



# A Literature Review on Impulsive Buying Behavior Of Customers in Indian Retail

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**Abstract:** Impulsive buying is one of the remarkable demeanors which has been recognized and can be associated with the retail industry. Similar impulsive purchases are exhibited by the consumer having inclination towards making purchases spontaneously on impulse. It has been found by several researchers that customers or shoppers having high impulse to make purchases generally have 'open' shopping lists that are responsive to unforeseen buying propositions or ideas. With the emergence of impulse purchases as the prominent and distinguished buying pattern, it is anticipated that near about 70% of the entire purchasing commitments are made essentially at the point of purchase. Buying is frequently thought to be driven by need and demand, but as consumerism has increased, things have shifted. This is not only changes how people think, but also makes their conscious and unconscious minds more likely to follow what they have heard from the marketers, that only makes people buy things they didn't actually plan to, which is termed as "impulse buying". The literature on impulse buying is reviewed in this article.

**Keywords:** Consumerism, Unplanned buying, Impulse buying behavior, Impulse purchase, Indian Retail.

**1. Introduction:** Impulse buying can be depicted as the unanticipated and instantaneous purchase of a commodity unaccompanied by any pre-purchasing motive. When the shoppers encounter a surge to purchase which is usually unsolicited without any constraint or hesitation impulse buying comes into play. It is specified by an immediate and impromptu urge to make a purchase, often in reaction to satisfaction or contentment from a positive sentimental condition. It is generally considered as a consumer buying behavior where purchase is done without any thoughtful contemplation or arrangement. Nowadays, life is entrenched on the internet. People are now so reliant on the internet that it is impossible to imagine living even one day without it. The internet will take care of everything for you, whether it's keeping up with the most recent political or financial news, exchanging information with friends, managing your banking services, making daily payments online, purchasing significant items through online shopping, or navigating to a new location.

Traditional methods of maintaining friendships, gathering news and information, and even conducting data analysis have all benefited from the Internet. It now serves as the foundation for growth in one's personal life, career, and politics. Thanks to the Internet, we can share almost everything, including information,



skill, and experience, with anybody, anywhere in the world. Consumers could access the internet around-the-clock. They could peruse anything they were interested in, shop whenever they wanted, and get any information they required by going online. 34.3% of the world's population utilizes the internet, according to Internet World Stats, which were released online in 2012 and show a 566.4% growth in Internet users between 2000 and 2012.

Increased online shopping has fueled the rise of impulse purchases and allowed people to browse at home during their downtime. Researchers in this discipline are very interested in this topic due to the quick growth of online shopping sites and consumer online purchasing behaviors. The majority of shoppers periodically make spontaneous purchases. According to studies, impulsive buying is linked to hedonic elements acting as stimuli since more than half of mall consumers were found to make purchases on the spur of the moment and out of all the purchases from department stores nearly one-third were initiated on the spur of the moment. In their work, Chan et al. concluded quoting "Stimulus-Organism-Response (SOR)" and the "Technology Acceptance Model (TAM)" serve as the theoretical foundation for empirical studies on online impulsive buying.

India is the home to the fifth-largest international retail industry built upon many organized and unorganized segments. Now it is considered to be one of the fastest growing industries in our country specifically considering last few years. The Indian retail industry was unorganized to begin with, nonetheless with dynamic change of tastes and preferences of the buyer; the sector is acquiring huge admiration in the current scenario and is becoming considerably organized simultaneously. Taking into account the accelerating market demand, the industry is anticipated to grow at a rate of 25-30% per annum. Many fresh and blooming businesses have penetrated the retail market in India, resulting in the formation of one of the most dynamic and active sectors. Near about 10% of the Indian gross domestic product (GDP) and about 8% of all the employment is generated through this. In the Business-to-Consumer (B2C) E-commerce Index published by the United Nations Conference on Trade and Development in 2019, India is awarded with the 73rd position and subsequently it is ranked 63 in the World Bank's Doing Business 2020 report. In economies such as China and India, impulsive purchasing has emerged as an intriguing notion in recent years. Initially, impulse buying behavior was considered unplanned or inadvertent which increased sales and profits. Purchasing pattern is an exceptionally compound and complex component to comprehend, which is exhibited by a consumer; yet, it is one of the primary research foci for understanding and revealing the truth. Although consumer behavior is a straightforward process, the elements that influence it make it complicated. Moreover, it is difficult to comprehend the consumer because each person's requirements and objectives are unique. The concept of marketing and retail has developed and matured dynamically, and consumers became more clever, sharp and well-knowledgeable, which resulted in the process which is more lined up and planned which necessitates a comprehensive



awareness of all customer connections. Hypermarkets, Multiplexes and Mega marts are emerging as the fresh faces in the urban retail scene of India. India's retail segment has made an appearance as one of the most rapid vigorously expanding sectors, in the company of countless domiciliary and international businesses affixing to the market. According to the global retail development index of about thirty developing countries compiled by AT Kearney in 2012, India ranks fifth among all the developing nations. In the next five years, organized retailing in India is likely to grow many folds, largely due to changing way of living, soaring disposable earning, and commending demographic distribution. The purchasing habits of consumers have experienced a revolutionary transformation and alteration, and impulse pattern of buying has become a widely recognizable phenomenon.

In the included context, spontaneous purchases play an important part for present-day contemporary shops and, by extension, towards academics. In the study, we have evaluated the literature on impulse purchase conduct and pattern to hand out suggestion for a comprehensive framework which is to be studied and factually examined in future research endeavors. In the conclusion of this study, we have identified a sequence of future research questions pertaining to consumers' impulsive purchasing behavior. The inability to map the consumer's shopping pattern with data necessitates merchants to clench further reasonable, cogent and sentimental states of buyer behavior, which includes impulse purchases. Understanding the source and enablers of such behavior makes its application to marketing more difficult. Impulsive buying is the result of buyers' abrupt behavior, and this sudden behavior must be examined to provide clarity of behavior and to plan and execute marketing operations intelligently and successfully.

- 2. Indian Organized Retail Market:** For the past two years, the COVID-19 epidemic has changed consumer attitudes, behaviors, and preferences. On how individuals purchase and use products and services, this has a big effect. To seize fresh retail chances, major retailers throughout the world are currently utilizing cutting-edge commercial tactics. Online and offline consumption channels are no longer distinguished by consumers. Major businesses are testing various strategies to provide streamlined retail happenings or incidences that are incorporated covering all mediums as an outcome. The experimentation with the revenue models is in view making application of well-entrenched e-commerce platforms and standard practices to intensify their consumer value proposition by the retailers. The e-commerce segment of the market is persistently flourishing. Consumers have an extensive spectrum of products to select from at competitive prices. The business in the market is presently undergoing the largest change ever encountered and all the credit goes to e-commerce, and this trend is expected to sustain in the upcoming period.



There is an option for the people in the retail business to utilize the digital retail channels (E-commerce), having an access to spend less on real estate counterpart in the process of reaching out to more consumers in tier II and tier III towns. Because of the expansion of online consumers in our country, it is predicted that the country's online retail business would grow up to US \$ 350 billion by the year 2030 from an expected US \$ 55 billion in 2021. From 4.7% in 2019 to 10.7% in 2024, online retail penetration is predicted to increase. Yet, the long-term picture for the sector seems to be flavorful, aided by increasing earnings, beneficial demographics, entrance of international rivals, and enlarging urbanization. Resort in customer behavior is the primary factor behind the expansion of the organized retail business in India. Consumer behaviour has changed as a result of rising incomes, altering lifestyles, and positive demographic trends. Consumers now want to buy at establishments that provide food, amusement and retail everything under one roof. This has significantly boosted the organized retail business in India. The construction of 1500 supermarkets, 325 department stores, and 300 new malls indicates that India's organized retail business is expanding. The Indian retail industry is seeing a lot of entry from Indian businesses, which is helping the organized retail sector in India. Reliance Industries Ltd is an example of one such business. It intends to establish 1500 supermarkets and 1000 hypermarkets in India as part of a \$6 billion investment in the country's retail sector. Another Indian firm, Pantaloons, aims to invest \$1 billion to expand its store area to 30 million square feet. Indian business Bharti Telecoms and multinational behemoth Tesco are in discussions to form a £ 750 million joint venture.

### **3. Objectives**

- i. To determine whether the customer buy more in planned manner or in unplanned manner
- ii. To determine the factors affecting such behavior
- iii. To acknowledge the theory and idea of impulse buying
- iv. To acknowledge the interpretation of various category & factors influencing impulse buying

### **4. Types of Impulse Buying**

Stern (1962) identifies four noticeable category of impulsive purchasing: pure impulse purchasing, reminder impulse purchasing, suggestive impulse purchasing, and planned impulse purchasing. A true impulse purchase is characterized by a wholly distinct shopping pattern that deviates from the buyer's typical purchasing behaviour. Recall impulse purchase occurs when a consumer suddenly recalls a favorable earlier experience with a product. When customers are introduced to a product for the first time and begin to consider the necessity of that thing, they are engaging in suggestive impulsive purchasing. Planned impulse purchases occur when consumers purchase an unpredictably priced product as a result of any promotional activity [1].



## 5. Model of Impulse Buying Behavior

Consumers from all socioeconomic groups exhibit specific consumption and possession behaviors that researchers have identified as influencing consumer behavior. One of the significant shifts in consumer behavior that we have seen recently is impulsive purchasing decisions. Because of the matter that 'materialism' is the custom of today's era it is believed that people are more affixed to worldly and materialistic proprietorship. It has gone to point that people are being associated and recognized on the ground of the goods and belongings acquired by them. Protruding characteristics of consumers credibly detected like; aptness to acquire and exhibit their possessions, tendency to possess abundant commodities, having a self centric perspective, procuring satisfaction and pleasure from possessing the goods irrespective of the necessity. This drift is amplified by the increase in disposable income, multi income families and the accessibility of credit facilities.

Today's retail industry views lifestyle, self-image projection, and impulsive buying as significant leisure activities. A customer develops desire for commodities after indulging in impulsive purchasing pattern which is often stimulated by hedonistic or pleasure-pursuing causes. Consumers those who are inclined towards focused consumer behaviour are fascinated towards buying a product, as well as enjoy showing, and being noticed for the engagement towards it. Wholly, these traits and propensities foster an environment that encourages impulsive purchasing. Marketers are working very hard to comprehend this behaviour and are now investigating the various aspects influencing impulsive purchasing. There is no typical mindset for impulsive buying behaviours, according to an analysis of scholarly literature on the topic of impulse purchase in contemporary retail environments. Scientists that have conducted study in this area have come to the conclusion that there is no one set of elements that influence impulsive purchasing.

## 6. Factors Affecting Impulse Buying

**Consumer Characteristics:** This is one element that has a big impact on people's consumption choices. Compulsive buying may be a propensity or trait among consumers. The majority of the time, people buys stuff they didn't intend to or didn't need because they enjoy shopping. A consumer may feel the pressure for making impulsive purchases relying on how much they connect with the goods. When the consumer first sees the item, they buy it on impulse.

**Emotions:** The majority of customers anticipate that social interaction an essential component of the shopping experience will satisfy their emotional needs for support. A buyer's heightened sensations of enjoyment, excitement, and joy are frequently more important to them than the financial repercussions when their sentimental condition plunges them towards unneeded affectionate purchases.

**Visual Merchandising:** It is a process is intended to convey the product worth, usefulness and quality to consumers. It is used as a tactic move by the retailers to





amplify the insight of their businesses and represent the goods they provide in a manner to grasp shoppers' consciousness and provoke them to commit purchases. Although these shops may be acting in good faith, their strategies and displays have a considerable impact on consumers' purchasing decisions, which is a major contributor to impulsive buying.

**Emotional Appeal of Advertising:** Today's marketers employ all channels of communication in an effort to engage with and sway the audiences and clients they are seeking to reach. Television is one of the most potent medium due to its large viewership and influence. It could have an impact on people's views, spending habits, lifestyles, exposure, and eventually even the national culture.

**Displays:** Customers are more likely to visit and make purchases even if they had no intention of doing so in a well-decorated store with lovely and serene ambiance and gorgeous surroundings. Well decorated establishments and vibrant displays instantly draw customers. In actuality, this is the rationale behind the majority of business owners' use of this strategy to draw clients into their shops.

**Personal Selling Impact:** The buyer's purchasing conduct is often affected by the personal selling impact. Salespeople are capable enough to influence the decision of the consumers to a significant stretch. They always come up with emotionally and prudently appealing approach towards their customers and are always concerned about the requirements of their client.

**Money Availability:** This is a major contributing element to why customers indulge in impulsive buying, along with the individual's income level. When a consumer has enough money on hand, they will dilate their purchasing splurge to comprise of items which they were not having any intension to buy and having no necessity of it. People often experience good sentiments when money is available, which causes them to make impulsive purchases.

**Special Occasion Needs:** Marketers provide a variety of deals and discounts to entice customers throughout holiday seasons. Retailers and marketers both provide discounts and promotions to get customers to buy and buy more. During the holiday season, shoppers make impulsive purchases in order to take advantage of the discounts and appealing offers. Consumers in this situation could purchase things that are fresh on the market, products that they might use less of, or products that they might utilise but purchase in excess. In order to draw in potential customers, retail businesses also give discounts on their products while concentrating on efficient price and discount methods.

**Time Availability:** As was already established, some circumstances can affect a consumer's propensity to buy. Time availability is one of these variables. Irresistible and overpowering shopping is fiercely associated with the availability of time. In general, if someone is having more time in hand during the time of a purchase, it is more likely that the person will end up taking an impulsive decision.

**Influence of friends and relatives:** Impulsive buyers frequently allow their friends and family to influence them when they are buying. A friend or family may



influence you to buy something just because they believe it will be a good fit for you. For instance, they might convince one to purchase a commodity thinking it will embrace you just fine.

Discounts and offers: “Sale” is a word for which even the most disciplined shopper will fall in the trap. Marked down prices, discounts, and buy one get one are few of the words notably taken into consideration where people surrender to the Shopaholic and spendthrift syndrome. It is because it is a notion amongst people that getting things at a discount makes them wise and competent shopper giving them a satisfaction of getting a better offer. On the other hand, it compels them to do redundant and unessential purchases.

## 7. Literature Review

According to Iram & Chacharkar (2017) the substantial medium may be impulsive to a greater extent as compared to the internet medium and passage due to the ability of physical retailers to produce sensory experiences and the ambiance of the business. The earlier research assessment highlighted how emotionally charged and hedonically complicated impulsive buying is. Hedonic sensations and emotions are closely linked to sensory stimuli. Given that consumers cannot touch and try on items online, this research's findings suggest that impulsive purchases of things for which touch is key, like apparel, are more common in physical stores than online [2]. The customers may anticipate that physical stores would be perceived as more impulsive than online channels if they are clever enough to turn on the awareness factor more constructively than the internet.

According to a study by Kearney et al (2013), 40% of survey respondents (3,000 customers of US and UK) drained additional amount than they intended to at physical stores, but just 25% did so through online channels. As a result, it is anticipated that the utilization of information out of social media is done by the customers to obtain inspiration for purchases. For example, after observing an outfit on social media, a consumer extends the exploration to make an in-person or online purchase. Also, prior study demonstrates that information from other customers is the most powerful influence on consumer behavior due to recommendations and photos of purchases on social media [3]. The consumer buying behaviours studies mentioned by Rook (1987) contain the earliest research on impulsive purchases. These studies were primarily concerned with figuring out how and how widespread the issue was. A few years after the initial investigations, a different study that revealed that a sizeable portion of sales in retail outlets originated from unanticipated sources highlighted the significance of impulsive buying. Just for the case a customer is willing to buy a product but it is not there in the shopping agenda beforehand may have an outcome considering unanticipated or unplanned purchase [4].

According to Badgaiyan and Verma (2014), unintentional buying is not often associated with an acute desire or desperate feeling, which is commonly analogous to an impulse purchase. Additional research engrossed with the review



of consumer behaviour in the operation of purchasing decision in agreement to the objective of finding out elements, both internal which is concerned about personal characteristics and external encompassing situational - shop and product characteristics, which ultimately influence impulse purchases [5]. The soaring significance of the internet as a sales medium derived a surge to examine impulsive purchasing over internet. In agreement with Google Consumer Barometer [6] and Eurostat [7], more than 60% of Europeans are committed to online purchases. Clothing and athletic active wears emerged as the bestselling segment in Europe in 2016. The progression of the internet to the 2.0 Web has greatly transformed the course of action using which consumers and companies interconnect and perform business. It has been acclaimed particularly that social commerce is as offshoot of e-commerce which embodies the operation of social media in all sort of commercial pursuit [8]. Therefore promotion as the activity of businesses to attain their advertising and marketing intention using sales promotion, marketing (advertising), sales force, public correspondence and direct marketing [9].

Shamout (2016) detected that every promotional tools, including coupons, samples, price reductions, and buy one get one free offer, had a considerable impact on brand switching pattern, customer loyalty and purchase decisions as well as impulsive shopping trend. The amount of quantity offered, time constraint and marked down prices are considered regarding consumer insight during shopping festivals [10]. Hence one may assert that online buying behavior is rational, as the it gives the shopper the flexibility to look for information to compare prior to the final decision. No matter how, rational choices are the last resort considering impulsive buying has the capacity considering the significance of impulse buying for the revenue generation process, it would seem valuable to examine this fact in the online medium of propagation. The impulse purchases are made irrespective of the gender; rather females generate more guilt as compared to males [11]. In their study Iyer et al came across the fact that attractive offers may it be in-store or in online shopping means increase client impulsive purchases. According to a survey conducted by Creditcards.Com in the United States (2016), it is evident that more impulse purchases are made in brick-and-mortar mode in contrast to the online mode. Majority of the time when the shoppers are buying for themselves shortage of money can certainly administer the impulse decision [12]. Ali and Sudan (2018) clarify that collectivism and long-term inclination is associated with empirical buying unpredictability avoidance and elements like masculinity; power distance having a correspondence with intuitive impulse buying in the study on the cultural impact on an impulse purchase in India [13].

Lin et al. (2018), highlighted on decision making which has conventionally been comprehend as a well-ordered and well thought procedure aiming to let the buyers acquire knowledge concerning benefits and attributes to compare them countering the competing goods to identify the best. Changes in impulsive buying behavior





made an appearance due to hike of the Internet facility and other embodiment of digitalization [14]. Husnain et al (2019) work on generational impulse buying behaviour in Pakistan's small cities, impulse purchases have a significant and important relationship with the influence of the members of acquaintance, store traits, ambiance, aura, promotional ventures and employee behaviour. While enterprise owners are willing to grant merchandise on credit, the availability of money has little impact on impulsive purchases [15]. Abdelsalam et al. (2020), called attention to the idea that impulse buying materialize only after the exposure to a provocation to make an impromptu decision to get something unexpectedly. Talking about online shopping, absence of restrictions encourages impulsive purchases [16]. Yulianto et al outlined the three elements viz. perceived perishability, perceived scarcity and perceived low price notably influence the impulsive pattern of buying [17]. Nghia et al asserted that consumers upon seeing a product, generates an urge to think that they might need it, which is an instance of suggestive purchasing. This approach comprises a sequence of communication and synergy between people without giving out sentimental comeback. According to Lavuri shoppers adore pleasant ambience for shopping which allows them to take up extra hours to shop making impulsive purchases [18] [19]. The high attraction and attention is exhibited by the consumers regarding retail for essentials such as FMCG, groceries, veggies and medication in the middle of differing market situations, hence PBT and IBT are considered the primary determinants of retail impulsive purchase decisions [20].

## 8. Conclusion

Due to the prevailing complications, impulse buying has been endorsed critical and burdensome for the reviewer analysts of the market. Impulsive purchasing has been termed as luxurious and sophisticated and is so divergent that it is responsible for a huge fragment of the unit of articles sold per annum. The main focus of the consumer researchers are on recognizing the various factors that provokes impulsive purchases in different technically advanced countries. Due to the reason of current evolution in retail segment and remarkable cultural differences compared to industrialized countries, the requirement to probe impulsive buying in developing economies is a must. The fair and considerable advancements in personal discretionary earnings, standard of living and accessibility to credit provisions, impulsive shopping has flattered as a prevalent happening covering every retail configuration. It is tough to handout an alluring physical retail habitat or domain along with in-store stimulus which aims to leverage the revenue over unanticipated purchases. Present retailing scenario in Indian propagates consumers to make impulsive decisions irrespective of the classification in offline as well as web based retail circumstances. Bearing in consideration the absoluteness of impulsive purchasing, merchants may capitalize on it for the sake if their own commerce and dealing welfare. The appropriate blend and symbiotic implications by the numerous elements driving impulsive



purchasing may result in increased sales yield, turnover, beneficial for marketers. The content evaluation considering this literature allowed the clarification of the Impulse purchasing concept, its numerous aspects, and its interaction with the customer, as well as the presentation of certain research postulations premises for the advancement of understanding the comprehension in the ground of consumer exploration. Built on shifting market patterns in developing nations, it is feasible to conclude that impulsive purchasing may become a rising subject of study and research and might be noticed across diversified commerce.

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