

THE IMPACT OF SITUATIONAL FACTORS (STORE, PERSONAL) ON URGE TO BUY IMPULSIVELY AND IMPULSIVE BUYING BEHAVIOR

Yashar Kazempour¹ and Fereshteh Lotfizadeh²

¹Master of Business Administration, Department of Business Management, Zanjan Branch, Islamic Azad University, Zanjan, Iran

²Assistant Professor of Marketing, Department of Business Management, Zanjan Branch, Islamic Azad University, Zanjan, Iran (Corresponding Author)

ABSTRACT: *In this research, the effect of situational factors (store, personal) to urge to buy impulsively and impulsive buying has been investigated. Considering the huge share of customers with urge to buy impulsively and impulsive buying approach in order to optimal understanding and increasing profit and market share in these conditions, recognizing the features and related factors as an important issue for all marketers and stakeholders has been raised. The statistical population of this research is 384 randomly classified shoppers. The questionnaire with 33 questions has been used to measure the variables. Cronbach alpha and Spilite Halff have been used for reliability evaluation. Structural Equation modeling has been used by AMOS software to study the relationship between variables. The results show that there is a significant direct relationship between the positional factors (shopping) and to urge to buy impulsively and Impulsive buying and there is a meaningful and reverse relationship between the situational factors (personal) and to urge to buy impulsively and Impulsive buying. The results show that by increasing the effect of store factors, the willingness for Impulsive buying behavior will increase, and by increasing of an effect of personal factors, the willingness for Impulsive buying will decrease.*

KEYWORDS: Consumer behavior, Impulsive buying, Urge to buy impulsively, situational factors.

INTRODUCTION

Urge to buy impulsively behavior is a well-known phenomenon in the United States. Which accounts for more than 80% of total store purchases (Abrahamas, 1997). It is also suggested that buying new products is most likely be the result of instantaneous purchases, and not those purchasing that has already been set. Urge to buy impulsively as a sudden, compulsive, complicated and attractive purchasing behavior occurs in the decision-making process of an urge to buy impulsively (Sharma et al., 2010) and prevents consideration of all information and aspects, as well as the lack of consideration of other choices. Such a description is more based on views and reviews article which have been published in the West.

Consumerism growth in many societies in different countries of the world increases opportunities for urge to buy impulsively , but there is little information on the urge to buy impulsively in non-Western societies, while none of the studies explicitly explore the effect of cultural differences and personality traits on the urge to buy impulsively behavior. As a result, the present research seeks to analyze how situational (store, personal) factors affect urge to buy impulsively and impulsive buying behavior.

A review of theoretical foundations and research background

Past research has shown that impulsive buying reaches more than 60% of total purchases (Mattila & Whirts, 2007), and such impulsive buying can be made from 40% to 80% of purchases that are dependent on the product group (Kacen et al., 2012). Urge to buy impulsively occurs when the consumer feels a strong and sudden desire to buy a particular item; the decision to purchase is taken immediately without any consideration being given to it or the consequences of that decision (Rook, 1987). Rook and Gardner (1993) said that urge to buy impulsively is defined as a purchase without intention and program, which has the following characteristics:

- (1) Is done with a quick decision,
- (2) Is a mental tendency for immediate processes.

Urge to buy impulsively is a highly stimulated, less measured, and irresistible behavior that is not the case with purposeful purchases with prior intentions. Researchers have been struggling to accurately define the urge to buy impulsively behavior and their focusing have been changed from what it is? To why at finally how ? (Bellenger et al., 1978). In fact, impulsive buying, especially urge to buy impulsively, include a significant percentage of total purchases in recent industrial research. For example, a study conducted by the International Advertising Agency in 2012 shows that 76 percent of all purchasing decisions are made at the store (Popal, 2012). According to the results of the National Institute for Financial Aid, more than 87 percent American adults accept to buy impulsively (NAFA, 2010). Research by the Coca-Cola Institute has shown that urge to buy impulsively are made for more than 50 percent of grocery purchases (CNBCs, 2009). In addition, recent reports indicate that the one-thousandth celebration conclude 52% of an urge to buy impulsively that is made for the convenience of a person (Tuttle, 2012).

Retailers know that consumers urge to buy impulsively for several times and they are interested in it, because retailers are hoping that consumer have urge to buy impulsively habits (Kacen., 2012). Not only retailers are interested in urge to buy impulsively, but also researchers are interested too and they have done a lot of research in recent decades. Consumer institutions, such as the National Consumer Society and the American Association of Retired Persons (AARP), have also been trying to inform consumers about market desires and expectations in order to facilitate their behavior .

Urge to buy impulsively

Urge to buy impulsively has recently been described as a complex, sudden and enjoyable purchase occurs instantaneously and without thinking, any measure of the other considerations. This definition has been derived from several decades of research (Sharma et al., 2010) and is a powerful and enduring passion for buying something instantaneously or impulsively (Rook, 1987). Urge to buy impulsively is defined by (Rook, 1987) as a sudden and impulsively buying with no prior intention to buy. This behavior occurred after the experience of an insistence on buying and it is a tendency for immediate operation and without any reflection (instantaneous or impulsively).

In contrast to the mechanisms of bounded rationality, it is assumed that buying may sometimes not be a reflection function, but appears by a direct and immediate effect on individual behavior. Therefore, it may act in a way that is opposed to judging by individuals and may

even cause regret. In this case, urge to buy impulsively are described, which are described as "uncontrolled" (Faber & Vohs, 2004).

Definitions related to urge to buy impulsively also affect performance in response to strong buying (Betty and Ferrall, 1998). In addition, the role of stimulation and its potential conflict with cognitive control has been discussed. For example, (Lee and Kacen, 2002), urge to buy impulsively are defined as a series of sudden, forced, and enjoyable buying that quickly involve the decision-making process without thinking, and Generally, all information and selective options are blocked. In general, in all cases, the concept of an urge to buy impulsively is defined as the purpose and the desire to obtain a product. Of course, purchases are completed from previous stores and proven ones.

Immediate or impulsively: the consumer's desire to buy the product almost immediately after viewing the product without thinking in the time period between the stimulus to see the product and as a result, the purchase of the product is very short (Danelly, 2001).

Researchers have found that the context in urge to buy impulsively is likely to come from a momentary feature, which has been identified that is in correlation with other tendencies, such as desire tendencies for change and novelty (Sharma et al., 2010). Therefore, a characteristic of an urge to buy impulsively in a person is a general state of being momentarily (Weun et al., 1998), but they are given a distinct and unique behavior (VerPlanken and Herabadi 2001). Urge to buy impulsively may be a way to restore a negative psychological state of affairs. Mick and Demoss, 1990 found that individuals used to earn a prize for themselves, made it possible to feel better after they were disappointed or upset.

Situational factors

An overview of the factors influencing urge to buy impulsively has been considered in recent years. In a study by Betty and Ferrell (1998), it was pointed out urge to buy impulsively is created by internal and external stimuli. Situational factors are considered to be environmental and personal factors in urge to buy impulsively from the consumer (Dolakia, 2000).

Refers to those stimuli that stimulate consumers to buy more depending on the environment, the product itself, the seller's skill and market factors. These factors include available money, available time, family influence and the presence of others, and the search in the store, a good economic situation. Among the factors that have been mentioned today, due to the use of various payment methods (Bayley and Nancarrow, 1998) often ignores future financial plans and increases their purchases in the present. Finally, the policy of giving back the money in a limited time can reduce the perceived guilt of urge to buy impulsively. This is also a factor Influence the urge to buy impulsively. Several features of the store environment Influence the urge to buy impulsively. These features, according to Parboteea (2005) includes: Shop appearance, Shop environment or atmosphere, Store type and Sales attendant.

The importance of environmental signs and storage and layout in early studies has been prominent and proven (Baker, 1986). For example: environment, community and design are significant factors that influence the observation of commodity values and the protection of commodity storage (Baker et al., 2002). The environmental signs of the store includes: architecture, store layout, and gentle music playing in the background (Mathwick et al., 2001).

Retail environments can act as stimuli for impulsive buying behavior by focusing on instantly targeted goods, shop displays, and sales promotion strategies (Pack and childers, 2006). When

impulsive buying behavior are decided on a wide range of stores in some stores (Abraham, 1997), retailers decide to make special offers on price or display products in significant and stimulating situations. Which may play the most important role in impulsive buying behavior.

Also, attending in the store and checking the exhibition shelves will be effective in increasing impulsive buying and urge to buy impulsively decision by up to 3% compared to the exhibition in the corridor (Inman et al., 2009). In other words, the display of commodities is likely to be more effective than non-displaying in impulsive buying behavior. The atmosphere or environment of consumer behavior (Martinez et al., 2010).

Commodities are the main thing that cause urge to buy impulsively. Stern (1962) noted some of the factors associated with commodities that affect the behavior of the urge to impulsive buying. The first item is the low price of goods or commodities. The short life span of product and corrupted commodities are also considered to be the characteristics of commodities that are prone to urge to buy impulsively. Small weight and dimensions are also a related factor of an urge to buy impulsively. Limited or special suggestions are other stimuli that affect an urge to buy impulsively. Much mental involvement with the product is another vital factor that effects urge to buy impulsively (Jones et al., 2003).

In addition to external factors, internal factors have a great effect on the tendency to urge to buy impulsively. These factors turn around consumer's personality and his culture, so the focus is on the individual rather than the external environment. The emotions, feelings, pleasures of the individual and in general, it can be said that the psychological dimensions of an individual can be effective factors in the sudden purchase of a person. For example, the positive emotional states in a person increase urge to buy impulsively behavior (Betty and Ferrer 1998).

The consumer features include any individual attribute or characteristic that increases the person's desire to have an urge to buy impulsively (under the influence of stimuli and immediate action).

According to Parboteeah (2005), these characteristics mainly include consumer age, gender, culture, mental states, grabbing objects, pleasure from buying, urge to buy impulsively and perceptions of self-involvement.

According to Schiffman, 2008, the personality is unique state, and is the dynamic organization of the characteristics of a particular person, that both physically and psychologically affecting the behavior and responses given to the physical and social environment. In other words, is a set of psychological characteristics and psychological mechanisms that are organized for each individual which is relatively stable and stable (Larsen and Buss, 2010). The fact is that personality reflects individual differences that enable us to classify consumers into different groups based on one or more characteristics. Also, the fact is that personality is a sustainable concept (Larsen & Buus, 2010).

Despite the effect of personality traits and culture on the urge to buy impulsively, the relationship between achieve shopping pleasure and the urge to buy impulsively behavior has also been studied. Goyal and Mittal (2007) stated that shopping pleasure is a buyer's individual attribute, indicating a tendency to buy with pleasure, and to experience and happiness of buying more than others. This definition relates to a rather insignificant truth that the desire for shopping pleasure may be related to a continuous internal desire that a person enjoys from the process of buying. Indeed, for some people, the pleasure of the purchasing process is inherently

self-generated as a result of their purchasing activity, it's important to note that it is an intrinsic critical factor.

Researchers have suggested that a person who has a high desire for shopping is looking for a longer search in the store, and then it is expected to have a more intense passion for urge to buy impulsively. Conversely, a consumer who does not enjoy her/his shopping, tends to have a shorter time in the store and is likely to make much less for urge to buy impulsively (Bong, 2010).

Urge to buy impulsively was introduced by Rook and Fisher (1995) as a consumer feature, which includes amount of desire, which an individual is likely to immediately and unwittingly create for unwanted purchases (Foroughi et al., 2013). Given the general state of urgent action (Siorowska2011), urge to buy impulsively is also defined as an auto-response to a new stimulus, which occurs at the semi-conscious level, and which is due to biological tendencies. It has been suggested that consumers with a higher likelihood of urge to buy impulsively experienced a lack of control compared to consumers who had a relatively modest tendency of urge to buy impulsively. (Dawson & Kim, 2009). The reason of high tendency to urge to buy impulsively is the excessive interest in it, which is based on the non-reflective thinking associated with this feature, which is driven forward by the desire to obtain immediate gift (Siorwska, 2011). Another important point is that other results show that consumers with a high urge to buy impulsively are more likely to buy than consumers with a low urge to buy impulsively (Foroughi et al., 2013). This due to a change in individuality is relatively stable and is regarded as a very important part in studies related to the behavior of an urge to buy impulsively (Herabadi et al., 2009). Also, it has been reported that individuals with a high tendency to urge to buy impulsively are heavily affected by market or shop provocations or stimuli, Including :advertisements , visual elements, or encouraging gifts, and they spend a lot of time shopping and looking for commodities in the stores, and often show a passion for urge to buy impulsively (Foroughi et al., 2013). So, all the above points suggests that there is an effective and consistent relationship between the urge to buy impulsively and impulsive buying.

Emotions have been suggested to have an effect on an urge to buy impulsively (Rook & Gardner, 1993). But there is little agreement on how to apply it, because of the little agreement on how the emotion works in the regulation itself (Fedorikhin and Patrick, 2010). This category sometimes has somewhat different negative or positive effects on self-regulation, And, to a certain extent. There is little research on special emotions, especially its effect on an urge to buy impulsively, thus provide instable results.

RESEARCH METHODOLOGY

In this research, a questionnaire has been used to investigate the effect of situational factors on the urge to buy impulsively and impulsive buying behavior.

The statistical population of this research are the customers of the main stores in Tabriz, including Laleh Park, Refah, Kourosh, Star City and Janbo, so we can say that the sample size is unlimited. Since the number of members of the community is unlimited, according to Morgan's table, the sample size suitable for this study was determined 384. Among these stores, Laleh Park and Refah were selected by stratified random sampling method and 192

questionnaires were distributed among customers of each of the stores. The sampling method used in this research is simple random sampling. The questionnaire was comprised 33 questions and evaluated 11 variables of research. In this questionnaire, the 7th Likert scale has been used.

Table 1. Questions related to research variables

Factors		N of items	Cronbach alpha	Average	St.d	CR	Source
Desire to buy		3	0.80	4.42	1.53	0.88	Badaghian and Verema (2014)
Personal factors	Financial capability	3	0.70	3.90	0.86	0.7	
	Good economic situation	3	0.70	3.92	1.74		
	The influence of family influence	3	0.70	4.60	1.52		
	Time available	3	0.70	4.31	1.37		
	Use a credit card	3	0.70	4.22	0.84		
	Advance sale	3	0.72	4.71	1.41		
Store Factor	Store environment	3	0.72	4.26	0.81	0.77	
	Staff friendly behavior	3	0.72	3.97	1.51		
	Play music in the store	3	0.72	3.85	0.91		
Impulsive Buying Behavior		3	0.81	4032	2.41	0.88	

To assess the validity of the questionnaire, a questionnaire was distributed among 10 members of the community and asked them to study the questionnaire and solve its literary and structural objections. To measure reliability, use of Split-half and Cronbach alpha.

Compound/ composite reliability coefficients that are formed from the loads associated with the indexes as well as the variance of error indices are calculated. With using these indicators, the convergent validity of this research has been evaluated, That the results according to Table 1 is obtained for all structures higher than 0.7, indicating convergent validity and utility of the results.

In another pre-test, a questionnaire was distributed among 30 members of the community and the Cronbach alpha value was calculated for it, and the alpha coefficient obtained at this stage is 0.76. If the obtained alpha coefficient is greater than 0.7, this means that the questionnaire has the required reliability. In the Split-half method, the tool was first divided into two halves and alternately, and the correlation coefficient was calculated between them, using the Spearman-Brown prediction formula. In this study, the result of this method was 0.74, which again indicates the appropriate instrumental reliability.

In the present study, structural equation modeling is used to analyze information and test hypotheses, which is done with the help of AMOS software version 22.

FINDINGS

At this stage of the research, a confirmatory factor analysis method has been used to summarize trades. This method deals with the internal correlation of many variables and ultimately

categorizes them in the form of finite general factors. Factor analysis is a dependent method in which all variables are simultaneously considered. In this technique, each variable is considered as an associated variable (Kalantari, 2008, 283).

The conceptual model of the research consists of two independent variables (personal factors and positional factors) and two dependent variables (desire to buy and impulsive Buying Behavior) as shown below.

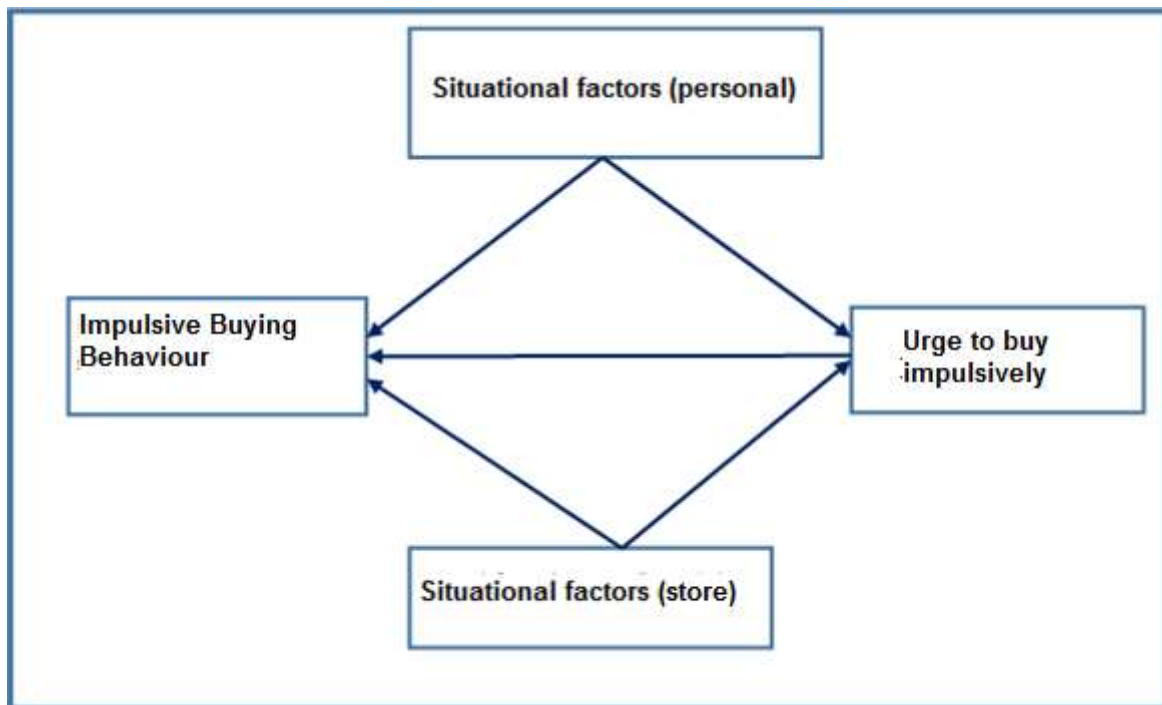


Figure 1. Conceptual model of the research

Out of 384 respondents, 189 were men and 194 were women. Of the 97 people aged 20-30, 157 are between the ages of 30 and 40. There are also 98 people between the ages of 40 and 50, and finally 32 people over the age of 50. In other words, 25.3% of respondents are between the ages of 20 and 30. Age of 40.9% of respondents aged 30-40 years, 25.5% in the age range of 40-50 years, and finally 8.3% in the range over 50 years. The total number of participants in the study was 384, of whom 292 were married and 92 were single. In other words, 24.0% of respondents are single people and 76.0% are married.

Table 3. Questionnaire items

Variable		items	t-value	sig	Factor loading
Urge to purchase		I experienced a number of sudden urges to buy things I had not planned to purchase on this trip.	-	-	1.000
		On this trip, I saw a number of things I wanted to buy even though they were not on my shopping list.	13.02	0.000	0.86
		On this trip, I felt a sudden urge to buy something.	11.87	0.000	0.7
Personal factors	Money availability	I did not feel I can afford to make any unplanned purchases on this trip	-	-	1.000
		I feel that I had enough extra money on this shopping trip so that I can splurge a little if I find something I really like.	4.91	000.	1.44
		I was on tight budget on this shopping trip.	5.33	000.	1.86
	Economic well being	Would you say that you are financially better off or worse off than you were a year ago?	-5.87	000.	-3.16
		In comparison to the cost of living, how has your income changed during the last year?	-5.91	000.	-3.14
		For last year or so, how have you been feeling about your financial health?	-5.87	000.	-2.93
	Family influence	When shopping with family members, I buy more products.	-4.42	000.	-1.20
		When I am with family members, I end up spending more than planned	-4.35	000.	-1.17
		I impulsively buy a product because of my family members	-3.39	000.	-0.73
	Time availability	I have limited time available to me for this particular shopping trip	-2.23	0.02	-0.41
		I spent less time shopping at the trade show	-0.96	0.34	-0.17
		The amount of time pressure I feel on this shopping trip could be characterized as.	-0.81	0.41	-0.15
	Credit card use	I generally use credit card.	-2.71	0.007	-0.58
		I mostly avoid purchasing through credit card	-0.33	0.73	-0.05
		I use credit card to buy impulsively	-3.76	000.	-0.85
Store Factors	Sales promotion Store environment	If I see discount price, I tend to buy impulsively	2.77	006.	0.22
		If I see an interesting promotional offer (reduced price, sales etc.) on in-store signs, I tend to buy	2.52	0.012	0.20
		I am more likely to make an unintended purchase if the product has a sale or clearance sign	2.95	0.003	0.24
	Friendly employees	The store had a pleasant shopping environment.	4.26	000.	0.28
		The store environment was excellent.	4.64	000.	0.33
		I did not find the store environment pleasant.	1.76	0.077	0.12

	Store music	Friendly and skilled staff often talks me into buying a product I didn't plan to buy.	4.58	000.	0.39
		Employees in the store affected my buying behavior and choice.	3.35	000.	0.29
		Sales people turn my product queries into a product purchase	4.10	000.	0.36
Impulsive buying behavior		Nice music can induce me to buy more	13.95	000.	1.43
		Music in the store positively affects my shopping	13.99	000.	1.42
		Music in the store had no affect on my buying	-	-	1.000

As reported in Table 3, the value of t for all questions relating to independent variables other than Questions 14, 15, 17, and 24 is greater than 1.96 and the Sig value calculated for them (other than Questions 14, 15 and 17, Its sig is greater than 0.05) is equal to 000. Therefore, it can be said that the t value for these questions is valid with a confidence level of 95%. In relation to the four questions 14, 15, 17, and 24, it should also be noted that because of the smaller size of the t statistic obtained from 1.96 and the larger sig value from 0.05, these questions are excluded from the model.

Given the amount of factor load presented in the last column of Table 3, it is clear that in the variable of personal factors, question 7 is the highest and the 16th question has the least role in explaining this variable, because the lowest factor is the question 16 and the highest factor is the question 7. In relation to the variable of the store items, it can be said that the 25th question has the most effect and the 20th question has the least effect on the variable of the shop factors.

As reported in Table 3, statistics t all questions related the desire to buy and impulsive buying behavior variables, greater than 1.96 and sig is 0.000. Therefore, it can be concluded that these questions are valid with a confidence level of 95%.

As explained above, based on the results of confirmatory factor analysis, the four questions related to the model were eliminated and the rest of the questions were confirmed with a 95% confidence level.

Figure 2 shows the relationships between dependent variables and independent variables of the research that have been investigated using AMOS software and structural equation modeling test was run for them. The results of this test are detailed below.

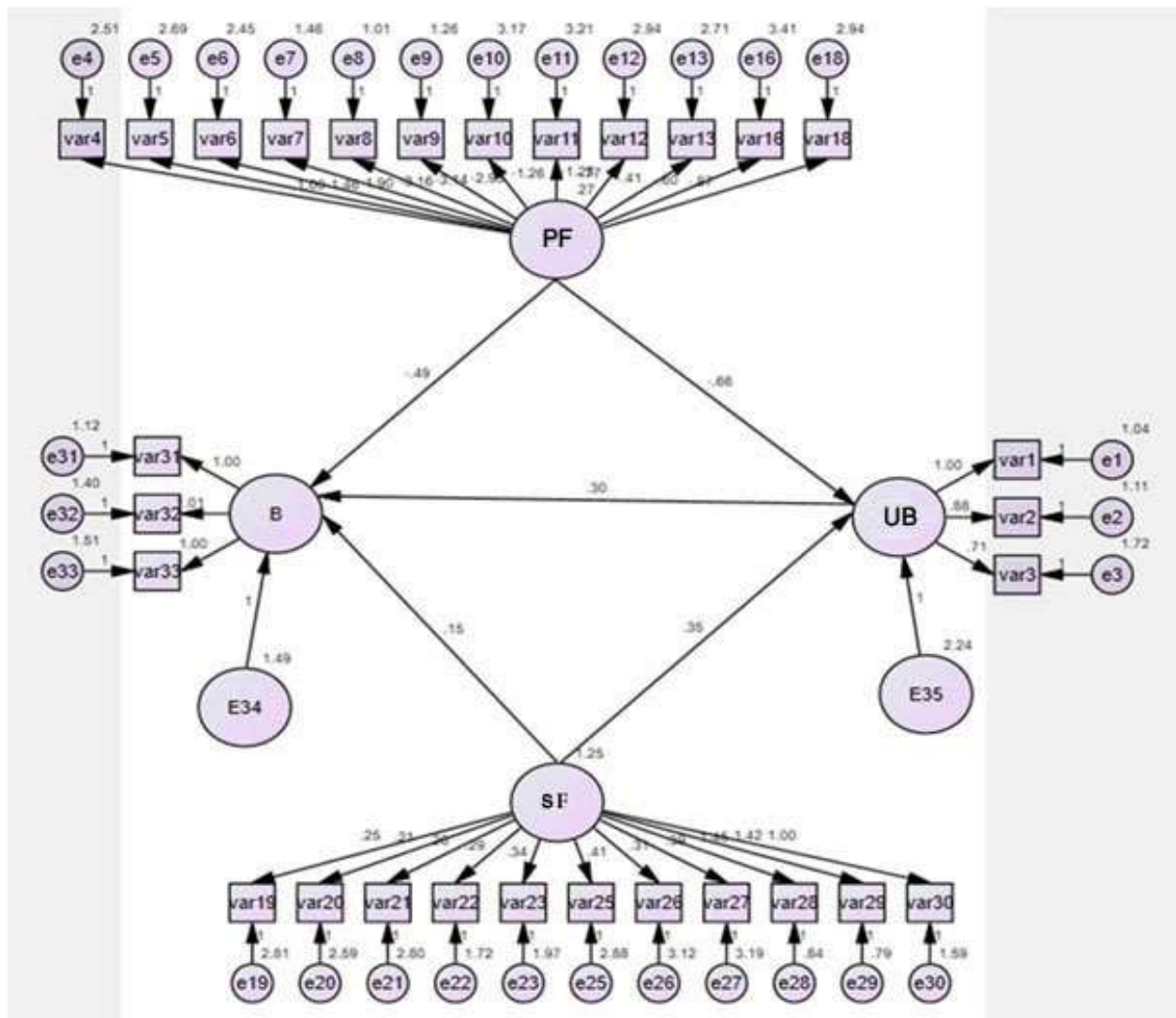


Fig. 2 - Structural equation model and t statistics

Personal Factors (PF) Store Factors (SF) Urge to buy (UB) Impulsive Buying Behavior (B)

It is clear that before the proposed hypotheses are examined and tested, it should be considered in the first stage of the model's fitness. Regarding the results of the assessment of the fitness of the structural equation model, it can be clearly stated that the collected data and its adaptation to the conceptual model presented can well confirm the fit of the developed model.

Regarding to the fitness criteria of the research model and their results, the relative fit index (RFI) with a value of 0.5 as an excellent fit and a normalized fitting index (RNFI) with a value of 0.49 as good fit and a comparative fitting index (PCFI) With a value of 0.53 as the average fit and the ratio of economy (PRATIO) index to 0.91 is achieved as an excellent fit.

Of the four criteria presented in Table 4, two indicators in the excellent condition, one index is good and one index is estimated on average.

H1 - Urge to buy impulsively has a positive impact on Impulsive Buying Behavior.

Given the amount of t provided in Table 4, it is clear that this value is larger than 1.96, and since the level is significant at 000. It can be concluded that with a confidence level of 95%, the H1 hypothesis is confirmed. In other words, it can be said that the desire to buy instantaneously has a positive effect on unsustainable shopping behavior. Given the amount mentioned for the path coefficient in Table 4, we can say that the urge to buy impulsively is 29.0% of the variables of impulsive Buying Behavior.

H2- The positional factors (store) affect urge to buy.

Interpretation of the result: As can be seen from Table 4, the value of the t statistic is greater than 1.96 and the value of the significant level is equal to 000. Consequently, with a confidence level of 95%, the H2 assumption is confirmed. In other words, it can be said that the position factors affect the purchasing power. On the basis of the reported load factor, it can also be said that the variable of positional factors explains 0.35% of the willingness to purchase variable.

H3- The situational factors (personal) had effect on impulsive buying behavior.

Interpretation of the result: As can be seen from Table 4, the value of the t statistic is greater than 1.96 and the sig value is less than 0.05. As a result, the H3 assumption is confirmed. In other words, it can be said that personal factors had effect on the impulsive buying behavior.

H4- The situational factors (stores) affect impulsive buying behavior.

Interpretation of the result: As indicated in Table 4, the value of the t-statistic is 2.07, which is greater than 1.96. Also, in the table, the level of significance level is 0.03, which is less than 0.05. Therefore, it can be concluded that the H4 hypothesis is confirmed with a confidence level of 95% of the hypothesis. According to the coefficient changing the way we can say that situational factors (store) explain the 0.15 of the impulsive Buying Behavior.

H5- The situational factors (personal) effect on the urge to buy impulsively.

Interpretation of the result: According to Table 4, it is clear that the statistically significant t is greater than 1.96, and since the confidence level value is less than 0.05, it can be concluded that the H5 assumption is confirmed with a confidence level of 95%, or in other words It can be concluded that the situational factors effect on the urge to buy impulsively. Since the amount of negative t-statistic is obtained, it can be seen that the relationship between the variables in the hypothesis has been reversed. By increasing the amount of personal factors, the amount of urge to buy impulsively decreases.

According to the above findings, all assumptions were confirmed. In other words, the effect of three variables " store factors and personal factors, and urge to buy impulsively on impulsive Buying Behavior, as well as the effect of two variables "store factors and personal factors on the urge to buy impulsively variable have been confirmed.

Table 4 - Final results for testing hypotheses

Hypothesis	statistics	Amount value	correlation coefficient	Sig	R ²	Result
H1	t	5.24	0.29	.000	0.08	Confirmed
H2	t	4.17	0.35	.000	0.12	Confirmed
H 3	t	-2.80	-0.48	.005	0.23	Confirmed
H 4	t	2.07	0.15	0.03	0.02	Confirmed
H 5	t	-3.18	-0.65	0.001	0.42	Confirmed

DISCUSSION

Considering the analysis and interpretation of test results of hypotheses, the urge to buy impulsively has a positive effect on impulsive buying behavior. Therefore, it can be said that the urge to buy impulsively is an incentive to conduct impulsive buying behavior. According to researchers, the urge to buy impulsively is a process in which a person is exposed to the purchase of an object such as a brand, product or A particular brand which be placed in the store. Also, according to past surveys, it has been suggested that increasing surfing of customer in one store space will increase the likelihood of buying commodities from that store .Therefore, it can be said that urge to buy occurs prior to the actual purchase of impulsive buying products and they have a positive relationship with each other.

The findings of this research, in addition to showing the positive effect of urge to buy impulsively on the behavior of impulsive buying, show that with increase in an urge to buy impulsively and suddenly, the performance of level of impulsive buying will be increase. Given the nature and the external factors affecting the terms of the purchase, which is consistent with creating a sense of utility of the purchase for the consumer, situational factors are considered as a means to flourish a good sense for an urge to buy impulsively , As we know, positional factors can be categorized into seller-friendly behaviors, music playing in the store, shop environment and advertising , Therefore, it was expected that each of these factors would have a positive effect on an urge to buy impulsively .

The results of this study also show the positive effect of positional factors on an urge to buy impulsively. On the other hand, personal factors have a significant impact on the how consumers behave and response to impulsive buying behavior. These factors turn around the character of the consumer, therefore the main focus is on the individual, not the external environment. Differences in the level of self-regulatory and non-self-regulatory issues that arise from differences in individual feelings and personalities and which in the present study indicate the high level of self-regulation of respondents in proportion to having a high sense of responsibility towards the family's financial future and having a high personality conscientiousness versus impulsive buying , besides the cultural differences of individualism and collectivism of consumer in terms of geographic location, is very important in behavioral impacts.

It has been reported in many studies that friends and acquaintances are effective in the decision-making process, and the presence of another person along with the customer can have a huge impact on his final purchase. It has been established that the presence of these kinds of people will have a significant effect on the sale. For example, personal factors include an influence of the family on an urge to buy impulsively, which has had an adverse effect. On the other hand,

confronting an object and creating an instantaneous and involuntary performance is the main reason for the connection between the insistence on shopping in the store environment, which can lead to an impulsive buying or not.

These findings are consistent with the findings of past researchers, including Rook and Fisher (1995), Dawson and Kim (2009), Appalbaum (1951), Babin and Kim (2001), Foroughy et al. (2013) Korsan (2010), Parbotu (2005) which confirmed the same results. According to the research results, suggestions are made to improve marketers, retailers and other stakeholders.

A) The first step is to measure the effect of the desire to buy on impulsive buying behavior

1. First, the conscious segmentation of the market and consumers takes place in accordance with available conditions and facilities.
2. Then, the effort to identify consciously the wishes and the different levels of consumer impulsive or immediate desires is done in accordance with their geographical and cultural conditions and their unique climate for each sector of the target market separately.
3. Finally, planning for implementation, focusing on individual needs, fits with the grouping and the specific target market, based on the findings and data obtained in order to have a more favorable effect on the level of emotions, feelings and demands, and in general, the psychological dimension of consumers is aimed at creating a sense of motivation and helping to make quick decision-making about impulsive buying which ultimately leads to value creation and profitability.

B) The second step is to deal with the influential store and environment factors on the urge to buy impulsively.

1. Implementing the best new and updated versions in different areas of interior architecture and decoration in terms of easy access, having a beautiful visual image using experts in the field of design and implementation.
2. The use of a variety of smart devices can be effective in terms of delivering minor descriptions of commodities consist with customer's request, in the absence of salespersons in the store, can be effective .
3. The use of exciting environmental devices, to create joyful atmosphere or environment for adults and children, can also be effective by making sense of joy and happiness.

C) The third step is to deal with the impact of personal factors on urge to buy impulsively.

- 1- People with mental disorders are usually associated with anxiety, depression and desolation that, in order to exit from this state of affairs, urge to buy impulsively, so instability affects the urge to buy impulsively. A policy that is appropriate to deal with such customers is like that, by directing to make the right purchase, in addition to the benefits, will provide a ground for impulsive buying.
- 2- Those who stand against new and suspicious approaches, and look at the negative consequences of its future, has ineffective compatibility with urge to buy impulsively. A policy that is appropriate for dealing with these individuals is such that it provides a

comprehensive and thorough explanation of the context in which to create intellectual security and trust in the new product.

- 3- Being active in social interactions and tending to be high risky, and as a result being extrovert ,affects an urge to buy impulsively . The policy designed to deal with these people is such that, while establishing a friendly and intimate relationship, offering diverse and encouraging suggestions for the use of new and unknown commodities, which will stimulate an urge to buy impulsively on them .

D) The fourth step, which is associated with the influence of the store factors on impulsive buying behavior.

1. Providing an area in the field of research and development of its economic enterprise, in supplying new and emerging products with attractive packaging, the nature of ease of use and convenience for consumption.
2. To offer various types of sales promotion policies, such as giving free sample during the purchase, offering two units of goods at a price of one unit, offering various programs for presenting prizes and gifts to customers as sales motives.
3. Offering various special discounts, such as cumulative discounts, seasonal discounts, cash discounts, as sales stimuli.
4. Creating an ongoing customer relationship infrastructure with the aim of informing from the most up-to-date products available with the latest services for them.

E) The fifth step is the same effect of personal and individual factors on impulsive buying behavior.

1. Applying hybrid policies in accordance with the intrinsic demand of consumers through the training of skilled and efficient sales force that consciously and intelligently monitor the final behavior of consumers and has the latest and most influential sales policy to satisfy consumers and make the final decision, for impulsive buying.
2. Let the consumers think compatible with their own circumstances and the climate we have governed, and in accordance with their intrinsic qualities and trends and finally decide to impulsive buying , which To the extent possible, In addition to being satisfied with urge to buy impulsively and impulsive buying , will provide long-term future purchases available to all stakeholders, retailers and marketers.

REFERENCES

- Abrahams, B., 1997. It's all in the mind. Marketing, March 27, 1997, pp. 31–33.
- Baker, J., 1986. The role of environment in marketing services: the consumer perspective. In: Cepeil, J.A., Congam, C., Shanaham, J. (Eds.), The Services Challenges: Integrating for Competitive Advantage. American Marketing Association, Chicago, IL, pp. 79–86.
- Baker, J., Parasuraman, A., Grewal, D., Voss, G.B., 2002. The influence of multiple store environment cues on perceived merchandise value and patronage intentions. Journal of Marketing 66, 120–141.

- Bayley, G., Nancarrow, C., 1998. Impulse purchasing: A qualitative exploration of the phenomenon. *Qualitative Market Research: An International Journal* 1 (2), 99–114.
- Beatty, S.E., Ferrell, M.E., (1998), "Impulse buying: modeling its precursors". *Journal of Retailing*, 74 (2), 169–191.
- Bellenger, D., Robertson, D., Hirschman, E., (1978), "Impulse buying varies by product". *Journal of Advertising Research*. 18 (6), 15–18.
- Bong Soeseno, (2010), "The influence of impulse buying toward consumer store loyalty at hypermarket in Jakarta". *Business and Entrepreneurial Review*. 10 (1), 25–44.
- CNBC, 2009. Coca-cola: the real story behind the real thing. (<http://video.cnn.com/gallery/video=1409843923>) (retrieved 01.05.12).
- Dawson, S., Kim, M., (2009), "External and internal trigger cues of impulse buying online". *Direct Marketing: An International Journal*. 3 (1), 20–34
- Dholakia, U.M., (2000), "Temptation and resistance: an integrated model of consumption impulse". *Psychology and Marketing*. 17 (11), 955–982.
- Donnelly, G., Iyer, R., Howell, R.T., (2012), "The big five personality traits, material values, and financial well-being of self-described money managers". *Journal of Business Research*. 33, 1129–1142.
- Faber, R. J., & Vohs, K. D. (2004). To buy or not to buy?: self-control and self-regulatory failure in purchase behavior. In R. F. Baumeister & K. D. Vohs (Eds.), *Handbook of self-regulation: research, theory, and applications* (pp. 509–524). New York: Guilford Press.
- Fedorikhin, A., & Patrick, V. (2010), "Positive mood and resistance to temptation: The environment". *Journal of Retailing* 77, 39–56.
- Foroughi, A., Buang, N.A., Senik, Z.C., Hajmisadeghi, R.S., 2013. Impulse buying behaviour and moderating role of gender among Iranian. *J. Basic Appl. Sci. Res.* 3 (4), 760–769.
- Goyal, Mittal, (2007), "Gender influence on shopping enjoyment—an empirical study". *Indian Management Studies Journal*. 11 (2007), 103–116.
- Herabadi, A.G., Verplanken, B., Van Knippenberg, A., (2009), "Consumption experience of impulse buying in Indonesia: emotional arousal and hedonistic considerations". *Asian Journal social Psychology*. 12, 20–31,
- Inman, J.J., Winer, R.S., (1998), "Where the rubber meets the road: a model of in-store consumer decision making. *Marketing Science Institute Report*", pp. 98–122.
- Jones, M.A., Reynolds, K.E., Weun, S., Beatty, S.E., (2003), "The product-specific nature of impulse buying tendency". *Journal of Business Research*. 56 (7), 505–511.
- Kacen, J.J., Hess, J.D., Walker, D., 2012. Spontaneous selection: the influence of product and retailing factors on consumer impulse purchases. *Journal of Retailing Consumer Services*. 19 (August), 578–588.
- Kacen, J.J., Lee, J.A., (2002), "The Influence of Culture on Consumer Impulsive Buying Behaviour". *Journal of Consumer Psychology*, 12 (2), 163–176.
- Larsen, R.J., Buss, D.M., 2010. *Personality Psychology: Domains of Knowledge About Human Nature*. McGraw Hill Higher Education, London, England (ISBN 978- 007-0164-99-4).
- Martinez-Ruiz, M.P., Jimenez-Zarco, A.I., Izquierdo-Yusta, A., 2010. Customer satisfaction's key factors in Spanish grocery stores: evidence from hypermarkets and supermarkets. *Journal of Retailing and Consumer Services* 17 (4), 278–285.
- Mathwick, Charla., Naresh Malhotra and Edward Rigdon. 2001. "Experiential Value: Conceptualization, Measurement and Application in the Catalog and Internet Shopping Environment." *Journal of Retailing* 77: 39-56.
- Mick, D. G., & DeMoss, M. (1990). Self-gifts: Phenomenological insights from four contexts. *Journal of Consumer Research*, 17, 322–332.

- Parboteeah, D.V., 2005. A Model of Online Impulse Buying: An Empirical Study (Unpublished doctoral dissertation). Washington State University, Washington, DC.
- Peck, J., Childers, T.L., 2006. If I touch it I have to have it: individual and environmental influences on impulse purchasing. *Journal of Business Research* 59 (6), 765–769.
- POPAI, 2012. The 2012 Shopper Engagement Study. Point-of-Purchase Advertising International. (<http://www.popai.com/engage/docs/Media-Topline-Final.pdf>) (retrieved 10.05.13).
- Rook, D.W., 1987. The buying impulse. *Journal of Consumer Research* 14 (September), 189–199.
- Rook, D.W., Fisher, R.J., 1995. Normative influences on impulsive buying. *Journal of Consumer Research*. 22 (3), 305–313.
- Rook, D.W., Gardner, M., 1993. In the mood: impulse buying's affective antecedents. In: *Research in Consumer Behavior*, vol. 6(1). JAI Press, Greenwich, CT, pp. 1–28.
- Schiffman, L.G., 2008. *Consumer Behavior* / L.G. Schiffman, L.L. Kanuk. Prentice Hall, pp. 114–141.
- Sharma, P., Sivakumaran, B., Marshall, R., (2010), "Impulse buying and variety seeking: a trait-correlates perspective". *Journal of Business Research*. 63 (3), 276–283.
- Siorowska, A.G., (2011), "Gender as a moderator of temperamental causes of impulse buying tendency". *Journal of Consumer Behavior*. 10 (2), 119–142.
- Stern, H., 1962. The significance of impulse buying today. *Journal of Marketing*. 26 (2), 59–62.
- Tuttle, B. 2012. Millennials are biggest suckers for selfish impulse buys. *Time*. (<http://business.time.com/2012/04/27/millennials-are-biggest-suckers-for-selfish-impulse-buys/>) (retrieved 01.11.13).
- Verplanken, B., Herabadi, A., 2001. Individual differences in impulse buying tendency: felling and no thinking. *European Journal of Personality*. 15, 71–83.
- Vohs, K. D., & Faber, R. J. (2007). Spent resources: Self-regulatory resource availability affects impulse buying. *Journal of Consumer Research*, 33, 537–547.
- Weun, S., Jones, M.A., Beatty, S.E., 1998. The development and validation of the impulse buying tendency scale. *Psychological Reports* 82, 1123–1133.