

Determinations of Impulsive Buying Behavior: An Empirical Analysis of Consumers' Purchase Intentions for Offline Beauty Products

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Abstract

Ingrained in multiple consumption theories, this research covers the seven determinants (Hedonic Consumption, Consumers' mood, Store layout, product promotion, Persons' situation, Materialism, and Product Attributes) of purchase intentions of a consumer. For this study, 384 offline shoppers were surveyed and found that out of seven, six determinants significantly trigger impulse buying behavior of customers of beauty products in a modern market setting while one determinant 'Materialism' did not have any influence on the impulse buying behavior. The relationships of the variables were statistically checked by multiple linear regression. Results of this study show that a consumer's mood has a significant impact on impulse buying as it can trigger the impulse behavior of consumers. Person situations also have a positive impact on impulse buying it means time, money, fear of missing out can active impulse buying. Store layout can also trigger that unplanned purchase which means store lighting, the music of the store, ambiance may affect the purchasing. Product promotion has an impact on spontaneous purchase which indicates that free coupons, discounts, free delivery, offers to attract the customer to sudden purchase. Product design, packaging, color, labeling indicate a positive and significant impact on impulse buying. However, materialism indicates an insignificant impact on impulse buying.

Keywords: *Off-line Shopping, Impulse Buying Behavior, Hedonic Mood, Store Layout, Materialism, Product Attributes, Consumption Theories.*

1. Introduction

Over the period impulse buying remained an important topic in the research and the consumer behavior researchers were interested in this by and large for sixty years (Tarihi, 2016). Today's society has switched from a cognitively controlled vision with models focused on information processing to emotionally controlled vision. About two decades back Kacen and Lee (2002) found that spur-of-the-moment consumption was a way of inducing an

emotionally satisfying sensation for the shoppers who seek spontaneous gratification or pleasure in buying act. In the light of the above, it can be said that impulsive consumers are often unable to resist intense internal desires to make frequent purchases and spend unnecessarily – even though they can't afford to do so, or have little need of the product they buy. Furthermore, due to impulse buying the core value of the product is not recognized while shopping, the negative effects of impulsiveness are not bothered; it is troublemaking the life of an individual, constant failures in managing actions, and internal drive to purchase.

At the same time, the concept marketing is based on informing the features of the products and highlighting them in a way that customers' interest is aroused for increased purchases. Therefore, at this stage, it is important to study this research problem that how impulse buying behavior is further stimulated for purchases. Primarily, this study addresses the research question "How different triggers of impulse buying behavior influence the purchase decision of beauty product consumers in the modern market setting of Karachi?" This major question will be explored further by breaking it into specific questions, such as, "how situational determinants (Person's Situation, Product Attributes, Product Attributes) influence unplanned purchases of beauty products in the modern market setting of Karachi", "how internal determinants such as (Hedonic Motivation, Mood of a Consumer) influence unplanned purchases of beauty products in the modern market setting of Karachi", "how external determinants such as (Store Layout, Sales Promotion) influence the unplanned purchase of beauty products shoppers in the modern market setting of Karachi", and also which determinant most significantly affects the impulse buying behavior of beauty products in the modern market setting of Karachi". The answer to the above questions will lead to achieving a broad objective of this research that is

to assess the effects of external determinants in which (Store layout and Sales promotion) are subsumed, internal determinants in which (hedonic motivation, mood of consumer) are involved, and situational determinants which contain (Time availability, Money availability, Product category) on impulsive buying behavior of beauty products consumers and also to determine the relative significance of stimulating factor that induces impulse buying behavior among shoppers of beauty products in a modern market setting. This study is of deductive approach because the purpose of this research is to test the hypotheses founded on established theories and extant literature to determine the impact of situational factors, internal factors, and external factors on impulse buying behavior of beauty products shoppers in the market setting. For this cross-sectional study, a survey questionnaire has been utilized as a research instrument for gathering the data. More specifically, for this study itemized rating scale in a form of a five-point Likert scale based on strongly agree, agree, neutral, disagree, and strongly disagree has been used. The population of this study refers to the set of individuals living within the territorial jurisdiction of Karachi who buys beauty products only from physical stores situated in modern market setting (Shopping malls, Mega malls, Hypermarkets, Departmental Stores) of Karachi. The sampling technique of the present study is non-probability sampling because the population size is above one million and the sampling frame is unavailable. For this study convenience sampling has been found fit to use as it is close to impossible to collect the data from the large population of Karachi city which is about 30 million people. According to Zikmund, Babin, and Carr (2009) adequate sample size required for this study is three hundred and eighty-four sample cases, as computed below, but even then to make this research robust, a sample of 400 has been taken as extra care.

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\epsilon^2}$$

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

Where,

- Z = Critical value of the normal distribution at the required confidence level,
- p = Sample proportion,
- e = Margin of error
- n = Sample Size

2. Literature Review

The theoretical framework of this research spreads over theories, such as Consumer Decision Making, Cognitive Emotions, Self-Completion, Psychodynamic, and Regret. Besides, an in-depth literature review on Marketers' Perspective of Impulse Buying, Consumers' Perspective of Impulse Buying, Internal Determinants of Impulse Buying, External Determinants of Impulse Buying, Situational Determinants of Impulse Buying and Impulse Buying Behavior have been carried out for developing a conceptual framework of this research. Decision-Making Theory suggests that the purchasing structure is based around a five-point decision-making process: need recognition, internally and externally search for information, assessment of alternatives, purchasing decision, and the post-purchase evaluation. Broadly speaking, the theory identifies the two factors that affect purchase decisions; environmental factors and individual factors. The environmental factors include heritage, ambiance, social setting, and circumstances, and the individual factors include customer resources in terms of money, time, inspiration, mood, wisdom, perceptions, personality, beliefs, and lifestyles. At the same time, the proponents of the Cognitive Emotions Theory argue that impulse buying behavior is grounded theoretically within the emotional decision-making of a consumer. Customers' feelings or emotions, such as love, delight, trust, dread, expectation, dream and sexuality and even some little enchantment trigger specific purchasing intentions.

Marketers' Perspective of Impulse Buying

Roberts and Jones (2001) indicated that marketers make use of status appeals after price appeals as a way of resolving market demand for control and prestige. Recent studies show that various strategies of marketers induce impetuous buyers to impulsively purchase, which in other sense boost sales and profit of a business. Similarly, in an empirical study, it was proposed that enticing sales, pleasant in-store showcases, responsive sales staff, and easy credit may all stimulate unplanned purchasing (Pooja, Mittal, and Kamakshi, 2018).

2.2 Consumers' Perspective of Impulse Buying

People often respond to impulsive purchases to cope with day-to-day stresses and try to bring pleasant

moments in their lives. Impulsive consumers do not avoid urges associated with positive emotions, such as happiness satisfaction, and relaxation. Nevertheless, these pleasant emotions are replaced by remorse and even depression shortly after purchase (Bighiu, Manolică, and Roman, 2015). Undoubtedly impulse shopping brings temporary relaxation and enjoyment, but the same is also preceded by guilt and regret due to awareness of the inappropriateness of the spending activity and its adverse consequences.

2.3 Internal Determinants of Impulse Buying

Internal determinants are also known as personal influencers, which include beliefs, attitude, motivation, lifestyle, and learning. All our purchasing decisions are influenced by these internal cues (Dawson and Kim, 2009). Internal determinants represent ways consumers communicate with the world around them, define their emotions, gather and analyze knowledge, create ideas and beliefs, and take concrete action. Internal determinants focus on the individual characteristics and traits of the person. These variables contribute to the character traits of customers. Internal triggers of purchasing are linked to the specific behavior that characterizes an individual, instead of the shopping context. These factors are not in control of marketers. These factors indicate the intrinsic signs and traits of the person which make him/her engage in impulse purchasing (Tarihi, 2016).

2.4 Hedonic Consumption

Hirschman and Holbrook (1982) explained hedonic consumption as behavioral aspects which relate to the sensory, imaginative, and emotional facet of consumption. Such a perspective deems the user to be pleased with the product and to use it all at the same time when they find pride, enjoyment, and satisfaction in their aesthetics. Consumers with a high degree of continuous interaction have strong hedonistic expectations and esteem and can be better on an auto-expressive subscale (Bloemer, De Ruyter, and Wetzels, 1999). The buyers who are more involved and enthusiastic about shopping enjoy buying and exhibiting impulsive actions in it immediately (Hausman, 2000). Consumers with a hedonistic shop motivation would, therefore, choose products or services that are completely compatible with their appearance and physically attractive to them (Hellén and Sääksjärvi, 2011). Hedonic emotions apply to a level of expectations when buying is perceived by

pleasant feelings as being emotionally useful. Hedonism is a concept that predicts that the greatest thing in life is happiness, considers the essence of life in entertainment, acknowledges fulfillment and enjoyment as the most important thing, and involves feeling emotionally non-sensory. The hedonic shopping trend, which is gaining importance day after day, is based on three key dimensions of experimental utilization such as feeling, intuition, and entertainment (Bhakat and Muruganantham, 2013).

2.8 Product Promotion

Lehman and Winer (2002) described the promotion of products as special offers which are essentially aimed at stimulating product demand. The same writer has proposed that Product promotion serves as a marketing tool by giving the target market an additional opportunity to purchase. Product promotions involve ads (TVC), marketing schemes like a discount, stock clearance sale / special offer, deals (buy 1 get 1 free, limited stock, limited period) or vouchers/points earned on purchase of any quantity or number, Refund / Rebate, Premium, Loyalty Plan, Discount, Free Delivery, Point-of-Purchase, Demos, Bonus Packs, Cross-Promotion, Contest / Sweep Take, and Advertisement Specialties (Schwemmer and Ziewiecki, 2018). Promotion is being used to make sure that customers are aware of the products offered by the Company. It is undoubtedly the most visible marketing mix. The word "product promotion" applies to the different forms of selling promotions and strategies aimed at generating immediate sales results for consumers. This may be in the form of free samples, discount coupons, demo shows, sweepstakes, etc. The goal of product promotion is to have real and immediate impacts on the purchasing habits of customers. The advertising campaign seeks to stimulate the desires of buyers and encourage people to purchase a particular brand instantly as highlighted by (Akram, Hui, Khan, et al., 2018).

2.9 Situational Determinants of Impulse Buying

Factors that emerge from the specific circumstance that occurs at the time of purchase of the impulse buying are considered as situational determinants of impulse buying. Situational factors exert an impact on impulse purchasing considerations that include real or expected time and power to invest (Beatty and Ferrell, 1998). According to Tarihi,

(2016), situational determinants of impulse buying are cues that trigger unplanned purchases because of peculiar circumstances or situation in which a customer act. The distinction between the variables in terms of situational and non-situational. It was suggested in the said study that variables of the situation, such as task description, personal and social environment, temporal viewpoints, and antecedent conditions, might play a significant role in sales circumstances, and therefore warrant special attention from marketers. Situational aspects include the physical environment, the social environment, the temporal context, the nature of tasks, and the preceding states:

Physical Environment: It refers to the geographic and structural location and apparent product arrangements or other content accompanying the trigger element. **Social Environment:** It includes the appearance, features, evident positions, and emotional reactions of other individuals. **Task Description:** It refers to situational features, such as an aim or obligation to pick, search for, or collect information regarding a general or particular purchase. **Temporary Viewpoint:** It is an aspect of circumstances that can be defined in measure from one to the other season of the year

2.10 Person's Situation

Availability of money can be described as a consumer's financial-resource capacity. Consumers' preference for a product or brand is highly affected by the amount of financial capital (income and wealth) owned, so the customer must have money (Engel et al., 2008). A person's situation is defined as a state of an individual which is regulated by the availability of time, availability of money, and sometimes fear of missing out (Atulkar and Kesari, 2018). Time constraint is commonly perceived and regarded as a situation vector influencing customer decision-making in a shop setting and harms buying impulses as customers can be irritated by the lack of time to shop or browse while at the same time as per the study conducted by Beatty and Ferrel (1998), it has been stated that the availability of money is "the sum or budget that and person perceives in that day".

2.11 Materialism

Materialism is explained as customers who give value to materialistic things and find significance and identification in possessions so that these people were

motivated by the belief that the acquisition of consumer goods was a central purpose of life and a path to happiness. Richins and Dawson (1992) explored materialism with three facets: (1) placing the acquisition of material goods at the core of his life; (2) making the pursuit of material possessions his primary source of life satisfaction; and (3) treating possessions as a measure of achievement. Materialism is also characterized as the value of worldly goods that a user belongs to (Dewi, Nurrohmah, Sahadi, Sensuse, and Noprison, 2017).

2.12 Product Attributes

According to Kotler (2001), product attributes are the features of a product that distinguishes it from other products. Attributes include size, color, design, packaging, specifications, and characteristics that influence the attractiveness or consumer acceptance of the product. From a customer viewpoint, it is these characteristics that decide the criterion set and affect the final decision to buy. Attributes may be categorized as concrete or abstract. Concrete attributes refer to physical characteristics; these are measurable characteristics that can be evaluated on other physical dimensions. Abstract traits apply to semi-physical characteristics; on the contrary, they describe intangible, subjective qualities which are not easily assessed. Kotler (2001) further suggested that product value building began by presenting a product on three levels to derive all the benefits provided by the company, details of which are incorporated as under: **Core Level:** This layer reflects essential specifications for a product that customers have. These qualities are a requirement for the right to succeed in the market — as regular customers expect them to. **Anticipated Level:** Several goods are highly marketable based on 'one-of-a-kind' features, a brand, or attractive packaging. Though these attributes are quite significant, they are fundamental differentiators and thus susceptible to commoditization. **Augmented Level:** The best differentiating features belong to the augmented phase.

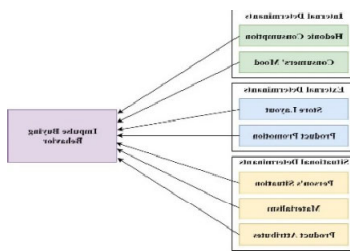
2.13 Impulse Buying Behavior

In the 1940s the concept of buying impulses was first identified as an inappropriate action (Aragoncillo and Orús, 2018). This trend sparked interest from various researchers, who ultimately faced the challenge. Till yet there is still no universal definition in the literature for understanding this concept

holistically (Amos, Holmes, and Keneson, 2014). Impulse purchasing was first conceived as unplanned transactions, i.e.' the difference between the overall purchases made by the customer at the end of the shopping trip and those reported as expected purchases before entering the store' (Rook, 1987).

3. Conceptual Framework

Figure 1



4. Hypothesis Formulation

Hedonic Consumption and Impulse Buying Behavior

If customers are driven by hedonic desires, they are more likely to buy suddenly. Sharma, Sivakumaran, and Marshall, (2010) further postulated that impulse buying is a hedonic activity strongly linked with emotions and psychological and social desires rather than thought and practical results. Vazifehdoost, Rahnama, and Mousavian (2014) posit that hedonic consumption has a direct and significant impact on unintended purchases and after the buying process, customers feel strong and sense positive energy. Khuong and Tran, (2015) suggested direct impacts on unprompted purchasing from the consumer's need for individuality and maximum stimulus level, while hedonic purchasing moderated the influence of consumer self-spending regulation and perception of novelty on purchasing behavior.

H1: Hedonic Motivation as an internal determinant significantly triggers Impulse Buying Behavior of customers of beauty products in the modern market setting.

Consumer Mood and Impulse Buying Behavior

The research further looked at the impact of purchasing impulse on mood after purchase. This work explored how pre-purchase mood influences post-purchase mood, with consumer loyalty as a mediating element in this sense. Satisfaction often has a partial mediator position between mood for pre-

buying and mood for post-buy. Pornpitakpan, Yuan, and Han (2017) used an experiment of 102 Singaporean working adults to investigate the impact on impulse buying (IB) and consumer moods at the retail service store. The findings revealed that consumers that have favorable moods exhibit greater IB than those in a pessimistic mood. Bessouh and Belhir, (2018) investigated the determinants of unplanned purchasing and positive and negative moods. The study conducted a two-stage mall-intercept survey approach to data collection. Results also showed that the internal variable (positive and negative mood) influenced buying impulse.

H2: Consumer's Mood as an internal determinant significantly triggers Impulse Buying Behavior of customers of beauty products in the modern market setting.

Materialism on Impulse Buying Behavior

Richins (2011) noticed that materialistic buyers are influenced by an urge to achieve and maintain status in society utilizing materialistic desires and that this sort of consumer spends money impulsively. Moran (2015) investigated the influence of, materialism and environmental perception on impulsive online shopping. The idea of materialism suggests that individuals who obtain goods as a self-fulfilling plan are likely to be more impulsive (Tarihi, 2016). Materialistic buyers are usually motivated by the urge to gain social status by material possession, and therefore there was a risk that those consumers might spend money impulsively by succumbing to the temptation trigger. Šeinauskienė, Maščinskienė, Petrike, and Rutelionė (2016) investigated the phenomenon in Lithuania to clarify the relationship between materialism and the tendency of impulsive purchasing behavior. The study demonstrated that there is a significant impact of materialism on spontaneous purchase.

H3: Materialism as a situational determinant significantly triggers Impulse Buying Behavior of customers of beauty products in the modern market setting.

Product Attribute and Impulse Buying Behavior

Arnold and Reynolds, (2003) explored that product features also exert a direct impact on the impulse purchasing behavior of consumers. It has been proposed that some of the product characteristics are

effective in the purchasing behavior of consumers. Many products are purchased more impulsively than others. The probability of buying goods on impetus depends on the product attributes, such as type, quality, brand, packaging, and product distribution (Harmancioglu et al., 2009).

H4: Product Attributes as a situational determinant significantly triggers Impulse Buying Behavior of customers of beauty products in the modern market setting.

Product Promotion and Impulse Buying Behavior

Consumers will be much more motivated to shop impulsively when there is a sales promotion particularly when a company offers a discount (Fitri, 2018). Jamal and Lodhi (2015) reported that the impulse buying actions of consumers and promotional activities have a positive relationship. These studies show a strong and important association between discount offers and impulsive purchases. Thus, the chances of raising the purchasing behavior of the consumer can increase by raising the sales and promotional activities.

H5: Product Promotion as an external determinant significantly triggers Impulse Buying Behavior of customers of beauty products in the modern market setting.

Person's Situation and Impulse Buying Behavior

In a survey by Mohammad (2012) significant purchase relationships with time availability and unintended buying have been identified. If the consumer spent more time in the retail store before seeing an Impulse product, the greater the likelihood of buying it spontaneously. Tamilselvi (2015) had endeavored to recognize the different methods of promotional tactics and the order by which they affect the decision-making of customers about apparel. In this study, five essential product marketing strategies are considered, including Refund and Discount Bid, Voucher, Loyalty Plan, Price Packs, and Competitions. Hence, in the Pakistani context, we hypothesize.

H6: Person's Situation as a situational determinant significantly triggers Impulse Buying Behavior of customers of beauty products in the modern market setting.

Store Layout and Impulse Buying Behavior

It is a common understanding that store atmosphere impacts consumers' emotions, which in turn increases

impulse buying. If customers feel relaxed and satisfied with the store environment it impacts positively on their emotions, and as a result, they do more shopping from that store. Findings of other studies report that store atmosphere impacts impulse buying behavior (Chavosh, Halimi, Namdar, Choshalyc, and Abbaspour, 2011). In the contemporary competitive business environment, advertisers and researchers around the world are trying to understand the relationship between store environment and Impulse Buying Behavior. The environment of the store and the purchase instinct both contribute to customer buying behavior and encourage the consumer to buy trends. It is understood that the customers respond more to the core goods and services being provided when making buying decisions. Therefore, the shopping climate, more precisely the atmosphere of the shop, is more critical when purchasing decisions are made (Akram et al., 2016).

H7: Store Layout as an external determinant significantly triggers Impulse Buying Behavior of customers of beauty products in the modern market setting.

5. Analysis and Results

Cronbach alpha test has been carried out to check the internal consistency and respective composite reliability of each construct. The results of the test are given in table 1. The data has been collected from the customers of beauty products through email as well after visiting ten big sizes of markets (Supermarkets, hypermarkets, mega malls, and departmental stores) of Karachi.

Construct	Cronbach Alpha
HC	0.723
IB	0.848
MAT	0.855
SL	0.817
MOD	0.694
PA	0.819
PP	0.814
PS	0.716

Regression

Regression is used to describe the relationship between the predictor variable and a response variable.

Model	Sum of Squares	df	Mean Square	F	Sig.
1	44.912	7	6.416	62.646	.000 ^b
	Residual	38.406	375	0.102	
	Total	83.319	382		

ANOVA table helps to conclude whether either whole model is accepted or not. In this table of ANOVA, the

tested statistics is the F value, i.e. 62.646 with significance value 0.000, shows the overall significance of the model and it is indicating that the results are significant at the significance level of 5%. Here the IV are M, PS, PA, HC, SL, PP, AND MAT whereas the DV is IB. The significance value of all the dependent and independent variables is less than 0.05; it means there is a significant relationship between the variables.

ANOVA

	Unstandardized Coefficients		Standardized Coefficients	T-Statistics	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.664	0.201		3.302	0.01		
PS	0.251	0.047	0.261	5.398	0.00	0.528	1.895
PA	0.229	0.049	0.243	4.666	0.00	0.455	2.199
HC	0.063	0.029	0.087	2.216	0.027	0.801	1.248
SL	0.191	0.05	0.193	3.813	0.00	0.479	2.058
PP	0.094	0.045	0.090	2.093	0.037	0.545	1.836
MAT	-0.031	0.033	-0.043	-0.939	0.348	0.591	1.693
M	0.086	0.033	0.115	2.569	0.011	0.615	1.625

In this model, Impulse buying is considered as a dependent variable, and this model is designed to test the impact of M, PS, PA, HC, SL, PP, AND MAT on impulse buying. Summary of Hypotheses Testing results is given in Table 2.

Model Summary

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate	Change Statistics				
					F Change	df1	df2	Sig.	F Change
1	.734 ^a	0.539	0.53	0.32003	0.539	62.646	7	375	0

In this chart, the adjusted R square value, i.e. 0.530 or 53% is indicating that the variation in the data is 53%. This model is explaining a 53% variation in impulse buying.

6. Discussion

The hypothesis that hedonic motivation has an impact on impulse buying is supported at a 95% confidence level for this study. Accordingly, a previous study conducted by Kennedy & Vimala (2017) supports the result of this study as they examined the impact of internal factors on impulse purchasing of women's apparel in Sri Lanka. Another study conducted by Octaprinanta et, al. (2017) on “Hedonic Consumption Tendency has a significant influence on Impulse Buying Behaviour” resulted as a direct and significant impact on impulse buying behavior. The findings of these studies confirm that there exists a significant relationship between internal

cues such as hedonism, self-identity, and impulse buying behavior of working women towards apparel. The second hypothesis testing “Consumer’s Mood as an internal determinant significantly triggers Impulse Buying Behavior of customers of beauty products in modern market setting” confirms that consumer mood has an impact on impulse buying with the significant value of .011 at 95% confidence level. Further, Pradhan(2018) studied the consumption behaviors of customers in Kathmandu Valley supermarkets. A formal questionnaire was used for collecting data from a sample size of 200 respondents and found most shoppers are buying impulsively. Most of the respondents do not plan if they visit a supermarket.

Testing of the third hypothesis "Store Layout as an external determinant significantly triggers Impulse Buying Behavior of customers of beauty products in modern market setting" confirms store layout has an impact on impulse buying with the significant value of .000 at 95% confidence level. Husnain et al., (2019) examined the impact of situational indicators identified as personal variables (time availability, family influence, cash availability) and in-store influencers (store layout, product promotions, and friendly store employees). Findings of this research indicated that personal factors, i.e. time availability and family control, have a significant and positive impact on generation Y consumers' spontaneous buying behavior in Pakistan, as well as in-store factors such as store layout, product promotion has a major impact on purchasing impulse behavior. The fourth hypothesis of the research "Product Promotion as an external determinant significantly triggers Impulse Buying Behavior of customers of beauty products in modern market setting" was tested and found that product promotion has an impact on impulse buying with the significant value of .000 at 95% confidence level. A similar phenomenon was investigated by Ismail & Siddiqui (2019) and found that there is a direct and significant impact of promotional activities on impulse buying. The fifth hypothesis “Person’s Situation as a situational determinant significantly triggers Impulse Buying Behavior of customers of beauty products in modern market setting testing” of this study supported that the person’s situation has an impact on impulse buying with the significant value of .000 at 95% confidence level. This result is also in the line with the studies conducted earlier by Pradhan (2018) and revealed that a person's situation directly influences the impulsive buying behavior among

consumers means availability of cash and time significantly affects the unplanned purchases. The sixth hypothesis "Materialism as a situational determinant significantly triggers Impulse Buying Behavior of customers of beauty products in modern market setting" could not confirm the hypothesis and depicts materialism has an insignificant impact on impulse buying. The possible reason for this insignificant impact could be different social and cultural environments prevailing in Pakistan as this country is large values spirituality and is less dependent on materialism. Testing of the seventh hypothesis "Product Attributes as a situational determinant significantly triggers Impulse Buying Behavior of customers of beauty products in modern market setting" confirmed that the product attributes have an impact on impulse buying with the significant value of .000 at 95% confidence level.

6. Conclusion

In nutshell, in the current competitive marketing scenario, impulse purchasing is a key factor to consider the trend. Marketers aim to find multiple ways to increase sales and reduce competition. Therefore, this research aims to explore the determinants of impulse buying behavior of beauty products in Karachi. The independent variables for this study are; materialism, consumer moods, personal situation, product promotion, product attributes, Hedonic consumption, store layout, and impulse buying as an independent variable. These variables were statistically checked by multiple linear regression. The findings of the result suggest that consumer mood has a significant impact on impulse buying which indicates that consumer's mood can trigger impulse behavior of consumers. Person situations also have a positive impact on impulse buying it means time, money, fear of missing out can active impulse buying. Store layout can also trigger that unplanned purchase which means store lighting, the music of the store, ambiance may affect the purchasing. However, product promotion has an impact on spontaneous purchase which indicates that free coupons, discounts, free delivery, offers to attract the customer to sudden purchase. The finding of product attributes indicates a positive and significant impact on impulse buying which depicts that product packaging, color, labeling affect customers while

purchasing impulsively. However, materialism indicates an insignificant impact on impulse buying.

7. Recommendations

From the findings of this study, the following recommendations are presented:

As customers impulsively buying inclination increases in an appealing store layout, there is a need that marketers and strategic decision-maker should work on store layout for instance; decoration, lighting and color themes of the shop Further, window display should be presentable this will provoke customers to come into the store. These factors will trigger to purchase spontaneously. Another, notable factor that stimulus unplanned purchase is product promotion. Marketers should offer different promotional offers such as rewards, free coupons, gifts, discounts to capture customers. Results of this study indicated that mood influences impulse purchase. Therefore, it is recommended that marketers should enhance the atmosphere of the store by decent lighting, colors, decent music in the background which enables the mood of the consumer. Marketers should also work on product attributes such as; effect design, labeling, packaging, and features of the product that provokes consumers to purchase a product. Limitations of the research. This research has been conducted to find cause and effects only while adding mediating and moderating variables, such as increased income and demographic influences could have increased the insights in impulsive buying behavior in Pakistan. Further, this study has been conducted in Karachi city only, while the other cities like Lahore, Peshawar, Faisalabad, Hyderabad, and Islamabad if included in the research could have been more generalizable results in the Pakistani context.

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