

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

Tayyaba Tanveer¹,  Syeda Quratulain Kazmi^{2*},  Mustaghis Ur Rahman³

¹Bahria Business School, Islamabad, Pakistan.

²Institute of Business and Health Management, DOW University of Health Sciences, Pakistan.

³Department of Management Studies, Bahria Business School, Islamabad, Pakistan.

*Corresponding author: Syeda Quratulain Kazmi (syedakazmi44@gmail.com)

ABSTRACT

Purpose: The purpose of this research is to identify the underlying factors of impulsive buying behavior that would impact consumers' buying behavior and eventually their purchase intentions.

Methodology: This research is based on the philosophy of positivism and employs a quantitative examination. In order to reach to our target market, we have used convenience sampling (non-probability sampling) and tried to gather the data in the original shopping environment i.e. a survey in shopping malls. A sample of 400 was gathered and analyzed. The SPSS version 20 is used for data analysis.

Findings: Results of this study show that a consumer's mood has a significant impact on buying as it can trigger impulse behavior in consumers. Person situations can also influence impulse buying for example time, money and the fear of missing out can all trigger impulse buying. Store layout can also trigger that unplanned purchase which means store lighting, the music of the store and ambiance may affect the purchasing. Product promotion has an impact on spontaneous purchase which indicates that free coupons, discounts and free delivery are offered to attract the customer to a sudden purchase. Product design, packaging, color and labeling indicate a positive and significant impact on impulse buying. However, materialism indicates an insignificant impact on impulse buying.

Contribution to literature: This research is positively contributing to or suggesting that practitioners or sellers better understand the intrinsic factors influencing customers' purchase intentions in the cosmetic industry.

Keywords: *Consumer mood, Consumption theories, Hedonic consumption, Impulse buying behavior, Materialism, Off-line shopping, Product attribute, Product promotion, Store layout*

1. INTRODUCTION

Impulse buying¹ remained an important topic in the research and the consumer behavior researchers were interested in this for sixty years (Ünsalan, 2016). Today's society has switched from a cognitively controlled vision with models focused on information processing to an emotionally controlled vision.

Bandyopadhyay, Sivakumaran, Patro, and Kumar (2021) found that impulsive consumption was a way of inducing an emotionally satisfying sensation for customers who sought spontaneous gratification or pleasure in their buying acts. Such a finding supports the fact that the tendency toward immediate consumption has transformed the lives of today's consumers. In the light of the above, it can be said that impulsive consumers are often unable to resist intense internal desires to make frequent purchases and spend unnecessarily – even though they cannot afford to do so or have little need of the product they buy. Additionally, when impulsive buying fails to recognize the object's true value when shopping, its negative effects are not disrupted. On the other hand, it creates problems in a person's life, frequent failures to manage their time, and an internal need to buy. According to Pellegrino, Abe, and Shannon (2022) impulsive shopping is viewed negatively as a component of a person's purchasing behavior negatively portrays that impulsive shopping is bad for both the person and society. The same time, concept marketing is based on informing customers about a product's features and enhancing them in such a way that their interest is piqued resulting in increased purchases. Therefore, it is important at this stage to investigate this research problem and determine how impulse buying

¹ Impulsive buying is characterized as the unplanned and spontaneous buying of unnecessary consumer goods (Zhang, 2021).

behavior can be further stimulated for purchases. Primarily, this study addresses the research question "How different triggers of impulse buying behavior influence the purchase decisions of beauty product consumers in the modern market setting of Karachi?" This major question will be further investigated by breaking it down into specific questions, such as "how situational determinants (person's situation, product attributes) influence unplanned purchases of beauty products in a modern market setting of Karachi", "how internal determinants such as (hedonic motivation, mood of a consumer) influence unplanned purchases of beauty products in a modern market setting of Karachi", "how external determinants such as (store layout, sales promotion) influence the unplanned purchase of beauty products customers in a modern market setting of Karachi" and also which determinant most significantly affects the impulse buying behavior of beauty products in a modern market setting of Karachi".

The answers to the above questions will lead to achieve the broad objective of this research which is to assess the effects of external determinants in which (store layout and sales promotion) internal determinants (hedonic motivation, mood of consumer) and situational determinants which contain (time availability, money availability, product category) on the impulsive buying behavior of beauty product consumers and also to determine the relative significance of stimulating factors that induce impulse buying behavior among shoppers of beauty products in a modern market setting.

In order to evaluate the effects of internal and external factors on the impulse buying behavior of beauty product buyers in a market context, this study adopts a deductive method. The hypothetic-deductive technique is used to test hypotheses based on known theories and available literature. Data for this cross-sectional study were gathered using a survey technique that used a five-point Likert scale as an itemized rating system. The population of this study refers to the set of individuals living within the territorial jurisdiction of Karachi who buy beauty products only from physical stores situated in a modern market setting (shopping malls, mega malls, hypermarkets, department stores) of Karachi. For sampling purpose "convenience sampling" (non-probability sampling technique) is used. As the target population exceeds one million convenience sampling technique is the best for this research. According to Boggess (2021) an adequate sample size required for this study is three hundred and eighty-four sample cases, as computed below but even then to make this research robust, a sample of 400 has been taken as an extra care.

2. LITERATURE REVIEW

The theoretical framework of this research includes theories such as consumer decision making, cognitive emotions, self-completion, psychodynamic and regret. Besides, an in-depth literature review on marketers' perspectives of impulse buying, consumers' perspective of impulse buying, internal determinants of impulse buying, external determinants of impulse buying, situational determinants of impulse buying and impulse buying behavior has been carried out for developing the conceptual framework of this research.

Decision-making theory suggests that the structure of purchasing process is based around a five-point process: need recognition, internal and external search for information, assessment of alternatives, purchasing decision and post-purchase evaluation. This theory identifies two factors that affect purchase decisions: environmental factors and individual factors. The environmental factors include heritage, ambiance, social setting and circumstances and the individual factors include customer resources in terms of money, time, inspiration, mood, wisdom, perceptions, personality, beliefs and lifestyles. At the same time, the supporters of the cognitive emotions theory argue that impulse buying behavior is theoretically grounded within the emotional decision-making of a consumer. Customers' feelings or emotions, such as love, delight, trust, dread, expectation, dreaming and sexuality and even a little enchantment trigger specific purchasing intentions. Hence, impulsive decisions are primarily affected by cognitively emotional consumers (Khawaja, 2018). On the other hand, the self-completion theory promotes the concept of impulsive purchasing based on the principle of symbolic self-completion. The key assumption of the principle of self-discrepancies is where a customer imagines himself or herself (the real self) and what he or she (the ideal self) wants to be. Individuals with a high tendency toward materialism are more inclined to purchase goods on impulse and seek to achieve self-fulfillment in this way (Martins & Lins, 2022). The psychodynamic theory is generally attributed to the work of Sigmund Freud. This theory indicates that action is subject to behavioral control using 'instinctive forces' or 'drives' that function beyond conscious thought. Through this theory, Freud suggests that there are three characteristics of personality – id², ego³ and superego⁴. Freud also implies that the different components

² It is the primitive and instinctual part of the mind that contains sexual and aggressive drives and hidden memories.

³ The ego is the realistic part that mediates between the desires of the id and the super-ego.

⁴ Super-ego operates as a moral conscience.

function together to create very complex human behavior. The id is the main factor when it comes to purchasing on impulse. Freud says the id is the only thing we are born with. The id is guided by the principle of pleasure that needs instantaneous fulfillment exactly like hedonic consumption. Its prime purpose is to optimize pleasure and minimize pain. Regret theory is based on 'fear' and 'regret' which play an important role in deterring someone from acting or inspiring a person to take action. Studies have shown that regret triggered after an impulsive purchase has a significant and negative effect on repurchase intention (Kazancoglu, Aydin, & Mishra, 2021).

2.1. Marketers' Perspective of Impulse Buying

Zhang (2021) indicated that marketers make use of status appeals after price appeals as a way of resolving market demand for control and prestige. Recent studies show that various marketing strategies induce impetuous buyers to impulsively purchase which in another sense increases sales and profits for businesses. Similarly, in an empirical study, it was proposed that enticing sales, pleasant in-store showcases, responsive sales staff and easy credit may all stimulate unplanned purchasing (Pooja, Mittal, and Kamakshi, 2018). Advertisers targeting impulsive consumers aim to build material desires for individuals and stress the need to minimize internal discomfort by discussing the enticing extrinsic reward. Marketers use a concept to manipulate a buying patterns of consumers called the "moment of reality" often used by retailers and brand managers which leads to the moment when customers stand in the store, decide what they need to purchase. It may be difficult for customers to decide between two equally desirable products which may lead them to select neither option.

2.2. Consumers' Perspective of Impulse Buying

People often respond to impulsive purchases to cope with daily stresses and try to bring pleasant moments into their lives. Impulsive consumers do not avoid urges associated with positive emotions such as happiness, satisfaction and relaxation. Nevertheless, these pleasant emotions are replaced by regret and even depression shortly after purchase (Cahaya, Mursitama, Hamsal, & Tjhin, 2022; Ploeger-Lyons & Butler, 2022; Sanderson et al., 2020; Vasudevan, Ping, & Wider, 2022). Individuals are supposed to benefit from unintended purchases buying is supposed to serve certain beneficial effects for the individuals, such as mood healing (changing negative effects and gaining short-term positive mood changes) and imagination and self-identity gestures. Unsurprisingly, this significant impact declines as a result of the unnecessary purchasing activity and is replaced by a renewed purchasing impulse resulting in detrimental consequences. According to Parnes (2019), impulsive buyers often experience positive encouragement at the start of unplanned purchases and in the long term rapidly increasing negative reinforcement. Those impulsive consumers tend to lose control while shopping and end up with excessive debt levels and financial losses. This is due to careless spending or the irresistible urge to buy.

2.3. Internal Determinants of Impulse Buying

Internal determinants are also known as personal influencers which include beliefs, attitudes, motivation, lifestyle and learning. All our purchasing decisions are influenced by these internal signs (Sudha & Sheena, 2017). Internal determinants represent ways consumers communicate with the world around them, define their emotions, gather and analyze knowledge, create ideas and beliefs and take concrete action. Internal determinants focus on the individual characteristics and traits of the person. These variables contribute to the character traits of customers. Internal purchasing triggers are linked to the specific behavior that characterizes an individual rather than shopping context. These factors are not under the control of marketers. These factors represent the person's inherent signs and traits that cause him or her to act on impulse (Ünsalan, 2016). This study entails two internal determinants of impulse buying behavior namely hedonic consumption and the customer's mood.

2.4. Hedonic Consumption

Cavazos-Arroyo and Máynez-Guaderrama (2022) explained hedonic consumption as having behavioral aspects that relate to the sensory, imaginative and emotional aspects of consumption. Such a viewpoint considers the user to be pleased with the product and to use it when they find pride, enjoyment and satisfaction in their aesthetics.

Buyers who are more involved and enthusiastic about shopping enjoy buying and acting impulsively (Febrilia & Warokka, 2021). Consumers with a hedonistic shopping motivation would choose products or services that

are completely compatible with their appearance and physically attractive to them (Hellén & Sääksjärvi, 2011). Hedonic emotions refer to a level of expectation when buying is accompanied by pleasant feelings. Hedonism is a concept that predicts that the greatest thing in life is happiness, considers the essence of life to be entertainment, acknowledges fulfillment and enjoyment as the most important things and involves feeling emotionally non-sensory. Different studies showed that many impulses and sources of inspiration rely on hedonic aspects such as "experience shopping," "social shopping," "gratification shopping," "thought shopping," "job shopping" and "worth shopping. When people are driven to satisfy their wants, social and emotional needs, they appear to display more immediate purchasing behavior. Individuals want the excitement, fun and gratification of buying goods suddenly or instantly. Due to its positive impact, hedonism is believed to be responsible for the influence of the pleasant behavior of customers on their physiological wellness.

2.5. Consumers' Mood

A mood can be described as a powerful, cognitive or intuitive state that influences a customer's behavior of a customer and is in nature virtually unmanageable. Consumer mood at the time of purchase refers to a positive or negative emotional state of the customer. A positive mood is related to anticipation and satisfaction. A negative mood includes fear, depression and violence. The degree of positive mood defines the extent to which a person is enthusiastic, inspired, cheerful, and attentive (Beatty & Ferrell, 1998). Belk suggested several predictors, the most important of which was the mood of the customers when making decisions; the mood has been considered a major factor for many years. Bellini, Cardinali, and Grandi (2017) proposed a potential hypothesis that incorporates the view that people make decisions in the face of ambiguity which contradicts the expected benefit theory.

2.6. External Determinants of Impulse Buying

Marketers control the external stimuli of impulse buying. These factors refer to marketing indicators or triggers that the marketer positions and monitors to trick customers into purchasing behaviors. External signs are unique stimuli correlated with the purchasing environment. When visually seeing signs such as promotional rewards, consumers can feel a desire to buy impulsively. External determinants not only draw new buyers but also encourage up-selling and cross-selling to current and new buyers by enabling sales of additional products or better products to be moved (Dawson & Kim, 2010). Out of so many external determinants of impulse buying such as store characteristics, sales promotion, employee or attendants, presence of peers or family, perceived crowding, sensory stimulation, shopping channel, self-service technology, and retail merchandizing (Bhakat & Muruganatham, 2013; Ünsalan, 2016). Nevertheless, this study has entailed only two external determinants of impulse buying behavior namely store layout and product promotion.

2.7. Store Layout

According to Chan and Li (2022), cited in Baker, Grewal, and Parasuraman (1994), the visible aspects of a store environment include equipment, cleanliness of the store, style colors, decoration of the shop, display of merchandise, eye-catching lighting, etc. The concept of store layout introduced by Kotler (2001) explained it as an initiative to design the store environment to establish the purchaser's unique emotional effects that boost the buying opportunity. Customers can quickly find the product they want to the store layout. According to Ünsalan (2016) store layout is characterized by display areas (window layout, product placement area and entrance area), visual marketing and shop environment (lighting, color, sound and fragrance). Another concept by Akram, Hui, Khan, Hashim, and Rasheed (2016) indicates that a retail store's physical features and environmental effects are used to attract customers. Akram et al. (2016) further posit that consumers respond to music both emotionally and behaviorally. Likewise, attractive lighting enhances the interior of a store, creates an exciting atmosphere, and fosters a positive influence. Additionally, the appearance of the shop influences impulse purchases.

2.8. Product Promotion

Lehmann and Winer (2000) described the promotion of products as "special offers" that are essentially aimed at stimulating product demand. The same writer has proposed that product promotion serves as a marketing tool by giving the target market an additional opportunity to purchase. Product promotions include television commercials (TVC), marketing schemes like a discount, stock clearance sale or special offer, deals (buy one get

one free, limited stock, limited period) or vouchers or points earned on any quantity or number, refund or rebate, premium, loyalty plan, discount, free delivery, point-of-purchase, demos, bonus packs, cross-promotion, contest or sweepstake and advertisement specialties (Schwemmer & Ziewiecki, 2018). Promotion is being used to make sure that customers are aware of the products offered by the company. It is undoubtedly the most visible marketing mix. The term "product promotion" applies to the different forms of sales promotions and strategies aimed at generating immediate sales results for consumers. This may be in the form of free samples, discount coupons, demo shows, sweepstakes, etc. The goal of product promotion is to have real and immediate impacts on the purchasing habits of customers. The advertising campaign seeks to stimulate the desires of buyers and encourage people to purchase a particular brand instantly as highlighted by Akram, Hui, Khan, Yan, and Akram (2018).

2.9. Situational Determinants of Impulse Buying

- Factors that emerge from the specific circumstance that occurs at the time of purchase are considered situational determinants of impulse buying. Situational factors exert an impact on impulse purchasing considerations that include real or expected time and power to invest (Máñez Guaderrama & Cavazos-Arroyo, 2022). According to Ünsalan (2016) situational determinants of impulse buying are cues that trigger unplanned purchases because of peculiar circumstances or situations in which a customer acts. The distinction between the variables in terms of situational and non-situational. It was suggested in the said study that variables of the situation, such as task description, personal and social environment, temporal viewpoints, and antecedent conditions, might play a significant role in sales circumstances, and therefore warrant special attention from marketers. Situational aspects include the physical environment, the social environment, the temporal context, the nature of tasks and the preceding states:
- Physical Environment: It refers to the geographic and structural location and apparent product arrangements or other content accompanying the trigger element.
- Social Environment: It includes the appearance, features, evident positions and emotional reactions of other individuals.
- Task Description: It refers to situational features, such as an aim or obligation to pick, search for, or collect information regarding a general or particular purchase.
- Temporary Viewpoint: It is an aspect of circumstances that can be defined in terms of changing from one season to the next.

Further, this study also attempts to examine the situational effect of shoppers' purchasing decisions.

2.10. Person's Situation

The availability of money can be described as a consumer's financial resource capacity. Consumers' preference for a product or brand is highly affected by the amount of financial capital (income and wealth) owned, so the customer must have money (DWA & RKHS, 2021). A person's situation is defined as the state of an individual that is regulated by the availability of time, the availability of money, and sometimes the fear of missing out (Atulkar & Kesari, 2018). Szymkowiak, Gaczek, Jeganathan, and Kulawik (2021) explained that time constraints are commonly perceived and regarded as a situational factor influencing customer decision-making in a shop setting and harm buying impulses as customers can be irritated by the lack of time to shop. It has been stated that money availability is "the sum or budget that a person perceives in that day". Van Parijs (2020) described 'Fear of Missing Out' (FoMo) as an obsession with the fear of missed experiences. However, the sold-out concern is a frightening behavior toward the likelihood of not maximizing the possibilities available and of missing the desired joy as a result of succeeding in doing so. FOMO is a trend closely associated with consumer consumption and marketing (Kang, Cui, & Son, 2019). Businesses aim to intensify FoMo's pattern and influence customer buying decisions by generating the perception that goods and services are in limited supply through numerous promotions causing customers to be afraid of missing out.

2.11. Materialism

Materialism is explained as customers who give value to materialistic things and find significance and identification in possessions so, that these people were motivated by the belief that the acquisition of consumer goods was a central purpose of life and a path to happiness. Kurniawan, Rizallulhaq, and Samoedra (2020) stated that product attributes are the features of a product that distinguish it from other products. Attributes include size, color, design, packaging, specifications and characteristics that influence the attractiveness or consumer acceptance of the product. From a customer's viewpoint, these characteristics

determine the criteria set and affect the final decision to buy. Attributes may be categorized as concrete or abstract. Concrete attributes refer to physical characteristics; these are measurable characteristics that can be evaluated on other physical dimensions. Abstract traits apply to semi-physical characteristics; on the contrary, they describe intangible, subjective qualities that are not easily assessed. [Aji, Nadhila, and Sanny \(2020\)](#) cited in [Kotler \(2001\)](#) suggested that product value began by presenting a product on three levels to derive all the benefits provided by the company, details of which are incorporated as follows :

[Tarka, Harnish, and Babaev \(2022\)](#) explored materialism from three aspects: (1) placing the acquisition of material goods at the core of his life (2) making the pursuit of material possessions his primary source of life satisfaction (3) treating possessions as a measure of achievement. Materialism is also defined as a user's attachment to worldly goods. [Dewi, Nurrohmah, Sahadi, Sensuse, and Noprison \(2018\)](#).

2.12. Product Attributes

[Kurniawan et al. \(2020\)](#) stated product attributes are the features of a product that distinguishes it from other products. Attributes include size, color, design, packaging, specifications, and characteristics that influence the attractiveness or consumer acceptance of the product. Abstract traits apply to semi-physical characteristics; on the contrary, they describe intangible, subjective qualities which are not easily assessed. [Aji et al. \(2020\)](#) cited in [Kotler \(2001\)](#) further suggested that product value building began by presenting a product on three levels to derive all the benefits provided by the company, details of which are incorporated as under:

- Core Level

This layer reflects essential specifications for a product that customers have. These qualities are a requirement for the right to succeed in the market — as regular customers expect them to.

- Anticipated Level

Several goods are highly marketable based on 'one-of-a-kind' features, a brand or attractive packaging. Though these attributes are quite significant, they are fundamental differentiators and thus susceptible to commoditization.

- Augmented Level

The best differentiating features belong to the augmented phase. They are often diverse types of intangible, auxiliary product advantages that are mainly related to the ability of a business to support goods — and therefore consumers — with important services and assistance. Maybe contrary to intuition, these intangible advantages may be the biggest factors: They provide consumers with a reason to purchase a product. Having a reason to buy a product is extremely beneficial to the consumer. Product features are vital for consumers as well as marketers alike. The consumer uses attributes for assessing a product that include advantages that the customer seeks when purchasing a product and comparing it to competing brands. He also measures attributes more positively than negatively, which is viewed as significant in the decision-making process. Product attributes are the characteristics or qualities of products that are used in advertisement and promotion to bind the brand with a motivation that affects the brand's attitude. Now a day, marketers are trying to distinguish their goods by highlighting certain minor characteristics that in a real sense do not produce any distinctions from those of their rivals or are even not used by customers. Product attributes can also be related to the quality of the product available on the market.

2.13. Impulse Buying Behaviour

In the 1940s, the concept of buying impulses was first identified as an inappropriate action ([Aragoncillo & Orus, 2018](#)). This trend sparked interest from various researchers who ultimately faced the challenge. There is no universal definition in the literature for understanding this concept holistically ([Amos, Holmes, & Keneson, 2014](#)). Unscheduled shopping is not generally followed by an overwhelming desire or strong positive emotions that are typically associated with buying on impulse ([Rozana, Dwarawati, Nugrahawati, Azalea, & Prameswari, 2022](#)). When a customer has a strong and persistent desire to buy something, this is referred to impulse buying.

- Conceptual Framework

The conceptual framework of this study is given below. There is only one outcome variable in the research model and seven explanatory variables. This theoretical framework depicts that how independent variables such as hedonic consumption, the mood of consumers, promotional activities, product categories, materialism, store layout, and a person's situation are influence the dependent variable, impulse purchasing behavior and is presented in [Figure 1](#).

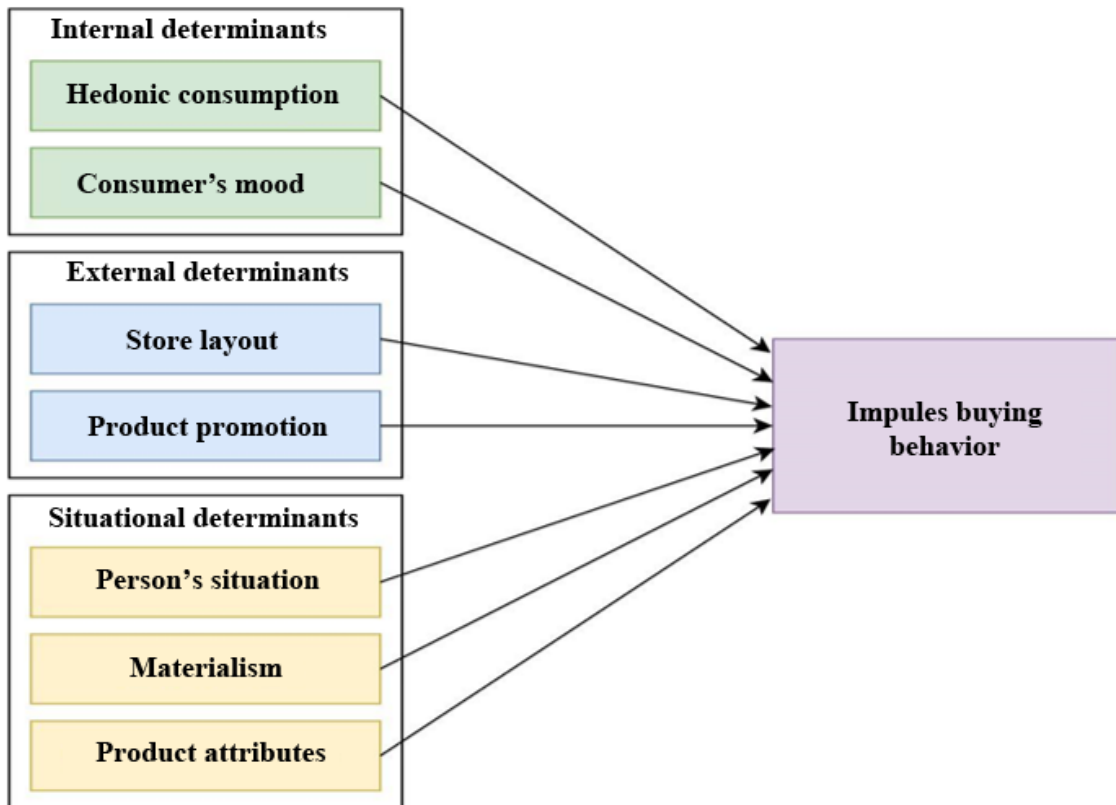


Figure 1. Conceptual frame work.

2.14. Hypothesis Formulation

2.14.1. Hedonic Consumption and Impulse Buying Behavior

If customers are driven by hedonistic desires, they are more likely to buy suddenly. According to [Yi and Jai \(2020\)](#), impulse buying is a hedonistic activity strongly linked with emotions, psychological and social desires rather than thought and practical outcomes.

[Tarka et al. \(2022\)](#) posit that hedonic consumption has a direct and significant impact on unintended purchases and after the buying process, customers feel strong and sense positive energy. [Falahat, Migin, Chuan, and Kai \(2017\)](#) observed the dynamic interrelationships between hedonic intake, product engagement and emotion on footwear buying impulse propensity. Results from the study suggested that both hedonic intake and anxiety affect unplanned buying. Hence, for this research, we hypothesize:

H1: Hedonic motivation as an internal determinant significantly triggers the impulse buying behavior of customers of beauty products in the modern market setting.

2.14.2. Consumer Mood and Impulse Buying Behavior

The research also looked at the impact of purchasing impulse on mood after purchase. This work explored how pre-purchase mood influences post-purchase mood, with consumer loyalty as a mediating element in this sense. Satisfaction often has a partial mediator position between moods for pre-buying and moods for post-buying. [Pornpitakpan, Yuan, and Han \(2017\)](#) used an experiment of 102 Singaporean working adults to investigate the impact on impulse buying (IB) and consumer moods at the retail service store. The findings revealed that consumers in favorable moods exhibit greater IB than those in a pessimistic mood. [Bessouh and Belhir \(2018\)](#) investigated the determinants of unplanned purchases (positive and negative moods). The study conducted a two-stage mall-intercept survey approach to data collection. Results also showed that the internal variable (positive and negative mood) influenced the buying impulse. Research conducted by [Bilal, Fawad Ali, Sabir Malik, Humayun, and Ahmad \(2019\)](#) examined the relationship between individual variations and impulse-buying activity directly and indirectly through the role of positive mood mediation. Results on mediation found that the relationship between impulsive buying behavior (IBB) and shopping satisfaction was fully mediated by positive mood but the relationship between fashion engagement, self-esteem, hedonism

and the tendency towards impulse buying, was partly mediated by positive mood. Hence, from the Pakistani perspective, we hypothesize as follows:

H2: Consumer's mood as an internal determinant significantly triggers impulse buying behavior of customers of beauty products in a modern market setting.

2.14.3. Materialism and Impulsive purchasing

[Czarnecka, Schivinski, and Keles \(2020\)](#) explained that materialistic buyers are influenced by a desire to achieve and maintain status in society through materialistic desires and that this type of consumer spends money impulsively. According to research carried out by [Ünsalan \(2016\)](#), there is a positive relationship between materialism and impulsive purchasing. The idea of materialism suggests that individuals who obtain goods as a self-fulfilling plan are likely to be more impulsive [Goryunova and McKelvey \(2021\)](#). Materialistic buyers are usually motivated by the urge to gain social status by material possession and therefore there was a risk that those consumers might spend money impulsively by succumbing to the temptation trigger. [Seinauskiene, Mascinskiene, Petrike, and Rutelione \(2016\)](#) investigated the phenomenon in Lithuania to clarify the relationship between materialism and the tendency toward impulsive purchasing behavior. The study demonstrated that there is a significant impact of materialism on spontaneous purchases. Thus, it proposes that perhaps materialist behavior is significantly linked to the purchasing impulse provided that it is a way of achieving a goal having more prestige, satisfaction and influence. Hence, we hypothesize:

H3: Materialism as a situational determinant significantly triggers the impulse buying behavior of customers of beauty products in a modern market setting.

2.14.4. Product Attributes and Impulse Buying Behavior

[Yang, Tang, Men, and Zheng \(2021\)](#) explored that product features also exert a direct impact on the impulse purchasing behavior of consumers. It has been proposed that some of the product characteristics are effective in the purchasing behavior of consumers. Many products are purchased more impulsively than others. In Singapore, [Chavosh, Halimi, Namdar, Choshalyd, and Abbaspour \(2011\)](#) studied consumers in Singapore to determine the effect of the product attributes on the buying actions of impulsive consumer.

H4: Product Attributes as a situational determinant significantly triggers the impulse buying behavior of customers of beauty products in a modern market setting.

2.14.5. Product Promotion and Impulse Buying Behavior

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

H5: Product Promotion as an external determinant significantly influences impulse buying behavior of customers of beauty products in a modern market setting.

2.14.6. Person's Situation and Impulse Buying Behavior

[Ittaqullah, Madjid, and Suleman \(2020\)](#) explained that significant purchase relationships with time availability and unintended buying have been identified. The longer the consumer spent in the retail store before seeing an Impulse product, the more likely he or she was to buy it spontaneously. Usually, the company does the sales promotion when they want to introduce a new product and want to lure the consumer to try the product or when a company needs to increase the short-term sales of a product to induce impulsive buying. However, there is an important role to play in the availability of funds, mainly as a decision-maker through which the assured availability of funds is facilitated further by impulse buying.

The other type of product promotion is special in-store or point-of-purchase displays provided by the manufacturer to encourage unplanned buying. Price promotion, which is one of the core components of the advertising blend, is commonly used by advertisers to compete, retain the competitive edge and boost revenue by increasing the purchasing decisions of buyers. Research held by [Santini, Ladeira, Vieira, Araujo, and Sampaio \(2019\)](#) has figured out that the longer a person stays at the store, the greater the probability of impulse buying. This relationship happens because customers who spent more time in a store are more likely to be spontaneous purchasers. According to a previous study, companies achieve this by improving the shopping experience for consumers, for instance, by making it simpler for them to find the products they want.

The amount of money available to buyers can be defined as the spending limit or the additional funds that the person feels they will need to utilize when shopping or the next day. It has also a positive impact on a buyer's decision to make a purchase and has a significant impact on the buyer's mood. The study conducted by [Octaprinanta, Andriani, and Edriana \(2017\)](#) discovered a fact that the availability of money has a direct and significant impact on impulse buying behavior. The researcher has also empirically linked cash accessibility to impulse purchasing as money acts as a trigger to purchase the desired product. Consumer feelings about money affordability continue to reduce negative environmental feelings and create increasingly positive feelings while purchasing. Positive emotions produce more desire to purchase impetuously and emotions of ample cash abundance directly affect spur-of-the moment purchases. The total amount of money is also a driving force behind spontaneous buying. Hence, in the Pakistani context, we hypothesize as below.

H6: A person's situation as a situational determinant significantly triggers the impulse buying behavior of customers of beauty products in a modern market setting.

2.14.7. Store Layout and Impulse Buying Behavior

It is a common understanding that store atmosphere impacts consumers' emotions which in turn increases the (IB). When customers are comfortable and satisfied with the store environment, their positive emotions induce them to shop more. Conversely, various other studies have found that the store environment has no effect on consumers' purchase behavior. The environment of the store and the purchase instinct both contribute to customer buying behavior and encourage the consumer to buy trends. It is assumed that customers respond more to the core goods and services being provided when making buying decisions. Therefore, the shopping climate, more precisely, the atmosphere of the shop is more critical when purchasing decisions are made ([Akram et al., 2016](#)). [Akram et al. \(2016\)](#) investigated the relationship between the environment of the store and the actions of impulse purchasing. This study also explored how the relationship between the store environment and IBB influence demographic variables such as age, class, and employment. Using self-administered questionnaires, the mall intercept technique was used to gather data from seven hundred shoppers at eighteen mega stores in Pakistan. Structure- equation simulation (SEM) methodology was used to evaluate the data and check the hypothesis. The findings showed that the environment of the shop has a significant effect on impulse buying behavior. Hence, in the Pakistani context, we hypothesize as below:

H7: Store layout as an external determinant significantly triggers the impulse buying behavior of customers of beauty products in a modern market setting.

3. ANALYSIS AND RESULTS

The Cronbach alpha test has been supported to check the internal consistency and respective composite reliability of each construct. The results of the test are given in [Table 1](#). The data has been collected from the customers of beauty products through email as well as after visiting ten large markets (supermarkets, hypermarkets, mega malls and department stores) in Karachi.

Table 1. Reliability test.

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

[Table 1](#) presents the reliability analysis and shows the acceptable range of Cronbach alpha as all constructs have reliability greater than 0.6.

Table 2. ANOVA.

Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	44.912	7	6.416	62.646	0.000
	Residual	38.406	375	0.102		
	Total	83.319	382			

Table 2 presents the results of the analysis of variance (ANOVA). The statistics in the table show range of F-statistics i.e. 62.646 with a significance value of 0.000, reflect the overall acceptance of the model as values lie within the significance range i.e. < 0.05.

Table 3. Coefficients.

Model	Unstandardized coefficients		Standardized coefficients	T	Sig.	Collinearity statistics	
	B	Std. error	Beta			Tolerance	VIF
Constant	0.664	0.201		3.302	0.001		
PS	0.251	0.047	0.261	5.398	0.000	0.528	1.895
PA	0.229	0.049	0.243	4.666	0.000	0.455	2.199
HC	0.063	0.029	0.087	2.216	0.027	0.801	1.248
SL	0.191	0.050	0.193	3.813	0.000	0.479	2.088
PP	0.094	0.045	0.099	2.093	0.037	0.545	1.836
MAT	-0.031	0.033	-0.043	-.939	0.348	0.591	1.693
M	0.086	0.033	0.115	2.569	0.011	0.615	1.625

Table 3 presents the overall significance of the model as the significance values of hypotheses on a person's situation (PS), a product attribute (PA), hedonic consumption (HC), store layout (SL) and product promotion (PP) have significant impacts as their significance levels lie under 0.05 whereas hypotheses on materialism (MAT) and consumer mood (M) have an insignificant impact on impulse buying behavior (IBB).

Table 4. Summary of hypotheses testing.

S. No	Hypothesis	Result
1	H ₁ : Hedonic motivation as an internal determinant significantly triggers impulse buying behaviors of customers of beauty products in a modern market setting.	Supported
2	H ₂ : Consumer's mood as an internal determinant significantly triggers impulse buying behavior of customers of beauty products in a modern market setting.	Supported
3	H ₃ : Store layout as an external determinant significantly triggers the impulse buying behavior of customers of beauty products in a modern market setting.	Supported
4	Product promotion as an external determinant significantly triggers the impulse buying behavior of customers of beauty products in a modern market setting.	Supported
5	A person's situation as a situational determinant significantly triggers the impulse buying behavior of customers of beauty products in a modern market setting.	Supported
6	Materialism as a situational determinant significantly triggers the impulse buying behavior of customers of beauty products in a modern market setting.	Not supported
7	Product attributes as a situational determinant significantly trigger the impulse buying behavior of customers of beauty products in a modern market setting.	Supported

Table 4 depicts the summary of the results after analyzing the test values.

Table 5 presents the results of the regression analysis. Regression analysis used to predict how much variation in the dependent variable is caused by the variations due to the independent variables. In Table 5 the value of the adjusted R² is 0.530 which means 53% of the variation in the dependent variable (I impulsive buying B behavior) is due to independent variables.

Table 5. Model summary.

Model	R	R square	Adjusted R square	Std. error of the estimate	Change statistics				
					Square change	F-change	df1	df2	Sig. F change
1	0.734	0.539	0.530	0.32003	0.539	62.646	7	375	0.000

4. Discussion

The hypothesis that hedonic motivation has an impact on impulsive buying (IB) is supported at a 95% confidence level in this study. [Kennedy and Vimala \(2017\)](#) conducted a study that examined the impact of internal factors on impulse purchasing of women's apparel in Sri Lanka. Another study conducted by [Octaprinanta et al. \(2017\)](#) on "Hedonic Consumption Tendency has a significant influence on impulse buying behaviour" resulted in a direct and significant impact on (IBB). These studies confirm that there is a significant relationship between internal cues such as hedonism, self-identity, and impulse buying behavior of working women toward apparel.

The second hypothesis "Consumer's mood as an internal determinant significantly trigger impulse buying behavior of customers of beauty products in a modern market setting" confirms that consumer mood has an impact on (IB) with a significant value of .011 at 95% confidence level. Similar studies conducted by [Bessouh and Belhir \(2018\)](#) supported the result of this study as they examined the impact of mood on impulsive buying behavior. In this study, a quantitative analysis was carried out and a measurement scale was adapted to the Algerian context to test two hypotheses: good mood has a direct relationship with impulsive buying behavior and the bad mood also has a direct relationship with impulse buying behavior. Further, [Pradhan, Mehta, and Findlater \(2018\)](#) studied the consumption behaviors of customers in Kathmandu Valley supermarkets. A formal questionnaire was used for collecting data from a sample size of 200 respondents and most shoppers are buying impulsively. Most of the respondents did not plan to visit a supermarket.

Testing of the third hypothesis "Store layout as an external determinant significantly triggers impulse buying behavior of customers of beauty products in a modern market setting" confirms store layout has an impact on impulse buying with a significant value of 0.000 at a 95% confidence level.

Accordingly, previous studies conducted by [Mohan, Sivakumaran, and Sharma \(2013\)](#) investigated the influence of four factors in shop environments (music, lighting, employees and design) on impulse buying behavior. Results of this study showed that the store atmosphere stimulated buying (IB) through positive impact. [Husnain, Rehman, Syed, and Akhtar \(2019\)](#) examined the impact of situational indicators identified as personal variables (time availability, family influence, cash availability) and in-store influencers (store layout, product promotions, and friendly store employees). Findings of this research indicated that personal factors, i.e. time availability and family control have a significant and positive impact on generation Y consumers' spontaneous buying behavior in Pakistan as well as in-store factors such as store layout, product promotion has a major impact on purchasing impulse behavior.

The fourth hypothesis of the research "Product promotion as an external determinant significantly triggers impulse buying behavior of customers of beauty products in a modern market setting" was tested its impact on impulse buying with a significant value of 0.000 at a 95% confidence level. A similar phenomenon was investigated by [Ismail and Siddiqui \(2019\)](#) who found that there is a direct and significant impact of promotional activities on impulse buying.

The fifth hypothesis "Person's situation as a situational determinant significantly triggers impulse buying behavior of customers of beauty products in a modern market setting testing" of this study supported that the person's situation has an impact on impulse buying with a significant value of 0.000 at a 95% confidence level. This result is also in line with the studies conducted earlier.

According to [Pradhan et al. \(2018\)](#) a person's situation directly influences the impulsive buying behavior among consumers which means availability of cash and time has a significant impact on unplanned purchases.

The sixth hypothesis "Materialism as a situational determinant significantly triggers the impulse buying behavior of customers of beauty products in a modern market setting" could not confirm the hypothesis and depicts materialism has an insignificant impact on impulse buying. The possible reason for this insignificant impact could be the different social and cultural environments prevailing in Pakistan as this country values spirituality and is less dependent on materialism.

The seventh hypothesis "Product attributes as a situational determinant significantly triggers impulse buying behavior of customers of beauty products in a modern market setting" was tested and found s have an impact on impulse buying with a significant value of 0.000 at a 95% confidence level. A previous study conducted by

Bilal et al. (2019) determined the effect of product characteristics and consumer individualities on (IBB) of Singaporean consumers.

Out of seven hypotheses, six have been accepted and one has been rejected. The conclusion of this research is in line with similar studies conducted in other regions. Hence, the validity of the results of this study is stronger as well as more generalizable.

4.1. Conclusion

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

4.2. Recommendations

Based on the findings of research, the following recommendations are made:

- Marketers and strategic decision makers must concentrate on store layout, lightning, decor, color scheme, as customer inclination for impulsive purchases increases in an appealing retail store layout. In addition, the window display should be attractive enough to tempt customers.
- Another, notable factor that stimulates unplanned purchases is product promotion. Marketers should offer different promotional offers such as rewards, free coupons, gifts and discounts to capture customers.
- The results of this study indicated that mood influences impulse purchases. Therefore, it is recommended that marketers enhance the atmosphere of the store by using lighting, colors and music in the background which enable the mood of the consumer.
- Marketers should also work on product attributes such as; effect design, labeling, packaging and features that provokes consumers to purchase a product.

4.3. Limitations of the research

This research has been conducted to find cause and effect while adding mediating and moderating variables, such as increased income and demographic influences that could have increased the insights in impulsive buying behavior in Pakistan. Further, this study has been conducted in Karachi city only while other cities like Lahore, Peshawar, Faisalabad, Hyderabad and Islamabad if included in the research could have produced more generalizable results in the Pakistani context. This research is confined to the impulse buying of beauty products while research can be done on other sectors such as textiles, jewelry, and home decoration.

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CONFLICT OF INTEREST

The authors declare that they have no competing interests.

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AUTHORS' CONTRIBUTIONS

All authors contributed equally to the conception and design of the study.

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