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Master of Business Administration

**The Effects of Promotion, Product Design and Situational Factors
on Impulsive Buying Behavior and Post-Purchase Feelings**

Graduate School of Business Administration

The University of Ulsan

Business Administration Major

Kamoliddinov Temur

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Impulsive Buying Behavior and Post-Purchase Feelings

Advisor: Professor Doyle Kim

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Kamoliddinov Temur

Graduate School of Business Administration

Ulsan, Korea

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This certifies that the master thesis
of Kamoliddinov Temur is approved

Professor Ja-won Kim

Committee Member

Professor Kim Sang Won

Committee Member

Professor Kim Doyle

Committee Member

Graduate School of Business Administration
University of Ulsan
Ulsan, Korea

August 2022

ABSTRACT

The principal goals of this study are to determine the factors that influence impulsive purchase behavior and to investigate the association between impulsive buying behavior and post-purchase feelings. A systematic questionnaire is used to collect primary data from 165 respondents. According to this survey, participants have a favorable view of all six impacting factors: product design, sales promotion, store environment, time availability, money availability, word of mouth. According to the findings of the analysis, only two factors; store environment and time availability significantly influence consumers' impulsive buying behavior. As a result, businesses and stores should place a greater emphasis on these elements in order to encourage impulsive purchase behavior among consumers. According to the findings, consumers experience cognitive dissonance and sometimes satisfaction as a result of impulsive buying behavior. As a result, marketers and retailers must think about this effect in greater depth and identify factors that can minimize dissatisfied consumers, such as after-sales services, money-back guarantees, and so on.

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CHAPTER I Introduction

1.1 Research background

Consumer behavior can be classified as the behavior which is displayed by people while they are doing a purchase, consumption, or disposition of any particular product or services. While shopping at the store, consumers do not only buy products but also they have fun and seek novelty. Buying behavior is divided into two such as planned buying and unplanned buying. An impulse buying is described as unplanned decision while buying a product or service. Impulsive buying has been defined by many researchers since it was first studied by Clover in 1950 who pointed out that some product categories are more sold on impulse. According to Rook and Gardner (1993), “impulse buying is defined as an unplanned purchase that is characterized by relatively rapid decision-making, and a subjective bias in favor of immediate possession”. The customer has emotional or cognitive reactions after making a purchase. Impulse buyers are people who are prone to make such purchases. Emotions and feelings are important factors in purchase decisions, and they are triggered by seeing a product or hearing a well-crafted advertising message. When a person's desire to buy grows, he or she makes a decision to buy without seeking information or weighing other options (Tinne, 2010).

A post-purchase evaluation is a comparison procedure that takes place after a customer has purchased a product. Positive post-purchase ratings occur when a product's post-buy rating exceeds the customer's expectations for the product prior to purchase. Researchers have discovered that customers often feel guilty and anxious after making impulsive purchases, especially when they realize that they have overspent (Gardner and Rook, 1988; Rook, 1987). After buying products, the consumers experience some level of satisfaction or dissatisfaction. Marketing experts should assess consumer's post purchase satisfaction, post purchase actions and cognitive dissonance. Post purchase feelings will affect future behavior of consumers (Strydom, et al., 2000). The finding of this study will be useful for marketers, business owners, or any researchers who will research consumer's behavior.

1.2 Research Purpose

The purpose of this thesis is to discover what kind of post purchase emotions consumers who buy impulsively, feel. If regret is higher than satisfaction, this thesis also claims to find out which factors contribute to the feeling of regret. Another aim is to assess the effects of promotion, product design and situational factors on impulse buying and to examine the relationship between impulsive buying behavior and post purchase-feelings. This thesis will analyze the following research questions:

1. What is the process behind impulse buying?
2. To what extent promotion, product design and situational factors can influence impulsive buying behavior?
3. When do consumers feel post-purchase satisfaction and regret?

Although the impulse buying phenomenon has already been extensively researched, this thesis will fill in some of the research gaps that have yet to be addressed. In our modern life, competition in the market is very high and knowing consumer's behavior plays a crucial role in order to attract them to buy a product. According to Cobb and Hoyer (1986); Gutierrez (2004), frequency of unplanned or impulsive purchasing is as high as 90%. It means that this phenomenon should be researched deeper so that marketers can realize consumers' impulsive buying behavior completely. Impulsive buyers represent a significant marketing potential for boosting market share and sales. Marketers and retailers who understand how to get into people's mind and what can be an incentive to buy can directly attract customers. Because impulse buying is such a common component of consumer behavior, sellers and marketers should include it when developing a strategic marketing plan. In order to survive in tough competition, retailers and marketers must identify characteristics that influence consumers' impulsive buying behavior and seek to control these aspects through strategic marketing activities. Many factors influence a person's reckless decision to buy impulsively, and much research has been done to understand this behavior but more researches are required to fill this gap. However, not many studies have been done on the post-purchase behavior of impulse purchases, particularly on consumers' regret about what they bought impulsively. It is important to remember that the difference between routine and impulse purchases is that the latter refers to irrational and unplanned purchases that are heavily influenced by emotions and feelings

at the time of purchase (Rook, 1987). These issues give motivation to study this topic and find better solutions.

1.3 Organization of the Study

The first chapter begins with a brief introduction and the definition of the study, which are determined by research background and research purpose. All literature reviews of subsequent researches are included in chapter two, as well as the fundamental notion of determinants of an impulsive buying behavior. The research model and research hypotheses are presented in chapter three. The data, variables, measurements, collections, and outcomes are all described in chapter four. Finally, chapter five brings the research limitation and conclusion to a close.

CHAPTER II LITERATURE REVIEW

2.1 Consumer buying behavior

Before studying impulsive buying behavior and post-purchase feelings, we should have general information about consumer buying behavior and consumer buying process. The study of individuals, groups, or organizations and the processes they use to select, protect, and dispose of products, services, experiences, or ideas to meet needs, as well as the impact these processes have on the consumer and society, in terms of their behavior. Individuals and households who buy products for personal consumption engage in purchase behavior (Madhavan and Chandrasekar, 2015). According to Schiffman and Kanuk (2000), consumer behavior is concerned with how people decide how to spend their available resources (time, money, and effort) on certain things. This includes what they buy, why they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and how such evaluation affects future purchases, and how they dispose of it. The study of customer behavior is centered on consumer buying behavior, with the customer having three separate roles: user, payer, and buyer. Consumer behavior, even for specialists in the subject, has been found to be difficult to forecast (Armstrong, 1991). According to Engel and Blackwell (1982), the phrases "planned" and "unplanned" purchases are helpful to researchers. Unplanned purchasing is described as a purchase made without first recognizing a problem or forming a purchase purpose before entering the store. On the other hand, where there is a recognized problem and a prior desire to buy, the definition of planned purchasing is exactly the opposite. It is possible to classify impulse buying as a type of unplanned purchasing situation or a more sophisticated form of unplanned purchasing (Stern, 1962; Kollat and Willet, 1967). Usually, people buy more on impulse while they are shopping solely. Impulsive buying behavior is an unplanned decision to purchase products or services and it happened just prior to a purchase.

It is important to understand consumer behavior in order to know how a consumer makes buying decision. Marketing scholars research clearly consumers' decision-making process which is one of the major areas of consumer behavior (Engel and Blackwell, 1982). The steps include in this process are problem recognition, search for alternative solutions or information search, evaluation of alternatives, purchase and post purchase behavior. According to this model, there are several steps that take place before purchasing and an evaluation phase after

it (Kotler and Keller, 2012). Figure [2-1] shows the five stages model of consumer buying process.

Figure [2-1] **Five stages model of consumer buying process**



Source: Kotler (2012)

This process has 5 steps including problem recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior. This model outlines numerous processes that occur before purchasing and a subsequent evaluation phase (Kotler and Keller, 2012).

The first stage of buying process is problem recognition where consumers sense their actual state and a state they desire (Madhavan and Chandrasekar, 2015). According to Tanner and Raymond (2012), there is often a need for a product and this need can appear through internal stimuli (e.g. hunger or thirst) or external stimuli (advertisements).

In the next information search stage, buyer pays more attention on the product or service or actively looks for information of the product or service. Consumers may use their initial experience for an information source, if there is not sufficient information, the need for searching another adequate information arises. Usually consumers decide about the product based on their past experiences and external sources (Schiffman and Kanuk, 2010). Personal information sources such as friends and family, as well as experiences and public sources such as the media, are the most effective sources of information (Kotler and Keller, 2012).

When the search for information is complete, consumers frequently establish criteria or assign cut-offs to the products in their selection set. These are the basic minimum standards that an alternative must meet in order to be considered for the final purchase (Madhavan and Chandrasekar, 2015). Huber and Klein (1991), stated that these cut-offs have two characteristics. The first says that when the attribute the customer is considering has a high level of trustworthiness (the information source is reliable, at least in the eyes of consumers). The second feature is that when two features have a positive correlation (for instance, inexpensive rent in a high-quality apartment), the cut-offs on those traits are stronger than if

the correlation is negative or of equal value.

The consumer ranks the items in the choice set in some form of order after the evaluation stage, but the number one item (if one is assigned) is not always chosen (Madhavan and Chandrasekar, 2015). The choice will be based on the following factors: the product's attributes, such as its features, perceived value, and capabilities figured out in the previous phase (Joubert, 2010). Between the evaluation and purchase decision steps, there are two possible approaches. First, there are other people's opinions, such as best friends or group think, which might influence a consumer's preference rating for a particular brand, even if they intended to buy something else. Second, some unanticipated situational elements may influence the purchasing decision.

Even after the purchase is done, the purchasing procedure continues. There are two types of post-purchase behavior: post-purchase satisfaction and post-purchase dissatisfaction (Madhavan and Chandrasekar, 2015). When it relates to post-purchase pleasure, Mittal and Kamakura (2001) provide evidence that buyers with different attributes have varied loyalty levels for the company, even if they were unsatisfied with their purchase.

Individual experiences may differ from the proposed model; the five-stage model is a theoretical representation of the process. Consumers may not have to go through all of these stages while making a purchase choice; in fact, depending upon the nature of purchase, some stages may be skipped or changed (Kotler and Keller, 2012). Several procedures are completely omitted, especially when it comes to impulse purchases.

2.2 Factors influencing impulsive buying behavior

Impulse buying has been studied since the 1950s and has become a popular topic of consumer research. While technology, retailing and marketing are advancing, impulse

buying has been showing its dominance and power (Gardner and Rook, 1988). According to the research, there are various elements and variables that influence impulse buying behavior, and impulse buying is defined as "ease of buying" (Stern, 1962). Following the Rook study (1987), consumer behavior and marketing experts began to concentrate on identifying the overall characteristics that influence impulse buying. A variety of elements influence a customer's impulse buying behavior, including the store atmosphere, the consumer's personal attributes, product features, and the diverse demographic and sociocultural characteristics. To

identify the elements that influence impulse buying behavior, most studies divide them into two categories. 'Internal factors' (customer- related factors) and 'external factors' are the two categories (environmental factors, marketer controlled systems) (Youn and Faber, 2000; Karbasivar and Yarahmadi, 2011; Duarte et al., 2013). Impulsive buying behavior, factors affecting impulse purchasing and post purchase regret have been studied many times by most researchers but researchers have not paid more attention on post purchase satisfaction. There are limited sources of post purchase pleasure of impulse purchase.

Risqiani (2010) has researched the determinants and outcomes of impulsive purchasing behavior. The goal is to investigate and identify the factors that affect shoppers' purchasing behavior in mini-markets, including store atmosphere, in-store browsing, in-store layouts, sales person, promotional approach, reference group, payment card use, and shopping emotion. The purpose of this research is to examine post-purchase customer regret and the impact of impulse behavior on post-purchase regret. A total of 244 convenience store shoppers in the Greater Jarkata region were polled and the results evaluated. In this work, data analysis and hypothesis testing were done using Structural Equation Modeling (SEM). The research revealed that the jobs of salesperson, sales manager, and sales executive are all important.

Kennedy (2018) has studied the purchasing habits of working women in the informal sector. The impact of situational factors such as money availability, time availability, and family influence on impulsive buying behavior through the desire to buy on impulse was explored in this study. Impulse buying behavior is mediated by the desire to buy on the spur of the moment. This study had a sample size of 230 working women in the informal sector who were administered a standardized questionnaire. Money availability and family influence are favorably influencing impulse purchase behavior of women in the informal sector, according to the findings, while time availability does not support the theory.

Dinesha (2016) has researched the influence of situational factors on impulsive buying of fashionable clothes, with a focus on Norway and Sri Lanka. The purpose of this research was to see how situational factors influenced customers' unplanned purchases of stylish clothing. Furthermore, the research focused primarily on two circumstances: Norway and Sri Lanka. This study intended to investigate apparel impulse buying behavior and differences in their selections based on several factors such as Money availability, time availability, and in-store

promotions. A total of 180 people from both nations were questioned. Primary data were collected via a self-administered questionnaire. The study's findings revealed that money has a significant effect on the impulse buying decisions.

Khin (2019) studied the determinants that influence impulsive buying behavior, as well as the relationship between impulsive buying behavior and consumer post-purchase regret in Yangon. 385 participants answered for primary data for this study. Using a standardized questionnaire, Yangon was studied. Secondary data are obtained through books, the internet, and other sources. research papers and websites. According to the findings of this study, respondents had an optimistic attitude toward everything. There are seven contributing factors: in-store environment, in-store browsing, in-store layout, and in-store promotions. Salespeople, promotions, time and money availability are all factors to consider. According to research findings, four factors were examined: in-store browsing, promotions, time availability, and financial availability which have a big impact on consumers' impulsive purchasing behavior in Yangon.

Khorrami, and Esfidani (2015) researched about the effect of situational factors on impulse buying and compulsive buying in the case of clothing. The research's main objective, which was to look into the effect of situational factors on impulsive and compulsive buying, was then accomplished. Buyers from Iran's shopping malls were selected as the research sample in order to meet the study's objectives. The method of sampling used in this study is random selection. The data collection instrument is a questionnaire that was created following a thorough review of the relevant literature, as well as related studies and an expert poll. The research's validity has been tested using content validity. Some hypotheses were found to be false, resulting in the deletion of some variables. The research's final model was created using the hypotheses that had been confirmed that availability of money and word of mouth have significant correlation with impulsive buying behavior.

Nova (2018) has researched on sales promotion and store atmosphere on hedonic shopping motivation and impulsive buying behavior. The methodology used in this research was an explanatory survey, with 175 customers from Manado City's Hypermart as a sample using sampling technique; primary data were collected using a research questionnaire with a Likert scale, and structural equations analysis was performed. According to the research, sales

promotion has a positive and significant impact on impulsive buying; store atmosphere has a positive and significant influence on impulsive buying.

Cahtyorini and Zalfiana (2011) investigated the impact of Monggo size 40 grams packaging design on impulse purchase in South Jakarta, as well as which of the packaging design elements (graphic design, structure design, and product information) have the most impact on impulsive purchasing. To understand the relationship between the two variables, this study takes a quantitative approach. The information was gathered through surveys filled out by impulsive Monggo size 40 grams' buyers in South Jakarta. The purposive sample technique was used to assess a total of 100 respondents. According to the findings, packaging design influences impulsive buying by 38.0 percent, and graphic design is the packaging design dimension that causes impulsive buying.

Joukanen (2019) researched impulse buying behavior and post-purchase feelings. The survey included 80 Finnish customers, both men and women of various ages. They were required to respond to both open and closed questions. This study's methodology is a mix of quantitative and qualitative, as it does not fit neatly into any of the categories. According to the findings, 28 respondents (35%) claim to be satisfied after buying something cheap on impulse, while just half of those surveyed regret doing so. After a cheap impulse purchase, the majority of people, on the other hand, are usually neutral.

2.3 Impulsive buying behavior

2.3.1 Definition

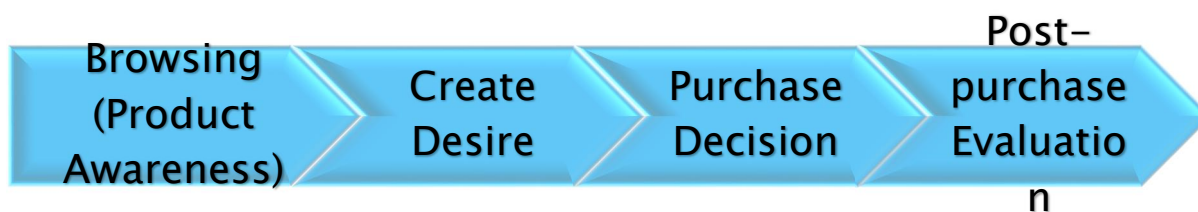
An unplanned or otherwise spontaneous purchase is known as an impulsive buying. An impulse purchaser (or impulse buyer) is someone who frequently makes such purchases. Parboteeah (2005; based on Piron, 1991) conducted a concept study of impulsive purchase offered by scientists and introduced a complete definition: "Impulse buying is a purchase that is unplanned, the result of an exposure to a stimulus, and decided on-the-spot. After the purchase, the customer experiences emotional and/or cognitive reactions". Impulsive purchasing is more closely linked to emotions than to logical thinking. To put it another way, the keywords associated with impulse purchase could be described as a spontaneous experience, unplanned and deviant action, as well as the presence of an emotional component rather than a

rational component. According to Rook (1987) and Piron (1991) conceptualizations, situational elements such as money availability and variances in individual variables associated to consumers' tendency to impulsive buying have played an essential part in in-store activity, sudden need to buy, and purchasing decisions (Beatty and Ferrell, 1998). According to Kraken and Lee (2002), impulse buying is a compelling, greedy complicated purchase activity in which careful consideration of information and options is omitted due to the speed with which the decision is made (Brici et al., 2010).

2.3.2 Impulsive buying process

Given the nature of impulse buying, Kim (2003) modified Churchill and Peter's (1998) model to capture the impulse buying process by removing certain processes, such as need recognition, information search, and alternative evaluation, as well as reclassifying influencing elements in Figure [2-2]. Unlike planned purchases, impulse purchases are not the result of a search for information to meet a specific need, as the fulfillment may come from the act of shopping itself. Product awareness is the first step in the impulse purchase process. Impulse purchasers start browsing with no intention of buying anything or going to a certain store. Customers are exposed to stimuli as they browse, which triggers the want to buy on the spur of the moment. When impulsive consumers strongly want to buy, they make a purchase without researching or weighing their options. Then, after making an impulse purchase, consumers may experience favorable or negative effects as a result of the post-purchase evaluation (Tinne, 2010).

Figure [2-2] A model of impulse purchasing process



Source: Kim (2003).

(a) Product Awareness

Browsing is the first step in the impulsive buying process, and it occurs when a customer walks into a store without intending to buy anything (Kim, 2003; Hubrechts & Kocktürk, 2012). Moreover, customers are affected by many different stimuli that stimulate their impulsive desire while they look at the objects.

(b) Create Desire

Desire is defined as a strong passion for something. Browsing in a store can improve a customer's urge to buy anything. The consumer's internal factors and the store's or marketer's exterior elements both contributed to this desire. As a result, when a customer develops a desire to buy a product that was not originally on their shopping list, they become a potential impulse buyer.

(c) Purchase Decision

When impulse purchasers have a strong want to buy, they buy an item without first gathering information or weighing their options. At this point in the process, customers buy the product regardless of their intentions or the consequences.

(d) Post-purchase evaluation

Consumers may be satisfied or disappointed with an impulsive product purchase during the post-purchase evaluation stage (Kim, 2003). Consumers have expressed dissatisfaction with impulsive products, although there is still a level of happiness with the thing purchased (Maclinnis and Price, 1987 and Sherry, 1990).

2.3.3 Types of impulsive buying behavior

According to Stern (1962), there are four types of impulse buying; Pure, Suggestion, Reminder and Planned.

Figure [2-3] **Typology of impulse buying**



Source: Stern (1962).

Pure impulse buying refers to purchases made on the spur of the moment that are not typical of the consumer's purchasing habits. The buying is motivated by emotional motivations and is out of the ordinary buying. It forces customers to break out of their usual shopping habits. It is known as the novelty or escape purchase.

Suggestion impulse buying happens when a customer sees a product for the first time that is appealing and creative enough to stimulate their interest in purchasing it. In this instance, the consumers have no prior knowledge of the goods and must make an evaluation during their buying trip. It is not pure because the customer has established the item's rational purpose (Rao, 2010).

Reminder impulse purchase depends on prior experience of consumer about a product. Also, when customers see a product and it reminds consumers that they will need to resupply it at home, or if they see an advertising, they are more likely to buy it (Madhavaram et al., 2004).

Planned impulse buying occurs when a consumer has established pre-shopping intentions to acquire some purchases before entering the shop, but has no awareness of specific things (Casey, 2002 and Urcalender, 2011). A consumer will purchase a product depending on its pricing or a special offer. Because of the unplanned nature of impulse buying, this last category may appear problematic, but in this case, there is no particular shopping list in the mind; only the purpose is present.

Thompson et al., (1990) and Evans et al., (2008) recognized one further four type of impulsive buying as an act of freedom, in which the consumers decide to buy just because they can.

2.4 Post-purchase feelings of impulse buying

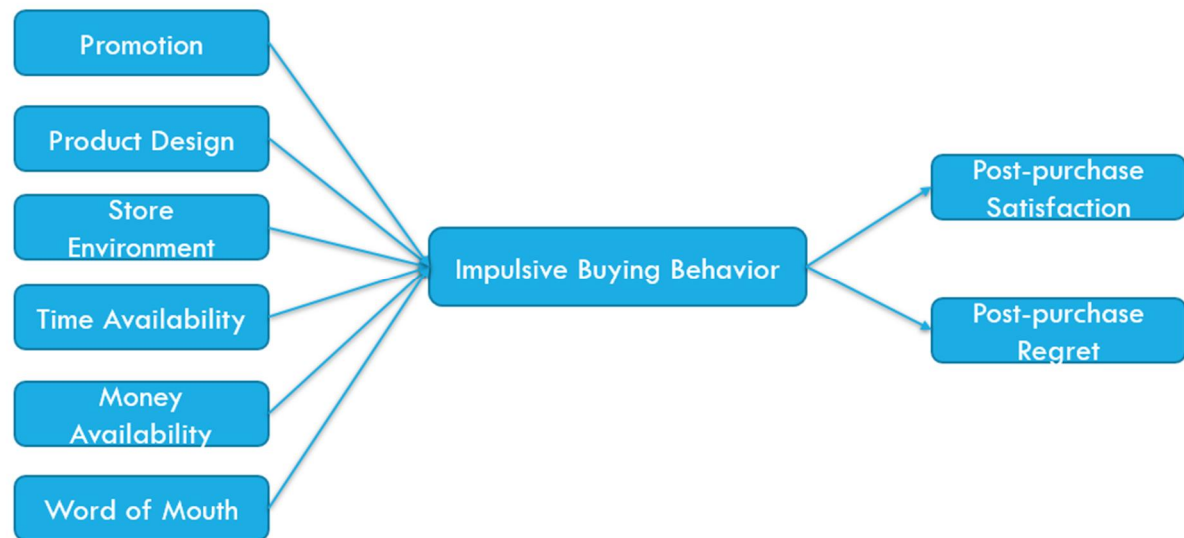
When consumers make an impulse buy, they are usually left with a feeling. Consumers may be satisfied or regretful about impulsive purchases. Post-purchase emotions, also referred as post-consumption evaluation, are one of the stages of customer decision-making. When a performance of the product performance meets the expectations of customers, they feel satisfied. Consumers, on the other hand, experience disappointment when these expectations are not fulfilled. Consumers remember their judgments, regardless of the outcome, and these impressions impact their future choices. Competitors have a hard time getting into the minds and decision-making processes of satisfied customers since they like to buy the same brand from the same store. Competitors, on the other hand, can easily manipulate customers who are unhappy with their current products or stores by developing a marketing strategy that promises them something better (Blackwell et al., 2001).

CHAPTER III HYPOTHESIS AND RESEARCH MODEL

3.1 Research model

In this thesis there are three parts to define conceptual framework of the study. The first part is factors affecting impulsive buying, the second part is impulsive buying and the third part post-purchase satisfaction and regret. Firstly, it demonstrates the influencing factors such as product design, sales promotion, store environment, time availability, money availability, word of mouth and demographic factors which affects impulsive buying behavior. Then, the effects of these factors on impulsive buying behavior are examined. Finally, the relationship between impulsive and post purchase feelings is figured out.

Figure [3-1] **Research Model**



3.2 Research Hypothesis

In this thesis I will emphasize promotion, product design and situational factors that influence impulse purchase.

Promotion

Consumers are informed about special offers and discounts made in the shop through promotions. Consumers' spontaneous purchase behavior is influenced directly by promotional activities. Impulse purchase triggers can be found in store promotional activities, such as discounts like "three for the price of two" (Hulten and Vanyushyn, 2011). Consumers' impulse purchase behavior is stimulated by point-of-sale communication tools and promotional activities (temporary price discounts, coupons, sampling) (Duarte et al., 2013). Tendai and Crispen (2009) researched that in-store promotional factors like coupons, vouchers, promotions, and advertisements, as well as cheap prices, had a significant impact on impulsive buying; Karbasivar and Yarahmadi (2011) discovered that a free product and a discount price have an impact on impulsive buying. The sudden and impulsive need is frequently a reaction to product advertisement or visual confrontation at the point of purchase (Rook, 2007).

Based on these findings, it can be said that promotion allegedly affects impulse buying.

H1: There is a positive correlation between promotion and impulse buying.

Product design

Product design also plays a main role to attract consumers to buy a product. Consumers frequently focus on especially product packaging while they are buying products. Consumers can see many various brand which are displayed on shelves in a modern retail stores. Product packaging design has a vital role at the point of purchase as this is the most crucial point of interaction between brand and consumer and also at this stage consumer decides which brand to buy (Dhar, 2007). According to Duncan (2005), the packaging is the main of communication with which companies can deliver brand messages. Accordingly, the packaging needs to be perceived as a highly important marketing communication tool in communicating the brand message, and has to be utilized to the fullest at the point of purchase in order to attract consumer attention. Pickton and Broderick (2001) observed that, though shopping is frequently a planned activity, at least half of all purchases are spontaneous or unplanned — in this example, due to a desire for the packaging design at the point of purchase.

H2: Product design influences impulsive buying behavior.

Situational factors

According to Mihic and Kursan (2010) situation includes all aspects relating to the time and place of observations, and it follows personal knowledge and has a clear and systematic impact on purchasing behavior. External factors that arise from the retail environment while a consumer makes an impulsive purchase known as situational factors. Customers may sense an immediate urge to purchase a product that attracts to them at this time. According to certain studies, customer behavior varies depending on the situation. Situational factors account for 4 out of 43 percent of people's decisions. Situational factors include the store environment, variety of options, time availability, money availability, social norms, and word-of-mouth advertising (Khorrami and Esfidani, 2015). Store environment, time availability, money availability and word-of-mouth have been studied in this thesis.

Store environment

The size of the shop, the location, and the arrangements make up the shop's atmosphere, while the numerous sales and marketing activities make up the marketing atmosphere (Patil and Agadi, 2016). Unlike internal factors, external factors are managed by marketers or shop owners to encourage impulsive purchases (Nideri, Grubor, and Mari, 2014). When a customer perceives a graphic stimulus in a shopping environment, or when the marketer or storeowner places many stimuli, the consumer may be encouraged to buy on impulse (Piron, 1991). According to Mattila and Wirtz (2001) the store environment has a beneficial impact on impulse purchase behavior, especially when the store setting stimulates the stimuli within the store. These elements are beyond the customer's control. The following are factors of the store environment that can lead to impulse purchases:

1. Good design: A well-designed store promotes consumers to make impulse purchases.
2. The staff: Employees in a shop may encourage consumers to make impulsive purchases.
3. Store atmosphere: This is a stimulant that might influence the store's attractiveness and it may also promote impulse purchases.
4. Store size: Store size has an impact on purchasing behavior; larger stores enhance the likelihood of purchasing of buying on impulse (Virvilaite et al., 2009). So the following hypothesis is proposed.

H3: Store environment has a positive effect on impulsive buying behavior.

Time availability

Consumers' ability to comprehend information and the scope of their buying activity is influenced by perceived time pressure (Herrington and Capella, 1995; Noda et al., 2007; Parker et al., 1989; Skallerud et al., 2009). When customers are in the store and have more time available, they may have a good emotive reaction to engage in impulse purchases. Consumers with limited availability of time, on the other hand, may be negatively influenced, reducing the likelihood of spontaneous purchases (Chang et al., 2014). The more time he has, the more likely he will become impulsive and spend additional time browsing the store (Beatty and Ferrell,

1998). According to Jeffrey and Hodge (2007), the likelihood of an impulse purchase increases when a customer spends a significant amount of time in a store and has a high possibility of encountering the impulsive item. Time constraint, according to Xu (2007), is a moderating element in the relationship between store ambience and consumer impulsivity. So the following hypothesis is proposed.

H4: Time availability has a positive effect on impulse purchase.

Money availability

In the process of impulse buying, the amount of money available is critical. It can act as a facilitator by increasing the purchasing power of people. People generally avoid purchasing if they have not sufficient money. Money available can contribute to impulse buying because many people are prone to impulse buying to alleviate unpleasant emotions such as depression (Foroughi et al., 2012). According to Muruganantham and Bhakat (2013), the rapid growth in private earnings and availability of credit has enabled impulse purchase in store environments common consumer behavior. As a result, the current research attempts to examine the following hypothesis.

H5: Money availability has a significant effect on impulse buying

Word of mouth

Word-of-mouth communications is when individuals share their thoughts and experiences about a service or product with each other, making it a powerful approach to reach a large number of people. People tend to discuss their emotions with family members and friends when they are satisfied or dissatisfied with something (Evans, Jamal, and Foxall, 2006). Arndt (1967) was one of the first scholars to look at the impact of WOM on consumer behavior. An oral and face-to-face contact between a speaker and a receiver, in which the receiver person gets a message of information about a product, brand, or service through a non-commercial channel (Stokes and Lamay, 2002). Word of mouth has a considerable impact on customers'

impulsive purchasing decisions and plays an important role in transferring consumer knowledge and understanding of new items and technologies. It can be claimed that word of mouth has a tremendous influence on consumers and can lead to impulse purchases. People are more likely to trust somebody they know than a famous advertising a product, hence WOM is generally more effective than traditional advertising.

H6: WOM influences impulse purchases positively.

When customers evaluate what they purchased with what they did not purchase, the outcome is frequently a sense of guilt and psychological suffering known as post-purchase regret or cognitive dissonance (Saleh, 2012). When they can simply see themselves taking a different path than they did, they are filled with regret (Kahneman, 2011). Many of us have likely been in a scenario that we have purchased something, attempted to persuade ourselves that it was the best choice, but later we regret that we did not choose something else instead (Saleh, 2012). Because the customers are insecure about their decision, they may hear from others that it was a bad one. This makes customers uncomfortable and regretful of their decision, prompting them to obtain information in order to prove that they did not make a mistake after all - to persuade themselves that they made the best decision possible (Evans et al., 2006). Impulse consumers have the attribute of not giving their purchase much thought or evaluating them well. Despite the fact that impulsive consumers are likely to regret their choices, they nonetheless act on their impulses and acquire the item. Because these types of customers do not properly consider their purchases, they are more likely to regret them afterwards. As a result, they return impulse purchases more frequently than consumers who thoroughly consider their selections (Kang and Johnson, 2009).

H7: Impulse buying has a positive association with post-purchase regret.

As previously mentioned, when addressing the decision-making process, other people's opinions are crucial. This is also true of post-purchase satisfaction: social trends like individualism and collectivism must be taken into account. Post-purchase emotions are dependent upon how products function in comparison to pre-purchase predictions (Blackwell

et al., 2001). And also products must function well enough in order for customers to be pleased. But, in the case of impulse purchases, where the buyer has limited information on which to base their pre-purchase expectations, reviewing the purchase of others who are present at the time of purchase can be beneficial. This can assist in lowering the degree of uncertainty associated with product performance (Lee and Kacen, 2008). According to Dylan (2003), people are more inclined to share a negative experience than a favorable one and negative signals often carry more weight with other potential consumers and even some customers who are otherwise satisfied with the product or service. So the following hypothesis is proposed.

H8: Impulse buying has negative association with post-purchase satisfaction.

CHAPTER IV METHODOLOGY and RESULTS

This chapter provides a comprehensive overview of empirical findings. The hypothesis will be examined using statistical analysis. This chapter's first section contains demographic data on respondents. The second section includes research design and data collection. The third section will provide the regressions for testing the hypotheses and its analysis have been summarized.

4.1 Data description and Sampling

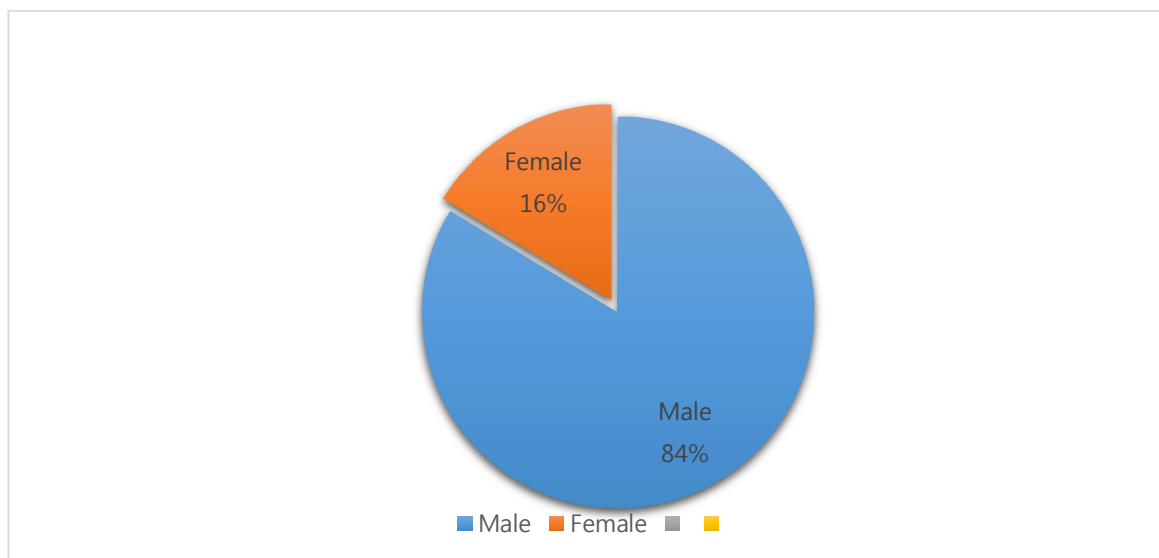
The data were collected through a personally administered questionnaire “Google forms” in order gain data from respondents. The questionnaire targeted residents of Uzbekistan who currently live in South Korea. In this study, six demographic parameters are investigated in order to describe the respondents' profile. Gender, age, education, occupation, marital status, and income are all important factors to consider. A total of 165 people were polled using a structured questionnaire to determine the elements that influence consumers' impulsive purchasing and effects of impulsive buying behavior to post-purchase feelings. The Table [4-1] summarizes all of the demographic characteristics of the respondents.

Table [4-1] Characteristics of Sample Demographics

Measure	Item	Frequency	Percentage (%)
Gender	Male	138	84
	Female	27	16
Age	20 years or younger	23	14
	21 to 25 years	34	21
	26 to 30 years	67	41
	31 years or older	41	25
Education	bachelor's degree	71	43
	high school	16	10
	master's degree	68	41
	PHD or higher	10	6
Marital Status	Single	99	60
	Married	62	38
	Divorced	4	2
Income	High	13	8
	Middle	100	61
	Low	52	32
Occupation	Employed	54	33
	Housewife	4	2
	Self-employed/ business owner	21	13
	Student	79	48
	Unemployed	7	4
	Total	165	Valid/Cumulative Percent 100%

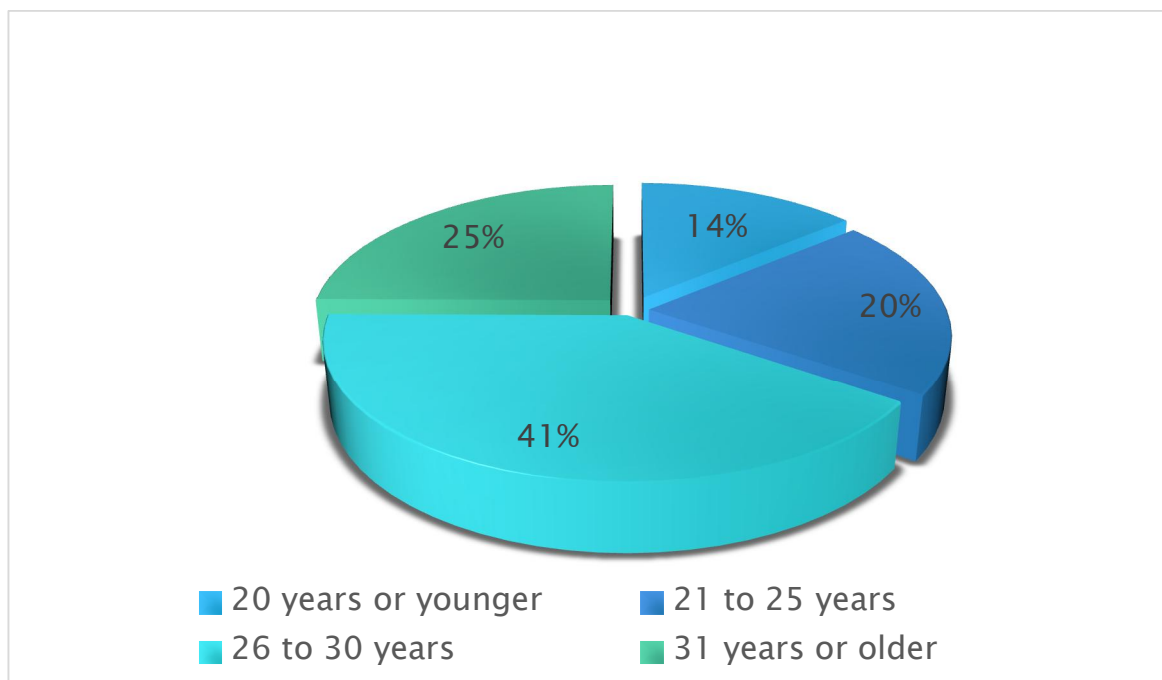
Total respondents amount to 165, with 138 men and 27 women, according to Table [4-1].

Figure [4-1] Gender



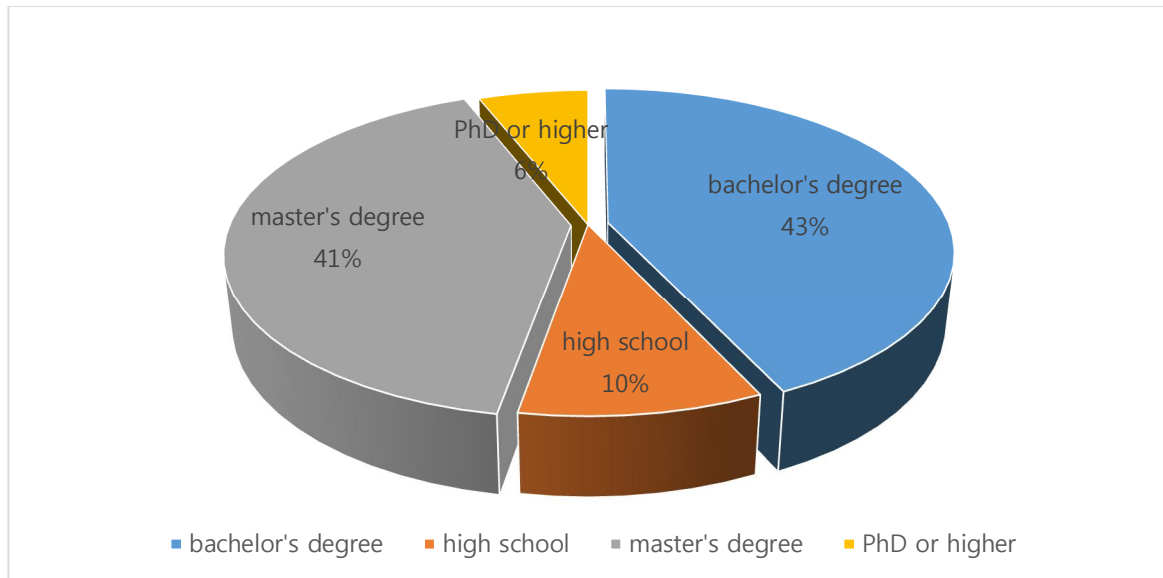
Respondents' ages are divided into four groups based on their chronological age. With 67 replies, the majority of the respondents are between the ages of 26 and 30 years. According to the survey results, 41 respondents are 31 years or older, 34 are between the ages of 21 and 25 years, 23 are between the ages of 20 years or younger.

Figure [4-2] Age



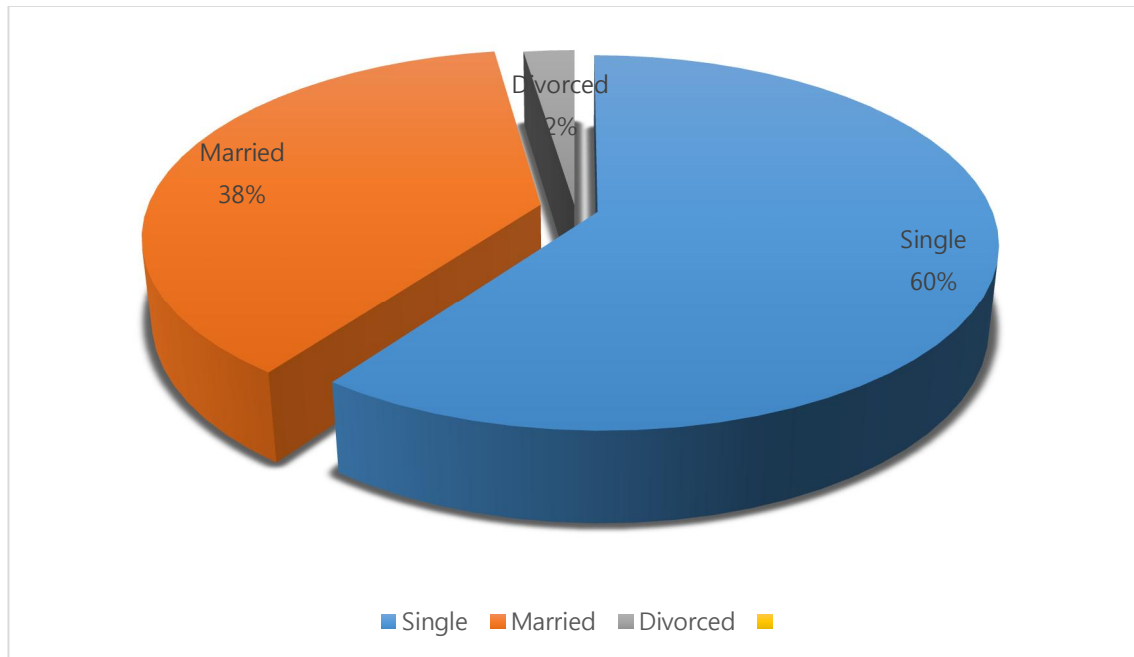
In terms of education, bachelor's degree holders account for 71 respondents, followed by master's degree holders, who account for 68 respondents. There are 16 high school respondents and 10 PhDs among the 165 people who responded.

Figure [4-3] Education



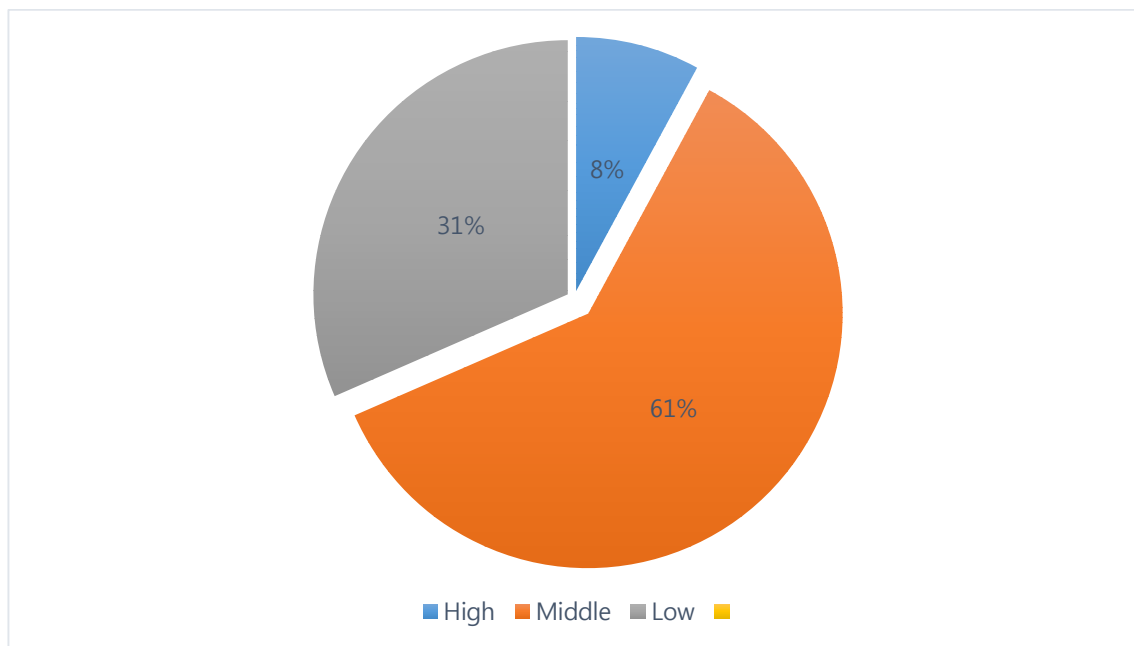
The marital status in this study is divided into three categories: single, married and divorced. Among the 165 responders, 99 are single, 62 are married and 4 are divorced according to the results.

Figure [4-4] **Marital status**



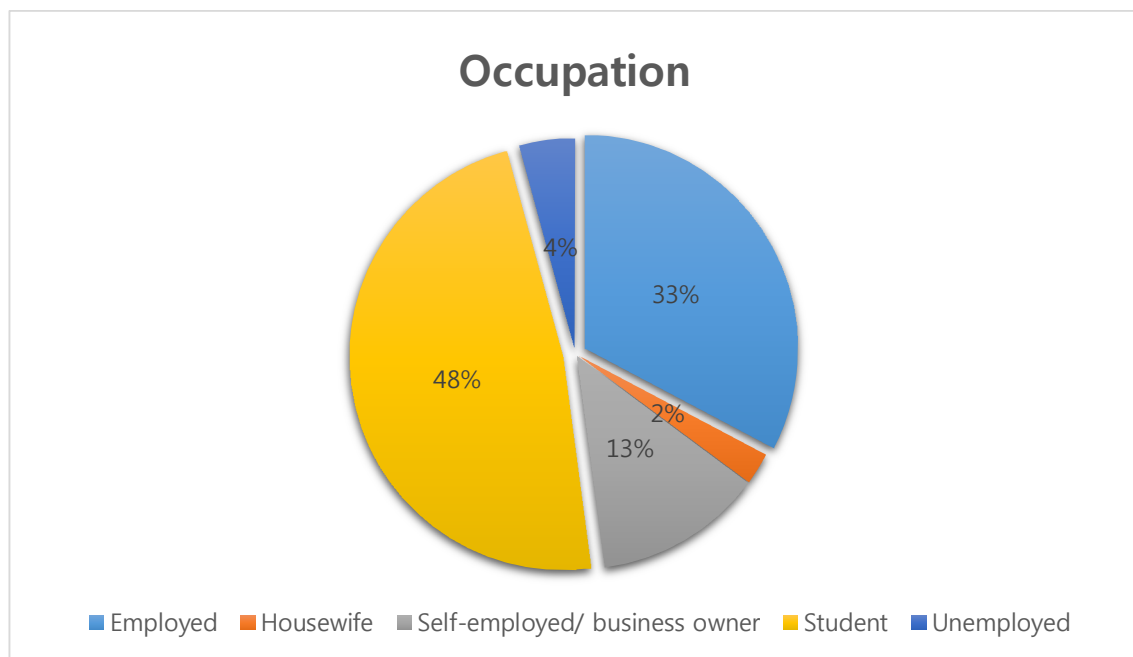
Respondents' earnings were categorized into three categories. The highest income group with 13 respondents, middle income group with 100 respondents and low income group with 52 respondents attended in the survey.

Figure [4-5] **Income**



The occupations of the respondents are classified into five groups, as indicated in Table [4-1]. Students account for the majority of the respondents (79), followed by employed people (54 respondents) and self-employed or business owners (21 respondents). Unemployed respondents were 7 and with 30 replies, the minority is made up of housewives.

Figure [4-6] Occupation



4.2 Measurement

The goal of the study was to see how influencing factors affected customers' impulsive purchase behavior and to look into the relationship between impulsive buying and post-purchase feelings. In this study, primary data were used. A structured questionnaire was used to obtain primary data. The study was carried out in South Korea. Customers who made impulse purchases, are asked in the survey questions. A total of 165 customers participated in

the survey. To examine the research objectives, the survey questionnaire was properly constructed. Because a questionnaire can reach a large number of people in a short length of time, it was chosen as a study method. The questionnaire is divided into four sections: section A contains demographic information about respondents, section B contains impulsive buying behavior, section C contains influencing variables, and section D contains post-purchase feelings. Age, gender, education, occupation, marital status, and income range are included in the demographic section. For demographic data multiple choice questions are used. The respondents were asked to reply to the remaining questions using a five-point Likert scale which asked to assess their perception on a scale of one to five. The lowest rating on a Likert scale is 1 and the highest rank is 5 the maximum degree of agreeability. In total, 165 people who are currently living in South Korea took part in the survey. After the data were collected using a survey questionnaire, it was entered into SPSS which are comprehensive statistical approaches to testing hypotheses about relations among observed and latent variables (Hoyle, 1995) for analysis using statistical methods such as frequency of participants, reliability tests, and regression analysis in order to achieve accurate and meaningful results.

4.3 Data analysis and results

4.3.1 Influencing factors on impulsive buying behavior

The goal of testing the hypotheses is to figure out which "independent factors" contribute significantly to the interpretation of the "dependent factors" (Hair, Blake, Babin, & Tatham, 2006). According to the results shown in Table [4-2], the value of R square is 0.315 and adjusted R square is 0.289. It refers to the fact that 31.5% variations in impulsive buying behavior is explained by selected independent variables of the model, namely store environment, time availability, money availability, WOM, promotion and product design. The results also show that the specified model is overall statistically significant at a 1% level, since the associated p-value of the F-test value, which measures the model's overall significance, is almost approaching to zero. This relationship was determined to be linear, and the model was determined to be correct. All six variables exhibit a positive correlation with impulsive buying behavior, as it is evident from the associated coefficient (Beta). The positive association

indicates that as the number of independent factors rises, customers are more likely to engage in impulsive purchasing.

The coefficients that were significant are listed in Table [4-2). According to regression analysis, two of the six factors studied are statistically significant at 5% level, while the other four are not. Store environment, for example, has an expected positive sign and is a highly significant coefficient variable at the 1% level. In the previous researches, Patil and Agadi (2016), Nideri, Grubor, and Mari (2014), Piron (1991) and Mattila and Wirtz (2001), proved that the store environment has a beneficial impact on impulse purchase behavior. The store environment in this research considered a hypothesis (H3) was accepted and related to customers' impulsive purchasing behavior. According to the findings, a unit increase in store environment leads to a 0.336-unit increase in impulsive purchasing behavior.

As Jeffrey and Hodge (2007) said that the likelihood of an impulse purchase increases when a customer spends a significant amount of time in a store and has a high possibility of encountering the impulsive item. In this study, it has an expected favorable sign for time availability, and it is quite significant at the 1% level. Consumers' impulsive purchase behavior is influenced by time availability. Therefore, the hypothesis (H4) was supported, where the effect of time availability on impulse purchase was significant. When time availability is increased by one-unit, impulsive purchase behavior increases by 0.158 unit. At the 1% level, time availability has a predicted positive sign.

Table [4-2] **Influencing factors on impulsive buying behavior**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig. P value
	B	Std. Error	Beta		
(Constant)	0.981	0.290		3.388	0.001
Environment	0.336	0.084	0.320	4.006	0.000
Time	0.158	0.057	0.220	2.775	0.006
Money	0.056	0.050	0.083	1.123	0.263
WOM	0.011	0.048	0.017	0.229	0.819
Promotion	0.042	0.072	0.046	0.575	0.566
Design	0.053	0.051	0.077	1.040	0.300
R	.561 ^a				
R Square	0.315				
Adjusted R Square	0.289				
F Value	12.090				
P value	0				

As a result, when these influencing elements are present, consumers are more likely to engage in impulsive purchasing behavior. According to the findings, consumers who pay attention to the store environment with more focus make impulsive purchases. Consumers may become more impulsive buyers as a result of more time they have. Therefore, these two characteristics have a significant impact on consumers' impulsive purchasing decisions.

Dhar (2007), Duncan (2005) and Pickton and Broderick (2001) examined in the previous researches that there is a positive correlation between promotion and impulsive buying behavior. However, promotion in this research, considered a hypothesis (H1), was rejected where the influence on impulsive buying behavior was not significant.

Even, Foroughi et al., (2012) and Muruganantham and Bhakat (2013) proved that money available can contribute to impulse buying, in this research hypothesis (H5) was rejected that correlation between money availability and impulsive buying was not significant.

Last studies said that there is a correlation between word of mouth and impulse purchases. In this study, findings showed that there is no significant correlation between word of mouth and impulse purchases. It means that I reject hypothesis 6.

Although other characteristics, such as money availability, WOM, promotion and product design are not found statistically significant at 5% level, they exhibit a positive sign. One should be stressed that the size of the sample is relatively small in my study, this might weaken the validity of my results, and may provide an idea that those factors are, in larger samples, might results different conclusions.

4.3.2 Effect of impulsive buying behavior on cognitive dissonance

The consequences of impulsive buying behavior on customers' regret after buying are investigated in this study. The association between impulsive purchase behavior and cognitive dissonance is investigated using regression analysis, and the results are shown in the table below;

Table [4-3] Effect of impulsive buying behavior on cognitive dissonance

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.65	0.324		8.17	0
Impulsive buying	0.196	0.097	0.156	2.013	0.046
R	0.156				
R Square	0.024				
Adjusted R Square	0.018				
F Value	4.052				

According to the results shown in Table [4-3], the value of R square is 0.024 and adjusted R square is 0.018. It refers to the fact that 2.4% variations in post-purchase regret is explained by selected independent variable of the model; impulsive buying. At 5 % level, the F-test value, which measures the model's overall significance, is significant. This relationship was determined to be linear, and the model was determined to be correct. It is clear from these statistics that I can accept hypothesis (7).

Table [4-3] shows that there is a substantial coefficient value. At the 5% level, impulsive purchase has the predicted positive sign and a significant coefficient variable. Impulsive purchasing behavior affects the consumers' cognitive dissonance. The effect on cognitive dissonance increases by 0.196 units for every unit increase in impulsive buying behavior.

4.3.3 Effect of impulsive buying behavior on post-purchase satisfaction

According to the results shown in Table [4-4], the value of R square is 0.019 and adjusted R square is 0.013. It refers to the fact that 1.9 % variations in post-purchase satisfaction is explained by selected independent variable of the model; impulsive buying. But the hypothesis says that impulse buying has negative association with post-purchase satisfaction. Therefore, it is clear that this relationship was determined to be linear, and the model was determined to be incorrect. So, I reject hypothesis [H8].

Table [4-4] **Effect of impulsive buying behavior on post-purchase satisfaction**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.764	0.312		8.847	0
Impulsive buying	0.154	0.094	0.128	1.65	0.101
R	0.139				
R Square	0.019				
Adjusted R Square	0.013				
F Value	3.22				

According to the results shown in Table [4-4], the value of R square is 0.019 meaning that 1.9 % variations in post-purchase satisfaction is explained by selected independent variable of the model; impulsive buying. Moreover, although our hypothesis says that Impulse buying has negative association with post-purchase satisfaction, the obtained results indicate that a positive coefficient of 0.154. However, one can be stressed that the coefficient is not statistically significant. This may be also explained by the limited size of the sample of the analysis.

4.3.4 Descriptive statistics of demographic variables

It is evident from the descriptive statistics by age-group that relatively more respondents from younger segment, (aged 20 or younger) tend to be impulsive buyers compared to other age groups. The mean of the measurement records at roughly 3.47 while it amounts to 3.17 for older age-group of respondents, aged 31 or older. Such statistics may intuitively push readers to conclude that costumers at their older ages tend to be less impulsive buyers when they were younger. However, this did not find its evidence when I applied ANOVA techniques to check whether there is significant difference between the mean of age groups, as it is evident from statistically insignificant associated p-value of F-test, which stands at 0.262 (higher than 0.05).

Table [4-5] **Descriptive statistics by age-group**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
20 years or younger	23	3.47	0.56	0.12	3.23	3.71	2.50	4.67
21 to 25 years	34	3.18	0.62	0.11	2.96	3.40	1.50	4.83
26 to 30 years	67	3.32	0.66	0.08	3.15	3.48	1.17	5.00
31 years or older	41	3.17	0.70	0.11	2.95	3.40	1.00	4.50
Total	165	3.27	0.65	0.05	3.17	3.38	1.00	5.00

Table [4-6] **Anova test by age group**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.706	3	0.569	1.345	0.262
Within Groups	68.061	161	0.423		
Total	69.767	164			

If I look at descriptive statistics by education-group that relatively more respondents from high school level tend to be impulsive buyers compared to others. The mean of the

measurement records at roughly 3.30, but other education level's mean value also near to this amount. From such statistics, it can be said that there is no significant difference in impulse purchases of respondents with various education levels. However, this did not find its evidence when I applied ANOVA techniques to check whether there is significant difference between the mean of education groups, as it is evident from statistically insignificant associated p-value of F-test, which stands at 0.973 (higher than 0.05).

Table [4-7] Descriptive statistics by education group

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
High school	16	3.30	0.51	0.13	3.03	3.58	2.50	4.33
Bachelor's degree	71	3.28	0.61	0.07	3.13	3.42	1.17	4.83
Graduated/ master's degree	68	3.28	0.72	0.09	3.10	3.45	1.00	5.00
PHD or higher degrees	10	3.18	0.71	0.23	2.67	3.69	2.17	4.17
Total	165	3.27	0.65	0.05	3.17	3.38	1.00	5.00

Table [4-8] Anova test by education group

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.097	3	0.032	0.075	0.973
Within Groups	69.67	161	0.433		
Total	69.767	164			

In terms of occupation, housewives are revealed to be more impulsive buyers. The mean of the measurement records at roughly 4.29 while retired people recorded about 3.04. It can be concluded from such statistics that self-employed and retired people are not eager to impulse purchase compared to housewives. In addition, this found its evidence when I applied ANOVA techniques to check whether there is significant difference between the mean of occupation groups, as it is evident from statistically significant associated p-value of F-test, which stands at 0.006 (higher than 0.05).

Table [4-9] **Descriptive statistics by occupation**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Self-employed/ business owner	21	3.02	0.78	0.17	2.66	3.37	1.50	4.50
Employed	54	3.32	0.39	0.05	3.21	3.42	2.33	4.17
Student	79	3.28	0.68	0.08	3.13	3.44	1.17	4.83
Housewife	4	4.29	0.58	0.29	3.36	5.22	3.67	5.00
Retired	7	3.05	1.00	0.38	2.12	3.98	1.00	4.00
Total	165	3.27	0.65	0.05	3.17	3.38	1.00	5.00

Table [4-10] **Anova test by occupation**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.011	4	1.503	3.771	0.006
Within Groups	63.756	160	0.398		
Total	69.767	164			

It is evident from the descriptive statistics by gender group that relatively more respondents from female segment tend to be impulsive buyers compared to males. The mean of the measurement amounts to at roughly 3.7 while it amounts to 3.19 for male group of respondents. It can be summarized from such statistics that women are more impulsive buyers than men. In addition, this found its evidence when I applied ANOVA techniques to check whether there is a significant difference between the mean of gender groups, as it is evident from statistically significant associated p-value of F-test, which stands at 0.00 (higher than 0.05)

Table [4-11] **Descriptive statistics by gender**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	138	3.191	0.593	0.051	3.091	3.291	1.000	4.330
Female	27	3.704	0.774	0.149	3.398	4.010	1.500	5.000
Total	165	3.275	0.652	0.051	3.175	3.375	1.000	5.000

Table [4-12] **Anova test by gender**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.9	1.0	5.9	15.2	0.0
Within Groups	63.8	163.0	0.4		
Total	69.8	164.0			

In terms of marriage status, singles are revealed to be more impulsive buyers. The mean of the measurement records at roughly 3.29 while married people recorded about 3.25 and divorced people amount to 3. It is clear that, all people's impulsive buying behavior from different marriage status are almost the same despite have minor difference. However, this did not find its evidence when I applied ANOVA techniques to check whether there is significant difference between the mean of marriage status groups, as it is evident from statistically insignificant associated p-value of F-test, which stands at 0.644 (higher than 0.05).

Table [4-13]

Descriptive statistics by marriage status

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Married	62.00	3.26	0.78	0.10	3.06	3.45	1.00	5.00
Single	99.00	3.30	0.57	0.06	3.18	3.41	1.17	4.83
Divorced	4.00	3.00	0.36	0.18	2.43	3.57	2.50	3.33
Total	165.00	3.27	0.65	0.05	3.17	3.38	1.00	5.00

Table [4-14] Anova test by marriage status

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.38	2.00	0.19	0.44	0.64
Within Groups	69.39	162.00	0.43		
Total	69.77	164.00			

If I look at descriptive statistics by income group that relatively more respondents from low income level tend to be impulsive buyers compared to others. The mean of the measurement records at roughly 3.45 while middle and high income levels amounted to approximately 3.2 and 3.17 respectively. It can be concluded from such statistics that people in low income groups are more impulsive buyers than other income groups. However, this did not find its evidence when I applied ANOVA techniques to check whether there is a difference between the mean of income groups, as it is evident from statistically insignificant associated p-value of F-test, which stands at 0.059 (higher than 0.05).

Table [4-15] Descriptive statistics by income level

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Low	52	3.45	0.80	0.11	3.23	3.67	1.00	5.00
Middle	100	3.20	0.55	0.05	3.09	3.30	1.17	4.50
High	13	3.17	0.69	0.19	2.75	3.58	1.50	4.17
Total	165	3.27	0.65	0.05	3.17	3.38	1.00	5.00

Table [4-16] Anova test by income level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.39	2.00	1.20	2.88	0.06
Within Groups	67.37	162.00	0.42		
Total	69.77	164.00			

CHAPTER V CONCLUSION

The study's conclusion is largely focused on chapters 3 and 4, which looked at the impact of key determinants on impulsive buying behavior and the relationship between impulsive buying and post-purchase feelings. In this chapter, the outcomes and discussions of the research, as well as suggestions and recommendations for future learners in order to better understand the determinants that affect impulsive buying behavior and the need for more research are detailed.

5.1 Findings and Discussions

The goal of this study was to learn more about the factors that influence impulsive buying behavior and the association between impulse purchases and post-purchase feelings. The number of males who responded to the survey was significantly higher than the number of females who responded. Females, on the other hand, were more likely to engage in impulsive shopping than males. The age range of 20 years or younger has the greatest influence on customers' impulsive purchasing behavior. Among the three income groups of respondents, the low income group engages in greater impulsive purchasing. In terms of education, respondents with a high school's degree exceed others. In terms of occupation, housewives are revealed to be more impulsive buyers. Singles are revealed to be more impulsive buyers but all people's impulsive buying behavior from different marriage status are almost the same despite having minor difference.

The study findings' first section looks at characteristics that influence impulsive buying behavior, such as product design, sales promotion, store environment, time availability, money availability, word of mouth. But, according to the findings only two hypotheses such as store environment and time availability were accepted at 5% level. The outcomes of this study also show that if a store's ambiance is pleasant, such as good design, skilled staff, and large size, customers are more likely to have positive thoughts and spend more time shopping than usual.

The results of respondents' cognitive dissonance are shown in the study's second section. After making an unplanned purchase, respondents feel regret. They have a favorable opinion on cognitive dissonance. They are regretful since they did not give their buying decision enough thought, and they believe they do not require that product.

In the third part, the results of respondents' satisfaction are shown. Hypothesis was rejected and statistics showed undesired results that people satisfy after impulse purchases.

The study's final section focuses on respondents' impulsive purchase behavior. Respondents in this survey show a positive attitude toward impulsive purchasing. The findings reveal that respondents engage in impulsive purchasing because they do not prepare carefully for the majority of their purchases.

Finally, customers are more likely to participate in impulsive purchasing behavior when these influencing factors are present. Consumers that pay greater attention to the store environment make impulsive purchases, according to the study. With more time they have, consumers may become more impulsive purchasers. As a result, these two attributes have a big influence on impulsive purchases.

5.2 Managerial implications

Marketers and stores are highly suggested to pay more attention to store environment and time availability, even though other factors remain critical.

The shop's atmosphere is determined by the size, location, and arrangements of the store, whereas the marketing atmosphere is determined by the numerous sales and marketing activities. External influences, in contrast to internal factors, are controlled by marketers or shop owners in order to stimulate impulse purchases. When a customer sees a graphic stimulus at a store, or when the marketer or storeowner places multiple stimuli, the consumer may be enticed to buy on impulse.

When it comes to time availability, there are people who prefer to shop during the day and those who prefer to shop at night. As a result, businesses should keep their stores open 24 hours a day. If this is the case, shoppers do not need to rush when shopping due to closing hours. They can also shop whenever they have free time and for longer periods of time. Consumers must be able to make payments in order to encourage impulse purchases. Money has now become increasingly easier to spend with the introduction of new technology that places money in digital payment, and the progressive spread of debit/credit card culture will encourage people to spend more or even spend before they earn. As a result, it is suggested that marketing departments install ATMs in their stores or near them.

Despite being satisfied in some cases, respondents in this study sense regret after making impulsive purchases. This is related to consumers' post-buy concerns regarding the advisability of a purchase decision. Marketers and merchants should make an effort to control these concerns with reassuring evidence including such testimonials, money refund guarantees, and so on. After-sales assistance to help customers feel better about their purchases. There also the environment of stores should be a priority for marketers and retailers.

Managers and companies can use the findings of this study to enhance revenue and profitability. This will also assist them in retaining their consumers and in determining what their consumers' desires are so that they may provide properly.

5.3 Limitations of the study and suggestions for further research

This study had certain limitations, which should be considered when interpreting the findings and implications. To begin with, it must be acknowledged that the sample size was insufficient (165 responses), but I still have clear ideas about their consideration. Additionally, when using these data to sort specific beliefs, extra caution must be exercised. The survey questionnaire's respondents were all Uzbek citizens who are currently living in South Korea. All of the participants significantly supported data collection.

Furthermore, this study only looked into a few elements that influence impulsive buying behavior (product design, sales promotion, store environment, time availability, money availability, word of mouth). Further research might be done on aspects like product qualities, consumer attributes, and so on. It may be more beneficial for marketers to develop a market strategy.

Except these variables, this research looks at both men and woman. As a result, future studies can concentrate on certain genders, such as females who purchase more than guys. Further research might be undertaken on different age groups, such as young individuals or the elderly, to learn more about impulsive buying behavior.

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APPENDIX A

Questionnaires for Effects of Promotion, Product Design and Situational Factors on Impulsive Buying Behavior and Post-Purchase Feelings

By completing this questionnaire, you consent to following;

The data will be used in a thesis submitting to the Board of Examiners in partial fulfilment of the requirements for the degree of Master of Business Administration [MBA) in the university of Ulsan.

The questions will be non-invasive

1. Your age

20 years or younger

21 to 25 years

26 to 30 years

31 years or older

2. Your education level

high school

bachelor's degree

master's degree

PHD or higher

3. Your occupation

Self-employed/ business owner

Employed

Student

Housewife

Retired

Unemployed

4. Gender

Male

Female

5. Marriage Status

Married

Single

Divorced

6. Income

Low

Middle

High

After section 1

Section 2 of 4

The answers are on a measure of <1~5>, with <1-being strongly disagree> and <5-strongly agree>, <3-the neutral> points, “between agree and not agree”.

	Impulsive buying behavior	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
7	I often buy things spontaneously ?	1	2	3	4	5
8	I go shopping to change my mood	1	2	3	4	5
9	I have difficulty controlling my urge to buy when I see a good offer	1	2	3	4	5
10	When I see a good deal, I tend to buy more than that I intended to buy	1	2	3	4	5
11	When something is very attractive, I buy without concerning consequences	1	2	3	4	5
12	I do not think much when making purchase	1	2	3	4	5

After section 2

Section 3 of 4

	Factors affecting impulsive buying	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
13	Good design of the store encourages me to buy impulsively	1	2	3	4	5
14	The staff within a store may stimulate my tendency to buy without thinking.	1	2	3	4	5
15	Buying in the large stores increases the probability of my unplanned buying	1	2	3	4	5

16	Pleasant store atmosphere makes me happy and urges to buy more	1	2	3	4	5
17	If I have more time to spend in the shop, I frequently do more impulse buying	1	2	3	4	5
18	If I have more money with me while I am doing shopping, it encourages to buy more unplanned buying	1	2	3	4	5
19	Some information which I heard from my friends or relatives can lead me toward impulse buying	1	2	3	4	5

21	Product ads, fliers, point-of-sale notices induce my unplanned purchase	1	2	3	4	5
22	Attractive, unusual or larger product design or packaging attract my attention and induce my unplanned purchasing	1	2	3	4	5

After section 3

Section 4 of 4

	Post-purchase Feelings	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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23	Usually I feel guilty after purchasing an unplanned product	1	2	3	4	5
24	I feel regret because of not putting enough thought in purchase decision	1	2	3	4	5
25	I am satisfied with product characteristics (quality, packaging, design, usefulness etc.) after making unplanned buying	1	2	3	4	5