manado. It can be seen from the big crowd of people who fulfill Hypermart every day. There are two Hypermart retailers in Manado. They are Hypermart Manado Town Square and Hypermart Manado Trade Center. The condition of the consumptive behavior of people in Manado might be related to the impulsive purchasing behavior. Impulsive purchasing behavior can be influenced by both external and internal stimuli. Virvilaite, Saladienė & Žvinklytė (2011) found that external stimuli which consists of shop environment, shop staff, and integrated marketing communications and internal stimuli which consists of emotional and cognitive estimation, hedonic motives, and involvement into the fashion affect impulsive purchasing.

Rook and Hoch as cited on Yingjiao, (2007) found that impulsive shoppers tend to enjoy shopping more than those who are more cautious in their buying styles. Impulsive shoppers would not think too much before deciding to purchase something, while people who are cautious will take more time to think before deciding to buy something, or it can be said that impulsive purchasing behavior is closely linked to the consumptive behavior. People who purchase easily usually consume more than people who are not easy to purchase. Beatty and Ferrell (1998:169) (as cited on Virvilaite, Saladienė & Žvinklytė, 2011) defined, that visitors of big supermarkets are characterized in impulsive purchase behavior more often. At supermarkets, the visitors observe the products before deciding to purchase. During the observation, the visitors usually see the various kinds and types of product which makes a choice suddenly appear or unplanned purchase happen. Regarding this phenomenon the researcher is interested to conduct a research about impulse buying.

Research Objective

This research aim are to learn the effect of :

1. Hedonic motives and shop environment on impulse buying in PT. MDS, Tbk Manado.
2. Hedonic motives on impulse buying in PT. MDS, Tbk Manado.
3. Shop environment on impulse buying in PT. MDS, Tbk Manado.

THEORETICAL FRAMEWORK

Theories

Consumer Behaviour

The American Marketing Association (as cited on Peter & Olson, 2005:5) defines consumer behavior as the dynamic interaction of affect and cognition, behavior and environment by which human beings conduct the exchange aspects of their lives. In other words, internal and external factors are involved to shape a certain behavior of a consumer. Consumer behavior is affected by the combination of the thoughts, feelings or emotion, and the environment to make a certain decision in consumption process. Peter and Olson (2005:5) pointed out that behavior refers to the physical action of the consumers that can be directly observed and measured by others. It implies that the activities that consumers display in consumption process can be observed and measured by the marketers to achieve a successful marketing by fulfilling and satisfying the consumers' wants and needs from the observation and measurement.

Impulse Buying

Piron (1991) explains impulsive purchasing which is another term of impulse buying as a purchase that is 1) unplanned, 2) the result of an exposure to a stimulus, 3) decided "on-the-spot." Impulse purchases can be further classified depending on the consumer's experiencing emotional and/or cognitive reactions, as defined later: An "Experiential Impulse Purchase" differs from a "Non-Experiential Impulse Purchase" as only the former is accompanied by emotional and/or cognitive reactions. Stern (1962) classified impulse buying into four classification: pure, reminder, suggestion, and planned impulse buying:

1. Pure impulse buying: is a novelty or escape purchase which breaks a normal buying pattern.
2. Reminder impulse buying: occurs when a shopper sees an item or recalls an advertisement or other information and remembers that the stock at home is low or exhausted.
3. Suggestion impulse buying: occurs when a shopper sees a product for the first time and visualizes a need for it.
4. Planned impulse buying: takes place when the shopper makes specific purchase decisions on the basis of price specials, coupon offers and the like. Impulsive purchasing of the customers happens by certain stimuli whether from external or internal which will be discussed in this research.

Tinne (2010) explained that the impulsive buying process starts with product awareness, impulse buyers begin browsing without having an intention to purchase a certain item or visiting a certain store, as consumers browse, they are exposed to the stimuli, which triggers customers' urge to buy on impulse, when impulse buyers feel the desire to buy, they make a purchase decision without searching for information or evaluating alternatives, then, consumers may experience positive or negative consequences by the post-purchase evaluation after the purchase on impulse, in this process, consumers are influenced by internal (mood/need/desire, hedonic pleasure, cognitive/affective evaluation) and external factors (visual merchandising, window display, in-store form display, floor merchandising, promotional signage) that trigger their impulse purchase behavior, these factors provide information regarding new products, fashion trends or coordination tips.

Solomon (2011:83) determined three types of decision making: spontaneous purchase; impulsive purchase and compulsive purchase. Spontaneous purchase is identified when a buyer is not familiar with the shop and trade arrangement in it, saving the time or stimulating to buy because of presented information in displays and shop shelves. Unlike the spontaneous purchase, impulsive purchase is noticed when a consumer doesn't resist to buy a product. In view of this, product range at the cash desk is formed. Compulsive purchasing is determined taking into account if purchases are often and if excessive purchase appears, the reason of which mostly is boredom, stress or anger (Virvilaite, Saladienė & Žvinklytė, 2011). Virvilaite, Saladienė, & Žvinklytė (2011). stated that impulsive purchasing is being stimulated by impact by the surrounding. Therefore the essence of impulsive purchasing is more valuable time spending than a shopping itself.

The previous researches have been discussing about the variables that influence impulsive purchasing. According the previous researches, shop environment is related with impulsive purchasing. Donovan and Rossiter stated shop environment that is strongly stimulated and enjoyable is related with better possibility of impulsive purchasing behaviour manifestation (Virvilaite, Saladienė & Žvinklytė, 2011).

Leith and Baumeister determined, that consumer's excitement reduce possibility to think about the actions taken (Virvilaite, Saladienė & Žvinklytė, 2011). In other words, a good shop environment will create consumer's excitement that will lead to a bigger possibility of impulsive purchasing. Turley and Milliman stated shop staff and other consumers belong to social factors influencing unplanned purchases, it is supposed, that help of the shop staff for consumers stimulates process of impulsive purchasing, consumers are provided with information about the goods, different possible alternatives or substitutes are offered and small gifts are promised, other consumers very often became an impulse to buy (Virvilaite, Saladienė and Žvinklytė, 2011).

Virvilaite, Saladienė and Žvinklytė (2011) showed the relationship between integrated marketing communication and impulsive purchasing. Based on their research, they found that integrated marketing communications affects impulsive purchasing. Integrated marketing communication is one of the external stimuli that may influence impulsive purchasing.

Lee and Yi (2008) stated that shopping emotions of both pleasure and arousal were significantly associated with impulsive buying intentions. Customers who consider shopping as a pleasure are obvious to make more impulsive purchases, because customers with a high income rates tend to have a mindset that pleasure is something that needs to be fulfilled. That behavior doesn't value the goods purchased, but values the purchasing activity itself. So the purchasing activity will be done continuously even though the goods purchased are not needed. It is clearly included to the impulsive purchasing behavior. The previous research of Virvilaite, Saladienė and Žvinklytė (2011) showed the relationship between emotional and cognitive estimation and impulsive purchasing. They found that emotional and cognitive estimation affects impulsive purchasing.

According to the research of Virvilaite, Saladienė and Žvinklytė (2011), hedonic motives have a relationship with impulsive purchasing, hedonic motives affect impulsive purchasing. Hedonistic customers consider shopping as a need that needs to be fulfilled.

A study by Beatty and Ferrell (1998) suggests that impulse purchasing is closely linked to hedonic consumption and sensory stimulation. Bellenger and Korgaonkar (1980) as cited Gardner and Rook (1988) also suggests that consumer impulsivity is a lifestyle trait which can be linked to materialism, sensation seeking, and recreational aspects of shopping. Recreational shoppers, like shoppers motivated by hedonic values, are less likely to have an idea of what they are going to buy when they go shopping, which suggests greater levels of impulse purchasing, and they spend more time shopping per trip on average.

Involved into the fashion is related with impulsive purchasing behavior. Virvilaite, Saladienė & Žvinklytė (2011) found that involved into the fashion affect impulsive purchasing. Consumers, following the latest fashion trends, are characterized by high degree of involvement into fashion and impulsive purchasing as well. Han determined that high degree of involvement into fashion stimulates to buy impulsively because of existing experience and sensual signals. To fashion oriented impulsive purchase is often related with hedonic consuming tendencies and positive emotions (Virvilaite, Saladienė and Žvinklytė, 2011).

Hedonic Motives

Virvilaite, Saladienė and Žvinklytė (2011) explained the components of hedonic motives as pleasure, novelty, surprise, fun and positive emotions. According to Solomon (2011 : 83), these responses are an important part of hedonic consumption: multisensory, fantasy, and emotional aspects of consumers' interactions with products.

Shop Environment

Yingjiao (2007) said that retailers are known to design store environments 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. Shop environments determine the comfort of the customers.

Previous Research

Virvilaite, Saladienė and Žvinklytė (2011) found that shop environment, shop staff, integrated marketing communication, emotional and cognitive estimation, hedonic motives, and involved into the fashion influence impulsive purchasing. Lee and Yi (2008) provided evidence that arousal and perceived risk had effects on impulsive buying behavior, perceived risk was negatively associated with impulsive buying behavior

but not significantly related to impulsive buying intention, whereas pleasure, which was not related to actual behavior, was a predictor of impulsive buying intention. The finding of the research conducted by Huang and Hsieh (2011) suggests that Taiwanese shoppers' impulse purchases may be more due to their attempt to relieve (or escape) from stress and anxiety.

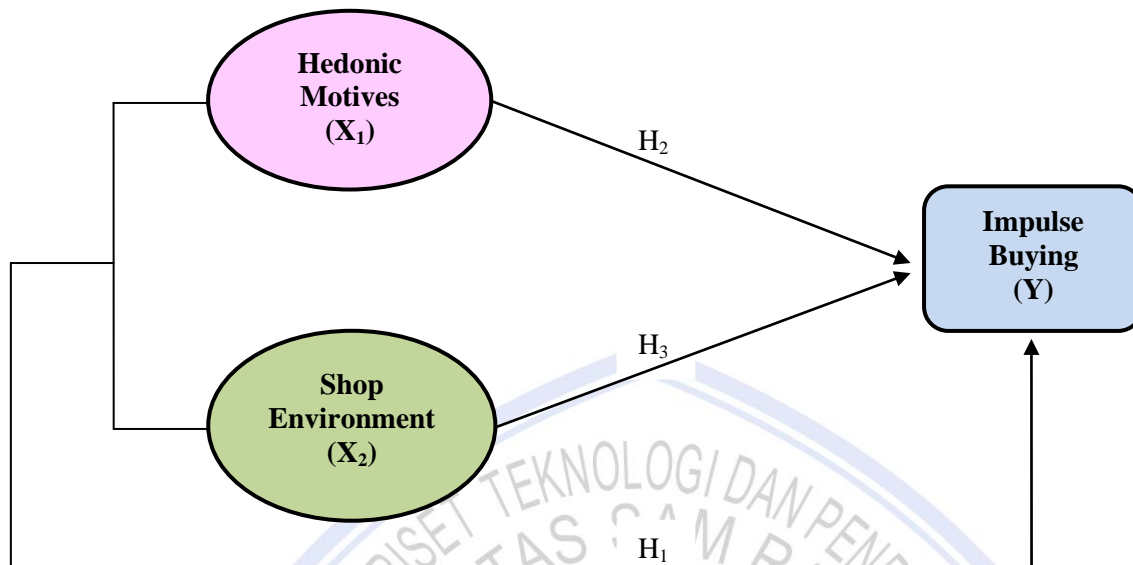


Figure 1. Conceptual Framework

Source: Data Processed, 2016

RESEARCH METHOD

Type of Research

Type of this research is Causal Research. Hair, et al (2010) stated that the primary focus of causal research is to obtain data that enables researchers to assess "cause-effect" relationship between two or more variables.

Place and Time of Research

The research was conducted in Manado, North Sulawesi, Indonesia and occurred in public areas such as universities, neighborhood, and mall. Those fields are suitable to do the research because most of the people at those fields are educated and were involved in buying activities as daily activities. The study was conducted in December 2015 to March 2016 and the survey started in January 2016.

Population and Sample

Sekaran and Bougie (2009 :180) pointed out that population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. The population of this research is the people who have experienced impulse buying in Manado. Sekaran (2003:203) defines sample as a subset of the population. Then he said it comprises some members selected from it. This research uses purposive sampling which is part of nonprobability sampling. Sekaran and Bougie (2009:262) explained that purposive sampling is the type of sampling which is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or conform to some criteria set by the researcher. This research was conducted with 100 respondents.

Data Collection Method

The source of data can be from primary or secondary sources. Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran and Bougie, 2009:266 & 276). This research spread questionnaires to collect primary data.

Operational Definition and Measurement of Research Variables

- a. Hedonic Motives (X_1): The behavior of customers who consider purchasing as a need.
- b. Shop Environment (X_2): The atmosphere and the facility of the shop.
- c. Impulse Buying (Y): Unplanned purchases.

Measurement of the variables used in this research is a Likert scale. Malhotra and Peterson (2006:264) defines Likert Scale as a measurement scale with five response categories ranging from “strongly disagree” to “strongly agree”, which requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements related to the stimulus object.

Data Analysis Method

Validity and Reliability Test

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. Validity is the level extent to which of precision and accuracy of a measuring instrument to perform the functions of measuring in this study is the questionnaire. An instrument has high validity if it can deliver results in accordance with the purpose of measuring the measurements itself. The validity of testing can use the Product-Moment Correlation Pearson techniques. Questionnaires were used as a measuring instrument should qualify the validity of the content. Reliability of measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument (Sekaran 2003:266). Cronbach's Alpha is used to measure the reliability.

Multiple Regression Analysis Model

Multiple regression analysis is a statistical technique which analyzes the linear relationship between a dependent variable and multiple independent variables by estimating coefficients for the equation for a straight line (Hair, et al 2010). The formula of multiple regression models of this research is shown as follows:

$$Y = a + b_1X_1 + b_2X_2$$

Description:

- | | | |
|------------|---|---|
| Y | = | Impulse Buying |
| A | = | Intercept |
| b_1, b_2 | = | The regression coefficient of each variable |
| X_1 | = | Hedonic Motives |
| X_2 | = | Shop Environment |

RESULT AND DISCUSSION

Result

Validity and Reliability

The Pearson's Correlation table shows that the correlation between variables is more than 0.3 which indicate that the instrument is valid. The result of reliability test shows the Cronbach's Alpha is 0.792 or more than 0.6 which means the data of this research is reliable.

Multiple Regression Analysis

Multiple regressions analysis is used to determine the influence of the independent variables to dependent variable. Below is the result of multiple regressions.

Table 1. Multiple Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.647	.287		2.258	.026
	Hedonic Motives	.464	.087	.494	5.340	.000
	Shop Environment	.367	.100	.339	3.670	.000

a. Dependent Variable: Impulse Buying

Source: Data Processed, 2016

The Equation is as follows: $Y = 0.647 + 0.464 X_1 + 0.367 X_2$

Y = Impulse Buying

X₁ = Hedonic Motives

X₂ = Shop Environment

The explanations of the equation are as follows:

Constant 0.647 shows the influence of Hedonic Motives (X₁), Shop Environment (X₂), and Impulse Buying (Y). It means that, in a condition where all independent variables are constant (zero), Impulse Buying (Y) as dependent variable is predicted to be 0.647. Variable X₁ (Hedonic Motives) has an effect to Y (Impulse Buying) as many as 0.464. In condition where other variables are constant, if there is one unit increasing in X₁ (Hedonic Motives), Y is predicted to be increased by 0.464. Variable X₂ (Shop Environment) has an effect to Y (Impulse Buying) as many as 0.367. In condition where other variables are constant, if there is one unit increasing in X₂ (Shop Environment), Y is predicted to be increased by 0.367.

Hypothesis Testing

ANOVA F-test result shows that $F_{count} = 73.061$ with a significance level of 0.000. In this research, F_{count} is more than F_{table} ($73.061 > 3.09$) that means H_0 is rejected and H_1 is accepted. The regression model can be used to declare that the independent variable of X₁ (Hedonic Motives), X₂ (Shop Environment) simultaneously affects the dependent variable Y (Impulsive Purchasing). T-Test shows that the value of tcount of X₁ (Hedonic Motives) is 5.340 and the value of ttable is 1.985, tcount > ttable (tcount is more than ttable). Based on this result, H_0 is rejected and H_2 is accepted which means X₁ (Hedonic Motives) influences Y (Impulse Buying) partially. The value of t-count of X₂ (Shop Environment) is 3.670. The result is H_0 is rejected and H_3 is accepted which means X₂ (Shop Environment) influences Y (Impulse Buying) partially. Hypothesis Result: Hedonic Motives (X₁) and Shop Environment (X₂) influence Impulse Buying (Y) simultaneously which means H_1 is accepted. Hedonic Motives (X₁) influences Impulse Buying (Y) partially which means H_2 is accepted. Shop Environment (X₂) influences Impulse Buying (Y) partially which means H_3 is accepted.

Table 2. R and R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775	.601	.593	.240

a. Predictors: (Constant), Shop Environment, Hedonic Motives

Source: Data Processed

The value of R is 0.775 indicating a substantial positive association between independent and dependent variable. The value of R₂ is 0.601 means that Hedonic Motives (X₁) and Shop Environment (X₂) as independent variables have moderate positive association and influence Impulse Buying (Y) as much as 60.1% while the rest 39.9% other factor is not included in this research.

Discussion

The result of the multiple regression analysis shows that the value of significance obtained for Hedonic Motives is $0.000 < \alpha = 0.05$. It means that hedonic motives influences impulse buying significantly. This result supports the the previous research of Virvilaite, Saladienė and Žvinklytė (2011) that found that hedonic motives influences impulse purchasing. It is also related with the previous research of Huang and Hsieh (2011) that found that Taiwanese shoppers' impulse purchases may be more due to their attempt to escape from stress and anxiety. The respondents of this research mostly agreed that they have an arousal to go shopping and they consider shopping as a pleasure. These similar findings are not a surprise because the people of Manado have been discussed by many people as people with a high consumptive behavior. Based on the survey, most respondents strongly agree that shopping is a pleasure to them and going shopping can create a good mood or make people happy. Shopping can make people feel like they are more powerful and excited. That makes people in Manado likes to go to shopping centers or malls unintentionally and routinely. Most of them perform impulse buying very often by the time they go to the shopping centers or mall, resulting many unplanned or unintentional purchases happen which is in this research we call as impulse buying.

The result of the multiple regression analysis shows that the value of significances obtained for shop staff is $0.000 < \alpha = 0.05$. That means that shop environment influences impulsive purchasing significantly. This result confirmed the result of the previous research of Virvilaite, Saladienė & Žvinklytė (2011) that found that shop environment influences impulse purchasing. Based on the survey, the customers of Matahari Department Store mostly agree that MDS has a good shop environment which consists of clean environment, good posters arrangement, and good products arrangement. The respondents found that it is comfortable to stay or to walk around Matahari Department Store or to look around the store which is possible to create demands while people are in it and that would make a big chance for unplanned purchases to happen. A comfortable shop environment gives a positive effect to the customers' impulsive purchasing behavior. The customers tend to stay longer in a comfortable shop environment which increases the chance to purchase impulsively. In the study about impulse buying the researcher found that impulse buying plays an important role for the businesses to make a lot of sales. The world keeps changing very quickly. New demands just showed up suddenly. People would not know when they need something. Therefore when people buy or shop, many of them just happen unplanned or unintentionally which is known as impulse buying.

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusions of this research are as follows:

1. Hedonic motives and shop environment influence impulse buying simultaneously and significantly
2. Hedonic motives influence impulse buying partially and significantly
3. Shop environment influence impulse buying partially and significantly

Recommendation

To the business manager matahari department store, it is important to make a comfortable environment for the customers to make them stay longer in the store and there will be more chances for unplanned purchases to happen which can give a huge contribution for the business. To the future research, it is suggested that the future research conduct a study at matahari department store , more variables since there are more variables that can influence people's decision making.

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