

Evaluation of Effective Fashionism Involvement Factors Effects on Impulse Buying of Customers and Condition of Interrelation between These Factors

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ABSTRACT

Purpose of this research is Evaluation of effective fashionism involvement factors effects on impulse buying of customers and condition of interrelation between these factors.

Inventory was used for data collection. These inventories are distributed in Fajr clothing market of parsabade Moghan, this market has 86 shops, inventories are distributed by simple method randomly, and finally 308 inventories was usable in present investigation. For analysis of data, modeling of structural equations is used. finally, research hypothesis was confirmed, in other words, in fashionism, trend to Hedonic Consumption Tendency, and positive Emotion affects directly in impulse buying, also involvement in fashionism and Hedonic Consumption Tendency influence directly on positive emotions (internal status) of buyers

KEY WORDS: Impulse Buying, Involvement in Fashionism, Hedonic Consumption Tendency, Positive Emotion

INTRODUCTION

Marketing consultants have recognized significance of impulse buying awhile and in Bellinger and Robert's investigation on 1978, is suggested that approximately 38% of shop's buying is impulse buying. Number of impulse buying will increase by attractive design of shop. Product exposure, suitable package design by reason of impulse buying propagation in modern markets, academic investigations have been increased in past decade (start of 21 century). In Bitty and Freil research in 1998 indicated that tendency to impulse buying is one consumer personally characteristics. on the basis of this research, persons can be diversified by individually characteristics and also increase of usable incomes and financial assets, cause to become common individual's impulse buying in shops and retails and in other side, environment and culture and tendency to enjoyable consuming materials and positive emotions in impulse shopping are very effective. impulse buying is concept of learning about consumer behavior and is important point in marketing activity (Beatty and Ferrell, 1998). in general, planned shopping decision making process isn't in impulse buying. Really is different with traditional view point of buying, meanwhile process are irregular. When buying power and income increase, impulse buying will increase and will expose in form of dominant phenomenon in behavior of consumers. with attention to this point that impulse buying help to selling considerably, not only retailers but also sellers of materials that are consumed less than others and also materials that are consumed rapidly, try to attract impulse buying that show cases and products package and advertising tools in shops help them. with regards to important role of impulse buying in consuming markets and market economy and results, and consuming markets evaluation, lack of awareness of retailers and sellers about impulse buying is clear and tools of suitable use of selling progress by impulse buying of buyers for more boom of consuming market as a problem in consuming market specially retailers and sellers is distinguishable clearly. Therefore with consideration to this reality that impulse purchases are high percentage of shops purchases, it is necessary that effective variable on these buying are recognized and studied until keep effective pace for boom of consuming markets and markets economy.

Theoretical framework

Marketing consultants have recognized significance of impulse buying awhile and in Bellinger and Robert's investigation on 1978, suggested that approximately 38% of shop's buying is impulse buying. Number of impulse buying will increase by attractive design of shop. Product exposure, suitable package design and..... for propagation of impulse buying in modern markets, academic research has been increased in past decade (start of 21 century). In Bitty and Freil research in 1998 indicated that tendency to impulse buying is one consumer personally characteristics. on the basis of this research, persons can be diversified by individually characteristics and also increase of usable incomes and financial assets, cause to individual's impulse buying in shops and retails become common and in other side, environment and culture and tendency to enjoyable consuming materials and positive emotions in impulse shopping are very effective. Impulse buying is concept of learning about consumer behavior and is important point in marketing activity (Beatty and Ferrell, 1998).

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Impulse buying and changes process

In 6 decades, impulse buying has changed conceptually. In Primary, Impulse buying, was imaged as unplanned buying and researchers imaged impulse buying and planned buying are similar and have same meaning (Dennis W. Rook, 2000). Other attempts for concept making of impulse buying, differentiate it from planned buying, for example, Appel Boom in 1951, considers to "reaction to motive" in conceptualization of impulse buying, they declared that impulse buying is result of situation that consumer is expressed to internal advertising in shop. In 1962, Stern defined consumer responses to internal motives as one of impulse buying characteristics and defined product with advertising tools in the shop as motives (Ibid). with attention to this points impulse buying help to selling considerably, not only retailers but also sellers of materials that are consumed less than others and also materials that are consumed rapidly, try to attract impulse buying that show case and products package and advertising tools in shops help them. while income and purchase power increases, impulse buying increases and will appear as dominant phenomenon in consumer behavior, in 1997, approximately, 40% of consumers introduces themselves as impulse buyers. (Dholakia, 2000). impulse buying in long terms, are considered by philosophies, religious men, economics, psychologists, medical researchers, criminologists. In addition to marketing researchers are interested to impulse buying behavior, and history of this interest is referred to "study of consumer purchase habits" written by Dupont in 1945. Today, point of purchase's advertising institute, survey public opinion massively yearly that classify product of grocery shop on the basis of impulse or planned purchase by them and many of marketing managers design guidelines and devote resources until encourage their consumers for impulse purchase of their brands or products. (Rook, 2000).

Impulse Buying

What is impulse buying behavior, impulse behavior? Stern in 1962 expressed that planned purchase behavior is logical action and needs to long term, in other side unplanned purchase doesn't need to these planning and is called impulse purchase. Researchers believe that the most important difference between impulse purchase and planned purchase is comparative speed in decision making process for purchase. In 1991, Piron with attempt to removing problems of impulse purchase offered description of impulse buying that has 4 criterions, he said: impulse buying is result of reaction to one motive or precognitive reaction and emotional reaction immediately or both of them. Though, later works and articles about impulse buying supposed that it is response to cheap articles exposition, but impulse buying is individual behavior. (Harm anciogluetal, 2009, 29).

Impulse buying is appeared when sudden and powerful tendency for immediate purchase of one article is created in customer, sudden motive to purchase is intricate from enjoying viewpoint and may be cause to emotional conflict, also impulse buying may be without considering to its result. (Rook 1987)

Impulse Buying Classification

Impulse buying is influenced by economical, personality, time and even cultural factors. In 1962, Stern classified impulse buying in 4 groups:

1. **pure impulse buying** –small group of people buy material by this way, particularly, ,majority of housekeeper women want to save their money and plan to their purchase, and this characteristics cause to they become economical buyers and remove impulse or unplanned buying or without planning.
2. **Reminder impulse buying**-sometimes buyers see some articles in the shop and reminds this article ended or is decreasing, therefore ,by observing of special advertising about this articles and his/her decision for purchase, will buy it.
3. **Suggestion impulse buying**-this type of purchase is made when buyer see the product for first time and despite, he/she hasn't information about it but feels should buy it and its difference with reminder purchase is that buyers hasn't information about product that is bought and difference of suggestion purchase with pure impulse buying is that bought product in suggestion impulse purchase can be buying, logical or applicable, but in pure impulse purchase ,buying is related to attractiveness of external product.
4. **Planned impulse purchase**-though this purchase seem uncommon but is true completely and is done when buyer intends to purchase of particular product in shop but expect that buy other things in shop that related to special price of some products, suggestion of coupon purchase and similar instances. This impulse buying is developed recent and may be is the most important type of impulse buying. (Stern, 1962)

Fasionism involvement

Impulse buying that is related to fashionism has powerful relation to fasionism involvement. For example, Han&D(1991) observed that impulse buying scores in students of clothing and loom is more meaningful than other students. Their findings support this concept that fasionism involvement can sustain impulse buying by offer sensational and tentative symptoms of fasionism products. In addition to, impulse buying that is related to fasionism can be forecasted on the basis of other major variables such as tendency to enjoyable consuming and positive emotions in purchase time. Products that are with sensational experiments (such as clothing, equipments and jewelry) have more important role in symbolic interrelation with enjoyable experiments of consumers in markets environment. With attention to enjoyable aspect's significance of consumption, this note is important that marketing consultants understand impulse buying behavior for fasionism products from experimental view point. But most of investigation about impulse buying behavior don't consider to special product involvement's precision and experimental aspects of consumption. (Mattila&Enz, 2002).

Researchers believe that is relation between customer fashion involvement with their fashion based impulse buying .understanding of impulse buying behavior that is concentrated on fashion let to sellers make guidelines until create opportunity for purchase .these marketing guidelines may help to sellers that manage fashion customer that has high involvement and sustain purchase goals.(Park,et al ,2006).impulse buying based on fashion is related powerfully with fashion involvement of customers. In impulse buying literature ,relationship of involvement with fashion and impulse buying has been studied by many researchers.(Han, et al.,1991;Park, et al.,2006;Pentecost &Andrews ,2010; Phau&Lo,2004;Tirmizi,et al.,2009).

Involvement is suitable scale for description of consumer behavior and consuming classification of market.(Kapferer and Laurent 1985;Kim,2005;Martin,1998).involvement is motivation and interest that is made by stimulus and particular situation, and is exposed by motive property.(O Cass,2004). In general, involvement is defined by interrelation between person (consumer) and shape (product). In fashion marketing, fashion involvement is referred to amount of interest to products of fashionism(such as clothing). In first, Involvement of fashion is used to forecasting of behavior variables that are related to clothing products, such as involvement of product, purchase behavior and characteristics of consumer.(Flynn and Goldsmith,1993).for example, O Cass(2000,2004) observed that involvement of fashion cloths has great degree relationship with personal characteristics(meanwhile female and young) and knowledge of fashion, that influenced on consumers' confidence in decision making for purchase. Also positive relation is between level of fashion s involvement and impulse buying.

If impulse purchases are attempts to boost self –image especially through fashion items such as cloths, then the highly impulsive buyers may be influenced by emotional attraction(irrational)rather than rational judgments (such as price) (phau & lo,2004) Park and et al (2006) found a positive relationship between positive emotions ,fashion involvement and fashion –oriented impulse buying. Ko(1993) reported that positive emotions may result into fashion related impulse purchase(Trimizi,et al ,2009).

Therefore we can suppose that fashion involvement both in direct way influenced fashion related impulse buying and both indirectly and by positive emotions influenced amount of customer s impulse buying.

Positive Emotion

Mehrabian and Russell (1974) ,Mehrabian (1980) and Donovan and Rossiter(1982) found that behavior is a result of emotional responses (Adelaar, Chang,Lancendorfer, Lee & Morimoto,2003).

Emotions in purchase time or visit of shop can affects customers purchase goals and their costs also understanding of quality, satisfaction and value by them (Babin&Babin, 2001). In other words, creation of positive emotions in customers about one product or articles or even shop s environment can increase motive o f customer for unplanned purchase.

Positive emotions by Watson and Tellegen(1985) are defined as affects and moods ,which determine intensity of consumer decision making(Trimizi, rehman & Seif ,2009).Verplanken (2005) stated, when we compare impulsive and non-impulsive consumers , the latter usually follow by rational and utilitarian decision .Purchasing experience of impulsive consumers is based on high emotions(Virvilaite, Saladiene& Zvinklyte,2011).

Generally, positive emotions in purchase time can lead to increasing of customers impulse purchase and play important role in their intend to purchase.

(Beatty & Ferrell ,1998;Hausman,2000;Park;et al ,2006Youn& Faber,2000) .

Hedonic Consumption Tendency

Hedonic consumption are referred to behavioral aspects group that are related to multi sense, fantastical and emotional consuming that are affected by benefits such as fun of having product and attraction of bargain and talking that are two related experiments with purchase enjoying.(Sherry,1990) . this indicate that purchase experiment can be more important than holding a product(Hirschman & Holbrook,1982).impulse buying has important role in creation of enjoyable tendency that are ,related to enjoyable consuming. This role shows conceptual link between enjoyable purchase motive and impulse purchase behavior. In other words, in more possibility, consumers buy impulsively when by the non – economical reasons or enjoyable purchase such as fun, fantasy or emotional causes, have motive, and because goal of purchase is respond to enjoyable needs, therefore products that are bought in these movements, are selected without planning apparently and demonstrate impulsive purchase. Impulsive fashionism related purchase behavior is induced by new mode style and prominence of trade name that push consumer to enjoyable purchase experiments. (Goldsmith and Emmert,1991) .

recent study is according to Park model (2006) , that study fashionism related impulse purchase behavior with aspects of product involvement aspects and experimental aspects of consuming, including of tendency t o enjoyable consuming and positive emotions in buyers of Fajr Passage in parsabad Moghan city .

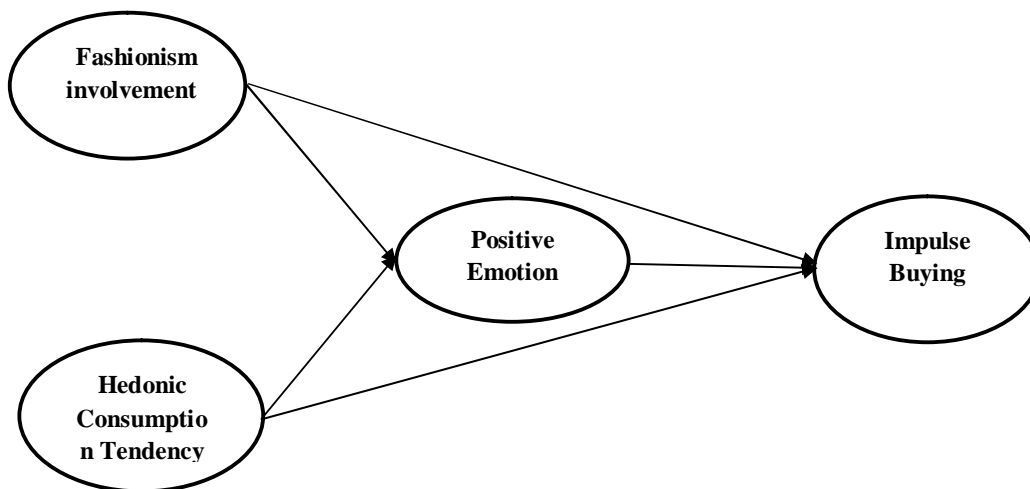


Figure 1. conceptual model of investigation according to (park model 2006).

Research hypothesis

1. Fashionism involvement has positive effect on positive Emotion in purchase time
2. Fashionism involvement has positive effect on impulse Buying behavior in purchase time
3. Hedonic Consumption Tendency has positive effect on positive Emotion in purchase time
4. Hedonic Consumption Tendency has positive effect on impulse purchase behavior in purchase time.
5. Positive Emotion has positive effect on impulse Buying behavior in purchase time.

MATERIALS AND METHODS

Questionnaire

For data collecting in this investigation, Questionnaire is used. We used of 5 factors likert for (from 1, disagree completely until 5. agree completely) measurement of investigation s variable. Questions of Questionnaire are produced from previous investigations (Beatty&Ferrell, 1998; park, et al., 2006) and corrected by considering to investigation s studied universe. For evaluation of latent variables, 3 question for impulse Buying, 4 questions for positive emotions and 3 questions for Hedonic Consumption Tendency and 4 questions for fashionism involvement are designed. also, for reliability measurement of inventory ,30 Questionnaire were pretested before distributing in statistical universe, consequently, all of research variables that have Kronbakh alpha were higher than 0.7 and hence inventory have necessary reliability.

The sample

With attention to investigations purpose that was study of effective factors on impulse purchase in clothing industry, therefore, Fajr Passage was selected for data collecting that is one of the most important clothing centers in Parsabad of Ardabil (that is including of 86 shops). For data gathering, 400 inventories regulated and were distributed randomly between passage buyers in 2 weeks. Finally 308 inventories were suitable for research purpose, return rate of inventories was 0.77 that is suitable rate. In table 1 can be seen demography information of respondents.

Table1. Demography information

Frequency percentage	frequency	dimension	variable
0.36	112	Male	sex
0.64	196	female	
0.06	18	Less than 20	age
0.37	113	21-30	
0.31	96	31-40	
0.21	66	41-50	
0.05	15	More than 50	
0.35	109	Less than 500000	income
0.41	127	500000-1000000	
0.11	34	1000000-1500000	
0.07	22	1500000-2000000	
0.05	16	More than 2000000	

ANALYSIS OF DATA AND HYPOTHESIS TESTS

For data analysis we use of structural equation. this method is statistical modeling that is including of other methods such as multi variable regression ,factorial analysis, course analysis and concentrated on latent variables that defined by measurable index and apparent variable. This method studied relation of these variables simultaneously and this characteristic is the privilege of this method.

Structural equation model has two part1. Evaluation model and 2. Structural model. Evaluation model related some of observed variable to latent variable and structural model relate latent variables by direct and indirect relationship. LISREL software , version 8.54 is used for structural equation modeling calculation .important not that should be considered in structural equation modeling , is the suite of research model for survey of Interrelation of variables, that this condition is observed by fit index that is presented in final exit of lysrerl. In table 2, practical index is presented for recent research.

Table 2. Practical indexes of model

Received number	Permissive amount	indexes
2.53	$\chi^2/df < 3$	Proportion of k2 on freedom rate
0.0000	Amount of $\pi < 0.05$	Amount of π
0.078	0.08 < RMSEA	root s mean square error of approximation
0.91	Higher than 0/9	propriety index
0.97	Higher than 0/9	Comparative fit index
0.94	Higher than 0/9	Normed Fit index

According table 2 its seems that all of fit index such as proportion of K2 on freedom rate with number of 2.53, amount of p with number of 0.000, root s mean square error of approximation (RMSEA) with 0.78 , goodness of fit with 0.91 and comparative fit index with 0.97 and Normed Fit index with 0.94 are in permissible level and thus express research model is suitable .

Measurement model

evaluation of model measurement part is preferred on structural part. In evaluation of model measurement part, researcher study interrelation of evident and latent variables of mode.

Table 3. Model measurement part

Variables	Standardized Loading	T-value
Fashion involvement ($\alpha=0.736$)		
Usually I have one or some clothes according to the newest fashion	0.73	Fixed
Be ritzy is very important for me	0.47	6.74
I interested to buy products of shops that present fashion clothes	0.57	8.19
If I have to select between fashion and relief I will select fashion	0.75	10.16
Hedonic Consumption Tendency ($\alpha=0.772$)		
I like to ingratiate my excitement sense	0.66	Fixed
I want to have new experiment about clothes wearing	0.78	9.26
I like wear a clothes that by them I feel I enter to new world	0.75	9.14
Positive emotions ($\alpha=0.769$)		
Pos1 excited	0.67	Fixed
Pos 2 satisfied	0.67	9.24
Pos3 happy	0.68	9.37
Pos4 full of emotions	0.65	9.06
Fashion related ($\alpha=0.769$)		
If I see the clothes that is made by new fashion, I will buy it	0.77	Fixed
When I buying ,I like to test new fashion related clothes	0.73	11.73
I like to buy new and fashion clothes	0.64	10.20

On the basis of table 3, all of variables have suitable factor loading and are meaningful, meanwhile all of observed variables have necessary validity and reliability.

Structural part: our hypothesis is based on interrelation between latent variables that these relationships are seen structural part of model, hence for evaluation of investigations hypothesis we use of structural part of model. Structural part of model can be seen in shape 2, according above items, with attention to fit index, investigation s model has suitable fit .we continue by studying of research hypothesis by considering structural model.

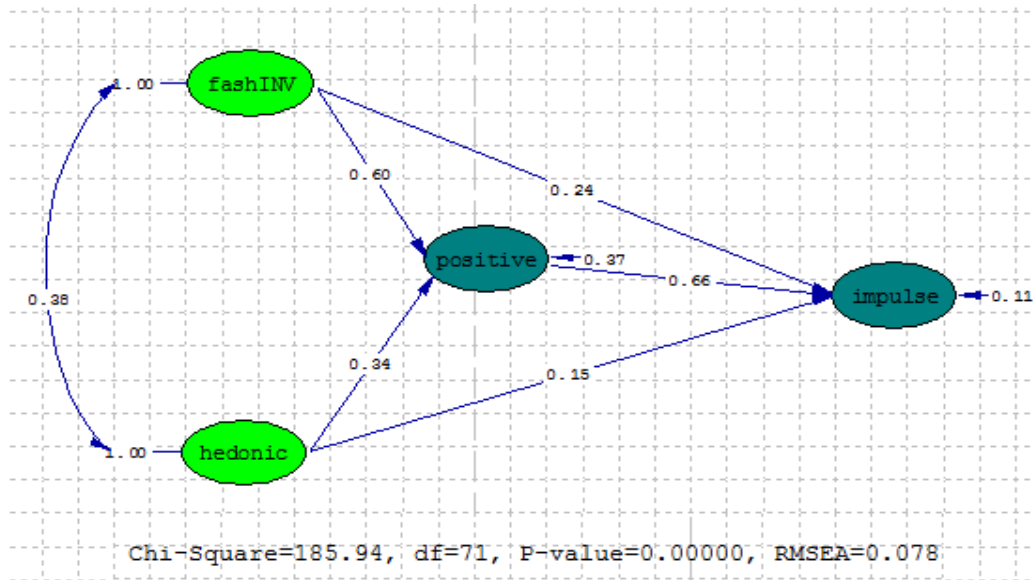


Figure 2. The model structure

H1: fashion involvement influences positively on positive emotions in purchase time. Results of our studies express that involvement in fashion with standardized factor loading 0.6 and $t=6.62$ influence positive emotions in purchase time. That is confirm hypothesis H1, generally customers that have high fashion involvement show more positive emotion in shopping time that showing positive emotion in shopping time can increase involvement in impulse purchase. This result is accordant with previous hypothesis such as Park and et al 2006)

H2: Hedonic Consumption Tendency has positive effects on positive emotions in purchase time .our results demonstrate that Hedonic Consumption Tendency with standardized factor loading 0.34 and $t=4.27$ is effective on positive emotions in purchase time. In other words, consumers that have higher Hedonic Consumption Tendency show more emotional experiments in purchase time. Therefore hypothesis of H2 is confirmed.

H3: fashion involvement has positive effects on impulse Buying. Our results suggest that fashion involvement with standardized factor loading 0.24 and $t=2.23$ are effective positively on fashion. In other words customers that have higher fashion involvement, in more probability bought modern clothes without planning. Meanwhile customer with high fashion involvement more probability will buy impulse more. (Park,et.al ,2006).hence H3 is certifiable.

H4: Hedonic Consumption Tendency has positive effects on impulse purchase.

Our results demonstrate that Hedonic Consumption Tendency with standardized factor loading 0.15 and $t=2.09$ are effective on impulsive purchase. In other words, consumers that have higher Hedonic Consumption Tendency show more tendencies for impulse purchase of clothes. Therefore hypothesis of H4 is confirmed.

H5: positive emotions in purchase time cause to positive effects on impulse Buying. Our results demonstrate that positive emotion in purchase time with standardized loading 0.66 and $t=5.04$ are effective on purchase. In other words, customers that have more positive emotions in purchase time, in more probability will have more impulse Buying (Park, et. Al., 2006 Youn & Faber, 2000), hence H5 hypothesis is correct.

Table 4. Research hypothesis study results abstract

Result	Course coefficient (standard)	Meaningful number (T)	Hypothesis
Fashionism involvement-----positive emotion	0.6	6.62	Hypothesis acceptance
Fashionism involvement-----fashion related impulse purchase	0.24	2.35	Hypothesis acceptance
Hedonic consumption tendency -----positive emotion	0.34	4.27	Hypothesis acceptance
Hedonic consumption tendency ----- fashion related impulse buying	0.15	2.09	Hypothesis acceptance
Positive emotion----- fashion related impulse purchase	0.66	0.66	Hypothesis acceptance

Conclusion

All of people are encountered with purchase of products without previous planning. In this research, our purpose was survey of fashion involvements effects and Hedonic Consumption Tendency directly on consumer's impulse buying amount and indirectly by show of positive emotion in purchase time. From practical view point this research can creates information both for sellers and both researchers, about structural relationships between variables and impulse buying. Our study indicates that fashion involvement and Hedonic consumption tendency influences consumers purchase amount directly and indirectly, by positive emotion. Also Results express fashion involvement influences more, on positive emotion and customers' impulse buying. Also effects of positive emotions in customers impulse purchase, is notable factor loading 0.64.

Our result can use for clothes product producers and clothes sellers. With attention to, high fashion involved persons and persons with high Hedonic Consumption Tendency, purchase impulsively more and express more positive emotions, therefore recommended that clothes producers in our marketing strategies about attraction of these persons that have this characteristics and design their production that create positive emotion between customers. Also, clothes sellers should emphasize on fun, interest attraction and ignition making. Sellers should sustain positive emotions of consumers and impulse buying by shop design, products exposure, articles packaging and sale. (Park, et al, 2006).

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