

ASSOCIATION & IMPACT STUDIES OF IMPULSIVE BUYING BEHAVIOR AND EXPLORATORY TENDENCIES ON YOUTH OF CENTRAL INDIA

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Abstract

The purpose of the present paper is to explore the concept of Impulsive buying & exploratory tendencies on different facet such as its relationships & the impact of impulsive buying on exploratory tendency with special reference to Central India. The present study attempts to assess Impulsive buying & exploratory tendencies in B school students against the backdrop of demographic variable i.e. gender. It also intends to gauge the extent of Impulsive buying on exploratory buying tendencies tendency among B school students. Keeping the same objective in mind Impulsive buying scale developed by Rook & Fischer (1987) was administered to B school students & for exploratory tendencies the scale developed by C.Raju(1981) was used for the study. 198 respondents were used to collect the samples. It is expected that the findings will provide vital inputs to marketers in framing their marketing strategies keeping in mind the various tendencies among youth & their behavior The results also shows that impulsive buying has a positive impact on exploratory tendencies & no significant difference is observed in B school students on the basis of Gender.

Keywords: Impulsive Buying, Gender, Exploratory Tendencies, Consumer Behavior.

1. Introduction

Impulsive buying is a common behavior today and can occur in any setting. Much of the human activity is driven by impulses that are biochemically & psychologically stimulated. Beatty and Ferrell (1998) described that Impulse buying refers to immediate purchases which are without any pre-shopping objective either to purchase the specific product category or to fulfill a specific need. It is not consciously planned, but arises immediately upon confrontation with certain stimulus (Wolman, 1975 (Schiffman and Kanuk, 2007). India Being a transitional economy technological boom such as television shopping channels and the Internet expand consumers' impulse purchasing opportunities, increasing both the accessibility to products and services and the ease with which impulse purchases can be made. Impulse buying is an unplanned purchase that is characterized by relatively rapid decision-making, and a subjective bias in favor of immediate possession (Rook & Gardner, 1993).

(Stern, 1962) examined the relationship between consumer's demographic & life style characteristics & their impulsive buying susceptibility. Various researches suggest that people possess a personality trait, which are identified by the exploratory tendencies of the consumer which then forms the habit of making impulsive purchases. Exploratory tendency is to explore or investigate a novel environment. (Rook & Hoch, 1985) suggested that it is the people not the product who experiencing the consuming impulses which further suggest that there are a number of behaviors that go along with this trait that reflect its detrimental influence.

Different tendencies of the consumers also reflects the Impulsive buying behavior highly impulsive buyers are likely to be unreflective in their thinking, to be emotionally attracted to the object, and to desire immediate gratification (Hoch & Loewenstein, 1991; Thompson et al.,

1990).The present study attempts to explore the association of impulsive buying tendencies & the exploratory tendencies among the Indian youth.

The paper is structured as follows: First, to position the paper, the context of the study is provided by highlighting the objectives of studying this topic. This is followed by a brief review of prior Impulsive buying tendencies & exploratory tendencies research. Methodology is presented, followed by discussion of the results. The paper concludes with a discussion and implications of the study's findings for marketing and research.

2. Literature Review

Extensive research on impulsive buying behavior began in the early 1950's. The DuPont (1945) studies defined Impulse buying an unplanned purchase. As far as marketing perspective is concerned, impulsive buying tendencies may be desirable only in very limited contexts, such as low-involvement and low-cost products. In all other contexts, impulsive purchases impose serious difficulties both to the individual, as well as to the respective brand. Rook & Hoch, (1985) suggested that it is the people, not the product who experiencing the consuming impulses.

The study did by Surajit Ghosh Dastidar and Biplab Datta (2009) inferred that varieties of tendencies exist such as variety seeking, risk taking/innovativeness, and curiosity motivated behavior are important determinants of buying behavior. The results of this study show that males are more risk taking/innovative than females, and younger consumers are more likely to indulge in interpersonal communication about purchases. The findings of this study indicate that younger consumers have a comparatively greater tendency towards curiosity motivated behavior & hence they do more impulsive buying as compared to other group. The research also explained that females shows more impulsive buying behavior as compared to the male but Muhammad Ali Tirmizi, Kashif-Ur-Rehman, M. Iqbal Saif (2009) inferred that there exist a weak association between consumer lifestyle, fashion involvement and post-decision stage of consumer's purchasing behavior with the impulse buying behavior including the attitudinal as well as behavioral aspects of the consumers. Sandeep Singh & Swati Kewlani (2013) explores the relationship between the Impulsive buying & exploratory tendencies of the consumer.

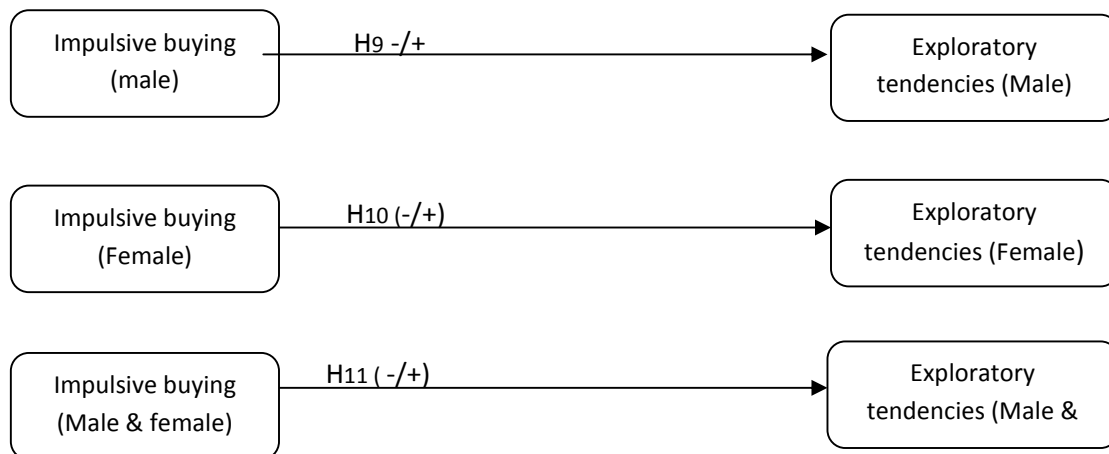
Raju (1981) in his research explained Impulsive buying is related to stimulation and arousal and since individuals uses exploratory tendency to reach their threshold/optimum stimulation some individuals characteristically prefer calmer settings, whereas others seek for elative environments depending on their individual stimulation level by Chowdhury, Tilottama G. (2009) show that high (vs. low) exploratory buying behavior tendencies (EBBT) individuals have greater salience of hedonic search motives and consequently form more diverse consideration sets while purchasing a gift. Further, when working with a specific gift budget, high EBBT consumers are more likely to diversify their gift choices by *buying* a greater number of relatively lower-priced gift items. Study also showed that the effects of the EBBT trait are significantly attenuated when the regulatory focus of the person making the gift decision is one of prevention rather than promotion.

The relationship between optimal stimulation and exploratory tendencies has been little researched. Acceptance of new retail facilities, new product trial, preference for novel vacation experiences, exploratory tendencies related to risk taking, variety seeking, and curiosity and selected personality traits and demographics are all related to high need for stimulation, which in turn are individual in terms of consumers general tendency towards environmental stimuli. This paper is intended to introduce the influence of impulsiveness buying behavior on exploratory tendencies of consumers and analyze the gender disparity.

3. Objectives of Research Study

1. To assess the normality of data for the impulsive buying behavior and exploratory tendencies variable.
2. To evaluate the reliability and validity of the impulsive buying and exploratory tendencies scale.
3. Asses the relationship between impulsive buying and exploratory tendencies by gender differences & combined amongst youth of central India.
4. To analyze the gender differences & combined impact of exploratory tendencies on impulsive buying behavior of youth of central India.

3.1 Conceptual Framework



3.2 Development of Hypothesis

- H1:** The Impulsive buying scale has internal consistency.
- H2:** Exploratory tendency scale has internal consistency.
- H3:** Each of the five items of impulsive tendencies is able to discriminate between high score and low score by youth of central India.
- H4:** Each of the thirty nine items of exploratory tendencies is able to discriminate between high score and low score by youth of central India.
- H5:** The impulsive buying scales have content and construct validity.
- H6:** The exploratory tendencies scale has content and construct validity.
- H7:** There is correlation between impulsive buying and exploratory tendencies among the male & female youth of central India.
- H8:** There is correlation between impulsive buying and exploratory tendency among the youth of central India.
- H9:** There is impact of exploratory tendency on Impulsive buying behavior of male youth of central India.
- H10:** There is impact of exploratory tendency on Impulsive buying behavior of female youth of central India.
- H11:** There is impact of exploratory tendency on Impulsive buying behavior of youth (combined) of central India

4. Methodology

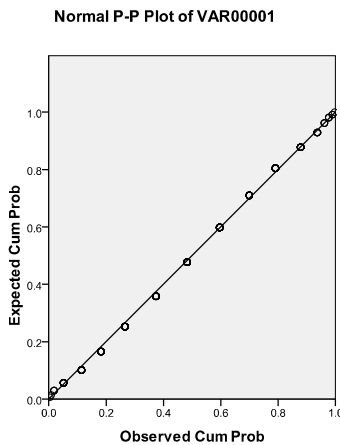
To test the hypothesis questionnaires were borrowed. It includes the questions on impulsive buying and exploratory tendencies. We had distributed questionnaire personally to youth who were willing to participate in the study. Some respondent sent the questionnaire by mail. A total of 210 questionnaires were distributed among the youth perusing the post graduate management course in central India with the age belongs to 18 to 24 years. From our dataset; we had removed incomplete and identical answer to all questions where we dimmed this to be a consequence of respondent fatigue. Our final dataset contains 198 valid questionnaires. The data set contains similar number of responses from male & female.

The Impulsive buying scale contains 5 items with a reverse question. Respondent were asked to indicate response on 7-point Likert-type scale. The scale was developed by Rook & Fischer (1987). The developed scales were used by many researchers and found reliable and valid.

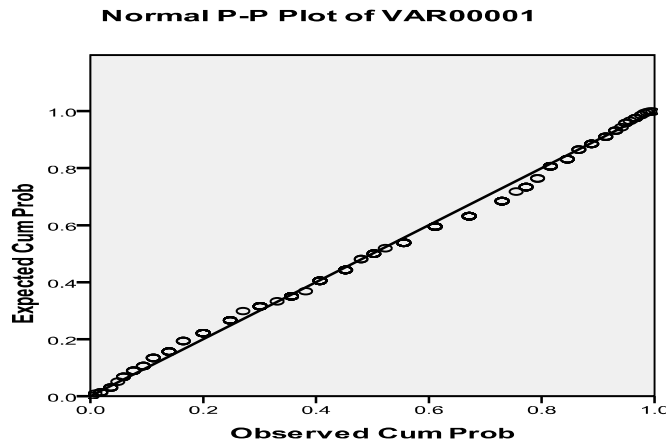
The exploratory tendency scale contains 39 items with 15 reverse questions. Responses were collected on 5 point Likert-type scale. The scale was developed by c. Raju (1981) & were used by many researchers and found reliable and valid. The normality, validity & reliability of scale were tested before use for study.

4.1 Normality of variables

The collected dataset was analyzed by SPSS-17. Mean computation and mean centric values were drawn for testing normality of data. The P-P plot was prepared and shown normality of data for Impulsive buying & exploratory tendencies also the shapiro's test for Normality was also used to check the normality of the data. All the values are more than .05 which shows that data are normal.



Impulsive Buying



Exploratory Tendencies

4.2 Reliability Measure

The internal consistency of Impulsive buying and exploratory tendencies were evaluated by Cronbach's alpha. The score shows that items of impulsive buying were internal consistent as the score is .81 & correlated and shows reliability of exploratory tendency variables is .76. Hence the hypothesis H1 & H2 are accepted. So, mean items of both the variables had revealed internal consistency.

4.3 Discriminating Power Measures

To explain the discriminating power between five items of Impulsive buying (Table 1) and, between thirty nine items of exploratory tendencies variables (Table 2), mean score of top 25 % scorer, and the bottom 25% score were calculated.

Table 1

| Items | Mean for all respondents | Mean for low Quartile | Mean for High quartile |
|-------|--------------------------|-----------------------|------------------------|
| 1 | 2.82 | 1.88 | 4.04 |
| 2 | 3.01 | 1.56 | 4.20 |
| 3 | 2.55 | 1.68 | 3.72 |
| 4 | 2.90 | 1.88 | 3.88 |
| 5 | 2.90 | 2.16 | 3.64 |

Table-2 Discriminating power Impulsive Buying

| Items | Mean for all respondents | Mean for low Quartile | Mean for High quartile |
|-------|--------------------------|-----------------------|------------------------|
| 1 | 2.99 | 2.76 | 3.52 |
| 2 | 3.15 | 2.96 | 3.36 |
| 3 | 3.30 | 3.24 | 3.4 |
| 4 | 2.35 | 1.92 | 2.76 |
| 5 | 3.08 | 2.88 | 3.4 |
| 6 | 3.38 | 3.24 | 3.24 |
| 7 | 2.16 | 1.48 | 2.88 |
| 8 | 2.47 | 1.92 | 3.08 |
| 9 | 2.47 | 1.56 | 2.92 |
| 10 | 2.25 | 1.64 | 2.84 |
| 11 | 2.98 | 3.2 | 2.6 |
| 12 | 2.22 | 2.16 | 2.16 |
| 13 | 2.62 | 2.56 | 2.96 |
| 14 | 3.07 | 2.68 | 3.28 |
| 15 | 3.20 | 3.08 | 3.6 |
| 16 | 2.33 | 1.96 | 2.52 |
| 17 | 2.6 | 2.08 | 3.08 |
| 18 | 3.84 | 4.12 | 3.2 |
| 19 | 3.13 | 2.84 | 2.88 |
| 20 | 3.01 | 2.6 | 4 |
| 21 | 2.53 | 1.88 | 2.88 |
| 22 | 3.03 | 3.2 | 3.36 |
| 23 | 2.71 | 2.4 | 2.92 |
| 24 | 2.57 | 2.12 | 3.12 |
| 25 | 3.18 | 2.76 | 3.32 |
| 26 | 3.12 | 2.56 | 3.8 |
| 27 | 2.3 | 1.72 | 3.28 |
| 28 | 2.52 | 2.44 | 2.8 |
| 29 | 3.15 | 2.96 | 3.56 |
| 30 | 3.83 | 4.04 | 3.8 |
| 31 | 2.7 | 2.52 | 2.72 |
| 32 | 2.36 | 1.64 | 2.76 |
| 33 | 3.38 | 3.4 | 3.2 |
| 34 | 2.72 | 1.6 | 3.76 |
| 35 | 2.95 | 2.6 | 3.44 |
| 36 | 2.58 | 1.8 | 3.44 |
| 37 | 2.85 | 2.36 | 3.36 |
| 38 | 2.64 | 2.32 | 3 |
| 39 | 2.64 | 2.32 | 3 |

The difference of mean score of both the variables is tested by t- test. The t-value of impulsive buying behavior is significant at 5% level of significant (.000) table-3. The null hypothesis is rejected so, alternate hypothesis (H3) is accepted i.e. five items of impulsive tendency is able to discriminate between high score and low score obtained by youth of central India hence items have ability to measured.

Table-3: t-value of Impulsive buying

| | | Levene's Test for Equality of Variances | | | | | | | | |
|----------|-----------------------------|---|------|--------|--------|------|---------|--------|---------|---------|
| | | F | Sig. | | | | | | | |
| VAR00001 | Equal variances assumed | 8.338 | .005 | -5.577 | 76 | .000 | -.69436 | .12449 | -.94231 | -.44641 |
| | Equal variances not assumed | | | -5.577 | 63.055 | .000 | -.69436 | .12449 | -.94314 | -.44558 |

Table-4: t-value of exploratory tendencies

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | 95% Confidence Interval of the Difference | |
|----------|-----------------------------|---|------|------------------------------|-------|-----------------|-----------------|-----------------------|---|---------|
| | | F | Sig. | t | Df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
| VAR00006 | Equal variances assumed | .016 | .902 | 14.257 | 8 | .000 | 2.06400 | .14478 | 1.73015 | 2.39785 |
| | Equal variances not assumed | | | 14.257 | 8.000 | .000 | 2.06400 | .14478 | 1.73015 | 2.39785 |

Similarly, t-values (table-4) of exploratory tendency are examined. It's found that, this is significant at 5% level of confidence. So, Null hypothesis was rejected, alternate hypothesis (H4) was accepted i.e. items of exploratory tendencies has abilities to measure.

Content & Construct Validity Measure

The panel of experts had analysed that, items of scale of Impulsive buying behavior & exploratory tendencies are correlated with the objectives. So both scales have content validity. The construct validity of impulsive buying & exploratory tendencies are verified by applying factor analysis. Before going on for factor analysis, applicability of factor analysis is tested. For Impulsive buying, The KMO score was .644 (>.5) & significant (.000) at 1% level of significance prove the applicability of factor analysis.

The loading of each items in communalities matrix is more than .3 so, all items are contributing in the variables with the sample size 198. So, it proved convergent validity. The Eigen value (3.68) is more than 1 signified the construct validity and the hypothesis H5 is accepted.

For exploratory tendencies, The KMO score was 0 .599 (>.5) & significant (.000) at 1% level of significance prove the applicability of factor analysis. The loading of each items in communalities matrix is more than 0.5 so, all items are contributing in the variables with the sample size 198. So, it proved convergent validity. The Eigen value is more than 1 signified the construct validity and hence the hypothesis (H6) is accepted.

To evaluate the correlation between impulsive buying behavior and exploratory tendencies among the male & female and combined youth of central India, Karl Pearson Correlation was applied. From the table-5, correlation is weakly positively correlated and significant at the .05 level among the male. Table -6 shows the higher positively correlated and significant at the .01 level among the female. Hence, hypothesis (H7) is accepted.

| | | VAR00001 | VAR00002 |
|----------|---------------------|----------|----------|
| VAR00001 | Pearson Correlation | 1 | .199* |
| | Sig. (2-tailed) | | .032 |
| | N | 116 | 116 |
| VAR00002 | Pearson Correlation | .199* | 1 |
| | Sig. (2-tailed) | .032 | |
| | N | 116 | 116 |

*. Correlation is significant at the 0.05 level (2-tailed).

Table-5: Correlation between Impulsive buying and exploratory tendencies among male youth

| | | VAR00001 | VAR00002 |
|----------|---------------------|----------|----------|
| VAR00001 | Pearson Correlation | 1 | .361** |
| | Sig. (2-tailed) | | .001 |
| | N | 82 | 82 |
| VAR00002 | Pearson Correlation | .361** | 1 |
| | Sig. (2-tailed) | .001 | |
| | N | 82 | 82 |

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

Table-6: Correlation between Impulsive buying and exploratory tendencies among female youth

| Correlations | | | |
|--------------|---------------------|----------|----------|
| | | VAR00003 | VAR00004 |
| VAR00003 | Pearson Correlation | 1 | .262** |
| | Sig. (2-tailed) | | .000 |
| | N | 198 | 198 |
| VAR00004 | Pearson Correlation | .262** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 198 | 198 |

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

Table-7: Correlation between Impulsive buying and exploratory tendencies among youth of central India

From the table- 8 & 9, the adjusted R² is .03 (3%) and significant at .05 level. It implies there is minor positive impact of impulsive buying tendencies on exploratory tendencies among male. The Table-10 & 11 Shows the adjusted R² is .12 (12%) and significant at .05 level. It bring about changes in the impulsive tendencies makes impact on Exploratory tendencies among female. The Hypothesis (H9) & (H10) were accepted.

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .199 ^a | .040 | .031 | .20576 |

Table-8: model summary for male

| ANOVA ^b | | | | | | |
|--------------------|------------|----------------|-----|-------------|-------|-------------------|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | .199 | 1 | .199 | 4.701 | .032 ^a |
| | Residual | 4.826 | 114 | .042 | | |
| | Total | 5.025 | 115 | | | |

Table-9: ANNOVA Table for male

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .361 ^a | .131 | .120 | .19491 |

Table-10: model summary for female

| ANOVA ^b | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | .456 | 1 | .456 | 12.010 | .001 ^a |
| | Residual | 3.039 | 80 | .038 | | |
| | Total | 3.496 | 81 | | | |

Table-11: ANNOVA Table for female

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .262 ^a | .069 | .064 | .20120 |

a. Predictors: (Constant), VAR00003

Table-12: model summary for combined

| ANOVA ^b | | | | | | |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | .587 | 1 | .587 | 14.495 | .000 ^a |
| | Residual | 7.934 | 196 | .040 | | |
| | Total | 8.521 | 197 | | | |

a. Predictors: (Constant), VAR00003

b. Dependent Variable: VAR00004

Table-13: ANNOVA Table for combined

The Table-12 & 13 Shows the adjusted R² is .0604 (6.4%) and significant at .01 level. The hypothesis (H11) has accepted. There is the positive impact of buying tendencies on exploratory tendencies among youth.

Discussion & Implication

The impulsive buying & exploratory tendencies consumer behavior (ETCB) scales was tested and established for youth of central India. Previous study found in consumer behavior research, exploratory tendencies-variety seeking, risk taking/innovativeness, and curiosity motivated behavior-are important determinants of buying behavior (Dastidar & Datta, 2009). From the study it was found that, relationship present gender wise between both the variable and influence of exploratory tendencies on impulsive buying behavior on in young female is higher than young male. It reveals that, variety seeking, risk taking/innovativeness, and curiosity motivated behavior in young female is higher result spontaneous buying behavior. While study shows that, in male it is very lower.

The market is driven by youth. The population in the age-group of 15-34 increased from 353 million in 2001 to 430 million in 2011. Current predictions suggest a steady increase in the youth population to 464 million by 2021. By 2020, India is set to become the world's youngest country with 64 per cent of its population in the working age group (The Hindu, 17 April 2013).

As the study suggest the females are early adopter & having high interpersonal communication , the marketer will have opportunity to come with innovative products and gradually, good quality brands becomes word of mouth. The organized retailers will generate more sales of unknown brand by better use of Visual merchandising.

The young males are informative search behavior and lesser take spontaneous decision than female. The marketers need to be more prompt and well informed trough effective use of integrated marketing communication also sample or trial facility so, unknown brand becomes experience brand .

Limitation and Direction for Future Research

The sample was collected from the students belong to the age 18- 24 although their proposition in the population is significant and they are future owner of nation and market. But other age people also play important role. The central India has a cosmopolitan culture and Education & industry hub still scope is available to go out of territory to make finding more generalized. We had tried to remove rating scale as much as in selecting the sample for final data analysis. The other demographic attribute can also be considered in future study.

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