

Factors Influencing Impulse Buying Behavior Among Young Male Consumers in Saudi Arabia

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Abstract

Impulse buying is a prominent concept in the study of consumer behavior. Due to humans' complex psychological nature, many industries focus on impulse buying and design their marketing strategies accordingly. This research investigates the personal factors that affect impulse buying behavior among young men in Saudi Arabia. This study also investigates the effect of situational variables, including family influence, time availability, money availability, and hedonic shopping, on the impulse buying behavior of men in the Saudi Arabian context, focusing on the Western region. The study specifically focuses on purchasing personal items such as perfumes, clothing, and shoes. A survey questionnaire was administered to a convenient sample of 385 males aged between 18 and 50 residing in Western Saudi Arabia. The collected response was analyzed using the statistical software SPSS. The findings of the study indicate that time availability, money availability, and hedonic buying positively influence impulse buying behavior among men living in Saudi Arabia. Notably, this study revealed that family factors had a detrimental consequence on impulsive buying behavior among Saudi men. However, this study had limitations, such as sample size and geographical focus, should be considered when interpreting results. Future research should aim to broaden scope by including a larger and more diverse sample to obtain a more inclusive understanding of impulse buying behavior in Saudi Arabia.

Keywords: impulse buying, Saudi men, personal items, personal factors

1. Introduction

Within the consumer-behavior field, understanding and analyzing various aspects of consumer behavior is crucial for marketing and marketers. Throughout time, innumerable studies have explored consumer behavior from different aspects. Understanding consumer behavior is crucial in marketing because it helps businesses tailor their strategies to meet the needs and preferences of their target audience. Numerous studies have been conducted to gain insights into customer behaviors. According to Bennett (1995), customer behavior is the dynamic interaction of emotions, thoughts, actions, and environmental events through which human beings conduct the exchange aspects of their lives.

Although numerous studies have focused on explaining consumer behavior and the decision-making process, there has been relatively little attention given to understanding buying decision process of consumers in small towns (Badgaiyan & Verma, 2015). This research aims to bridge the gap by analyzing the decision-making process in small cities, with a specific focus on impulse buying behavior among the Generation Y population in the retail sector. According to Khan et al. (2015), impulse buying accounts for 30–50% of all purchases, with approximately 90% of consumers being classified as impulse buyers. Impulse buying is a persistent behaviour and significant aspect of consumer behaviour (Mohamad & Matawie, 2015). In a study conducted by Husnain in 2019, it was discovered that family influence, time availability, sales promotions, store environment, and friendly employees were found to have a significant influence on impulse buying behavior. However, study indicated that money availability did not show a noteworthy relationship with impulse buying behavior.

Furthermore, it was observed that individuals often experience confusion when selecting products, and during such instances, friendly and helpful staff members who assist in product selection tend to increase the likelihood of impulsive buying. Additionally, the study found that gender plays a moderate role in the relationship between numerous consumer personalities and situational aspects with respect to impulse buying (Atulkar & Kesari, 2018).

Saudi Arabia, being one of largest countries in Arabian Gulf region, presents a significant market with a sizeable population. With over 38% of population under the age of 30 and 52% under age of 54, there is a considerable dynamic and disposable income available for purchasing (GAFS, 2021). Moreover, with 60% of the population being males, this study acknowledges the purchasing power held by males, which makes them an appealing market segment for marketers and businesses. Therefore, focusing on young males as a primary segment with purchasing power becomes crucial. This research aims to investigate how different personal variables such as availability of money, family influence, time availability, and hedonic shopping experiences can impact impulse buying behavior of young males in western region of Saudi Arabia. This study has substantial contribution to the existing literature in several key ways. Firstly, it adds a new dimension to the field of consumer behavior research by exploring the specific factors that drive impulse buying within the context of Saudi Arabia's unique cultural background. This cultural perspective is valuable in understanding how cultural norms, values, and traditions influence buying decisions and can provide insights into consumer behavior that may differ from other regions. Secondly, by narrowing the study to young male consumers, it offers a more targeted analysis of a specific demographic, enhancing the precision and applicability of the findings. This contributes to a deeper understanding of impulse buying behavior among young males, which can be valuable for marketers and retailers in Saudi Arabia who seek to effectively engage and cater to this particular consumer segment. Thirdly, delving into the personal psychological factors that drive impulse buying, such as emotional triggers and cognitive processes, enriches the field of consumer psychology and provides valuable insights into the underlying drivers of impulsive purchasing decisions. Additionally, the study's findings can have practical implications for promoting responsible spending habits and financial management among consumers, enhancing consumer well-being. Lastly, by expanding the body of knowledge related to consumer behavior in the Middle Eastern context, this research serves as a valuable reference for future researchers and contributes to the broader understanding of impulse buying behavior across different cultural settings. Overall, the study's insights have the potential to inform marketing strategies, policy-making, and academic research, making a meaningful and comprehensive contribution to the existing literature on impulse buying behavior among young male consumers in Saudi Arabia.

1.1 Research Objectives

To examine influence of monetary availability on impulse buying behavior of young males in western region of Saudi Arabia.

- To examine influence of family dynamics on impulse buying among young males in western area of Saudi Arabia.
- To examine impact of time availability on impulse buying tendencies of young males residing in western area of Saudi Arabia.
- To explore influence among hedonic shopping experiences and impulse buying behaviour among young males in western region of Saudi Arabia.

2. Literature Review on Key Variables

2.1 Impulse Buying Behaviour

One of fundamental theories in study of consumer behavior is Hawkins Stern's "impulse buying" theory, also known as "unplanned buying" (Stern, 1962, p. 59; Chang et al., 2014; Khan et al., 2016; Anic & Radas, 2006). Previously, majority of research on impulse buying focused on brick-and-mortar stores. However, with advent of web 2.0, traditional brick-and-mortar stores have faced a significant decline, leading numerous companies to shift their operations to online platforms (Karim et al., 2021). Arrafi and Ghabban (2021) emphasizes two types of impulse buying: "suggestion impulse buying" and "planned impulse buying." Suggestion impulse buying occurs without any prior knowledge or intention to purchase the items, which serves as the selection criteria for the research. On the other hand, planned impulse buying involves pre-planning to buy certain items. The author gives more attention to suggestion impulse buying since it is closely associated with online impulse buying.

According to Stern, customers often make purchases without premeditating the need for the product. In his theory, Stern (1962) highlights that a significant number of supermarket customers engage in both planned and impulse purchases. In his theory, the author identifies and categorizes four forms of impulse buying, collectively known as "The Impulse Mix." These types comprised of pure impulse buying, reminder impulse buying, suggestion impulse buying, and planned impulse buying.

Impulse buying theory has been widely applied in customer behavior research. Since its inception, many authors have adapted Stern's (1962) impulse buying theory to study consumer buying behavior. For example, Weinberg

and Gottwald (1982) found that impulse buyers exhibit different sentiments and coping expressions compared to non-impulse buyers. Additionally, other studies have applied this theory to various product categories and have demonstrated the significant influence of impulse buying behavior on purchase of these products (Cobb & Hoyer, 1986; Rook, 1987). Consumers should understand that heuristics and impulses are not inherently negative, but rather include a tradeoff among quick, pleasurable purchases and more thoughtful, less emotionally-driven planned purchases. By recognizing that products go beyond being mere commodities and that they satisfy both their hedonistic and physical desires, consumers can feel more at ease with their impulse buying decisions. This understanding is supported by Saad and Matawie (2015).

Individuals who partake in impulse buying tend to exhibit a decreased inclination to contemplate the repercussions of their purchasing behaviour. They focus on instant gratification of fulfilling their urge to buy and often overlook any potential problems that may arise from their impulsive actions. This tendency to prioritize immediate satisfaction over long-term consequences has been highlighted by Burgess et al. (2014).

In their comparative study, Abratt and Goodey (1990) suggested that despite the difference in the intensity of buying impulsiveness between American and South African consumers, impulse buying behaviour remains sufficiently high. Dholakia (2000) demonstrated that some products' attributes such as the packaging or the display designs would rapidly stimulate impulse buying behaviour among undergraduate business students.

Gardner and Rook (1988) suggested that negative emotional states such as a bad mood, depression, and tension have a significant impact on impulse buying behaviour. Therefore, customers incline to experience an improvement in their mood and emotional state after making a purchase, often expressed through feelings of excitement and pleasure (Gardner & Rook, 1988). Similarly, Youn and Faber (2000) emphasized the importance of mood and emotional state in relation to impulse buying behaviour. They argued that there is a significant relationship between positive and negative emotions and impulsive purchasing. Customers who are experiencing either positive or negative moods are probable to involve in impulse buying. With that being said, we propose that personal or internal factors play a crucial role in the study of impulse buying behaviour.

2.2 Personal Factors and Impulse Buying Behaviour

In general, impulse buying is a human behaviour, could be triggered internally or externally (Yu & Bastin, 2010). Internally means, that these factors are related to the customer's own personality such as education, mood status, culture, and emotions (Rook, 1987; Wood, 1998; Yu & Bastin, 2010). Excitement and pleasure during, or after the impulse buying is also can be categorised as internal or personal-related factors that affect impulse buying (Karbasivar & Yarahmadi, 2011).

2.3 The Impact of Money Availability

One of foremost factors that affect impulse buying is money availability (Stern, 1962). Stern (1962) argues that high priced products which require high fund need more careful and consideration decisions to proceed with the purchase. Therefore, impulse buying is less occurring in that case. On the other hand, when the customer can afford the price of the product or they have sufficient fund to proceed with the buying, then the impulse buying is highly likely to occur. Therefore, we can argue that money has a utiliser role that emphasis the customer's buying power.

Beatty and Elizabeth Ferrell (1998, p. 176) define available money as "the amount of budget or extra money the individual perceives she or he has to spend on that day." They argue that there is an effect of the amount of spare money that the customers have and impulse buying. Consumers with more available money showed higher impulse buying than consumers with less available money. This is to say, having more money can empower the consumer with the required financial resource and thus be confident to make the purchase (Foroughi et al., 2012). There are several studies support the claim of money availability and impulse buying relationship.

According to Nor, Ruzita, Che and Syer (2014), there is a relationship among availability of credit cards and impulse buying behaviour. Previous studies conducted in Pakistan by Awan and Abbas (2015) and Bashar, Ahmad, and Wasi (2012) have also reported a significant impact of income on impulsive buying behaviour. Therefore, this one can be inferred that a higher availability of money is likely to have a positive association with impulsive buying behaviour.

In a study conducted by Fenton-O'Creevy and Furnham (2020) focusing on students and young people, it was concluded that the availability of money had the highest impact on impulse buying when compared to other factors such as personality variables (e.g., gender, culture, demographic, education, and religion) (Fenton-O'Creevy & Furnham, 2020). Additionally, Foroughi et al. (2012) discovered a positive effect of money availability and accessibility of credit cards on impulse buying. Supporting this, Chang et al. (2014) asserted that

the availability of money also positively affects consumers' emotions, leading to increased happiness and a stronger inclination towards impulse buying, particularly among individuals with greater financial resources. Other studies have similarly highlighted the positive influence of factors like money availability, income, and credit card accessibility on impulse buying (Youn & Faber, 2000; Luo, 2004; Cobb & Hoyer, 1986; Chang et al., 2014). Therefore, this study hypothesizes that,

H1: *Money availability positively affects impulse buying behaviour among young men in Saudi Arabia.*

2.4 The Impact of Family Influence

Living in societies and interacting with others can significantly shape human behaviour. Consequently, one of causes that influences impulse buying is family influence. Several studies have indicated role of family in an individual's impulse buying behaviour. Luo (2004) shed light on impact of group dynamics on impulse purchasing behaviour. The study examined the influence of different group types on impulse buying behaviour through interactions within three distinct groups. While friends and peers were initiate to have a positive influence on impulse buying, the shopping group which consist of family members showed a negative relationship to impulse buying behaviour (Luo, 2004).

Ahmed et al. (2015) categorized family orientation as a cultural variable, along with group influence and gender roles, affecting impulse buying. They found a positive relationship among gender and impulse buying among Pakistani university students and professionals, but the specific impact of family orientation on impulse buying was not reported (Ahmed et al., 2015).

On the other hand, Anic and Radas (2006) demonstrated a positive impact of children and other family members on impulse buying behaviour. Hence, the H2 was drawn based on literature review.

H2: *Family influence has a positive effect on impulse buying behaviour among young men in Saudi Arabia.*

2.5 The Impact of Time Availability

Time availability is another significant factor that impact impulse buying. A considerable number of studies emphasize role of time availability in impulse buying behavior. It has been observed that when customers have more free and available time, they perceive it as an opportune moment for shopping. In their study, Husnain et al. (2019) discovered a strong evidence that time availability has a positive influence on impulse buying behaviour among customers residing in small cities. Similarly, Khan et al. (2016) highlighted the influence of the time customers spend in the store, as a situational factor, on impulse buying among Generation Y. They emphasized that the more time consumers spent in the store, the higher the occurrence of impulse buying behavior. most effective factors in process of purchasing, impulse buying particularly, is time pressure and lack of time declines impulse buying (Maryam, 2015).

Furthermore, having available time allows consumers to spend more time in store, enabling them to browse further, which positively affects their likelihood of engaging in impulse buying (Beatty & Smith, 1987; Foroughi et al., 2012). Similarly, several studies conducted in different regions and on various customer segments have emphasized time as a situational factor. Anic and Radas (2006, p. 730) stated, "The longer a shopper stay inside the store, the more they spend". They suggested that consumers have a higher tendency to display impulsive buying behavior when they spend more time in the store (Foroughi et al., 2012; Mohammad & Mostafa, 2011). Hence, the following hypothesis was put forward.

H3: *Time availability has a positive impact on impulse buying behaviour among young men in Saudi Arabia.*

2.6 Hedonic Motivation

Hedonic motivation is another factor that has been widely studied and proven its impact on impulse buying. Hedonic shopping behaviour can be defined as "a pattern of activities for pleasure, such as spending more time outside the home, more play, happy in the city crowd, happy to buy expensive goods pleases, and always wanted to be the center of attention" (Andani, 2018, p. 451). Hirschman and Holbrook (1982) evaluated hedonic motivation as fun, joyful and satisfactory experience rather than task of shopping to be completed.

Moreover, hedonic shopping motivation is often refers to the experience that the consumer have and the activities they engage with during shopping and results in pleasure or satisfaction (Zheng et al., 2019).

Research has consistently shown that hedonic shopping enthusiasm plays an important role in impulse buying behaviour. Chang et al. (2011) proposed two levels of impulse buying: low and high. They argued that when impulse buying is at a low level, it motivates customers to seek a hedonic shopping experience as they find it enjoyable. However, high levels of impulse buying can lead to harm and self-destructive behaviours. In their study, Chang et al. (2011) demonstrated positive impact of hedonic motivation, derived from causes such as

store environment and design, on impulse buying.

Similarly, Hiranrithikorn and Banjongprasert (2022) found that both utilitarian and hedonic motivations have a positive effect on online impulse purchasing. This aligns with findings of Gohary and Hanzae (2014), who also supported influence of functional and hedonic factors on impulsive buying behavior, particularly in context of online purchasing (Verhagen & Van Dolen, 2011; Kim & Eastin, 2011). Additionally, Park et al. (2012) found a correlation between impulsive behavior and utilitarian as well as hedonic motivations within context of online clothing shopping. Hence, H4 postulates as follows.

H4: *Hedonic shopping motivation has a positive impact on impulse buying behaviour among young men in Saudi Arabia.*

3. Methodology

The chosen research design plays a crucial role in gathering and analyzing the data. Bryman and Bell (2015) emphasize the significance of a research design as it provides a framework for data collection and analysis. Considering the research problem and objectives, a descriptive quantitative research design was deemed the most appropriate approach for this study. It aims to present factual information regarding the relationship between variables, which in this case are the identified factors and consumers' buying behavior.

3.1 Data Collection

The study utilized a survey method to collect data from the target population. The survey consisted of multiple-choice questions, enabling the conversion of responses into numerical data, particularly percentages. This approach facilitates the analysis of trends and patterns in impulse buying behavior among young male consumers in Saudi Arabia.

3.2 Survey

The survey questionnaires were created online using Survey Monkey, a website that facilitates the organization of questions for participants, and the questionnaire link was distributed to the target respondents. The survey utilized the Likert scale, where each statement provided five options: strongly disagree, disagree, neutral, agree, or strongly agree. These options allowed participants to accurately describe their behavior in response to each statement.

3.3 Questionnaire Design

The introduction part of the questionnaire provided participants with the topic and a brief explanation of the study. The survey followed a quantitative approach and consisted of three sections.

The first section gathered demographic information to understand the background of the participants. This data included age, gender, nationality, occupation, level of education, and monthly income, which will aid in categorizing the respondents.

The second section focused on exploring the personal factors influencing the level of impulse buying among the participants. The questions aimed to understand how often they felt the need for makeup and their overall buying behaviour.

The final section addressed the level of impulse buying itself and sought to understand the extent to which participants engaged in such behaviour.

3.4 Population and Sampling

The study involved male shoppers between the ages of 18 and 50 years residing in the western region of the Kingdom of Saudi Arabia. Data collection took place over a period of one month, spanning from November to December 2022. The region is renowned for its large size and open society.

To determine an appropriate sample size for descriptive studies, statistical tables were consulted. It was found that a sample size of 385 individuals would be suitable for an unknown statistical population, with a confidence interval of 95% and a standard margin of error of 5% (Sekaran & Bougie, 2010). The sampling method employed was non-probability sampling, specifically utilizing the snowball sampling method.

The questionnaire was administered and collected electronically, with all respondents completing the questionnaire as part of the data collection process.

Table 1 presents distribution of study sample based on its demographic features.

Table 1. Distribution of study sample according to demographic characteristics

Demographic Characteristics	Category	Freq.	Percent
Age	less than 25y	95	24.68%
	25y to 29y	76	19.74%
	30y–34y	82	21.3%
	35y–39y	72	18.7%
	40y–50y	60	15.58%
	Total	385	100%
Income	less than 5000SAR	129	33.51%
	5000–10,000SAR	101	26.23%
	10,000–15,000SAR	81	21.04%
	15,000SAR and more	74	19.22%
	Total	385	100%
Marital Status	Single	161	41.82%
	Married	205	53.25%
	Divorced	12	3.12%
	Widower	7	1.82%
	Total	385	100%
Education Level	Secondary	87	22.60%
	Diploma	43	11.17%
	Collegiate	201	52.21%
	Higher education-master or higher	47	12.21%
	Other	7	1.82%
	Total	385	100%

Research tool: A questionnaire was developed as a study tool, and it included two parts:

- First section: includes demographic characteristics of respondents which includes: Age, Income, Marital status, Education level.
- Second section: includes (22) statements distributed on two axes: the first axis measures the independent variable (personal factors) and includes (16) statements distributed equally on four dimensions: “purchasing power (4 statements), family (4 statements), time availability (4 statements), hedonic motivation (4 statements). The second axis measures the dependent variable (impulsive buying) and includes (6 statements).

The response was designed according to Likert scale as follows

Strongly disagree	Disagree	neutral	Agree	Strongly agree
1	2	3	4	5

3.5 Tool Validity

Questionnaire underwent a validation process by initially reviewing it through a committee of experts. Necessary revisions were made based on response received. After completing validation procedures, a questionnaire was circulated to a survey sample consisting of 30 shoppers. Construction validity coefficients were calculated using Pearson Correlation Coefficient. This coefficient was used to find correlation between each statement and respective dimension or factor it belongs to. Table 2 presents the correlation coefficient values.

Table 2. The values of correlation coefficients for the statements, with the total score for the domain or axis that is belong to

Phrase no.	The first axis (independent variable): the personal factors				The second axis (dependent variable) Impulse buying
	Money Availability	Family	Time Availability	Hedonic Motives	
1	0.872**	0.718**	0.779**	0.832**	1
2	0.840**	0.784**	0.881**	0.800**	2
3	0.775**	0.863**	0.833**	0.846**	3
4	0.752**	0.764**	0.764**	0.808**	4
5	-----	-----	-----	-----	5
6	-----	-----	-----	-----	6

Note. **The correlation coefficient is statistically significant at level ($\alpha = 0.01$).

Correlation coefficients in Table 2 show that here is positive and statistically significant correlation which is significance level ($\alpha = 0.01$) for statements with axis or dimension that belongs to, which indicates the appropriateness of each of the statements to measure the axis or dimension.

3.6 Tool Reliability

Following the validity confirmation and to ensure internal consistency of the construction of the questionnaire, the reliability coefficients were extracted using Cronbach's alpha formula, and results of reliability were shown in Table 3.

Table 3. Stability coefficients for the study tool

The axes	Domains	The number of phrases	Cronbach alpha coefficient
The first axis (independent variable): the personal factors	Money Availability	4	0.835
	Family	4	0.789
	Time Availability	4	0.835
	Hedonic Motives	4	0.838
The second axis (dependent variable): Impulse buying		6	0.880

Findings presented in Table 3 indicate that stability coefficients were high. Specifically, the dimensions of the first axis, which measure personal factors, exhibited stability coefficients of (0.835), (0.789), (0.835), and (0.838) respectively. Additionally, the total stability factor value for the second axis, which measures impulse buying, was (0.880).

3.7 Methods of Statistical Analysis

To evaluate the levels of personal factors and impulse buying tendencies, a descriptive statistics scale was employed, including arithmetic means and standard deviations. Table 4 presents the criteria derived from the range equation, which was used to interpret the arithmetic average of the study sample's responses.

Table 4. Criterion for interpreting mean of responses of the sample members

Response levels	Mean	The level of personal factors Impulse buying
Strongly agree	4.21–5.00	Very high
Agree	3.41–4.20	High
neutral	2.61–3.40	Moderate
Disagree	1.81–2.60	Low
Strongly disagree	1–1.80	Very low

In order to analyse hypotheses of study, multiple regression analysis was used toward reveal effect relationship between the four personal factors (Money Availability, Family, Time Availability, Hedonic Motives as independent variables, and an impulse buying as a dependent variable.

3.8 Results

1) Description the independent variable (the personal factors)

The arithmetic mean, standard deviation and arrangement of study sample's responses were extracted on terms and dimensions of the first axis of the study tool, which measures personal factors. Table 5 demonstrates the

results.

Table 5. The mean, standard deviation, and rank of study sample responses about the personal factors

Domains	Phrase no.	Phrases	Mean	Std. Deviation	Rank	Level
Money Availability	1	I have sufficient monthly income to spend on personal items (perfumes, clothing, shoes...etc.)	3.40	1.06	1	Moderate
	2	I purchase personal items only if I had spare money to spend	3.25	0.99	2	Moderate
	3	If I don't have enough money, I borrow money to purchase the personal items that I like	1.89	0.84	4	Low
	4	I spend on personal items more than I save	3.16	0.99	3	Moderate
The overall men			2.92	0.53	--	Moderate
Family	1	I purchase personal items when my family members buy even if I don't need them at the time	2.15	0.93	4	Low
	2	Sometimes I hesitate to purchase because of my family	3.17	0.89	3	Moderate
	3	My family has no influence on my purchasing decision for personal items (clothes, perfumes, shoes...)	3.30	0.98	2	Moderate
	4	My family support my purchasing decisions	3.31	0.89	1	Moderate
The overall men			2.98	0.52	--	Moderate
Time Availability	1	I only buy when I have free time	3.46	0.99	1	High
	2	Usually I don't purchase during weekday (working or study days)	3.21	0.98	3	Moderate
	3	I purchase only during the weekends or holidays	3.13	0.98	4	Moderate
	4	If there are offers on the items, I will purchase even if I don't have spare time	3.22	1.01	2	Moderate
The overall men			3.25	0.60	--	Moderate
Hedonic Motives	1	I rush to purchase when I find a new product	2.42	0.87	4	Low
	2	Every time I go for shopping I find new products	3.48	0.94	3	High
	3	For me, shopping is an enjoyable and entertaining experience	3.61	0.88	2	High
	4	Every time I go for shopping and I purchase new products I feel thrilled	3.63	0.95	1	High
The overall men			3.29	0.61	--	Moderate

The results presented in Table 5 demonstrate that the four personal factors were assessed at an average level. Among these factors, the hedonic motives factor had the highest arithmetic mean (3.29) and standard deviation (0.61), also at an average level. The time availability factor ranked second, with arithmetic mean (3.25) and standard deviation (0.60), again at an average level. The family factor was placed third, with arithmetic mean (2.98) and standard deviation (0.52), also at an average level. Lastly, the purchasing power factor ranked fourth and last, with arithmetic mean (2.92) and standard deviation which is 0.53, still at an average level.

Regarding the four dimensions (factors), results showed that statements associated to money availability dimension varied between an average and low level. Only one statement fell within the low level, while three statements fell within the medium level. The statement "I have sufficient monthly income to spend on personal items (perfumes, clothing, shoes, etc.)" was ranked first, with arithmetic mean of 3.40 and standard deviation which is 1.06, indicating an average level. On the other hand, the statement "If I don't have enough money, I borrow money to purchase the personal items that I like" ranked last, with an arithmetic mean (1.89) and standard deviation (0.84), indicating a low level.

In the family dimension, the statements ranged between medium and low levels. Only one statement fell within the low level, while three statements fell within the medium level. The statement "My family supports my purchasing decisions" graded first, with arithmetic mean (3.31) and standard deviation (0.89), indicating an average level. Conversely, the statement "I purchase personal items when my family members buy, even if I don't need them at the time" ranked last, with arithmetic mean which is 2.15 and standard deviation of 0.93, indicating a low level.

In the time availability dimension, the statements ranged between high and medium levels. Three statements fell within the medium level, while one statement fell within the high level. The statement "I only buy when I have free time" graded first, with an average arithmetic mean (3.46) and standard deviation (0.99), indicating a high level. Conversely, the statement "I purchase only during the weekends or holidays" ranked last, with arithmetic

mean (3.13) and standard deviation which is 0.98, indicating an average level.

Lastly, for the hedonic motivations dimension, the statements ranged from high to low levels. Three statements fell within the high level, while one statement fell within the low level. The statement “Every time I go shopping and purchase new products, I feel thrilled” ranked first, with an average arithmetic mean (3.63) and standard deviation which is 0.94, indicating a high level. Conversely, the statement “I rush to purchase when I find a new product” graded last, with arithmetic mean of 2.42 and standard deviation which is 0.87, indicating a low level.

2) Description of the dependent variable (Impulse buying)

The arithmetic mean, standard deviation, and order of study sample’s responses to statements of second axis of the study tool that measures impulse buying were extracted. Table 6 demonstrates the results.

Table 6. The mean, standard deviation, and rank of study sample responses about the impulse buying

Phrase no.	Phrases	Mean	Std. Deviation	Rank	Level
1	I perches personal items even if I don't need it	2.77	0.96	6	Moderate
2	I perches personal items just because I like it	3.37	1.01	2	Moderate
3	I regret my purchasing decision when I rush to buy without planning	3.46	0.93	1	High
4	I rush for shopping to feel better	3.19	1.06	4	Moderate
5	I don't care about the product price as long as I like it	2.84	0.97	5	Moderate
6	Usually, I purchase personal items without preplanning	3.23	1.04	3	Moderate
The overall men		3.14	0.58	--	Moderate

The findings presented in Table 6 indicate that level of impulse buying among the participants in this study was assessed as average, with arithmetic mean 3.14 and a standard deviation which is 0.58. Levels of agreement with statements ranged between high and medium levels. Specifically, five statements fell within the medium level, while only one statement fell within the high level.

The statement “I regret my purchasing decision when I rush to buy without planning” ranked first, with arithmetic mean of 3.46 and standard deviation of 0.93, showing high level of agreement with this statement. On other hand, the statement “I rush to purchase when I find a new product” graded last, with arithmetic mean of 2.77 and a standard deviation of 0.96, suggesting an average level of acceptance with this statement.

3.9 Hypothesis Testing

H1: Money availability of has a positive impact on impulse buying behaviour of personal items (clothes, perfumes, shoes...etc.) among males in the western region in Saudi Arabia.

H2: Family has a positive impact on impulse buying behaviour of personal items (clothes, perfumes, shoes...etc.) among males in the western region in Saudi Arabia.

H3: Time availability positively impact on impulse buying behaviour of personal items (clothes, perfumes, shoes...etc.) among males in the western region in Saudi Arabia.

H4: Hedonic shopping motivation has positive impact on impulse buying behaviour of personal items (clothes, perfumes, shoes...etc.) among males in the western region in Saudi Arabia.

To test these hypotheses, multiple regression analysis was used to measure the effect of the independent variable “personal factors” with its four dimensions (Money Availability, Family, Time Availability, and Hedonic Motives) on the dependent variable (Impulse buying). Table 7 presents a summary of study hypothesis testing form.

Table 7. Summary of study hypotheses model

R	R Square (R ²)	Adjusted R Square	Std. Error of the Estimate
0.621	0.386	0.380	0.458

Table 7 shows that correlation coefficient value (R) is (0.621), and value of determination coefficient (R²) is (0.386). This means that dimensions of independent variable “personal factors” in this model are (Money Availability, Family, Time Availability, Hedonic Motives explain (38.6%) of variation in dependent variable (Impulse buying).

Validity of model for these hypotheses was confirmed by analysing results of regression analysis of variance, as shown in the Table 8.

Table 8. Results of (Analysis of Variance) to verify the validity of model for testing four hypotheses

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	50.069	4	12.517	59.729*	0.001
Residual	79.635	380	0.210		
Total	129.703	384			

Note. * statistically significant at the level ($\alpha = 0.01$).

Table 8 shows validity of testing hypotheses of study in model, as the value of (F) calculated for model was (59.729), which is a statistically significant value at level ($\alpha = 0.01$). Accordingly, multiple regression analysis was used in order to analysed hypotheses. Study, and results were, as in Table 9.

Table 9. Results of (Multiple Regression) analysis to test effect of four personal factors on impulsive buying behavior

Independent variables	Un-standardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	β		
(Constant)	0.836	0.206		4.065	0.000
Money Availability	0.402	0.049	0.365	8.212	0.001*
Family	-0.193	0.048	-0.173	-3.998	0.001*
Time Availability	0.127	0.040	0.132	3.164	0.002*
Hedonic Motives	0.393	0.040	0.413	9.948	0.001*

Note. *Statistically significant at the level ($\alpha = 0.01$).

Dependent variable: impulsive buying behavior.

It is clear from Table 9 that;

1) Results of testing hypothesis 1

Money availability has a positive effect on impulse buying behavior of personal items (such as clothes, perfumes, and shoes) among males in the western region of Saudi Arabia. Results of study revealed a statistically noteworthy and positive impact of money availability on impulse buying behavior of personal items among males in this region. The values of β (-0.365) and t (8.212) were found to be statistically significant at α level of 0.001.

Unstandardized coefficient (B) of 0.402 indicates that rise in money availability leads to rise in impulse buying behavior among males in western region of Saudi Arabia. Specifically, for every unit increase in money availability, there is a corresponding increase of 40.2% in the impulse buying behavior of personal items among the male participants in this sample.

Based on these results, hypothesis 1 is accepted, confirming positive relationship among money availability and impulse buying behavior among males in western region of Saudi Arabia, specifically for personal items such as clothes, perfumes, and shoes.

2) Results of testing hypothesis 2

Influence of family has a significant effect on impulsive buying behavior of personal items (such as clothes, perfumes, and shoes) among males in western area of Saudi Arabia. However, results of study indicate that this impact is negative.

Results showed a statistically significant and negative impact of family factor on impulse buying behavior of personal items among young individuals in the western region. The values of β (-0.173) and t (-3.998) were found to be statistically significant at α level of 0.001.

Unstandardized co efficient (B) of -0.193 indicates the extent of decrease in the dependent variable (impulse buying behavior) due to increase in influence of family. In other words, for every unit increase in influence of family, there is a corresponding decrease of 19.3% in the impulse buying behavior of personal items among males in the western region, based on this sample.

Therefore, aligned on these results, second hypothesis is rejected, implying that family has negative impact on impulse buying behavior of personal items (clothes, perfumes, shoes, etc.) among males in western region of Saudi Arabia.

3) Results of testing hypothesis 3

Time availability plays a noteworthy role in impulse buying behavior of personal items (such as clothes, perfumes, and shoes) among young individuals in western region. The study results indicate positive and statistically significant impact of time availability on impulse purchasing behavior of personal items among males in this region. The values of β (-0.132) and t (3.164) were found to be statistically significant at α level of 0.001.

Unstandardized coefficient (B) of 0.127 indicates extent of increase in dependent variable (impulse buying behavior) as a result of an increase in time availability. In other words, for every unit increase in time availability, there is a corresponding increase of 12.7% in the impulse buying behavior of personal items among males in the western region, based on this sample.

Based on these results, the third hypothesis is accepted, confirming positive influence of time availability on impulse purchasing behavior of personal items (clothes, perfumes, shoes, etc.) among males in the western region.

4) Results of testing hypothesis 4

Hedonic shopping motivation shows significant and positive impact on impulse buying behavior of personal items (such as clothes, perfumes, and shoes) among males in western region. Findings of study indicate positive and statistically significant influence of hedonic shopping motivation on impulse buying behavior of personal items among males in this region. The values of β (-0.413) and t (9.948) were found to be statistically significant at α level of 0.001.

Unstandardized coefficient (B) of 0.393 indicates the extent of increase in the dependent variable (impulse buying behavior) resulting from an increase in hedonic shopping motivation. In other words, for every unit increase in shopping pleasure, there is a corresponding increase of 39.3% in the impulse buying behavior of personal items among males in the western region, based on this sample.

Based on these results, the fourth hypothesis is accepted, confirming positive impact of hedonic shopping motivation on impulse buying behavior of personal items (clothes, perfumes, shoes, etc.) among males in western region.

4. Discussion

The findings of this study on the influence of personal factors and situational variables on impulse buying behavior among young males in the western region of Saudi Arabia align with some previous research, while also presenting some contrasting results.

Money Availability: The results of this study support previous research that indicates a positive relationship between money availability and impulse buying behavior (Hypothesis 1). This finding is consistent with studies that have shown that individuals with higher financial resources are more likely to engage in impulsive purchases (Amos et al., 2014; Rook, 1987). It underscores the importance of considering consumers' financial capacity when designing marketing strategies aimed at encouraging impulse buying behavior.

Family Influence: In contrast to the initial expectation (Hypothesis 2), this study found a negative relationship between family influence and impulse buying behavior. This finding challenges the notion that familial influence promotes impulse buying behavior and diverges from some previous research that has suggested a positive influence of family members on impulsive buying decisions (Beatty & Ferrell, 1998). Further investigation is needed to understand the factors contributing to this contrasting effect.

Time Availability: The study's results (supporting Hypothesis 3) indicate a positive impact of time availability on impulse buying behavior, suggesting that individuals with more spare time are more likely to engage in impulsive purchases. This finding is in line with previous research that has identified time constraints as a contributing factor to impulse buying behavior (Verplanken & Herabadi, 2001). It highlights the potential for marketing strategies to target individuals during periods of increased time availability to drive impulse purchases.

Hedonic Shopping Motivation: The study strongly supports Hypothesis 4, indicating a positive relationship between hedonic shopping motivation and impulse buying behavior. This finding is consistent with existing literature that highlights the significant impact of seeking pleasure and enjoyment from shopping on impulsive

purchases (Hausman, 2000; Kacen & Lee, 2002). It underscores the importance of understanding consumers' emotional and sensory experiences during the shopping process to drive impulse buying behavior.

5. Implications/Future Research

Study offers valuable insights into factors influencing impulse buying behaviour among young males in western region of Saudi Arabia. The results emphasize the significant role of money availability, time availability, and hedonic shopping motivation in driving impulse purchases of personal items. Surprisingly, the findings indicate that family impact has a negative impact on impulse buying behaviour. The findings underscore the importance of considering factors such as availability of money, time availability, and hedonic shopping motivation when formulating marketing strategies aimed at stimulating impulse purchases. However, it is crucial to note the study's limitations, such as sample size and geographical focus, should be considered when interpreting results.

Future research should aim to broaden the scope by including a larger and more diverse sample to obtain a more inclusive understanding of impulse buying behavior in Saudi Arabia. Additionally, exploring other contextual factors, such as cultural influences and online shopping platforms, could further enhance our understanding of this consumer behavior. Overall, the insights gained from this study can inform marketers and businesses seeking to target the young male consumer segment and optimize their marketing strategies to effectively tap into the realm of impulse buying behavior.

6. Conclusion

This study aimed to examine influence of personal factors and situational variables on impulse buying behavior between young males in the western region of Saudi Arabia, focusing specifically on personal items such as clothes, perfumes, and shoes. By analyzing survey data from 385 participants, several key findings were identified.

Firstly, results revealed significant positive relationship among money availability and impulse buying behavior. Individuals with higher money availability were more likely to make impulsive purchases of personal items. This highlights the importance of considering the economic capabilities of the target audience when developing strategies to stimulate impulse buying.

Contrary to expectations, study found that family influence had negative impact on impulse buying behavior. Participants who were more influenced by their families displayed lower levels of impulsive purchases. This challenges the common belief that familial influence encourages impulse buying, indicating the need for further exploration of the underlying factors contributing to this effect.

On the other hand, time availability was discovered to have a positive influence on impulse buying behavior. Participants with more free time showed a greater inclination towards impulsive purchases. This emphasizes the significance of considering individuals' time constraints and targeting them during periods of increased availability to stimulate impulse buying.

Furthermore, hedonic shopping motivation emerged as significant driver of impulse buying behavior. Individuals who derived pleasure and enjoyment from shopping were more probable to involved in impulsive purchases of personal items. This highlights importance of creating positive emotional experiences during the shopping process to encourage impulse buying.

In situation of Saudi Arabia, where women are traditionally seen as primary consumers for personal items, this study sheds light on the often-overlooked market segment of young males. By examining impact of situational factors on impulse buying behavior among males in the western region, the research provides valuable insights for marketers and businesses operating in this market.

While three out of the four hypotheses were supported by the findings, it is worth noting that results are consistent by some studies but opposite to others. For instance, positive impact of money availability on impulse buying behavior aligns with previous research, whereas the negative impact of family influence contradicts some existing studies that emphasize the positive role of the family

Results of this study align with some previous studies while contradicting others. Specifically, regarding the impact of money availability on impulse buying, our results are in link with research conducted by Youn and Faber (2000), Luo (2004), Cobb and Hoyer (1986), and Chang et al. (2014), which emphasize the positive relationship among consumer's financial resources and impulse buying behaviour.

Similarly, our results support positive impact of spare time on impulse buying behaviour, consistent by findings of Husnain et al. (2019), Khan et al. (2016), and Foroughi et al. (2012), which highlight influence of time availability on increasing impulsive purchases.

However, our study differs from some previous studies in terms of influence of family on impulse purchasing behaviour. Contrary to positive role suggested by Husnain et al. (2019) and Anić and Radas (2006), our findings demonstrate a negative influence of the family on impulse buying. Family members were observed to discourage or hinder the decision-making process, often suggesting that the individuals do not actually need the items under consideration.

In conclusion, this study plays vital role understanding of impulse buying behaviour among young males in western region of Saudi Arabia. The findings emphasize the importance of considering factors such as money availability, time availability, and hedonic shopping motivation when formulating marketing strategies to stimulate impulse purchases. Further research is needed to explore the underlying reasons behind the observed negative impact of family influence and to validate these findings in a broader sample. Ultimately, these insights can inform marketers and businesses in effectively targeting the young male consumer segment and optimizing their strategies for impulse buying behaviour.

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