

Understanding Impulse Buying Behaviour: A Systematic Literature Review

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INTRODUCTION

The opening anecdote that is presented from an episode in a restaurant mentioned that, a customer called Jill recently adhere to a diet plan and chose to order a salad for dinner at her favourite restaurant, but on her walk around the showcase of desert, she had suddenly ended up in selecting something sweet for her dessert. She ended up ordering a chocolate cheesecake and later walked out of the restaurant feeling pleased and guilty at the same time (Baumeister, 2002). As proved through the anecdote, impulse buying can be defined as “a sudden, often powerful and persistent urge to buy something immediately” (Rook, 1987. p. 191).

The history of the buying behaviour researches has extended over sixty years, well after the WW II (Applebaum, 1950; Clover, 1950; West, 1951). Accordingly, the school of thought on buyer behaviour began because of the American and European economies shifted from a seller-oriented economy to a buyer-oriented economy. That school mainly focused on individual buyer behaviour based on needs and wants, motivational, social and cultural factors. However, the discussion about the consumers’ habit of impulsive buying as an important phenomenon in consumer behaviour emerged after the 1950s, through the technological development and changes in the lifestyles (Dawson & Kim, 2009). Same author further proved that, impulse buying has more vitality because of the high-income level, different payment option, online and mobile purchasing alternatives.

Most of the shoppers occasionally engaged in impulse buying and they mainly tend to buy items such as food, clothing, household items, and shoes impulsively and on average spend \$5,400 per year on impulse purchases (O’Brien, 2018). Hence, more than half of mall shopping activities and over one third of all department store purchases have been made on impulse while becoming a more crucial factor for retailers’ profit.

Intent to Study

The researcher to a comprehensive search of the literature on impulsive buying in order to capture the key literature pertaining to the area to identify its key trends and gaps endorses wider attention gain in decades by the phenomenon of impulsiveness. Not only have that, impulse buying research gained considerable attention in consumer research because it is prompted through a variety of internal psychological factors as well as influenced by external market related stimuli (Sharma, Sivakumaran,

& Marshall, 2014). Both manufactures and retailers worldwide are inspired in examining the spontaneous buying of consumers in the supermarket setting (Peck & Childers, 2006). Further, the review of (Piron, Defining Impulse Purchasing, 1991) found that early research studies have treated impulse buying and unplanned purchase as very similar concepts. Moreover, the managers whose interest is majorly focused on product sales have mainly attained these findings, thus those early studies were not the focused-on consumer traits. In this context, impulse buying as a research phenomenon has gained significant attention in academic research due to its vital role in modern retailing (Sharma, Sivakumaran, & Marshall, 2014). In this modern retailing, there are some areas, which have newly emerged with insufficient empirical evidences in this field even though impulse buying is not a novel phenomenon, its understanding still limited and scattered.

Hence, the study systematically reviews pervious research findings, including the literature published from 2000 to 2020 on impulse buying, which was a complex piece of research, aiming at identifying, selecting and synthesizing all published articles on an impulse buy, accordingly this paper analyses the theoretical framework of impulse buying.

Thereby, the study will examine the impulse buying phenomenon, by focusing on its methodologies, relevant theories, and identifying antecedents. The finding of the review will be beneficial for the business community and society in general (Chan, Cheung, & Lee, 2017). Moreover, this study aims to create state- of- the art in this topic by systematically collecting, analysing, and synthesizing the current studies.

Consumer impulsive buying behaviour is a widely explored phenomenon. A considerable number of academic research studies have taken place to identify its antecedents. Atulkar & Kesari, 2018 explain impulsive buying behaviours as unplanned or a sudden buying decision as well as decisions taken under the feeling of excitement, pleasure and / or the urge to buy. Thereby, this concept is theoretically and practically significant in different fields such as; Economics, Consumer Behaviour and Psychology. Nevertheless, similarly, this type of behaviours remains largely in unknown areas.

As different formats such as hypermarket, multiplex malls, mega marts are newly formed most of the Asian countries and the retailing sector is expanding in a most dynamic and rapid manner (Peck and Childers, 2006). Further, the organized retailing expected to achieve significant growth in future that was important to study. Moreover, noticeable trends can be seen with modern consumerism and their impulse behaviour patterns that needed to receive attention. Accordingly, the current study aims to refer to the development of a comprehensive definition and outline for impulse buying behaviour. The findings of the current study will greatly support marketers to craft attractive strategies to stimulate impulse purchases and investing for effective marketing activities by targeting customers that are more receptive.

In the first chapter, the definitions and types of impulse buying literature are searched by comparing different researchers' views.

The following objectives were established in the current research:

- To provide an understanding of the different theoretical perspectives that has been used to study impulse buying behaviour.
- To provide an overview of research methods that has been applied to study the impulse buying behaviour.
- To identify and classify the factors that influences the impulse buying behaviour.
- To highlight the research gaps and suggest future work on the impulse buying behaviour.

Background of the Study

Impulse Buying Behaviour

One of the oldest studies related to impulse buying can be identified as (Rook, 1987) that mainly focused on product as a determinant of impulse buying and very less attention is given for consumer and their personal traits as factors that can influence behaviour pattern.

Impulse buying has been defined as “a sudden, often powerful and persistent urge to buy something immediately” (Rook, 1987. p. 191). Even though, the product purchase impulsivity is a distinct category in marketing text, scholars of the last decade have proved that, it is not a phenomenon, which can be identified specifically to the product category (Rook & Hoch, 1985). Authors Rook & Hoch (1985, p.23) assert that, “it is the individual, not the products, who experience the impulse to consume.”

Though academic studies in consumer behaviours have been extended to over sixty years after the WWII, the school of thought on buyer behaviour began because of the American and European economies shifting from a seller-oriented economy to a buyer-oriented economy. Academic researchers have identified different traits under three main schools of thought. One group of academics such as (Verplanken & Herabadi, 2001) believe about individual traits as a vital factor for engaging in impulsive buying, as people who are impulsive are likely to engage in more impulse buying. As researchers have identified, psychological factors of individuals such as sensation seeking, impulsivity, and representations of self-identity can be more influential factors for spontaneous behaviours (Rook & Hoch, 1985). Second school of thought argues that not only motives such as hedonistic or utilitarian but also resources might help to drive the impulsive tendencies. The resource base motives have been identified as psychic, time, and money resources in terms of its availability and constrain (Vohs & Faber, 2007). Moreover, some marketing factors incurred with retail settings

like shelf placements, attractive displays, and in-store promotions as well as lightning, and marketing drives can influence impulse buying of consumers in the store environment which is discussed under another schools of scholars (Mattila & Wirtz, 2001).

Definitions of Impulse Buying Behaviour

The impulse buying in consumer literature initiated in late 40s' with the DuPont Consumer Buying Habits Studies and other studies that was conducted by Point-of-Purchase Advertising Institute Stern, 1962; Piron,1991

One of the accepted descriptions of impulse buying were made by (Rook,1987) and previous studies mainly focused on products for determine an impulse purchase. Later researches have focused on various behavioural aspects while studying personal impulsiveness. Accordingly, Rook (1987) identified that, during the impulsive buying, consumer desires will be instantaneous, overpowering and persistent. The same author has characterised impulse buying as an unintended, non-reflective reaction, that can occur soon after being exposed to stimuli inside the store.

Table 01: Impulse buying definitions

Definition	Elements						Reference
	UPP	TTP	SFL	RP	TFP	RST	
It is a consumer's unplanned purchase.	X						(Luo, 2005), (Lee & Wu , 2017)
Sudden, compelling, hedonically, complex purchase without careful consideration of all information and choice alternatives.		X	X		X		Luo, (2005), Xuan(2013).
Unplanned decision to buy something, made spontaneously and instantly at the store.	X	X					Perkov and Juršević(2018). (D. V. Parboteeah, Valacich, & Wells, 2009)
Unplanned, hedonistic purchase	X		X				Stern, (1962).

that follow sudden urge.							Lee, & Johnson, (2010).
Purchase occur with person's experience of an urge to buy a product without thoughtful consideration of why, what is the necessity of the product.			X		X		Lee, & Johnson, (2010).
Sudden, unreflective, unintended with internal and external stimuli.	X	X				X	Chih, Wu, , & Li, H. J. (2012).
Sudden and immediate purchase, no pre-shopping intention either buy specific product category or fulfil specific buying.	X	X					Xu, & Huang, (2014)
Unplanned, sudden buying with powerful temptation and urge, response to internal and external stimuli, make rapid decision to gratify the desires as an immediate self-reward, without considering real need of financial stability.	X	X	X	X	X	X	Prashar,Parsad, & Vijay. (2015)
Perform purchase act with sudden, powerful persistent urge to buy immediately without prior need or intention with specific brand or product category before entering the store.	X	X	X				Wells, Parboteeah, & Valacich,(2011), Mittal, Chawla, & Sondhi, (2016). Turkyilmaz, Erdem, & Uslu, (2015).
Unplanned purchase favour for							

immediate possession that has been characterised as a rapid decision-making and subjective bias.	X	X	X				Dewi et al.(2017), Moran (2015).
It's a kind of purchase person gets involved, without the careful consideration of the outcome that attends it with immediate representation of stimulus object.				X		X	Boonchoo,& Thoumrungroje, (2017).

Source: Compiled by author

Previous researchers have defined impulse buying in various perspectives as presented in Table 01. Some classical explanations of impulse buying mention that, some product categories are sold more on impulse (Clover, 1950) and another scholar has also proved that, consumer preferences are directed towards the class of the product and not of the brand therefore they indicate their reaction to the brand as a part of their response towards the entire product class (Bayton, 1950). Further, the observation that the consumer impulse buying can take place with the stimulation that he or she gains in the retail environment, was first offered in 1951 (Applebaum, 1951). At the same time (West, 1951) proved that, impulse buying is activities which happen in the store and the consumer normally does not have any plan before entering the store. In 1959, results of the study presented that, impulsive purchase is a logical and efficient act though it is unplanned, that person is involved and (s)he tries to maximize their purchasing power while getting the maximum benefit of the in-store promotions (Nespitt,1959; (Piron, 1991).

In 1960s' Stern was the first scholar with the explanation of impulse buying, who said, extended to different classifications as planned, unplanned, or impulse while developing a basic framework of impulse buying (Stern, 1962;Zhou & Gu , 2015). Planned buying refers to as time-consuming, information searching rational decision making in contrast to the unplanned purchase that all shopping decisions are made without any advance plan. The difference of impulse buying form unplan buying is its quick decision making and also involves experience of a sudden, strong, and irresistible urge to buy. However, (Iyer, 1989) distinguished that, even though all impulse purchase decisions are unplanned, the unplanned purchase decisions are not always decide impulsively. Moreover, impulse buying concept was further classified as reminder, pure, suggestive, and planned impulse purchases (Stern, 1962;Zhou & Gu , 2015).Throughout the specific stimuli exposure by the consumer and

engaging in unplanned purchase is called 'pure impulse purchase' where the consumers don't have any prior planning. Reminder impulse purchase means while consumer viewed needed product or similar stimuli they tend to buy the product there doesn't any plan to purchase but suddenly noticed that recall early experience or give reminder of running out home stock terms consumer to buy the item. Without any knowledge or experience of a product, buyer get some idea from the visualization of new product and decided to purchase it called as suggestion impulse buying. It is a direct contrast to the reminder impulsiveness. On the other hand, the planned impulse purchase takes place when the consumer enters the store with a shopping list, but only intends to purchase the products based on the promotions or coupons offered so their aim is to take the advantage of the promotion. Therefore, while they enter the shop, they do not have any plan of buying items, they are reluctant to buy unless lucrative deals are offered. In terms of retail setting, retail self-location and self-space are identified as significantly affected factors (Patterson & Lawrence, 1963).

However, the taxonomical approach of impulse buying that is identified as product specific phenomenon was critically argued and was identified as 'personal experience'. Moreover, the commonly conceived idea in taxonomical orientation is that low-price or low-involvement goods (snacks, gossip magazines) (Assel & Henry, 1985) are considered as high impulse buying products, this was critically argued as some researches were of the opinion that impulse buying product categories can be extended to such as an extra TV set, a larger microwave oven, an important piece of furniture etc. (Assel & Henry, 1985).

The definition of impulse buying as 'unplanned purchase' was criticized due to the term 'planning' being a relative term and it being divergent on environmental circumstances therefore it was considered too vague, involving various behavioural types. (Rook 1987).

However, there is a lack of a clear generic idea of definition for 'impulse buying'. But as presented in definitions in Table 01: the main element of impulse buying can be simply identified as its unplanned buying nature Luo, (2005). The previous researches' studies have defined it in different aspects such as (UPP) -Unplanned Purchase, Time To Make Decision (TTP); suddenly and on the spot, purchase is accompanied by Strong Feeling (SFL), Reflections Of Purchase Consequences (RP); Reflection Purchase, Thoughtful Purchase (TFP); not considering about needs or other alternatives, and the Reaction to Stimuli (RST). Further, Prashar et al. (2015) mentioned that, while several scholars considered one or more aspects to describe it most of the others have used all of them. Hence, most of the definitions focused on intention and planning for the purchase, link with the time of making a purchase decision, and the emotions accompanying the purchase. Thereby it proved that, the concept of impulse buying behaviour needs further investigation to get a clear, comprehensive, and a generic definition for the concept.

Accordingly, this study will define impulse buying behaviour as, “unplanned, unintended, rapid, without thought, decided on the spot, accompanied with a strong urge to buy immediately, unreflective and is a result of stimuli.”

RESEARCH METHODOLOGY

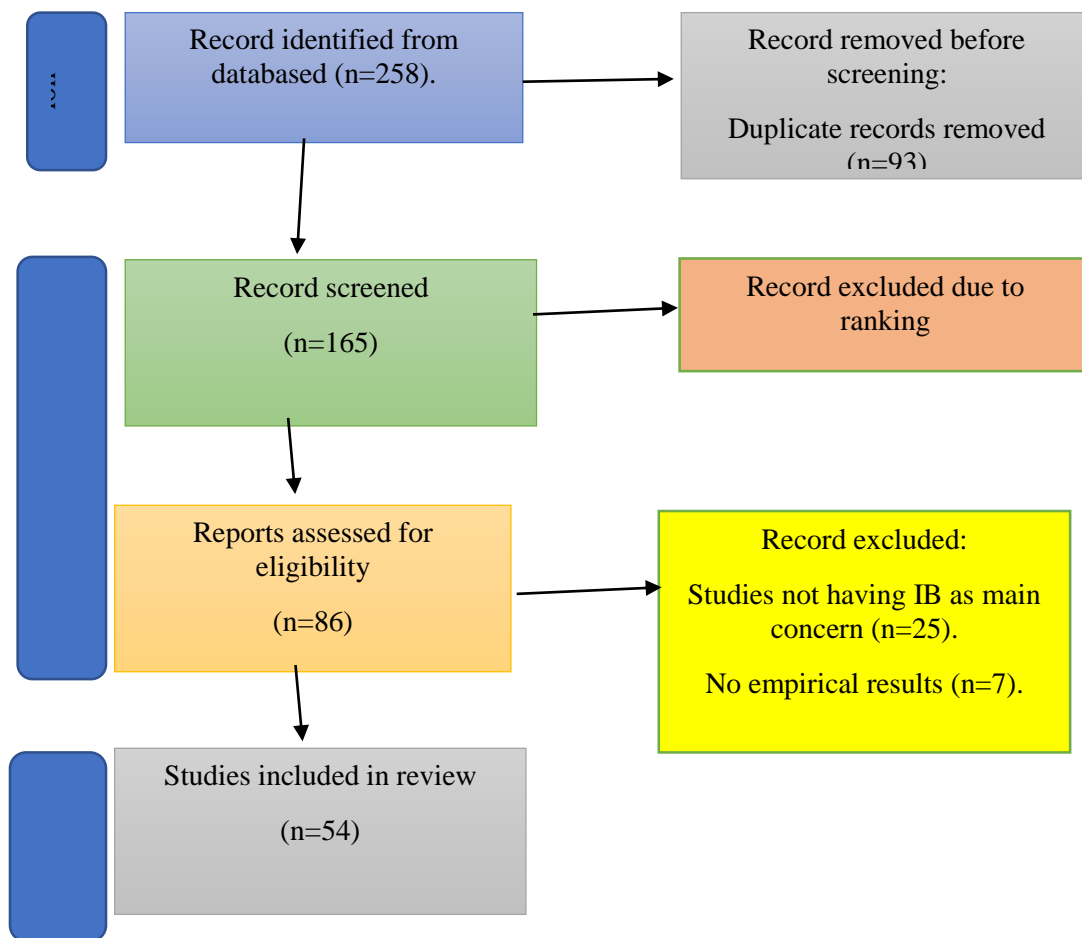
In academic inquiries, the literature review is an essential feature. The purpose of the process is to fundamentally advance the knowledge based on prior knowledge as well as understand the breadth and depth of this knowledge while identifying the gap to explore. The researchers tend to test the specific hypothesis, and/or develop new theories by summarizing, analysing and synthesizing relevant literatures (Paré et al. 2015). The author used the systematic approach to conduct the review while addressing research objectives.

In contrast to the traditional and less systematic approaches, systematic literature review is more transparent, which can be proven by replicating research set up. Further (Page et al., [2021](#)) proved adequacy, as an approach to a systematic literature review in order to review the IB due to its maturity as a topic in the marketing as well as consumer behaviour literature. A systematic review can be defined as a process to evaluate, identify, and interpret all the available relevant studies to the immersed objectives, research questions and research interest. According to the guideline of Kitchenham and Charter (2007), the review followed three stages such as, review planning, conducting and reporting the review. Throughout these stages, identifying the research objectives and formulating the review protocol are major primary areas to consider.

Review Protocol

Review protocol specifies the process for review that enhances the accuracy of the review while reducing researcher biases. It consists of the above discussed research background, objectives and questions as well as the research strategy, quality assessment criterion, data extraction bases, and data syntheses and define criteria for the study selection (Kitchenham and Charter, 2007).

Figure 01: Review protocol



Source: Compiled by author

Eligibility Criteria

Identifying the search key wording and boundaries is an initial address of research process. In order to avoid the narrow focused, definition for IB which included reminder, planned, suggestion, and pure impulse purchase (Stern, 1962). Accordingly, major keyword included various terms such as “impulse buying” and “impulsive buying,” “impulsivity,” and “unplanned buying,” and encompassed titles, abstracts, and keywords. Then afterwards synonyms such as “impulse purchase,” “impulse shopping,” and “impulse consumption” were introduced to extend the review (Xiao and Nicholson, 2013; Chan et al., 2017). Further search keywords linked to measurement and assessment methods like “determinant” and “measure”.

Moreover, based on extensive research methods, both the qualitative approach (e.g., focus groups, ethnographic studies) and quantitative approaches (e.g., quantitative self-reports, laboratory investigations) were selected.

Search Strategy

This study process is conducted through the automated search process to determine the primary studies revealing impulse buying behaviour. As suggested by Webster and Watson (2002), searching process was conducted with a set of journals as well as the online databases. Hence, IB nature is more interdisciplinary, therefore, different data bases such as Science Direct, Wiley, Springer Link, Scopus, AIS e-Library, ACM, IEEE Explore, Taylor and the Web of Science that have published different types of academic journals with the high impact factor, were referred to. Moreover the snowballing method was also applied to retrieve the additional articles (Mattila and Wirtz, 2008).

Table 02: Inclusion and Exclusion criteria.

Inclusion criteria	Exclusion criteria
Full-text papers	Uncompleted study, conference proceedings and book chapters.
Paper written in English	Paper not written in English
Papers in the study domain	Papers not related to the selected study domain
Papers within the specified period 1982-2020	Duplicated studies and papers not in the specified period.

Source: Compiled by author

The author relies on the above mentioned inclusion and exclusion criteria in order to ensure that only relevant papers are included in the review that ensures the sample reliability. The review was filtered with subject area links related to business and management fields, psychology, as well as social sciences. Documents were limited to peer-reviewed research published in English between 1982-2020. It excluded conference proceedings and book chapters. Moreover, it intended to exclude the area of 'compulsive buying' for the focused area in the current study.

Study Selection Method

After the authors explored the aforementioned search engines, they conducted the study selection of identifying the studies related to all research questions. In the initial searching phase, a collection of 258 documents were found, which is coherent with the definition of IB. Through the abstract screening, duplications were removed and 93 of the documents were removed. As suggested by Morris et al. (2009), only papers which rated as 2, 3, and 4 based on the Chartered Association of Business Schools' 2019 Academic Journal Guide were considered and seventy-nine research papers were removed. Thereafter, the inclusion/exclusion criteria was applied on the title, abstract, and the conclusion of every paper, and 61 studies were selected. Further some papers that did not present a clear relationship with IB or identified as an antecedent of other constructs based on the recommendation of Kitchenham and Charters (2007) were thus removed. Next exclusion which was conducted was to remove the non-empirical studies like case presenting and theoretical model presentations, here too seven documents were excluded. Accordingly, the final list deemed with 54 documents. The flowchart of the study selection process which was developed based on PRISMA 2020 protocol (Page et al., 2021) is presented in Figure 01.

DATA EXTRACTION AND SYNTHESIS

The author extracted all information while referring accurately to all the information. A spreadsheet was created with the following columns: Title; Author list, Year of publication, theories applied, research context, methodology, purpose, measurements, result and conclusion.

Results

During the last decade assessment of IBB has become well developed. It's noted sticky development in research publication in lase decade as 28% of the total publication in 2010-2015 and 39% from 2016-2020. Moreover, studies have been conducted in both the general setting as well as the online platform that are respectively 41 %, and 30%. However around 20% of the studies have examined the impulse buying in specific in-sites while around 4% have considered multichannel settings where consumers interact with both digital and physical realities.

Majority of the study has (90%) adapted the quantitative approach to examine the IBB, Further authors found that the survey was the most popular research method, used by 84% of the papers, while 16% of studies applied the experiment method. It further conforms that; these different methods have been applied with studies in order to understand the different types of stimuli that trigger consumers' impulse buying responses. Past studies, which focused on influential factors for consumer online/offline impulse buying major, have relayed on experimental studies. As done by Leong et al. (2017) in order to measure some unobservable constructs such as effects of consumers'

characteristics, perceptions, attitudes, and intentions in impulse buying the survey method has been applied.

Moreover, self-reported ideas have majorly been collected through the closed-ended scales evaluating the level of agreement on agree-disagree scale which have been adopted from previously presented multi item scales in marketing literature (Silvera et al., 2008).

IBB model developed by Rook and Fisher (1995) in one of the heavily used models to examine the IBB consisted of 9 items in scale. Moreover, some other models two models developed by Weun et al. (1998), and Verplanken and Herabadi (2001) also popular models have been used by previous researchers. Hence, these three are similarly used without having any notable differences in adaption in early or in recent research (Bellini et al., 2017; Liu et al., 2019; Meng et al., 2019). However, the scale developed by Verplanken and Herabadi (2001) has been constructed mostly using psychology-related studies (Lucas and Koff, 2014, 2017) due to its nature of discrimination between cognitive and affective facets of the phenomenon. Further some models from other research fields including marketing, sociology, and psychology too (Das, 2016; Olsen et al., 2016; Meng et al., 2019) have been adopted.

However, most of the research studies done in this study context can be found, based on American consumers or some selected European consumers such as England and Norway (Park & Cho. 2013). At the same time, Tinne (2011) mentions that, very few Asian and developing countries such as India, Thailand, Pakistan, Indonesia, and Korea has been selected for studies regarding this field.

Table 03:

	IBB Nature	Description	scale	Reference study
IB-related traits	Impulse buying tendency	Individual disposition to buy on impulse	Rook and Fisher, 1995	Kacen and Lee, 2002 ; Jones et al., 2003 ; Vohs and Faber, 2007 ; Parboteeah et al., 2009 ; George and Yaoyuneyong, 2010 ; Sun and Wu, 2011 ; Hubert et al., 2013 ; Liu et al., 2013 ; Serfas et al., 2014 ; Chen and Wang, 2016 ;

				Das, 2016 ; Olsen et al., 2016 ; Chung et al., 2017 ; Khachatryan et al., 2018 ; De Vries and Fennis, 2019 ; Meng et al., 2019
Nature of impulse buying	IB activity	Internal and external factor influence	Kim (2003)	Badgaiyan & Verma (2015), Akram et.al (2018), Prashar, Parsad, & Vijay, (2015), Islam et.al (2014),
			Weun et al., 1998	Beatty and Ferrell, 1998 ; Kacen and Lee, 2002 ; Adelaar et al., 2003 ; Chih et al., 2012 ; Mohan et al., 2013 ; Shukla and Banerjee, 2014 ; Bellini et al., 2017
			Verplanken and Herabadi, 2001	Silvera et al., 2008 ; Lucas and Koff, 2014 , 2017 ; Dhaundiyal and Coughlan, 2016 ; Olsen et al., 2016 ; Bossuyt et al., 2017 ; Liu et al., 2019
	Impulsive behaviour	Individual disposition to act on urges with little deliberation or evaluation of consequence	Puri, 1996	Sharma et al., 2010 ; Hubert et al., 2013 , 2018

			Kacen and Lee, 2002	Kacen and Lee, 2002 ; Lee and Kacen, 2008
	Impulsive purchase decision	Willingness of a customer to perform the act of purchase	Rook and Fisher, 1995	Parboteeah et al., 2009 ; Chih et al., 2012 ; Chen and Wang, 2016
			Adelaar et al., 2003	Adelaar et al., 2003 ; Martínez-López et al., 2020
Act of buying	Impulse buying behaviour	Expression of impulsive buying behaviour during the act of purchase	Mattila and Wirtz, 2008	Mattila and Wirtz, 2008 ; Badgaiyan et al., 2017 ; Meng et al., 2019
			Whiteside and Lynam, 2001 ; Cyders et al., 2007	Lucas and Koff, 2014
			Verhagen and Van Dolen, 2011	Verhagen and Van Dolen, 2011 ; Chung et al., 2017
			Yoon, 2013	Yoon, 2013
	Recent impulse buying behaviour	Individual transient impulse buying behaviour	Lucas and Koff, 2014	Lucas and Koff, 2014
	Felt urge to buy impulsively	State of desire experienced upon encountering a purchasing object	Luo, 2005	Luo, 2005 ; Chen and Wang, 2016 ; Meng et al., 2019

			Badgaiyan et al., 2017	Badgaiyan et al., 2017
	Overall consumer impulsiveness	Cross-cultural disposition to purchase impulsively	Sharma et al., 2014	Overall consumer impulsiveness
			Mittal et al., 2016	Mittal et al., 2016

Source: Compiled by author

Factors Influencing Impulse Buying Behaviour

According to the results of the in-depth analysis, the author summaries the various factors which influence the consumer's impulse buying behaviour. Table 3 describes all adopted the factors and its' effect toward the impulse buying behaviour.

Table 04: Influencing Factors for Impulse Buying.

Variables	Expected relationship	Direction	Reference
External Stimuli and Store Environment. (store size, ambience, design and formats, display (window display, forum display, shop brand name, in-store form/mannequin display, floor merchandising behaviour of sales persons and store environmental stimulations store	larger stores, product displays and price of the products are the major instore stimuli for consumers' impulse buying, impulse buying within the store	+	(Gupta, 2009), Karbasivar, Alireza, & Yarahmadi, 2011), (Bhatti, Khurram, & Latif, 2014), (Bhatti, Khurram, & Latif, 2014), (Mattila, Anna, & Wirtz, 2008), (Badgaiyan, Jyoti, & Verma, 2015), (Zhou & Wong, 2004)

music. Point-of-purchase (POP)			
Trait and related determinants Sensation-seeking	Individuals with higher desire to seek novel experiences (e.g., sensation seeking, variety seeking, novelty-seeking) are more likely to engage in impulse buying	+	Olsen et al. (2016); Sharma et al. (2010)
Impulse buying tendency	Traits that reflect urges to act spontaneously, such as impulsivity, have a significant positive effect on impulse buying	+	Rook and Fisher (1995); Vohs and Faber (2007)
Self-identity	Self-identity and its deficits positively influence impulse buying behaviour	+	Dittmar and Bond (2010)
Motives Hedonic motives	Hedonic motives have positive effects on consumer impulse buying behaviour.	+	Park et al. (2012); Ramanathan and Menon (2006)
Utilitarian motives	Utilitarian needs significantly influence impulse buying behaviour.	+ -	Park et al. (2012);
Norms	Normative evaluations influence consumer impulse buying behaviour	+ -	Luo (2005); Rook and Fisher (1995)
Resources Psychic	With greater psychic resources towards a product category are more likely to engage in impulse buying	+	Jones et al. (2003); Peck and Childers (2006)
Time/Money	The availability of time and money influence consumer impulse buying	+	Kwon and Armstrong (2002); Stilley et al.

	behaviour		(2010)
Demographic Factors Gender	Women are more engaged in impulse buying behaviour compare to men.		Coley and Burgess (2003)
Age	Age negatively influences impulse buying behaviour	-	Verplanken and Herabadi (2001); Thompson and Prendergast (2015)
Income level	Dramatic increases in personal disposable incomes and credit availability enhances the impulse buying	+	(Dittmar et al., 1996).
Mediators Self-control	Self-control mediates the effects of (a) traits, (b) resources, and (c) marketing stimuli on impulse buying behaviour. Self-control influences consumers' shopping emotions	+ -	Sultan et al. (2012); Vohs and Faber (2007)
Positive moods	Positive moods mediate the effects of on impulse buying behaviour.	+ -	Silvera et al. (2008); Verhagen and van Dolen (2011)
Negative moods	Negative moods mediate the effect of on impulse buying behaviour.	+ -	Silvera et al. (2008); Verhagen and van Dolen (2011)

Source: Compiled by author

Based on the literature review, some research proposition that could be used to expand the understanding of impulsive nature of consumer behaviour can be examined under four main broader categories of “External stimuli”, “Internal stimuli”, “Situational and product related factors”, and “Demographics and Socio-cultural factors”. Moreover, cognition and traits treated as moderators while impulse buying urge was based on different internal and external stimuli.

Discussion and Future Work

Some outline areas that can be considered for future studies are identified as follows. In the systematic review derived definition of impulse buying behaviour collected and analysis and found that various studies have defined the concept in numerous ways. As summarised by the author, it focuses on intention and planning for the purchase, time to make a purchase decision, feelings, and reflections of purchase consequences, thoughtful purchase, and the reaction to stimuli. Therefore there is no generic and clear definition for impulse buying behaviour (Lo, Lin, and Hsu, 2016). Moreover, focus on questions like 'what are the main components in different types of impulse purchases such as reminder, pure, suggestive, and planned impulse purchases will receive greater understanding in a limitedly explored area. As shown findings with regard to research methods, most of them are surveyed and experimental. Both of them have methodological limitations, which influence the results of the study. Therefore, apply with mix method and tribulations method to get a rigorous and an accurate result. The study context mainly focused in Western and European countries and it is not covered to India and China in Asia. Cultural influence is also considerable; therefore, apply with replication study in future will help to gain deep intuitive understanding of impulse buying. The theoretical foundation of the studies strongly depends on the selected three main theories, thus developing new theories in this area of study is considered as one of the challenging issues new location for future researchers. With the impulse buying response, there can be two categories such as 'urge to buy' or 'actual buying'. If one can continue with reflective studies for both categories, it will explore different result. Finally, little attention has been given for other affecting factors such as marketing and social-related factors for impulse buying,

CONCLUSION AND INSIGHTS FOR FUTURE RESEARCH

Conclusion

The impulse buying behaviour has become a significantly recurrent phenomenon has attracted attention of the scholars since last decades. Through the systematic review the author aims to provide an overview of the online IBB research methods, understand the theoretical foundation, and identify and classify the factors that influence impulse buying behaviour while identifying relevant gaps as well. Most of the review papers were published during 2010-2020, majority of them have been performed as survey based. Finally, all related factors have been classified into main four categories: internal and external stimuli, situational and product related factors, and demographics. Throughout the analysis the identified gaps are presented there.

Future Research

The findings of the comprehensive review of the literature have derived some predictions for the future research endeavours in the field of impulse buying. Through the review of this phenomenon

one can identify the several novel areas that can be applied to future research. As well as the through the identified factors or group factors such as, “Internal stimuli”, “Situational and product related factors” and “Demographics and Socio-cultural factors”, and its “Casual Effects”, can be applied to future research studied as mediators and moderating effects that will extend theoretical understanding of the phenomenon.

In managerial implications, the insights of the study, greatly support marketers to craft attractive strategies to stimulate impulse purchases and investing for effective marketing activities by targeting most receptive customers. Further, it provides to strengthen their competitiveness and increase developments.

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