

## Factors affecting consumers' impulse buying behavior

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### ABSTRACT

Impulse purchase or impulse buying describes any purchase which a shopper makes, through it was not planned in advance. This article is an attempt to find out the factors that affect consumer impulse buying behavior at Malls in the north of Iran. The effect of various variables like personality, consumer product involvement, situational factors and store environmental characteristics on consumer impulse buying behavior have been analyzed. Also, this article considered the effect of two cognitive dimensions, risk and emotional responses on buying behavior. According to the results, all variables that study in this research, have effect on impulse buying behavior, but the hypothesis personality has significant effect on the level of impulse buying behavior regarding to consumer's positive emotional responses, was not supported.

### Keyword:

*Impulse buying, Personality, Consumer product involvement, situational factors, store environmental characteristic*

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## Introduction

Iran's Internet statistics and statistics show that having 33 million and 200 thousand users, equivalent to 43 percent of Iran's 77 million population, the 13th rank is the number of

### 1. Introduction

Impulse buying is a major research issue among consumer behavior researchers not only because of its complexities but also its widespread prevalence across a broad range of product categories (Baumeister, 2002; Kacen and Lee, 2002; Ramanathan and Menon, 2006; Vohs and Faber, 2007). Impulse buying occupies a crucial place in consumer behavior research. Fully three quarters of decisions to buy are made on store premises (Liljenwall, 2004). So, most consumer purchases may be unplanned either at the point of purchase or in the store (Bell et al., 2011; Inman et al., 2009). Recent research also has suggested that consumers may be intrinsically motivated to engage in impulse buying behavior to allow themselves to change the pace of life or to relieve boredom through sensory and cognitive stimulation (Sharma et al., 2010a). The retail environmental characteristics or store atmospherics influence consumers' current store behavior and future store patronage decisions (Hultén, 2012). Reasons for impulse buying may include environmental factors such as stimuli in the retail store environment (e.g. helpful suggestions by friendly salespeople), individual factors (e.g. shopping enjoyment), and situational factors such as (time availability), consumers may face when shopping (Beatty and Ferrell, 1998). Also the initial attempts to understand and predict consumer behavior through the use of personality variables yielded disappointing results (Kassarjian, 1971). There has recently been a growing interest in personality influences in consumer research (Egan and Taylor, 2010; Lin, 2010a, 2010b; Ranjbarian and Kia, 2010). One may argue that internal factors such as consumer characteristics related to impulsive buying have been a subject of many studies (Chavosh et al., 2011). Notably, the traits based approach has been in ascendancy on account of the focus on the quantitative measurement of personality (Solomon, 2007) and the most influential trait approach happens to be the five broad trait factors called the Big Five approach (Feldman, 2010).

The main purpose of the present study was an effort to investigate the effect of personality and the store environmental characteristics on impulse buying behavior. Also, this study considered the impact of cognitive dimensions, risk and emotional responses in this model. Subsequently, the effects of situational Variables and product involvement, as effective factors explore besides basic model.

### 2. Theoretical background

Some people are frequent impulse buyers and do this whenever an opportunity arises, whereas others seldom buy anything without thorough deliberation. There may be chronic individual differences in the tendency to buy on impulse (Verplanken and Herabadi, 2001). If this is true, impulse buying tendency should correlate with other stable individual differences, such as long term goals, personality traits, or adherence to particular values. Several complementary models of purchase behavior are available in consumer research such as utility maximization, decision-making, behavioral influence, hedonic and meaning transfer perspectives (Arnould et al., 2004). Rook and Fisher (1995) developed an initial scale to specifically measure impulse buying trait. Essentially, this scale attempts to measure the impulsiveness trait at it pertains to the purchasing and use of products (Dholakia, 2000; Kacen et al., 2012). Rook and Fisher (1995) defined impulse buying trait as a one-dimensional construct that reflects an individual's tendencies

“to buy spontaneously, unreflectively, immediately, and kinetically”. They scale was later accompanied by other impulse buying trait scales developed by Puri (1996) and Beatty and Ferrell (1998). A variety of factors have been identified as predictors of impulse buying, including affect (Beatty and Ferrell, 1998), lack of control (Youn and Faber, 2000), personality traits (Verplanken and Herabadi, 2001), culture (Kacen & Lee, 2002), and demographic characteristics such as age (Wood, 1998) and gender. Regarding gender, females are more likely to make impulse purchases than are males (Silvera, Lavack, & Kropp, 2008) when it comes to fashion or apparel products (Fitzmaurice, 2008) and are more likely to emphasize emotional aspects of impulse buying (Dittmar et al., 1996). The effects of environmental characteristics or store atmospherics have been further investigated to understand consumers' impulse purchase behavior. Some studies (Mohan et al., 2012; Sharma et al., 2010b) focus on understanding impulse buying behavior by investigating direct effects of individual characteristics and environmental factors; however, whether and how situational variables may influence impulse purchase behavior as suggested by Belk (1975). He suggested that a consumer who has reasons to shop, such as buying a birthday gift, should be less involved in impulse buying behavior.

### 3. Theoretical framework and hypotheses

Based on the aforesaid background, this section provides conceptual framework along with brief discussion about the effects of personality and situational factors, store environmental characteristics and consumer product involvement on the level of Impulse buying in current context.

#### 3.1 Personality and impulse buying behavior

There has been growing consensus over the last few decades supporting the Five-Factor Model (FFM) as a comprehensive and parsimonious taxonomy of personality traits (McCrae and Costa, 2008). There are five main independent dimensions underlying personality differences: neuroticism, extraversion, openness, agreeableness, and conscientiousness. According to Schiffman (2008), personality is unique and dynamic organization of characteristics of a particular person –physical and psychological which influences behavior and responses to the social and physical environment. There is solid empirical evidence supporting the important role of the FFM personality traits in the buying problems (Mueller et al., 2010). For instance, neuroticism has emerged in some earlier studies as one of the most important vulnerability factors in compulsive buying (Mick, 1996). Furthermore, some investigators have demonstrated that this is also linked with other personality traits in the FFM, including conscientiousness (Claes et al., 2010), openness (Troisi, Christopher and Marek, 2006), and extraversion (Verplanken and Herabadi, 2001). Most of these previous studies have focused primarily on analyzing the bivariate relationships between personality traits and compulsive buying. Thus, though there have been few studies that tried to study the relationship between impulsive buying behavior and personality (Herabadi et al., 2009), in this research we examine the effect of five dimensions of personality, on impulsive buying behavior. H1. Personality traits has significant effect on the level of impulsive buying behavior.

#### 3.1.1 Personality and Consumers' emotional behavioral responses

Based on prior research, emotion is typically classified into two orthogonal dimensions, positive or negative (Silvera et al., 2008). Positive emotion, such as excitement, can be elicited by an

individual's pre-existing mood, affective nature and reaction to current environmental encounters (e.g. desired products, sales promotions). A consumer's emotional state impacts buying behavior. That is, positive emotion, such as excitement may positively influence impulse buying behavior. Consumers who are in positive emotional states are inclined to experience less decision complexity and shorter decision times (Isen, 1984) and are more willing to spend more time and money in the store (Donovan and Rossiter, 1982). Consumers with positive emotions exhibit greater impulse buying because of feeling less restrained, the wish to reward themselves, and high energy levels (Rook and Gardner, 1993).

H 1-1: Regarding to consumer's positive emotional responses, personality has significant effect on the level of impulse buying behavior.

### **3.1.2 Personality and Perceived risk level**

According to the types of personalities, consumers perceive a certain level of risk when making a purchase and this may influence their evaluations, choices and behaviors for new product adoption, store selection, advertising effectiveness, information acquisition, use of word of mouth information and brand loyalty. Consumers may also act more impulsively if they perceive low risk in a purchase situation and vice versa (Lee and Yi, 2008). Perceived risk may also be an important constraining factor that could attenuate the impact of buying impulse and prevent enactment of impulsive behaviors by triggering of resistance strategies (Dholakia, 2000). Hence, we posit:

H 1-2: Regarding to consumers perceived risk, personality has significant effect on the level of impulse buying behavior.

## **3.2 Store environmental characteristics**

Store environment consists of ambient factors such as lighting, and music; design factors such as layout and assortment and social factors such as the presence and effectiveness of salespersons (Baker et al, 2002).

3.2.1 Ambient factors. Shoppers respond to music psychologically and behaviorally (Yalch and Spangenberg, 1990). Music is an important nonverbal communication, generally used to enhance store atmosphere and sometimes it may induce unplanned (Turley and Milliman, 2000) and even impulse buying (Mattila and Wirtz, 2001). Music makes people stay longer, spend more time and money than normal (Milliman, 1986). Also, a store with appropriate lighting may entice shoppers to experience the store and create an urge to purchase. Good lighting techniques create the right ambience. Ambient factors can trigger a desire to purchase impulsively (Eroglu and Machleit, 1993).

3.2.2 Design factors. Layout refers to the way in which products, shopping carts and aisles are arranged; the size and shape of those items and the spatial relationships among them. Retail layouts are important since they help present product assortments in an effective and positive way (Aghazadeh, 2005). Product assortment is the total set of items offered by a retailer. Positive experiences arise if the store makes it easy for the consumers to find the product they are looking for by providing a logical store layout and sufficient signage (Bitner, 1992; Spies et al., 1997). A good layout may also make the shopping more enjoyable, by reducing the perceived stress in shopping (Baker et al., 2002).

3.2.3 Social factors. Social characteristics include density, privacy, types of customers and appearance of retail employees (Turley and Milliman, 2000). The social interaction between a salesperson and a consumer is reported to be one of the most influential factors in the retail environment. Some researchers attach more importance to the influence of individual

characteristics of shoppers (Youn, 2000b). They have found that fairly warm personal relationships between consumers and salespeople are similar to other friendships, which involve affection, intimacy, social support, loyalty and reciprocal gift giving (Hu and Jasper, 2006). Even in brief and mundane encounters the employee induces positive affect (Mattila and Enz, 2002).

H2. Store environmental characteristics have significant effect on the level of impulse buying behavior.

### **3.2.4 Store environmental characteristics and positive emotional responses**

Store atmospherics are defined as the conscious effort to design retail environments to produce specific emotional effects in the consumer that enhance purchase probability (Zhou and Wong, 2004). Store environment has been found to influence consumers perceived image of and attitude toward a store. There is a positive association between positive affect and impulse buying. Donovan et al. (1994) found that a pleasant environment contributed to extra time and unplanned shopping. Beatty and Ferrell (1998) also found a positive relationship between positive affect and urge to buy impulsively.

H2.1: Regarding to positive emotional responses, store environmental characteristics have significant effect on the level of impulsive buying behavior.

## **3.3 Effects of situational factors**

Impulse buying can be related to situations consumers encounter during shopping (e.g. shopping during lunch time, shopping with limited money) (Sharma et al., 2010a). Especially, Specific situations influence both in-store responses and future store choice decisions because of the changing and adoptive nature of expectations, preferences, and behavior (Hausman, 2000). Situational factors consist of time availability, money availability and task definition.

3.3.1 Time availability. Time refers to the temporal perspective of situations (Belk, 1975). In this study, time availability is used to measure the temporal perspective of situational characteristics, which refers to the perception of time available for performing a task and has been found to affect shopping (Gehrt and Yan, 2004). Beatty and Ferrell (1998) found that time pressure reduced unplanned purchases in an experiment while time availability has been positively linked to search activity in a retail setting. Thus, the more time is available, the higher is the chance for unplanned buying (Anić & Radas, 2006).

3.3.2 Money availability. A second situational variable that is likely to positively influence impulse purchasing is the amount of budget or extra money the individual perceives she or he has to spend on that day (that is, money available). For example, Jeon (1990) found a marginal association between perceived extra money and impulse purchasing (Beatty and Ferrell, 1998). Specifically, money availability plays a facilitator role because it increases the buying power of consumers. When consumers have more money on hand to spend, they tend to feel more positive (Srivastava and Kumar, 2007). Thus, consumers with high money availability may feel happier and react more positively to the apparel environment and thus make impulse purchases, compared with those who have low money availability.

3.3.3 Task definition. In a consumer behavior context, task definition consists of goals a consumer forms to resolve needs deriving from a specific situation (Punj, 2011). Whether consumers have specific tasks for the shopping is important when making purchasing decisions. When shopping for a gift, consumers tend to focus on their task and are less likely to spend time enjoying the

shopping experience as compared to situations in which they shop for themselves. Thus, consumers with specific tasks may respond less emotionally to the buying environments and make more rational decisions based on their neutral feelings toward the environments (Rook and Gardner, 1993).

H3: Situational characteristics have a significant effect on the level of impulse buying behavior.

### 3.4 Consumer's product involvement

Involvement is generally viewed as perceived personal relevance with the target concept (Putrevu, 2008). Product involvement is defined as the relevant consciousness produced from product characteristics (Zaichkowsky, J. L., 1986). Also, Mitchell (1979) defines product involvement as "an individual level, internal state variable whose motivational properties are evoked by a particular stimulus or situation". As a motivational factor, high involvement enhances information search and processing and promotes elaborate decision making (Fazio, 1990, Petty and Cacioppo, 1986). The symbolic meaning of products has long been documented in consumer psychology (Mick and DeMoss, 1990; Richins, 1994). The symbolic goals of impulsive purchases may be reflected in the type of products that are typically bought on impulse, such as jewelry, perfume, or particular sportswear (Verplanken and Herabadi, 2001). Drawing on Wicklund and Gollwitzer's (1982) theory of symbolic self-completion, these authors assessed the discrepancy between what participants perceived as their actual self versus what they perceived as their ideal self. They found the highest levels of impulse buying tendency among those who endorsed materialistic values and had the highest actual-ideal self discrepancies. Of course, identity considerations may enter consumer decisions in general and may thus, for instance, be responsible for brand loyalties such as subscribing to a particular newspaper or drinking a particular brand of whisky (Dijksterhuis, 2008). According to these statements, consumers discern products on the basis of their involvement with them and on whether rational or emotional factors play the most prominent role in choice processes and the formation of purchase intentions (Rossiter and Percy, 1987).

H4: Product involvement has a significant effect on the level of impulse buying behavior.

## 4. Research method

This study was designed to test the research framework and the above-mentioned hypotheses.

### 4.1 population and Sample

Population of this research is customers that available at Malls in north of Iran. Sampling method is the simple random method. Questionnaire contributed among 400 customers. Finally 384 completed questionnaires were analyzed.

### 4.2 Statistical analysis

For doing this research and gathering information, five ranges LIKERT questionnaire that include an 38-items was designed. To test and evaluate the relationship among variables of study, structural equation model with LISREL 8.54 and to measure and estimate the reliability of questionnaire SPSS 22 were used.

## 5. Results

Analysis of this research comprises two stages: (1) assessment of the measurement model; and (2) testing of the structural model.

### 5.1. Measurement model

#### 5.1.1. Reliability

Reliability of measurement model were analyzed in two sections; one related to Cronbach's alpha(CA) and the other is the composite reliability(CR). A cronbach a greater than .70 is generally considerate reliable (Nunnally, 1978) and for the composite reliability, it is at least 0.7 (Sosik et al., 2009). As shown in table 1, the values of Cronbach's alpha and the composite reliability of all components for this research are greater than 0.7. So research reliability is approved.

#### 5.1.2 Validity

Convergent validity indicates that the indices of each construct have to be median correlated with each other. The criterion for convergent validity is that the average variance extracted (AVE) has to be more than 0.5 ( Fornell & Larcker, 1981). AVE coefficients show the percentage of the construct variance or model variable has been analyzed by a separate component. In this research all the constructs have an AVE value above this minimum (Table 1). So the measurement model is properly valid.

Table 1. Measurement model result

construct	Items	CA	CR	AVE
Store environmental characteristic				
AFA	2	.838	.849	.673
IDE	3	.765	.851	.661
SFA	3	.785	.939	.609
Situational factors				
TAV	2	.712	.928	.721
MAV	2	.765	.939	.759
TDE	2	.807	.908	.611
CPI	4	.833	.895	.681
PER	10	.894	.983	.854
CPE	3	.845	.933	.824
PRE	4	.833	.862	.613
IBB	3	.792	.814	.593

Notes: Ambient factors: AFA , Design factors: IDE , Social factors: SFA , Time availability: TAV , Money availability: MAV , Task definition: TDE

, Consumer product involvement: CPI, Personality: PER, Consumer positive emotional response: CPE, Perceived risk: PRE, Impulse buying behavior: IBB.  
 CA: Cronbach's alpha  
 AVE: The average variance extracted  
 CR: Composite Reliability

5.2 Structural model

5.2.1 Correlation analysis

We computed means and standard deviations for each variable and created a correlation matrix of all variables used in hypothesis testing. Means, Standard deviations and correlations among all scales used in the analyses are shown in Table 2.

Table 2. Mean, Standard Deviation and Correlation Analysis

Variables	Mean	S.D	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1.CPI	3.59	0.932	1														
2.AFA	3.55	1.016	.387**	1													
3.IDE	3.72	1.032	.472**	.310**	1												
4.SFA	3.82	0.867	.558**	.388**	.564**	1											
5.EXT	3.98	0.877	.351**	.237**	.422**	.452**	1										
6.AGR	3.17	1.021	.225**	.178**	.344**	.374**	.188**	1									
7.DEO	3.56	0.945	.245**	.145**	.251**	.272**	.177**	.308**	1								
8.EST	3.63	1.164	.212**	.148**	.189**	.318**	.176**	.166**	.140**	1							
9.EXP	4.06	0.829	.293**	.252**	.336**	.353**	.239**	.170**	.258**	.373**	1						
10.TAV	3.81	0.933	.424**	.379**	.444**	.532**	.399**	.313**	.361**	.323**	.630**	1					
11.MAV	3.82	0.917	.506**	.388**	.467**	.597**	.411**	.281**	.310**	.248**	.435**	.633**	1				
12.TDE	3.71	0.938	.491**	.417**	.442**	.617**	.451**	.320**	.295**	.290**	.401**	.629**	.729**	1			
13.CPE	3.68	0.929	.495**	.451**	.489**	.583**	.399**	.255**	.266**	.281**	.485**	.586**	.602**	.669**	1		
14.PER	3.78	0.753	.128*	.042	.226**	.227**	.197**	.157**	.119*	.153**	.197**	.236**	.226**	.257**	.226**	1	
15.IBB	3.59	0.932	.166**	-.014	.217**	.151*	.020	.054	.373**	-.003	.025	.009	-.019	-.001	.216**	.252**	1

Notes: Extraversion: EXT, Agreeableness: AGR, Conscientiousness: DEO, Emotional stability: EST, Openness to experience: EXP.

\*\* Statistically significant at 0.01.

\* Statistically significant at 0.05.

5.2.2 Model predictability and fit

The structural model had a good fit ( $\chi^2 = 1208.48$ ,  $df = 390$ ,  $\chi^2/df = 2.637$ ,  $RMSEA = 0.051$ ,  $SRMR = 0.028$ ,  $CFI = 0.91$ ) with all the fit-indices better than the recommended cut-off values ( $RMSEA < 0.06$ ,  $SRMR < 0.08$ ,  $CFI > 0.95$ ). Due to the dependency of the  $\chi^2$  statistic on the sample size, a higher than cut-off value of comparative fit index (CFI) and a value of the  $\chi^2/df$  less than three indicate a good fit (Kline, 1998). Other fit indices ( $NFI = 0.95$ ,  $AGFI = 0.97$ ) are also high, showing a good fit. The analysis revealed support for all our hypotheses except for hypothesis (H 1.1). (Table 3)

5.2.3 Results

As can be observed in Table 3, which summarized the results, the direct impact of PER on IBB was accepted ( $\beta = 0.22$ ,  $t\text{-value} = 2.56$ ). So H1 was supported. The indirect impact of PER on IBB ( $\beta = 0.12$ )- direct impact of PER on CPE ( $\beta = 0.25$ ) multiplied by

direct impact of CPE on IBB ( $\beta = 0.47$ )- was smaller than the direct impact on IBB ( $\beta = 0.22$ ). So the intermediation role of CPE on impact of PER on IBB was not accepted. Thus, H1.1 cannot be supported. Indirect impact of PER on IBB ( $\beta = 0.26$ )- direct impact of PER on the RES ( $\beta = 0.64$ ) multiplied by direct impact of RES on IBB ( $\beta = 0.41$ )- was greater than the direct effect of PER on IBB ( $\beta = 0.22$ ). So, the intermediation role of the RES on impact of PER on IBB was accepted. Thus, H1.2 was supported. Also the affect of SEC on IBB were positive and significant ( $\beta = 0.21$ ,  $t\text{-value} = 2.08$ ). So, H2 was supported. Indirect impact of SEC on IBB ( $\beta = 0.25$ )- direct impact of SEC on CPE ( $\beta = 0.54$ ) multiplied by direct impact of CPE on IBB ( $\beta = 0.47$ )- was greater than the direct impact of SEC on IBB ( $\beta = 0.21$ ). So, the intermediation role of CPE on SEC on IBB is accepted. Thus, the H2.1 was supported. SIF on IBB were positive and significant ( $\beta = 0.33$ ,  $t\text{-value} = 3.17$ ). So, H3 was supported. CPI had a positive and significant impact on IBB ( $\beta = 0.36$ ,  $t\text{-value} = 3.52$ ). Also, H4 was supported.



Table 3. Structural equation results

Structural path	Standardized coefficient	t-value	Conclusion
Direct effects			
<i>PER</i> → <i>IBB</i>	.22	2.56	H1 Supported
<i>SEC</i> → <i>IBB</i>	.21	2.08	H2 Supported
<i>SIF</i> → <i>IBB</i>	.33	3.17	H3 Supported
<i>CPI</i> → <i>IBB</i>	.36	3.52	H4 Supported
Indirect effects			
<i>PER</i> → <sup><i>CPE</i></sup> → <i>IBB</i>	.12	2.56	H1.1 Not Supported
<i>PER</i> → <sup><i>PRE</i></sup> → <i>IBB</i>	.26	2.56	H1.2 Supported
<i>SEC</i> → <sup><i>CPE</i></sup> → <i>IBB</i>	.25	2.08	H2.1 Supported

Notes: Store environmental characteristic :SEC, Situational factors: SIF.

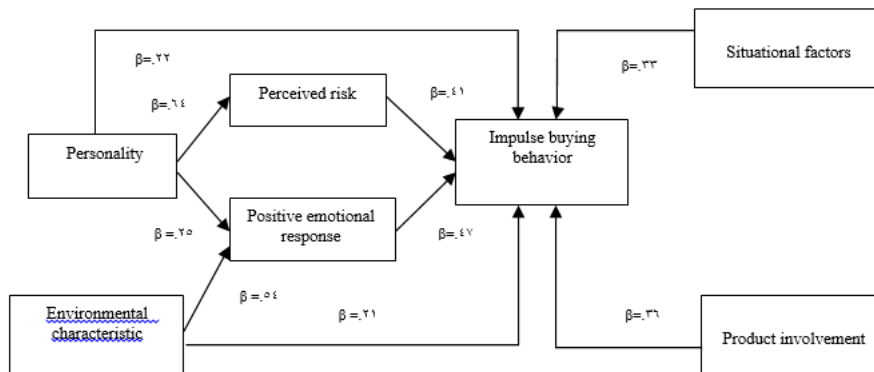


Figure1. Structural model

## 6. Discussion

This research was done using a theoretical framework developed based on previous studies and has suggested what is possible and can be done by marketers to evoke consumers buying impulsively. The study shows that personality traits influence impulse buying. These findings are supported by Beatty and Ferrell, 1998; Verplanken and Herabadi, 2001; Badgaiyan and Verma, 2014). Some studies revealed that individual consumer characteristics or other consumer-related factors may explain consumers' in-store decisions (Bäckström and Johansson, 2006; Inman et al., 2009) and impulse buying behavior (Verplanken and Herabadi, 2001; Youn and Faber, 2000). On the other hand, in this study the hypothesis personality has significant effect on the level of impulse buying behavior regarding to consumer's positive emotional responses, was not supported. Nevertheless, studies of the influence of affect or emotional state on impulse buying have yielded mixed results. Beatty and Ferrell (1998) found that positive mood facilitated impulse buying, but Rook and Gardner (1993) found that while pleasurable mood states, such as excitement, encouraged impulse buying, consumers were also likely to impulse buy during negative mood states, such as sadness, in order to improve their mood. Verplanken, Herabadi, Perry, and Silvera (2005) and Silvera et al. (2008) reported an association between negative affect and impulse buying, but no relationship for positive affect. However, the

intermediation role of perceived risk on impulse buying, was supported. Impulse buying behavior for consumer seems to imply that some of the more negative thoughts, such as spending money excessively, making impractical purchases, bearing uncertainty and risks in terms of product quality and functions. Therefore, impulse purchasing behavior is often considered irrational or highly risky (Sproles and Kendall, 1986 ; Rook and Fisher, 1995). Dickman (2000) found that individuals with low arousal levels are more careless, impatient, risk-taking, sensation-seeking and pleasure seeking.

According to the results, environmental factors have effect on impulse buying. The results supported the literature (Kim and Kim, 2012) that retail environmental characteristics may affect consumers' positive emotions. This finding contributes to the understanding of retailers' roles. Retailers who offer a clean, relaxing, impressive environment may be more likely to attract customers and to make them satisfied with their shopping experiences. Store environment is not just a standard second order construct, but as a formative one, in line with the recommendations of Jarvis et al. (2003). Likewise, we extend Baker et al. (2002) by showing that store environment influences not only patronage but also impulse buying and Mohan et al.(2013) show that various elements of store environment may also contribute to impulse buying.

Also, the results show that situational characteristics have significant effect on buying behavior. Findings of previous studies

(Gehrt and Yan, 2004; Zhuang et al., 2006), show that time availability did not moderate the relationship between consumers' positive emotional responses and impulse buying behavior. Another study found that when shopping was task specific, female consumers were less likely to feel excited or positive about their shopping trip and thus less likely to make impulse purchases (Punj, 2011). Moreover, Chang et al. (2014) concluded that money availability positively influenced the relationship between consumers' positive emotional responses and their impulse buying behavior while the influence of task definition was negative. Therefore, it is important for retailers to develop strategies to better understand consumers' situations.

As research result show, Consumer's product involvement has the most effect on impulse buying behavior. This result was supported by other researches. For example, Mitchell (1979) defines product involvement as "an individual level, internal state variable whose motivational properties are evoked by a particular stimulus or situation". As a motivational factor, high involvement enhances information search and processing and promotes elaborate decision-making (Fazio, 1990; Petty and Cacioppo, 1986). Also, product involvement refers to the perceived personal relevance and importance consumers attach to different product categories (Petty and Cacioppo, 1981; Greenwald and Leavitt, 1984).

## 7. Conclusions

According to the results of this research, between two effective factors, personality and store environmental characteristics, personality has more effect on impulse buying behavior and by regarding the intermediation role of cognitive dimensions, environment has effect on consumers' positive emotional response, and personality effect on the level of perceived risk, and then these may influence consumers evaluations and behaviors.

As mentioned in literature review, since personality effect on buying behavior, marketers cannot change consumer personalities to conform to their products, they should be aware of personality factors influencing specific consumer responses. They could attempt to appeal the relevant personality traits in their target group of customers. Also environmental factors such as ambient, social and design have effects on consumers' positive emotional response, which, in turn, influence impulse buying behavior. Therefore, this study suggests that suitable atmosphere and interior design of the store, and warm personal relationships between consumers and salespersons may evoke positive emotions in consumers and encourage them to more impulse purchases. So, retailers have to pay much more attention to the store environment and strive to improve the relationship between consumers and sellers.

Also, the results of this study revealed that, between consumer's product involvement and situational factors, product involvement has more effect on impulse buying behavior. So, the higher the degree of consumer product involvement, the higher the impulse buying behavior and they are willing to spend more time in the store environment. So, product involvement plays an important role in consumer behavior and with an increasing involvement level a consumer would search for higher level product information. Therefore, this study suggests that firms with higher frequencies for the consumer groups, provide more detailed product knowledge, as well as manufacturers and other product differences, such as: quality, service, taste, convenience and so on. In addition, firms for lower frequency of consumption of consumer groups provide basic product knowledge in order to make it a smart consumer. On the other hand, situational factors can influence buying behavior, so this study highlights the importance of understanding the target consumers' money and time availability and task for which they are shopping. As an example, if a consumer visits a store for a specific task, he/she may make more rational decisions and fewer impulse purchases than a when

just browsing. Therefore, it is important for retailers to offer consumers the appropriate store environments and to develop strategies to better understand consumers' situations. Also, an appealing retail store environment may encourage impulse buying behavior among consumers having more available money and more time to browse.

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