

Influence of External and Situational Stimulus Factors on Impulse Buying : A Stimulus-Organism-Response Framework

Shaon Sen¹

Abstract

Purpose : This study aimed to develop a research model that incorporated the cognitive (useful) and affective (hedonic) motivations that influence the relationship between external and situational stimuli on consumers' impulsive buying while adopting the stimulus-organism-response (S-O-R) framework. The study has proposed a number of situational and external cues that, through the customers' affective and cognitive incentives, stimulate their impulsivity toward purchasing.

Methodology : This study extensively reviewed scholarly research works published in national and international peer-reviewed journals published between 2012 and 2024 identified through specific keyword searches and iterative search results. Henceforth, this study excluded the research articles that did not comply with the relevance and the search criteria. All the research articles considered for the literature review are written in English.

Findings : This study used a direct antecedent-consequent link to provide a thorough explanation of the phenomenon of impulsive buying. It has discussed how buyers's cognitive and affective emotions play a role in what leads to their impulsive purchasing behavior.

Practical Implications : The propositions would assist marketers in unveiling the enigma of the consumers' need recognition that is often triggered by consumers' trait changes due to psychological shifts; henceforth, practitioners would design effective marketing communications.

Originality : This research is distinct from previous studies since it used the S-O-R paradigm and included a mediation role for affective and cognitive emotions in order to try and resolve the current disagreement among researchers regarding the influence of peer pressure on impulsive buying behavior.

Keywords : impulse buying, consumer behavior, consumer research, consumer marketing, advertising, stimulus-organism-response model, cognitive motivations, affective motivations, impulsivity, external stimulus factors, situational stimulus factors

Paper Submission Date : September 15, 2023 ; **Paper sent back for Revision :** March 13, 2024 ; **Paper Acceptance Date :** March 25, 2024 ; **Paper Published Online :** May 15, 2024

The landscape of marketing campaigns and tactics is changing quickly in the contemporary commercial sector. The main cause of the dynamics is the group of consumers and consumer categories that are always changing. Scholars have described that consumer behavior is dynamic in nature as it is an outcome of the interaction between changing external environmental influences and the influences of mood states of the consumers. Therefore, in order to remain current with corporate developments, it becomes imperative that consumer researchers and practitioners continuously monitor and comprehend consumers' purchasing behavior.

In the consumer buying behavior research continuum, impulse buying is gaining major attraction among new-

¹ Assistant Professor (Corresponding Author), Marketing Area, Institute of Management Technology, Survey No. 38, Cherlaguda Village, Shamshabad Mandal, Hyderabad - 501 218, Telangana. (Email : shaonsen.88@imthyderabad.edu.in) ORCID iD : <https://orcid.org/0000-0002-4927-7671>

DOI : <https://doi.org/10.17010/ijom/2024/v54/i5/173830>

age consumer researchers. Consumer researchers are intrigued by consumers' impulsive purchasing behavior because these transactions contribute enormously to market sales (Agarwal et al., 2021; Jain et al., 2018). We have proposed that roughly 90% of all consumers engage in impulsive buying, accounting for between 30% and 50% of all retail purchases (Hausman, 2000). Further studies have posited that more than 60% of all sales in supermarkets and luxury products, and almost 80% of sales, are derived from consumers' impulsive purchases. According to studies done in the United States, around 75% of consumers engage in impulsive purchases, and this behavior contributes more than \$4 billion in volume to retail sales each year (Kacen & Lee, 2002). Over 50% of purchases made online are reportedly made on impulse (Kimiagari & Malafe, 2021; Wu et al., 2020; Zheng et al., 2019). Thus, it has been noted that in the retail setting (both offline and online), impulse purchasing significantly influences sales volume.

The influence of customers' impulsive purchasing in the marketplace drives academics to look into and comprehend the several elements that lead to consumers' impulsive buying behavior (Saptono et al., 2019). Scholars have discovered a number of characteristics along this continuum that either directly or indirectly influence consumers' affective and cognitive reactions, which in turn influence impulsive buying behaviors (Gardner & Rook, 1988; Kimiagari & Malafe, 2021). Therefore, it becomes essential to identify the factors and understand their impact on customers' buying impulsivity. Prior studies have determined that the main causes of impulse buying are external stimulation elements (Stern, 1962). Subsequent research, however, has proposed that the situational context of the client and outside factors have a major role in the expression of impulse buying (Belk, 1974; Park et al., 1989). As of right now, more internal stimulation factors that influence impulsive purchases have been found (Karim et al., 2021; Sen, 2023; Sen & Nayak, 2019, 2022).

The deficiency is in the extensive body of research that can examine how various triggers affect customers' propensity for impulsive purchases while taking into account their affective and cognitive mood states. Hence, the importance of this study lies in the fact that it not only intends to identify the external and situational factors that are crucial for the occurrence of impulsive buying but also argues that the external and situational factors, which act as stimuli for impulsive buying, evoke the organism of utilitarian and hedonic motivations of the consumers and exert influence on their activity of impulse buying as a response. Prior research has explored the various stimulus factors while studying impulse buying. However, the research gap remains in developing a comprehensive research framework that draws a relationship between the stimulus influences and the affective and cognitive bearings in human beings, influencing consumers to display impulsive buying behavior. In this work, the stimulus-organism-response (S-O-R) paradigm proposed by Woodworth (1928) is used as the foundation for a research approach. Therefore, this study becomes unique because it examines the relationship between various external and situational stimulus factors within the purview of the cognitive and affective responses of the buyers.

In summary, this study addresses the research problem, which argues that the external and situational stimulus factors alone fall short of explaining the phenomenon of impulse buying without considering the consumers' cognitive and affective mood states. In its modus operandi, the study has investigated first, the direct influences that the external and situational stimuli exert on the phenomenon of impulse buying ; second, the impact of cognitive and affective riposte on customers' internal evaluation process within a retail environment ; and finally, the generation of the impulse buying response among buyers at an S-O-R level.

Literature Review and Theoretical Background

Impulse Buying

Impulsive buying was classically described as a process involving minimal or no pre-planning (Rook, 1987; Rook & Fisher, 1995). A planned purchasing mechanism differs greatly from impulse buying. Conversely, impulse

buying refers to an impulsive decision made right before a purchase. The importance of impulse buying in the marketplace lies in the fact that these sales happen over and beyond the strategic expectations of the company. As a result, the selling organization typically gains a competitive advantage from the sales volume generated by clients' impulsive purchases (Kumar & Narayanan, 2016). An overarching concern always prevailed over the survival of various retail entities in the industry amidst the changing business environment (Roth & Klein, 1993) and the adoption of online purchases influenced by impulsivity (Agarwal et al., 2021). Impulsive buying is becoming a vital technique for survival in the current marketplace due to increased rivalry in the retail sector (Chatterjee & Kundu, 2020; Husnain et al., 2019). We argued that it is vitally important for marketers to understand the impulsive behavior of consumers while buying because that would lead the marketer to design effective and efficient strategies to engage existing and prospecting customers (Tifferet & Herstein, 2012; Xiao & Nicholson, 2011). Consumer researchers have been particularly interested in and involved in this area for several decades, following the need to understand impulse purchases (Sen, 2023; Virvalaite et al., 2009).

According to prior researchers, impulse buying is broadly governed by market-driven factors, such as external and situational factors, and individual-driven factors, namely consumers' psychological and internal stimulus factors (Habib & Qayyum, 2018). The internal stimulation elements have been studied in great detail by consumer researchers (Bocheliuk et al., 2019; Prashar et al., 2015; Preet & Ahluwalia, 2019; Sen & Nayak, 2021). However, this study argued that market-driven factors become significantly crucial in retail (offline and online) as they encompass the dynamic characteristics of the marketplace. This study has already discussed the ever-changing behavior of the retail market and, hence, the importance of impulsive buying for long-term sustainability for retail businesses.

Comprehending the consumers' emotional states and the variables affecting them is essential to comprehend the behavior of compulsive buyers. Researchers have opined that the mood states of buyers, classified into cognitive and affective categories, are influenced by external and situational factors, and that can be explained by adopting a stimulus-organism-response framework (Kimiagari & Malafe, 2021).

External Stimuli Influences Impulse Buying

Several external triggers have been found as crucial preconditions to impulse buying in previous studies on the market-driven elements influencing impulse buying (Atulkar & Kesari, 2018; Duarte et al., 2013; Hultén & Vanyushyn, 2011; Lucas & Koff, 2014). The dynamic nature of the marketplace seeks continual investigation to identify more factors responsible for impulse buying (Habib & Qayyum, 2018). Academics have suggested that some aspects of marketing are extrinsic variables that impact impulsive purchases (Dawson & Kim, 2009; Rook & Fisher, 1995). The external factors are those that the marketers can control to engage the attention of the buyers. The external environment that people are exposed to greatly influences their impulsivity toward purchasing, particularly in retail settings (Belk, 1975; Tan et al., 2023). Consequently, a variety of outside factors become important preconditions for impulsive purchases (Chen & Wang, 2016).

🔗 ***Flash Sales Promotion in Retail*** : Several aspects of the in-store environment have been recognized by earlier researchers as external stimuli that affect impulsive buying behavior in consumers (Beatty & Ferrell, 1998; Lin & Chen, 2013; Luo, 2005; Muruganantham & Bhakat, 2013). However, an extensive literature review found that several other factors influenced impulsivity toward buying among external buyers. Impulsive purchase is said to be driven by a personality trait called fear of missing out on a sudden flash sale, both online and offline. According to research, consumers' personality can influence their impulsive purchases by acting as an internal stimulation component (Kimiagari & Malafe, 2021). In this research, I have argued that although the fear of missing out is an outcome of personality traits, the stimulus towards the arousal of the affective motivation organism (i.e., fear of

missing out) within hedonic buyers is directly influenced by the suddenness of the flash sale. Therefore, in this study, I have considered flash sales as an external stimulus factor that is expected to positively impact a consumer's affective mood state, conceived as hedonic motivations, leading to a display of impulse buying. However, it is likely to influence the buyers' cognitive mood negatively, conceived as a utilitarian motivation, thereby hindering impulsivity in the buying process. Therefore, this study proposes the following:

⇒ **Proposition 01 :** The flash sale positively influences impulse buying.

⇒ **Proposition 02 :** The influence of flash sales on impulse buying is positively mediated through hedonic motivations.

⇒ **Limited-Period Sales Promotion in Retail :** In the previous section, it was argued that sudden or flash sale promotions in a retail environment generate a fear-of-missing-out effect for hedonic buyers, which is expected to influence impulse buying positively. It is reasonable to conclude, based on the reasoning presented in the previous section, that limited-period sales will have a positive affective effect and cause hedonic shoppers to get anxious and fear losing out, which will cause them to make impulsive purchases. However, the question remains: Can a limited-time sale offer positively impact utilitarian purchasers' cognitive emotions and encourage impulse buying? According to this study, a short-term sales campaign can activate the cognitive organism and demonstrate impulsive purchasing as a result. Although the limitedness of the period is expected to generate increased perceived risk and thus hinder the impulsivity of utilitarian buyers, it is argued that however small the window of time that a limited-period sales promotion provides, it diminishes the risk of the immediacy of decision-making in terms of the purchase. Abrar et al. (2017) and Xu (2007) found that among utilitarian customers, lowering perceived risk induces impulsive purchasing. According to Novak et al. (2003), other studies have suggested that utilitarian buyers exhibit impulse buying in this environment as well, depending on their motivations for shopping. The limited-period sales generate a state of anxiety in the minds of the consumers and, thus, impart a positive influence on hedonic motivations (affective), thereby leading to impulse buying. Hence, hedonic motivation acts as a mediator in the limited-period sales and impulse buying relationship. Furthermore, this factor will also positively influence utilitarian motivations (cognitive), facilitating impulsive purchases. Therefore, this study proposes the following:

⇒ **Proposition 03 :** The limited-period sales positively influence impulse buying.

⇒ **Proposition 04 :** The influence of limited-period sales on impulse buying is positively mediated by utilitarian motivations.

⇒ **Proposition 05 :** The hedonic motivation positively mediates the influence of limited-period sales on impulse buying.

⇒ **Visual Merchandising in Retail :** Prior research has posited the importance of customers' store experience (Agarwal & Singh, 2018) and store atmospherics to attract new customers and influence existing customers to re-visit the store (Ayub & Zafar, 2018; Maymand & Ahmadinejad, 2011). In this context, I conducted an extensive review to understand the importance of certain factors like the purchase experience (Rook & Fisher, 1995), the culture of the individual buyer (Lee & Kacen, 2008), and the in-store shopping environment (Donovan et al., 1994). Studies on the significance of merchandising that draws customers in visually, however, have been few and far between. Academic literature has defined visual merchandising as an instrument for showcasing a store as a brand, encompassing the functions of in-store display, advertising, merchandising strategy, and store hygiene (Mills et al., 1995). Moreover, research has pointed out that visual merchandising is a determinant that

generates favorable cognitive and affective emotional incentives for buyers. Therefore, it is considered a tool marketers can use to entice and retain customers (Basu et al., 2022; Mehta & Chugan, 2012). In this study, I have argued that a positive emotion evoked within customers reduces their risk perception and provokes their buying impulsivity (Abrar et al., 2017; Sen, 2023; Sen & Nayak, 2022; Xu, 2007). Therefore, this study adopted visual merchandising as an external stimulus factor that invokes a positive cognitive and affective state of mind among the buyers, leading them to display impulse buying in response. Hence, utilitarian and hedonic motivations positively mediate the relationship between visual merchandising and impulsive buying. Thus, this study proposes the following:

✍ **Proposition 06 :** Visual merchandising has a positive influence on impulse buying.

✍ **Proposition 07 :** The influence of visual merchandising on impulse buying is positively mediated by utilitarian motivations.

✍ **Proposition 08 :** The influence of visual merchandising on impulse buying is positively mediated by hedonic motivations.

Situational Stimuli Influences Impulse Buying

Prior studies have identified certain factors external to the customer as situational factors that influence impulse buying, such as in-store layout, in-store lighting, and the in-store ambiance and music in the shopping environment (Akram et al., 2016; Beatty & Ferrell, 1998; Lin & Chen, 2013; Luo, 2005; Muruganantham & Bhakat, 2013). The spatial or temporal dimensions (Zhou & Wong, 2004), economic or monetary dimensions (Turley & Milliman, 2000; Wood, 1998), and social dimensions (Turley & Milliman, 2000) of the situation that a buyer is in, however, are all essential components of the argumentative discussion on situational factors influencing impulse buying.

✍ ***Influence of Time Availability of a Buyer :*** The time availability for a buyer while shopping is referred to as the temporal perspective of the situational factor (Belk, 1975). Prior studies have posited that consumers' perception of the availability of time for shopping influences their buying behavior (Gehrt & Yan, 2004). The duration of time available for shopping impacts the risk perception of a shopper. Perceived risk increases with the amount of time a buyer spends shopping (Van Kenhove et al., 1999). In addition, earlier research has demonstrated that impulsivity during the purchasing process is inhibited by a greater perception of risk (Abrar et al., 2017; Lavuri et al., 2022; Sen, 2023; Sen & Nayak, 2022). The higher perception of risk generates an adverse effect in consumers' minds, hindering the hedonic motivations that lead to impulse buying. However, the constraint in time for shopping evokes positive cognition and positively influences a buyer's utilitarian motivations, leading to impulse buying. A buyer lacking time for shopping becomes more focused on the product and place to buy it from (Jung Chang et al., 2014). Therefore, utilitarian buyers exhibit impulse buying in times of time constraints since they are focused consumers who do not need a lot of time to browse for the goods or the store where they will be purchasing them. This phenomenon is widespread among buyers at airports where the buyer considers the store's price and quality, atmosphere, and overall store communication (Lin & Chen, 2013) while making the buying decision. The hurried buyers buy impulsively but are thoroughly aware of what they want to purchase.

On the other hand, when buyers are exposed to ample time availability for making purchase decisions, they are likely to engage more in store browsing (Pieters & Warlop, 1999), feel more relaxed, and experience positive effects (Jung Chang et al., 2014) that reduces the risk perception and boosts the hedonic motivations of the shoppers, prompting them to purchase impulsively. Thus, based on the arguments, this study has taken time

availability into account as the temporal perspective of the situational circumstances that cause customers to have emotional motives and make impulsive purchases. This study argues that the scarcity of time for buying evokes positive cognition among buyers, leading utilitarian buyers to impulse buying. On the other hand, the availability of ample time for purchase has a positive effect on buyers, fueling their hedonic motivations and leading them to buy impulsively. Therefore, this study proposes the following:

✍ **Proposition 09 :** The lack of time availability positively influences utilitarian motivations.

✍ **Proposition 10 :** When there is a lack of time, utilitarian motives play a beneficial mediating role in the relationship between time availability and impulse purchase.

✍ **Proposition 11 :** The surplus in time availability positively influences hedonic motivations.

✍ **Proposition 12 :** The hedonic motives positively mediate the effect of time availability on impulse buying when there is an abundance of time available.

✍ **Influence of Money Availability of a Buyer :** After discussing the influence of time availability on buyers, this study further explores the impact of the monetary dimensions on impulse buying, that is, the availability of money or credit cards to a buyer while purchasing in a retail environment. In this study, the availability of money is defined as the total fund a buyer is willing to spend on the day of purchase (Beatty & Ferrell, 1998). Furthermore, scholars have posited that the availability of more money to buyers can disrupt their planned purchasing pattern, thus leading them to impulsive buying (Husnain et al., 2019; Khan et al., 2016). Consumer researchers have opined that a direct positive association exists between impulse buying and the availability of money (Luo, 2005) and credit cards (Omar et al., 2014). Earlier studies have argued that the availability of money for expenditure keeps a buyer happy (Wood, 1998) and evokes positive cognitive and affective emotions within the buyer. Thus, it is expected that buyers with more money available are more likely to be happier than their counterparts. At the time of purchase, this causes purchasers to experience pleasant cognitive and affective mood states. These content customers will probably respond favorably to the store atmosphere and engage in impulsive purchases (Jung Chang et al., 2014). Thus, in this study, the stimulant created by the buyers' financial availability at the time of purchase is regarded as a situational component that elicits favorable feelings in the brains of utilitarian and hedonistic purchasers, prompting them to make impulsive purchases. Therefore, this study proposes the following:

✍ **Proposition 13 :** Money availability positively influences impulse buying.

✍ **Proposition 14 :** The influence of money availability on impulse buying is positively mediated by utilitarian motivations.

✍ **Proposition 15 :** The hedonic motivations positively mediate the influence of money availability on impulse buying.

✍ **Influence of Peer Pressure on a Buyer :** Scholars have opined that the reference groups of a buyer, which includes family, friends, or any other acquaintances, including co-shoppers (Xiurong & Chenglei, 2010) influence the buying behavior of the individual (Luo, 2005). However, conflicting findings and opinions are observed in this context throughout the research continuum. While some scholars argue that peers, which include both family and friends, positively influence the impulse buying process of the customer (Anić & Radas, 2006), others posit that under the influence of family, the impulsivity of the shopper towards buying diminishes (Baker et al., 2016; Luo, 2005). This study argues that in the presence of family members, a collectivist utilitarian buyer could

experience a negative cognition in mood state while buying (Kacen & Lee, 2002). The economic concern of the family members is the reason that imparts a negative cognitive influence on the buyer at the time of purchase, impeding impulsive buying (Luo, 2005). Furthermore, this study opines that the presence of friends and close acquaintances during purchase facilitates impulsivity because it boosts the affective mood states of hedonic shoppers, leading them to engage in impulsive purchases. Thus, this study addresses the existing conflict regarding the impact of peer pressure on buyers' impulsivity during buying through the S-O-R framework. This study has viewed the peer or reference groups broadly in two different categories: the family and the friends and the close acquaintances of the buyer. While family pressure casts a negative cognitive effect on a utilitarian buyer, peer pressure from friends and close kin imparts a positive affective mood and encourages impulse buying. Therefore, this study proposes the following:

✍ **Proposition 16 :** Peer pressure from family members negatively influences utilitarian motivations.

✍ **Proposition 17 :** When family members exert peer pressure, utilitarian motives have a negative mediating effect on the influence of peer pressure on impulsive purchases.

✍ **Proposition 18 :** Peer pressure from friends positively influences hedonic motivations.

✍ **Proposition 19 :** Hedonic incentives positively buffer the influence of peer pressure on impulse purchases when friends exert peer pressure.

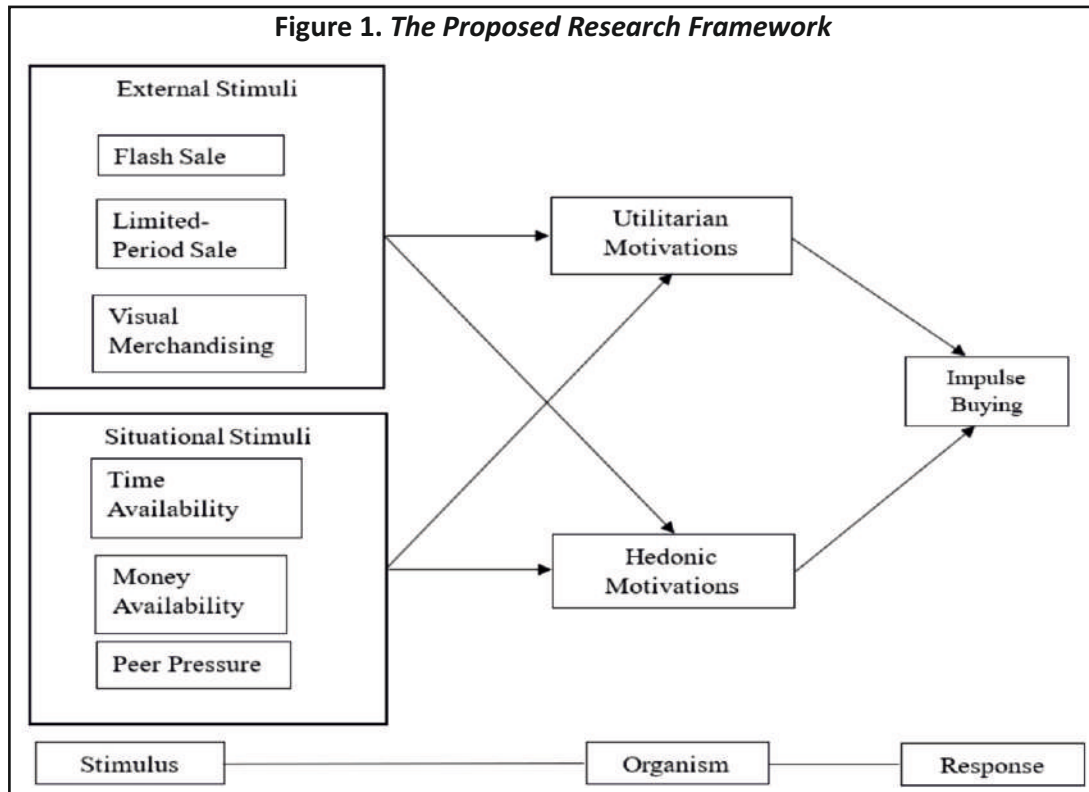
Cognitive and Affective Motivations Toward Impulse Buying

When buyers encounter environmental changes or stimuli, they tend to display two significant mood states depending on the personality traits – cognitive and affective. In the S-O-R framework, these motivations or states displayed by buyers are described as organisms. Cognitive emotions are evoked when an individual interacts with the events that propel the environment (Chan et al., 2017). I have reported that positive cognition leads to pleasure-seeking, joy, and happiness, which are crucial for impulse purchases (Amarnath & Jaidev, 2021), especially for utilitarian shoppers (Faqih & Jaradat, 2015). On the other hand, negative cognition is detrimental to buying responses; thus, it can inhibit the impulse buying process.

When people interact directly with their surroundings, as opposed to the events that drive the environment, affective emotions ignite, in contrast to cognitive reactions (Kimiagari & Malafe, 2021). Under the influence of affective responses, impulse buying is triggered when a buyer undergoes an optimistic affiliation of emotions, such as a desire to purchase. A positive affect is likely to induce hedonic motivations among buyers, discouraging them from thoughtful actions (Beatty & Ferrell, 1998) and thus becomes a crucial factor for impulse purchases (Verhagen & van Dolen, 2011), especially among impulsive buyers (Zheng et al., 2019). Thus, it can be safely argued that both cognitive and affective emotions lead to impulsive buying regardless of the buyer's utilitarian or hedonic nature of purchase (Babin et al., 2004; Novak et al., 2003).

Proposed Research Framework

The research framework (Figure 1) is developed based on the above propositions. This research framework comprehensively describes how various external and situational stimulus factors act as antecedents. These eliciting responses lead to impulsive buying by garnering cognitive and affective states among the consumers. This research model is developed by adopting the S-O-R framework.



Objectives of the Study

This study aims to :

- (1)** Describe how the link between situational and external stimuli influences impulsive buying, taking into account the influence of both cognitive and affective reactions.
- (2)** Adopt the S-O-R framework to explain the proposed relationship between stimulus factors and impulse buying.
- (3)** Create a study paradigm that fully explains the ways in which different stimulus elements function as antecedents, mediated by the affective and cognitive states of consumers, resulting in impulse purchases.

Research Methods

This study adopts the approach of an extensive and comprehensive review of scholarly research literature published in national and international peer-reviewed journals. The study examines all the substantial recent academic research in impulsive buying to identify the research gap and logically argue to establish the proposed comprehensive research framework (Figure 1). As discussed earlier, the in-depth review of the existing literature posits that external and situational stimuli influence impulse buying behavior among individuals. Studies also posited that cognitive (utilitarian) and affective (hedonic) motivations are pivotal in influencing consumers' impulsive buying decisions in retail. The research framework in this study attempts to justify the relationship between external and situational relationships, considering the buyers' cognitive and affective mood states. Most

of the recent studies conducted between 2012 and 2024 are included in the analysis, including a number of groundbreaking studies that established and supported the research continuum. In the part that follows, the study makes a number of claims that contribute to the development of an extensive research framework.

Discussion

Scholars have opined that a comprehensive understanding of the impulsive buying behavior of consumers requires a profound sense of human emotions (Park & Lennon, 2006; Silvera et al., 2008; Verhagen & van Dolen, 2011). This study is significant because it has attempted to integrate humans' cognitive and affective emotional states, influencing their buying impulsivity. Further, this study identifies several potential external and situational factors that played an essential role as stimuli that elicit human emotions, subsequently leading to the manifestation of consumers' impulse buying. This study adopts the S-O-R framework to provide a comprehensive explanation of the phenomenon while suggesting that the influence of external and situational stimuli on impulse buying is mediated through the emotional mood states of the buyers. It would empower marketers and practitioners to comprehend the emotional aspects of the buyers as it would enable them to craft compelling and captivating marketing communications and advertisements. In conclusion, the research framework proposed in this study lays the groundwork for future empirical evaluations of the consumers' impulsive buying behavior guided by cognitive and affective mood states under the influence of several external and situational stimuli.

Implications

Theoretical Implications

Researchers and social scientists have established that impulsivity arising within an individual while buying (or any other activity) results from a provocative environment, situation, or activity. Scholars have described the S-O-R framework as a comprehensive adaptation of the idea, which states that the culminating buying behavior of a buyer is a function of the interplay between the buyer's motivations and reactions. Consumer researchers have widely adopted the S-O-R framework (Azeema et al., 2016; Saini & Bansal, 2023; Thomas & Mathew, 2021) in explaining several buying behaviors of consumers (Alanadoly & Salem, 2022; Eroglu et al., 2001; Guo et al., 2022).

The provocative environment where the customer is placed acts as a stimulus or a trigger that influences an individual's internal assessment, leading to the final display of impulsive buying (or not) as a response. The final response is, therefore, a combined effect of the internal assessments and the consumers' reaction to impulsive buying (Chen & Yao, 2018; Zhu et al., 2022). The S-O-R framework represents the advanced version of the long-established stimulus-response (S-R) model and represents this rationale wholesomely (Chan et al., 2017). The S-R model opines that environmental stimuli invoke or determine the outcome of an individual's behavior. It does not consider the involvement of the organism, the people through whom the action is taken, or the result achieved. Consequently, the S-O-R framework emerged as a critique of the S-R model, where the emotions and feelings of the people involved in the process are accounted for. Scholars argue that the S-O-R framework often shapes the foundation for studying buyer behaviors (Zheng et al., 2019).

Scholars adopt the S-O-R framework, initially introduced by Woodworth (1928), while studying impulse buying because this impulsive purchase entails heightened degrees of emotions and human feelings. The S-O-R framework helps establish the association among the environmental stimuli, the organism's cognitive and affective states, and the response that emerges as a behavior. The environmental stimulus components in this study are both internal and external; the response variable is the customers' impulse buying behavior, and the

environmental stimulus factors are the consumers' cognitive (utilitarian) and emotional (hedonistic) mood states as creatures. Thus, this study aligns with the researchers' notion of adopting an S-O-R framework to understand buyers' impulse buying behavior mediated by the psychological traits of consumers under the influence of multiple environmental stimuli (Habib & Qayyum, 2018; Liu et al., 2013; Setyani et al., 2019; Suh & Prophet, 2018). In this study, the S-O-R framework incorporates the external and situational factors as stimuli; the cognitive and affective emotions are considered the organism; and impulsive buying is an exhibition in the form of a response influenced by the combination effect of the stimulus and the organism's reactions.

Managerial Implications

Consumer research is essential because it helps marketers keep track of the constantly evolving and changing dynamics of the consumer markets. A comprehensive understanding of the underlying motivations that imbibe changes in consumers' traits due to psychological shifts becomes crucial. Therefore, it becomes quintessential to understand the customers' cognitive and affective mood states from time to time and across generations. This study addresses the issue and, therefore, attempts to explain the importance and role of consumers' mood states during impulse buying. To solve the riddle of customers' need for recognition, marketers must recognize and comprehend the antecedents and elements that influence consumers' emotional moods. We have posited the importance of studying several promotional tools as external factors influencing impulse buying (Jain et al., 2018). In this context, this study will assist practitioners in designing effective marketing and promotional communications, which is vitally essential to target the millennials (Arora et al., 2018), considering several promotional tools such as flash sales, limited-period sales, and visual merchandising as external stimulus factors in influencing consumers' impulsive buying. Modern-day buyers show a positive attitude towards a brand when they perceive it as human-like (Ubgade & Joshi, 2022). To achieve this, marketers need to position their brands accordingly in the minds of consumers. Proper positioning can be achieved through effective value-based segmentation (Narula et al., 2022; Singh & Nigam, 2021) of the customer population. The study points out the influence of various situational factors, such as time availability, money availability, and peer pressure, the understanding of which will empower marketers to effectively segment the consumer base and position their offerings in the minds of the buyers.

Limitations of the Study and Scope for Future Research

This study, like all research endeavors, has certain limitations. First, the scope of this research is limited to an extensive literature review and, subsequently, the development of an empirically testable research model. This study also posted the relevant propositions that describe the rationale of the proposed research model and provide a background for hypotheses generation and empirical validation. However, this study needs more empirical evidence to quantify its claims and findings. Second, it is impossible to comment on whether this research model will hold for every retail market globally. Furthermore, the practical implications of the proposed research model can only be ascertained through a comprehensive quantitative analysis conducted across different retail markets globally.

The importance of this study is that it provides a comprehensive research model based on the S-O-R framework, which broadly proposes that the buyers' cognitive and affective mood states mediate the various external and situational stimulus factors that directly influence impulsive buying. The significance of this research further lies in the fact that it provides directions for upcoming research. First, future researchers can conduct empirical tests based on this proposed model across various retail markets and demographics. Second, future research can also incorporate the technology acceptance model (TAM) theories and the S-O-R framework to

understand the impact of shopping technology acceptance on the impulsivity of online retail consumers (Kimiagari & Malafe, 2021). It is expected that impulsivity toward buying is likely associated with the degree to which a consumer is receptive to embracing shopping technology in the online space (Kulshrestha & Jain, 2018). Therefore, the combination of the TAM and S-O-R frameworks will become relevant. Third, further research can explore integrating the cognitive emotion theory (CET) with the emotion-action tendency (EAT) to elucidate the role of cognitive and affective reactions among consumers as they exhibit impulsive buying behavior. Finally, this research solely focuses on utilitarian motivation as the cognitive reaction and hedonic motivation as the affective reaction; future studies can explore other variables that represent the cognitive and affective reactions among consumers. Future studies on impulse purchases will probably benefit from including the elements above.

Author's Contribution

The research framework that was suggested in the study was created and developed by Dr. Shaon Sen. He extracted all reputable research papers and used keyword searches to narrow them down. In order to choose pertinent research articles for the study, he also carried out an iterative search. In addition to being the corresponding author of this research study, he wrote the material in English.

Conflict of Interest

The author certifies that he has no affiliations with or involvement in any organization or entity with any financial or non-financial interest in the subject matter or materials discussed in this manuscript.

Funding Acknowledgment

The author received no financial support for the research, authorship, and/or publication of this article.

References

- Abrar, K., Naveed, M., & Ramay, M. I. (2017). Impact of perceived risk on online impulse buying tendency: An empirical study in the consumer market of Pakistan. *Journal of Accounting & Marketing*, 6(3), 1000246. <https://doi.org/10.4172/2168-9601.1000246>
- Agarwal, A., & Singh, M. R. (2018). The relationship between retail experience, customer satisfaction, and behavioral intention: Exploring the consumer shopping behavior in unorganized retail settings. *Indian Journal of Marketing*, 48(1), 9–27. <https://doi.org/10.17010/ijom/2018/v48/i1/120733>
- Agarwal, A., Chahar, B., & Bhati, N. S. (2021). Online impulse buying behaviour of Indian small town consumers: Scale development and validation. *Indian Journal of Marketing*, 51(5–7), 48–63. <https://doi.org/10.17010/ijom/2021/v51/i5-7/161647>
- Akram, U., Hui, P., Khan, M. K., Hashim, M., & Rasheed, S. (2016). Impact of store atmosphere on impulse buying behaviour: Moderating effect of demographic variables. *International Journal of u- and e- Service, Science and Technology*, 9(7), 43–60. <https://doi.org/10.14257/ijunesst.2016.9.7.05>
- Alanadoly, A., & Salem, S. (2022). Fashion involvement, opinion-seeking and product variety as stimulators for fashion e-commerce: An investigated model based on S-O-R model. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2410–2434. <https://doi.org/10.1108/APJML-06-2021-0447>

- Amarnath, D. D., & Jaidev, U. P. (2021). Toward an integrated model of consumer reactance: A literature analysis. *Management Review Quarterly*, 71, 41–90. <https://link.springer.com/article/10.1007/s11301-020-00180-y>
- Anić, I.-D., & Radas, S. (2006). The impact of situational factors on purchasing outcomes in the Croatian hypermarket retailer. *Ekonomski Pregled*, 57(11), 730–752. <https://core.ac.uk/download/pdf/14382308.pdf>
- Arora, T., Agarwal, B., & Kumar, A. (2018). A study of millennials's preferences for social media advertising in Delhi N C R . *Indian Journal of Marketing*, 48(10), 34–51. <https://doi.org/10.17010/ijom/2018/v48/i10/132334>
- Atulkar, S., & Kesari, B. (2018). Role of consumer traits and situational factors on impulse buying: Does gender matter? *International Journal of Retail & Distribution Management*, 46(4), 386–405. <https://doi.org/10.1108/IJRDM-12-2016-0239>
- Ayub, R., & Zafar, M. (2018). External stimuli and impulsive buying behavior. *Market Forces Research Journal*, 13(1), 70–89. <https://kiet.edu.pk/marketforces/index.php/marketforces/article/view/360>
- Azeema, N., Jayaraman, K., & Kiumarsi, S. (2016). Factors influencing the purchase decision of perfumes with habit as a mediating variable: An empirical study in Malaysia. *Indian Journal of Marketing*, 46(7), 7–22. <https://doi.org/10.17010/ijom/2016/v46/i7/97124>
- Babin, B. J., Chebat, J.-C., & Michon, R. (2004). Perceived appropriateness and its effect on quality, affect and behavior. *Journal of Retailing and Consumer Services*, 11(5), 287–298. <https://doi.org/10.1016/j.jretconser.2003.09.002>
- Baker, A. M., Moschis, G. P., Rigdon, E. E., & Fatt, C. K. (2016). Linking family structure to impulse - control and obsessive-compulsive buying. *Journal of Consumer Behaviour*, 15(4), 291–302. <https://doi.org/10.1002/cb.1579>
- Basu, R., Paul, J., & Singh, K. (2022). Visual merchandising and store atmospherics: An integrated review and future research directions. *Journal of Business Research*, 151, 397–408. <https://doi.org/10.1016/j.jbusres.2022.07.019>
- Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169–191. [https://doi.org/10.1016/S0022-4359\(99\)80092-X](https://doi.org/10.1016/S0022-4359(99)80092-X)
- Belk, R. W. (1974). An exploratory assessment of situational effects in buyer behavior. *Journal of Marketing Research*, 11(2), 156–163. <https://doi.org/10.1177/002224377401100206>
- Belk, R. W. (1975). Situational variables and consumer behavior. *Journal of Consumer Research*, 2(3), 157–164. <https://doi.org/10.1086/208627>
- Bocheliuk, V. I., Panov, N. S., Fedorenko, M. I., Zhuzha, L. A., & Cherepiekhina, O. A. (2019). Gender particularities of value ideals of chiefs. *Prabandhan: Indian Journal of Management*, 12(10), 33–43. <https://doi.org/10.17010/pijom/2019/v12i10/147815>
- Chan, T. K., Cheung, C. M., & Lee, Z. W. (2017). The state of online impulse-buying research: A literature analysis. *Information & Management*, 54(2), 204–217. <https://doi.org/10.1016/j.im.2016.06.001>
- Chatterjee, S., & Kundu, A. (2020). Sub-conscious decision mapping and network framework for retail market consumption. *Indian Journal of Marketing*, 50(2), 35–51. <https://doi.org/10.17010/ijom/2020/v50/i2/150440>

- Chen, C.-C., & Yao, J.-Y. (2018). What drives impulse buying behaviors in a mobile auction? The perspective of the stimulus-organism-response model. *Telematics and Informatics*, 35(5), 1249–1262. <https://doi.org/10.1016/j.tele.2018.02.007>
- Chen, Y.-F., & Wang, R.-Y. (2016). Are humans rational? Exploring factors influencing impulse buying intention and continuous impulse buying intention. *Journal of Consumer Behaviour*, 15(2), 186–197. <https://doi.org/10.1002/cb.1563>
- Dawson, S., & Kim, M. (2009). External and internal trigger cues of impulse buying online. *Direct Marketing: An International Journal*, 3(1), 20–34. <https://doi.org/10.1108/17505930910945714>
- Donovan, R. J., Rossiter, J. R., Marcolyn, G., & Nesdale, A. (1994). Store atmosphere and purchasing behavior. *Journal of Retailing*, 70(3), 283–294. [https://doi.org/10.1016/0022-4359\(94\)90037-X](https://doi.org/10.1016/0022-4359(94)90037-X)
- Duarte, P., Raposo, M., & Ferraz, M. (2013). Drivers of snack foods impulse buying behaviour among young consumers. *British Food Journal*, 115(9), 1233–1254. <https://doi.org/10.1108/BFJ-10-2011-0272>
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing: A conceptual model and implications. *Journal of Business Research*, 54(2), 177–184. [https://doi.org/10.1016/S0148-2963\(99\)00087-9](https://doi.org/10.1016/S0148-2963(99)00087-9)
- Faqih, K. M., & Jaradat, M.-I. (2015). Assessing the moderating effect of gender differences and individualism-collectivism at individual-level on the adoption of mobile commerce technology: TAM3 perspective. *Journal of Retailing and Consumer Services*, 22, 37–52. <https://doi.org/10.1016/j.jretconser.2014.09.006>
- Gardner, M. P., & Rook, D. W. (1988). Effects of impulse purchases on consumers' affective states. *ACR North American Advances*, 15, 127–130.
- Gehrt, K. C., & Yan, R.-N. (2004). Situational, consumer, and retailer factors affecting Internet, catalog, and store shopping. *International Journal of Retail & Distribution Management*, 32(1), 5–18. <https://doi.org/10.1108/09590550410515515>
- Guo, Z., Yao, Y., & Chang, Y.-C. (2022). Research on customer behavioral intention of hot spring resorts based on SOR model: The multiple mediation effects of service climate and employee engagement. *Sustainability*, 14(14), 8869. <https://doi.org/10.3390/su14148869>
- Habib, M. D., & Qayyum, A. (2018). Cognitive emotion theory and emotion-action tendency in online impulsive buying behavior. *Journal of Management Sciences*, 5(1), 86–99. <https://doi.org/10.20547/jms.2014.1805105>
- Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behavior. *Journal of Consumer Marketing*, 17(5), 403–426. <https://doi.org/10.1108/07363760010341045>
- Hultén, P., & Vanyushyn, V. (2011). Impulse purchases of groceries in France and Sweden. *Journal of Consumer Marketing*, 28(5), 376–384. <https://doi.org/10.1108/07363761111150026>
- Husnain, M., Rehman, B., Syed, F., & Akhtar, M. W. (2019). Personal and in-store factors influencing impulse buying behavior among generation Y consumers of small cities. *Business Perspectives and Research*, 7(1), 92–107. <https://doi.org/10.1177/2278533718800625>

- Jain, K., Gautam, S., & Pasricha, D. (2018). The pleasure and the guilt - impulse purchase and post purchase regret: A study of young Indian consumers. *Indian Journal of Marketing*, 48(3), 49–63. <https://doi.org/10.17010/ijom/2018/v48/i3/121984>
- Jung Chang, H., Yan, R.-N., & Eckman, M. (2014). Moderating effects of situational characteristics on impulse buying. *International Journal of Retail & Distribution Management*, 42(4), 298–314. <https://doi.org/10.1108/IJRDM-04-2013-0074>
- Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of Consumer Psychology*, 12(2), 163–176. https://doi.org/10.1207/S15327663JCP1202_08
- Karim, M. W., Chowdhury, M. A., Al Masud, M. A., & Arifuzzaman, M. (2021). Analysis of factors influencing impulse buying behavior towards e-tailing sites: An application of S-O-R model. *Contemporary Management Research*, 17(2), 97–126. <https://doi.org/10.7903/cmr.20457>
- Khan, N., Hui, L. H., Chen, T. B., & Hoe, H. Y. (2016). Impulse buying behaviour of Generation Y in fashion retail. *International Journal of Business and Management*, 11(1), 144–151. <http://doi.org/10.5539/ijbm.v11n1p144>
- Kimiagari, S., & Malafe, N. S. (2021). The role of cognitive and affective responses in the relationship between internal and external stimuli on online impulse buying behavior. *Journal of Retailing and Consumer Services*, 61, 102567. <https://doi.org/10.1016/j.jretconser.2021.102567>
- Kulshrestha, V., & Jain, K. (2018). Technology integration in the mobile communication industry: A review. *Prabandhan: Indian Journal of Management*, 11(4), 7–26. <https://doi.org/10.17010/pijom/2018/v11i4/122824>
- Kumar, M. R., & Narayanan, A. G. (2016). Effect of impulse buying on socioeconomic factors and retail categories. *Indian Journal of Marketing*, 46(9), 24–34. <https://doi.org/10.17010/ijom/2016/v46/i9/101039>
- Lavuri, R., Jindal, A., & Akram, U. (2022). How perceived utilitarian and hedonic value influence online impulse shopping in India? Moderating role of perceived trust and perceived risk. *International Journal of Quality and Service Sciences*, 14(4), 615–634. <https://doi.org/10.1108/IJQSS-11-2021-0169>
- Lee, J. A., & Kacen, J. J. (2008). Cultural influences on consumer satisfaction with impulse and planned purchase decisions. *Journal of Business Research*, 61(3), 265–272. <https://doi.org/10.1016/j.jbusres.2007.06.006>
- Lin, Y.-H., & Chen, C.-F. (2013). Passengers' shopping motivations and commercial activities at airports - The moderating effects of time pressure and impulse buying tendency. *Tourism Management*, 36, 426–434. <https://doi.org/10.1016/j.tourman.2012.09.017>
- Liu, Y., Li, H., & Hu, F. (2013). Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions. *Decision Support Systems*, 55(3), 829–837. <https://doi.org/10.1016/j.dss.2013.04.001>
- Lucas, M., & Koff, E. (2014). The role of impulsivity and of self-perceived attractiveness in impulse buying in women. *Personality and Individual Differences*, 56, 111–115. <https://doi.org/10.1016/j.paid.2013.08.032>
- Luo, X. (2005). How does shopping with others influence impulsive purchasing? *Journal of Consumer Psychology*, 15(4), 288–294. https://doi.org/10.1207/s15327663jcp1504_3

- Maymand, M. M., & Ahmadinejad, M. (2011). Impulse buying: The role of store environmental stimulation and situational factors (An empirical investigation). *African Journal of Business Management*, 5(34), 13057–13065. <https://doi.org/10.5897/AJBM11.2112>
- Mehta, N., & Chugan, P. K. (2012). *Visual merchandising: Impact on consumer behaviour (An exploratory study of apparel segment in Ahmedabad)*. Available at SSRN. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2128294
- Mills, K. H., Paul, J. E., & Moorman, K. B. (1995). *Applied visual merchandising* (3rd ed.). Prentice-Hall.
- Muruganantham, G., & Bhakat, R. (2013). A review of impulse buying behavior. *International Journal of Marketing Studies*, 5(3), 149–160. <https://doi.org/10.5539/ijms.v5n3p149>
- Narula, G., Kaushik, T., & Hussain, S. (2022). A value-based segmentation approach for domestic women business travelers. *Prabandhan: Indian Journal of Management*, 15(2), 40–54. <https://doi.org/10.17010/pijom/2022/v15i2/168334>
- Novak, T. P., Hoffman, D. L., & Duhachek, A. (2003). The influence of goal-directed and experiential activities on online flow experiences. *Journal of Consumer Psychology*, 13(1–2), 3–16. https://doi.org/10.1207/S15327663JCP13-1&2_01
- Omar, N. A., Rahim, R. A., Wel, C. A., & Alam, S. S. (2014). Compulsive buying and credit card misuse among credit card holders: The roles of self-esteem, materialism, impulsive buying and budget constraint. *Intangible Capital*, 10(1), 52–74. <https://doi.org/10.3926/ic.446>
- Park, C. W., Iyer, E. S., & Smith, D. C. (1989). The effects of situational factors on in-store grocery shopping behavior: The role of store environment and time available for shopping. *Journal of Consumer Research*, 15(4), 422–433. <https://doi.org/10.1086/209182>
- Park, J., & Lennon, S. J. (2006). Psychological and environmental antecedents of impulse buying tendency in the multichannel shopping context. *Journal of Consumer Marketing*, 23(2), 56–66. <https://doi.org/10.1108/07363760610654998>
- Pieters, R., & Warlop, L. (1999). Visual attention during brand choice: The impact of time pressure and task motivation. *International Journal of Research in Marketing*, 16(1), 1–16. [https://doi.org/10.1016/S0167-8116\(98\)00022-6](https://doi.org/10.1016/S0167-8116(98)00022-6)
- Prashar, S., Vijay, T. S., & Parsad, C. (2015). Antecedents to online shopping: Factors influencing the selection of web portal. *International Journal of E-Business Research (IJEER)*, 11(1), 35–55. <https://doi.org/10.4018/ijebr.2015010103>
- Preet, K., & Ahluwalia, A. K. (2019). Factors of stress amongst students of professional institutes. *Prabandhan: Indian Journal of Management*, 12(6), 31–40. <https://doi.org/10.17010/pijom/2019/v12i6/144934>
- Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of Consumer Research*, 22(3), 305–313. <https://doi.org/10.1086/209452>
- Roth, V. J., & Klein, S. (1993). A theory of retail change. *The International Review of Retail, Distribution and Consumer Research*, 3(2), 167–183. <https://doi.org/10.1080/09593969300000013>
- Saini, S., & Bansal, S. (2023). Associating designed information and novelty with purchase intentions for product displays in fashion apparel stores. *Indian Journal of Marketing*, 53(12), 8–26. <https://doi.org/10.17010/ijom/2023/v53/i12/173351>

- Saptono, L., Soetjipto, B. E., Wahjoedi, & Wahyono, H. (2019). The influence of financial quantitative literacy and subjective numeracy on impulsive consumption with materialism as the mediator variable. *Indian Journal of Marketing*, 49(10), 23–41. <https://doi.org/10.17010/ijom/2019/v49/i10/147563>
- Sen, S. (2023). Developing the M-H-IB model to explain the mediational role of hedonism on materialism and impulse buying relationship: Proposing a research framework. *Indian Journal of Marketing*, 53(4), 65–75. <https://doi.org/10.17010/ijom/2023/v53/i4/172690>
- Sen, S., & Nayak, S. (2019). Influence of materialism on impulse buying among Indian millennials: Does income matter? *Indian Journal of Marketing*, 49(12), 47–60. <https://doi.org/10.17010/ijom/2019/v49/i12/149110>
- Sen, S., & Nayak, S. (2021). Moderating role of cultural values on the relationship among hedonism, materialism, and impulse buying: A conceptual framework. *Indian Journal of Marketing*, 51(1), 26–40. <https://doi.org/10.17010/ijom/2021/v51/i1/156932>
- Sen, S., & Nayak, S. (2022). Internal stimulus factors as antecedents of impulse buying: Gap identification and future direction. *Vision*, 26(4), 423–430. <https://doi.org/10.1177/0972262920983960>
- Setyani, V., Zhu, Y.-Q., Hidayanto, A. N., Sandhyaduhita, P. I., & Hsiao, B. (2019). Exploring the psychological mechanisms from personalized advertisements to urge to buy impulsively on social media. *International Journal of Information Management*, 48, 96–107. <https://doi.org/10.1016/j.ijinfomgt.2019.01.007>
- Silvera, D. H., Lavack, A. M., & Kropp, F. (2008). Impulse buying: The role of affect, social influence, and subjective well being. *Journal of Consumer Marketing*, 25(1), 23–33. <https://doi.org/10.1108/07363760810845381>
- Singh, N., & Nigam, S. (2021). Value-based segmentation of generation Z women consumers of India: Replication and validation of model. *Prabandhan: Indian Journal of Management*, 14(10), 8–23. <https://doi.org/10.17010/pijom/2021/v14i10/166641>
- Stern, H. (1962). The significance of impulse buying today. *Journal of Marketing*, 26(2), 59–62. <https://doi.org/10.1177/002224296202600212>
- Suh, A., & Prophet, J. (2018). The state of immersive technology research: A literature analysis. *Computers in Human Behavior*, 86, 77–90. <https://doi.org/10.1016/j.chb.2018.04.019>
- Tan, L., Li, H., Chang, Y.-W., Chen, J., & Liou, J.-W. (2023). How to motivate consumers' impulse buying and repeat buying? The role of marketing stimuli, situational factors and personality. *Current Psychology*, 42, 32524–32539. <https://doi.org/10.1007/s12144-022-04230-4>
- Thomas, M. R., & Mathew, J. (2021). Attitude of generations: Does it matter online? *Indian Journal of Marketing*, 51(4), 44–57. <https://doi.org/10.17010/ijom/2021/v51/i4/158470>
- Tifferet, S., & Herstein, R. (2012). Gender differences in brand commitment, impulse buying, and hedonic consumption. *Journal of Product & Brand Management*, 21(3), 176–182. <https://doi.org/10.1108/10610421211228793>
- Turley, L. W., & Milliman, R. E. (2000). Atmospheric effects on shopping behavior: A review of the experimental evidence. *Journal of Business Research*, 49(2), 193–211. [https://doi.org/10.1016/S0148-2963\(99\)00010-7](https://doi.org/10.1016/S0148-2963(99)00010-7)

- Ubgade, P. N., & Joshi, S. (2022). A review of brand anthropomorphism: Analysis of trends and research. *Prabandhan: Indian Journal of Management*, 15(10), 47–62. <https://doi.org/10.17010/pijom/2022/v15i10/172408>
- Van Kenhove, P., De Wulf, K., & Van Waterschoot, W. (1999). The impact of task definition on store-attribute saliences and store choice. *Journal of Retailing*, 75(1), 125–137. [https://doi.org/10.1016/S0022-4359\(99\)80007-4](https://doi.org/10.1016/S0022-4359(99)80007-4)
- Verhagen, T., & van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information & Management*, 48(8), 320–327. <https://doi.org/10.1016/j.im.2011.08.001>
- Virvalaite, R., Saladiene, V., & Bagdonaite, R. (2009). Peculiarities of impulsive purchasing in the market of consumer goods. *Engineering Economics*, 62(2), 101–109. <https://www.inzeko.ktu.lt/index.php/EE/article/view/11633>
- Wood, M. (1998). Socio-economic status, delay of gratification, and impulse buying. *Journal of Economic Psychology*, 19(3), 295–320. [https://doi.org/10.1016/S0167-4870\(98\)00009-9](https://doi.org/10.1016/S0167-4870(98)00009-9)
- Woodworth, R. S. (1928). How emotions are identified and classified. In, *Numerous contributors, feelings and emotions: The Wittenberg symposium* (pp. 222–227). Clark University Press.
- Wu, I.-L., Chiu, M.-L., & Chen, K.-W. (2020). Defining the determinants of online impulse buying through a shopping process of integrating perceived risk, expectation-confirmation model, and flow theory issues. *International Journal of Information Management*, 52, 102099. <https://doi.org/10.1016/j.ijinfomgt.2020.102099>
- Xiao, S. H., & Nicholson, M. (2011). Mapping impulse buying: A behaviour analysis framework for services marketing and consumer research. *The Service Industries Journal*, 31(15), 2515–2528. <https://doi.org/10.1080/02642069.2011.531123>
- Xiurong, L., & Chenglei, L. (2010, December 04–06). Research on the effects of reference group on impulse buying behavior. In, *The 2nd International Conference on Information Science and Engineering* (pp. 530–535). IEEE. <https://doi.org/10.1109/ICISE.2010.5689798>
- Xu, Y. (2007). Impact of store environment on adult generation Y consumers' impulse buying. *Journal of Shopping Center Research*, 14(1), 39–56. https://jrdelisle.com/JSCR/2006_07_Articles/Xu%203.pdf
- Zheng, X., Men, J., Yang, F., & Gong, X. (2019). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management*, 48, 151–160. <https://doi.org/10.1016/j.ijinfomgt.2019.02.010>
- Zhou, L., & Wong, A. (2004). Consumer impulse buying and in-store stimuli in Chinese supermarkets. *Journal of International Consumer Marketing*, 16(2), 37–53. https://doi.org/10.1300/J046v16n02_03
- Zhu, Y.-Q., Amelina, D., & Yen, D. C. (2022). Celebrity endorsement and impulsive buying intentions in social commerce - The case of Instagram in Indonesia: Celebrity endorsement. In I. Management Association (ed.), *Research anthology on social media advertising and building consumer relationships* (pp. 1401–1419). IGI Global. <https://doi.org/10.4018/978-1-6684-6287-4.ch075>

About the Author

Dr. Shaon Sen is an Assistant Professor of Marketing at IMT-Hyderabad. He has completed his Ph.D. in Marketing under the prestigious Dr. TMA Pai Scholarship from Manipal Academy of Higher Education, Manipal, Karnataka, India. He received the Manipal Research Colloquium 2019's Best Paper award. He has multiple research papers published in journals that are Scopus-indexed and have an ABDC listing. Additionally, he has given papers at national and international conferences.