

# Consumer Characteristics, Factors Driving Online Impulsive Buying Behaviour (RR), Association Between Frequency of Buying & IBB And Strategies to Boost Impulsive Sales

Munikrishnappa C.M<sup>1</sup>, Dr. Shiny Rajan<sup>2</sup>

<sup>1</sup> Department of Commerce, Bharathiya Engineering Science & Technology, Gownivaripalli, Gorantla, Sri Sathya Sai District, AP, Scholar ID : 2023SCOM008@bestiu.edu.in, leadercmk.211@gmail.com

<sup>2</sup> Associate Professor, Dept. of Commerce, St. Francis College for Women, Hyderabad, shiny@sfc.ac.in

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## Abstract

**Purpose:** The main intention of the present research paper is to know the consumer characteristics impacting on online Impulsive Buying Behaviour (IBB). Further, the study probed the factors driving online impulsive buying and the association between the frequency of buying different categories of products and impulsive buying. Further, the study also focus on studying factors that boost the online impulsive sales. The analysis of boosting factors of impulsive buying is essential as innovative, competitive offers and discounts are shown now-a-days attracting the attention of consumers. Younger consumers (aged 20-40) and those with high income show stronger tendencies towards impulsive purchase. About 40.6% of impulse purchase online is done at present and the convenience is UPI and credit cards and nearly 43.3% consumers identifies the easy availability of payment methods.

**Design:** A structured questionnaire was administered via Google Form and in person with target customers in select localities of Chikkaballapur district. Area sampling method was used to consider sample for the study. A total of 100 respondents were contacted for the purpose of data collection both via Google form and in person interview. The gathered data was analysed using ANOVA, Impulsive index and Kendall's co-efficient of concordance and Excel-16.

**Findings :** The study found that the major consumer characteristics is instant gratification, the second one is urgency and the third ranked is about arousal. ANOVA reveals about significant variation in the data. The ranked factors driving online IBB includes, intense gratification stood as rank 1 of factor driving IBB followed by emotional state of mind as the second factor and sense of urgency as the third ranked factor impacting IBB. The remaining factors that influences IBB are ranked depending upon the strength of Impulsive Index. All the frequencies of buying stated 1-11 statements. products show greater relationship and p-value across all items stood <0.05 the threshold level. The study found in the order strategies that boosts impulsive sales include, free and fast shipping. Pay attention to packing and social media influencers.

**Keywords:** Banking, impulse purchase, social media, discounts, packing, shipping, instant gratification, free shipping, emotional, innovation.

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## INTRODUCTION:

Impulsive buying refers to immediate purchase without any pre-shopping objective either to acquire a product of fulfil a specific need (Beatty and Ferrel, (1998). Any unplanned buying spontaneously refers to impulsive Buying Behaviour (Khuong & Tram, 2015). Impersonal behaviour can occur in both traditional brick and mortar setup and online setup. Impulsive buying is characterised by quick, emotion driven purchasing decision for immediate satisfaction. The strong factor causing impulsive buying is an internal urge to satisfy the need immediately. Research has shown that various marketing strategies like sales, discounts and limited time offer can trigger buying behaviour (Di Crosta et al. 2021), Setiwan & Ardani, 2022). Studies found that individuals who engage in impulsive buying tend to spend more money than those who do not (Fossin et al. 2015). Individuals who involved in IBB tend to possess lower self control and self regular ability (Chua & Gino, 2022). Moeller et al. (2001) defined impulses as strong, sudden and often irrespective urge to act.

The consumer behaviour at present as facing significant changes mainly in the area of decision making and consequently in the influence purchase intention (Alina Stan Kerich, 2025) consumer behaviour refers to the activities directly involved in obtaining products, services. Thus it appears that psychological influence that motivates individuals to desire and consequently buy a certain product or service (Werntonbroch, K. et al., 2020). It is through the analysis of factors directly impacting on consumer

behaviour, it is possible to innovate and meet the consumers' expectations (Ding et al. 2020). There is a need to understand consumer in the context of availability of innovative products and markets facing severe competition (Varadarajan, 2020).

The quick development of social networking sites like, Facebook, Twitter, Whatsapp, Pinterest, snapchat, LinkedIn etc., made the people and companies to pay more attention to social commerce (Lixiang et al. 2015). Social Networking Sites (SNS) play a significant role in influencing consumer buying decisions (Wegmanm et al., 2023, Xiana et al., 2022). Social networks are online sites that allows individual to create and maintain interpersonal relationships with friends, acquaintances, family, co-workers and even strangers with similar interest (Ellison & Boyd, 2013).

#### **Statement of the problem :**

Impulsive buying is an incidental shopping event in modern retail accounting for a significant among of annual sales. Despite that IBB has been a dominant force in buying but it faces several critical problems. Consumers frequently experience post-purchase regret, guilt or financial anxiety when these purchases are trigger supported rather functional needs. Further, the factors driving IBB are highly fragmented, inconsistent across different findings, and struggle to keep pace with the rapid change from traditional in store to online, social and live streaming commerce. In order to study in the market the marketers use strong, aggressive a manipulative marketing strategies like Fear Of Missing Out (FOMO) based, algorithmic targets, that exploit consumer psychological vulnerabilities. They are between normal impulse purchase and compulsive buying is often blurred, leading to long term financial hardships and psychological issues. Hence the need emerges to understand how the combination of digital environmental stimuli & individual urge contributes to impulsive purchase unplanned to develop ethical marketing strategies that balance the growth of sale and consumers well-being. The problem of impulsive purchase emerges from increasing misalignment between traditional consumer welfare and aggressive modern marketing. The spontaneous nature impulsive purchase leads to long term negative outcome, including debt, post buying regret and reduced self esteem. If the impulse buying exceeds a limit, the consumer might have developed aversion. There is a need to study in detail the complex chain of how traits like personality and family dynamics interact with modern digital stimuli to cause over consumption.

#### **REVIEW OF LITERATURE**

Yokie Radman Kristiyona et al. (2022) research paper attempts to elaborate consumer behaviour of individuals who purchase or impulse through social comparison, materialistic tendencies, negative affirm and confidence levels of individuals. The study being new data was gathered through Google Forms questionnaire in which respondents has to use Likert scale to rate their agree ability. The data was compiled and processed using Smart-PLS4 software. The research reveals that social comparison and materialism positivity impacted impulse buying but negative affect did not. Furthermore the confidence moderated the relationship between social comparison and impulsive buying but did not moderate the relationship between impulse buying and social comparison. The research concludes by stating that everyone is unique in terms of behaviour and mindset which may benefit marketers to develop effective marketing strategies to attract purchase behaviours.

Van Dat Tran (2022) stated that a few studies have examined the role of social comparison in impulsive purchase, materialism and negative effect and even less is known about the underlying processes that may moderate these relationship. The research papers objective was to create a framework that included social comparison, materialism, negative effect, impulse purchasing and the moderator variable confidence in Vietnam e-commerce. From the Young people who do frequently shopping data gathered and 249 questionnaires were received. The study used a structural model and experimentally analysed the links between, and negative effect and how the moderate variable confidence influenced these interactivities. The study finds that social comparison has a significant influence on materialism but has no impact on negative effect. Materialism has also an impact on negative affect and impulsive buying. Additionally as per the researcher, confidence has a beneficial moderating effect on the relationship between social comparison and impulsive purchasing as well as social comparison and materialism.

Mingchao Li et al. (2026) study uses a mixed methods methodology that combines quantitative survey, qualitative semi-structured interviews, and a systematic literature review. A survey of 405 participants captured the influence of social, emotional, technological personality and economic factor in CIBB

followed by 396 in-depth interviews to explore nuanced consumer perspectives standardised loadings, f-value, composite reliability, and validity of the study variables. Cronbach's alpha is a score used to determine internal consistency. The literature review on the topic generally shows that social factors were proven to have a significant impact, and the role of peer influence and societal norms as one of significant factor in formation of CIBB's is pointed out. The researchers are of the opinion that consumer behaviour is important to help companies and marketers. The result confirms the hypotheses that social factors are the major determinants of CIBB, emotional facts are the major determinants of impulse buying.

Rocky Angelo Gabatin et al (2026) stated that impulsive buying is globally studied consumer behaviour influenced by different psychological, social and marketing factors. Through the Stimulus-Organism-Response (SOR) framework, the research investigates the effects of age, gender, social factors like peer influence and word of mouth, discounts, income, shopping style and ease of use website related factors. Further, this study estimates one mediating role of urgency to buy explores the cultural and financial influences impacting impactness. The respondents were 381 and quantitative research design was employed. The probing results reveals that significant relationship between social and website related factors in driving the impulsiveness. The study indicated that more accessibility of online shopping has resulted in intensification of impulse buying. The study at the end provides valuable insights to the digital marketers, stream of payment process to widen consumer participation. The findings serve as a foundation for the next future research.

#### **Objectives of the study :**

1. To analyse consumer characteristics and online impulsive buying behaviour.
2. To study factors driving online IBB.
3. To analyse the association between frequency of buying and online IBB.
4. To analyse the strategies and boosting online impulsive sales.

#### **Hypotheses:**

- H<sub>1</sub> : There exist significant association between consumer characteristics and online IBB  
H<sub>2</sub>: There is significant association in the factors driving and online IBB.  
H<sub>3</sub>: There is significant variation in the association between frequency of buying and online IBB.  
H<sub>4</sub>: There exists significant variation in the strategies boosting online impulsive sales.

#### **Research questions :**

1. What are the characteristics of consumers that lead to online impulsive buying?
2. What are the factors that drivers online IBB?
3. What is the association between frequency of buying and online IBB?
4. What are the strategies that boost online impulsive sales?

#### **RESEARCH METHODOLOGY:**

The present study is inspired by the contributions of different experts in the similar field 'Research Methodology explains' the method followed in the research work.

**Questionnaire Design :** A previously known questionnaire was well administered for the purpose of data collection. 50 responses were personally interviewed in 6 taluk headquarters and 50 respondents were asked to enter their responses and submit via Google Form. The respondents in both the cases were appealed to provide data in the form of Likert 3 point scale varying with strongly agreement somewhat agree.

**Respondents covered :** The respondents covered were 6 taluks headquarters for both in person and via Google Form. These respondents are government employees, private employees, Business people, Self employed, professionals, retired and house warriors who have at least 3 times impulse business done.

**Universe of the study:** The study is confined to newly formed Chikkaballapur district, which is growing very fast as it is very near to Kempegowda International Airport business centre, education hub, and tourist centre. All the 6 taluk headquarters were visited and data gathered.

**Sample and sampling techniques :** The sample of the study consist 100 and data gathered using dual approach of 50 from administration of questionnaire and 50 from Google Form survey. The following table explains the dual method adopted for the data collection. Area sampling was considered for the in

person data collection and 50 respondents of 6 taluk headquarters were appealed to give data via Google form. The sample plan is given below.

Taluks	In person	Via Google Form	Total
Chikkaballapura	8	8	16
Gowribidanur	10	10	20
Gudibande	5	5	10
Bagepalli	7	7	14
Sidlaghatta	10	10	20
Chintamani	10	10	20
Total	50	50	100

**Statistical Analysis :** The study used  $\chi^2$ , contingency co-efficient, ANOVA, Impulsive Index, were performed. Excel-16 was used to find ANOVA values.

**Sources of data :** The study relied on both primary data and secondary data. Primary data gathered by administration of questionnaire, area sampling, 50 and Google Form 50. The secondary sources include e-journals, books and internet.

#### Survey Findings:

Table-1 reveal data about consumer characteristics and impulsive buying. Table reveals that 82 respondents expressing strongly agree followed by 13 agree and 5 somewhat agree over the characteristics impacting on impulsive buying behaviour. Out of 100 respondents 36 said about instant gratification characteristics 18 said about urgency and 13 arousal. The F-value  $>$  F-crit and the p-value is  $<$  threshold value and hence ANOVA fails to accept  $H_0$  and accepts  $H_1$ . It is concluded that there exists significant variation in the data and association between the consumers characteristics and online impulse buying.

Table - 2 speaks about factors driving online IBB. To measure the factors driving IBB, Impulsive Index was framed. The opinions expressed by respondents placed using 3 point Likert scale varying from 'Strongly agree to somewhat agree' The opinions are multiplied by correspondent weights i.e., 3, 2 and 1. The sum of impulsive Index is divided by the sum of weights i.e.,  $3 + 2 + 1 = 6$  and the highest among Impulse Index(I.I). is ranked as first rank. Accordingly the first rank was given to instant gratification, the second rank of preference by respondents is about emotional state of mind and the third rank was given to sense of urgency. The remaining factors ranked as per their highestness.

Table - 3 highlights data about association between frequency of buying and IBB. To measure the frequency of buying ANOVA qualitative technique is performed. The association between frequency of buying and IBB across all frequency of purchase and IBB revealed significant variation in the data. The P-value in cases is  $<0.05$  and F-value across all the purchases is  $>$  the F-crit value resulting in existence of significant variation on the data. The type of buying frequencies are notified separately. The type of frequency of buying is not uniform and differs depending upon the product purchased. ANOVA shows that in all cases there exists significant variation in the data since the p-value across all the products and their frequency of buying is  $< 0.05$  the significant level. We accept the alternative  $H_3$  that there exists significant association between frequency of product category purchased and online IBB.

Table - 4 divulge data about strategies boosting impulsive sales. To measure the boosting strategies of impulse sales Kendall's co-efficient of concordance was performed. There are 86 respondents who have strongly agreed over the strategies impacting boosting of sales followed by 9 agree are 5 somewhat agree. 40 respondents preferred the strategy of free and fast shipping, 13 liked pay attention to packing, and 10 said about social media influences. The calculated value being  $44.5728 >$  the table value @  $8df = 15.507$  and hence 'w' fails to accept  $H_0$  and accepts  $H_1$  and it is concluded here that there exist significant variation in the data.

#### CONCLUSION :

Chikkaballapura district is fast growing because of vicinity to Bengaluru. It is a popular center of higher education, commercial crops, and a favourable tourist center. Impulsive buying is strongly liked by the consumers and hyper markets are strongly triggering the consumers to buy instantly. Online impulsive buying behaviour is liked by the modern youth of age in between 25-35 years. Impulsive buying either online or physical is predominantly a result of market induced stimulation meeting the psychological need for excitement or immediate gratification. The trend at Chikkaballapur is moving from brick and

mortar online impulse buying to rapid 24/7 online and live streamed impulsive buying. In Chikkaballapura online impulsive buying is driven by a high awareness of digital payment system and a rapid shift towards UPI based apps like phonepe and Googlepay. The study found that the major consumer characteristics is instant gratification, the second one is urgency and the third ranked is about arousal. ANOVA reveals about significant variation in the data. Intense gratification stood as rank 1 of factor driving IBB followed by emotional state of mind as the second factor and sense of urgency as the third ranked factor impacting IBB. The remaining factors that influences IBB are ranked depending upon the strength of Impulsive Index. All the frequencies of buying stated 1-11 products show greater relationship and p-value across all items stood <0.05 the threshold level. The study found in the order strategies that boosts impulsive sales include, free and fast shipping. Pay attention to packing and social media influencers.

**Table - 1 : Consumer characteristics and online behaviour impulsive buying.**

Characteristics	SA	A	SWA	T
Instant gratification	27	7	2	36
Urgency	15	2	1	18
Arousal	11	1	1	13
Urge to buy impulsively	8	-	-	8
Pleasure and social status	10	1	1	12
Perceived usefulness	5	-	-	5
Affinity over products	6	2	-	8
Total	82	13	5	100

Source : Field Survey

ANOVA Summary

Groups	Count	Sum	Average	Variation
Column-1	7	82	11.71428	56.57143
Column-2	7	13	1.85714	5.809524
Column-3	7	5	0.71428	0.571429

Source of variation	SS	df	MS	F	P-value	F-Crit
Between the groups	512.0952	2	256.0476	12.20197	0.000448	3.554557
Within the Groups	377.7143	18	20.98413			
Total	889.8095	20				

Source: Field Survey

ANOVA Analysis : The F value being 12.2017 greater than 3.554557 F-Crit value and Further P-value being 0.00448 < 0.05 and hence ANOVA fails to accept H0 and accepts H1, hence it can be concluded that there exist significant variation in the data.

**Table - 2 : Factors driving online IBB**

Factors	Extent of Impactness			I.I.	R	x <sup>2</sup>	Result of x <sup>2</sup>	"c"	Result of C
	SA	A	SWR						
Intense gratification	95	5	-	100	I	541.07	Significant	0.91	High Degree
	285	10	-	295	49.16				
Website design	72	21	7	100	XI	283.71	Significant	0.85	High Degree
	216	42	7	265	44.17				
Credit cards	65	25	10	100	XIX	222.93	Significant	0.83	High Degree
	195	50	10	255	42.50				
Mobile friendliness	80	15	5	100	IX	336.43	Significant	0.88	High Degree
	240	30	5	275	45.83				

Sense of urgency	90	6	4	100	III	480.38	Significant	0.90	High Degree
	270	12	4	286	47.67				
Emotional state of mind	93	5	2	100	II	512.54	Significant	0.91	High Degree
	279	10	2	291	48.50				
Price	70	21	9	100	XIV	267.90	Significant	0.85	High Degree
	210	42	9	261	43.50				
Ease of access	69	18	13	100	XVIII	263.30	Significant	0.85	High Degree
	207	36	13	256	45.67				
Shipping and reforms	67	21	12	100	XIX	242.74	Significant	0.84	High Degree
	201	42	12	255	42.50				
Discounts and offers	89	3	8	100	V	481.13	Significant	0.90	High Degree
	267	6	8	281	46.83				
Visual product presentation	68	23	9	100	XVI	248.48	Significant	0.84	High Degree
	204	46	9	251	43.17				
Level of innovation	82	15	3	100	VII	381.46	Significant	0.89	High Degree
	246	30	3	279	46.50				
Marketing techniques	72	18	10	100	XII	288.22	Significant	0.86	High Degree
	216	36	10	262	43.67				
User experiences	58	22	20	100	XXII	173.07	Significant	0.79	High Degree
	174	44	20	238	39.67				
Outdoor experiences	58	22	20	100	XXII	265.86	Significant	0.85	High Degree
	210	44	8	262	43.67				
Reference group influence	61	17	22	100	XXI	201.92	Significant	0.81	High Degree
	183	34	22	239	39.83				
Self esteem	70	21	9	100	XIV	267.09	Significant	0.85	High Degree
	210	42	9	261	43.50				
Disposable income	85	9	6	100	VII	424.05	Significant	0.90	High Degree
	255	18	6	279	46.50				
Personal factor (age, occupation)	73	20	7	100	X	293.49	Significant	0.86	High Degree
	219	40	7	266	44.33				
Life style	70	18	12	100	XVII	261.52	Significant	0.85	High Degree
	210	36	12	258	43.00				
Economic Situation	85	10	5	100	VI	421.25	Significant	0.89	High Degree
	255	20	5	280	46.67				

Source : Field survey

SA = Strongly Agree, A = Agree, SWA = Somewhat Agree

**Table - 3 : Association between frequency of buying and online IBB**

	Products impulsively purchased	Source of variation	SS	df	MS	F	P-value	F-crit
1	Ready to eat	B/w. groups	595.1111	2	297.5556	5.697872	0.014427	3.68232
		with in groups	783.3333	15	52.2222			
		T	1378.444	17				
2	Grocery	B/w. groups	618.7778	2	309.3889	4.100884	0.037956	3.68232
		with in groups	1131.667	15	75.4444			
		T	1750.444	17	284.0556			
3	Sports goods	B/w. groups	568.1111	2	284.0556	4.829052	0.024043	3.68232
		with in groups	882.3333	15	58.82222			
		T	1450.444	17				
4	Consumer electronics	B/w. groups	593.444	2	296.7222	4.6993	0.026018	3.68232
		with in groups	947.000	15	63.1333			
		T	1540.444	17				
5	Kitchen appliances (0.00595)	B/w. groups	486.9524	2	243.4762	6.200081	0.008945	3.554557
		with in groups	706.8571	18	39.26984			
		T	1193.81	20				
6	Furniture	B/w. groups	545.7778	2	272.8889	7.922581	0.004485	3.68232
		with in groups	516.6667	15	34.44444			
		T	1062.444	17				
7	Apparels and footwear	B/w. groups	522.1111	2	261.0556	7.439835	0.005693	3.68232
		with in groups	526.3333	15	35.08889			
		T	1048.444	17				
8	Books	B/w. groups	568.1111	2	284.0556	9.720532	0.001962	3.6825
		With in groups	438.3333	15	29.2222			
		T	1006.444	17				
9	Beauty and health	B/w. groups	592.4444	2	296.2222	9.453901	0.002205	3.68232
		With in groups	470.00	15	31.33333			
		T	1062.444	17				
10	Toys	B/w. groups	547.4444	2	273.7222	9.526295	0.002136	3.68232
		with in groups	431.0000	15	28.7333			

		T	978.4444	17				
11	Mobile	B/w. groups	617.4444	2	308.7222	11.4909	0.000942	3.68232
		with in groups	403.0000	15	26.86667			
		T	1020.444	17				

Source : Field Survey

**Frequency of online buying**

1.	Ready to eat	Regular, not regular, festivals, social occasion, daily never
2.	Grocery	Daily, Weekly, Fortnightly, Monthly, Festivals, Social Occasions
3.	Sports	Monthly, frequent online, daily activities, when discount offered, sports competition day, yearly regular
4.	Consumer electronics	Once in three months, six months once, moderate, need based, when innovation emerges, when discounts offered
5.	Kitchen Items	Major annual, 10-15 years, 5-10 years, small frequently, replacement offer, when becomes unserviceable, festivals, discounts.
6.	Furniture	Once in year, once in six month, when becomes out of use, when discount offered, festivals, style update
7.	Apparels & Footwear	Once in 3 months (A), monthly (A), 2-3 times (FW), Festivals (both), when becomes outdated, when new style emerges
8.	Books	Moderate, 2-3 times per year, single 12 books, digital grant, 3-4 times, new arrivals, discounts, most relevant to study.
9.	Beauty and health	Once in 3 months, daily as per specification, occasional, once in 6 months, arousal when discounts offers.
10.	Toys	As per child use, 3 - 5 times annual, when discount offered, when visiting tourist places, when broken, when new type emerges.
11.	Mobile	Once in a year, new innovation, out of service, when lost, when discounts given, under loan

**Table - 4 : Strategies and boosting online impulsive sales**

	Strategies boosting impulsive sales	SA	A	SWA	RT	RT <sup>2</sup>
1	Website experience seamless and secure website	7	1	1	9	81
2	Social Media influences	8	1	1	10	100
3	Banner advertisement - attract attention	6	1	-	7	49
4	Push notification - Alert about regular offers	5	-	-	5	25
5	Hyper personalised Ads - Consumer data location	4	-	-	4	16
6	Hyper targeted Ad - personalised message	6	1	-	7	49
7	Free and fast shipping	35	3	2	40	1600
8	Creating Fear of Missing Out (FOMO) with time limited offers	5	-	-	5	25
9	Pay attention to packing	10	2	1	13	169
	Total	86	9	5	100	2114

Source : Field Survey

Note : SA - Strongly Agree, A - Agree, SWA - Somewhat Agree

$$SSR = \sum RT^2 - (\sum RT)^2 / N$$

$$= 2114 - (100)^2 / 9$$

$$= 2114 - 1111.1111 = 1002.8889$$

use the sum of square (SSR) in the following formula to obtain Kendall's "W"

$$W = 12 \times SSR / K^2 N (N^2 - 1)$$

$$= 12 \times 1002.8889 / 3^2 \times 9 (9^2 - 1)$$

$$= 12034.6668 / 81 (81-1)$$

$$= 12034.6668 / 6480$$

$$= 1.8572$$

Test the significance of "w" by using the chi-square statistic.

$$\chi^2 = k (n - 1)w$$

$$= 3(9-1) 1.8572 = 3 \times 8 \times 1.8572$$

$$= 44.5728$$

Decision: At 8 df with 0.05 level of significance the TV = 15.507. The calculated value being 44.5728 higher than the critical table value and hence "w" fails to accept  $H_0$  and accepts  $H_1$  and hence it is concluded that there exist significant relationship between strategies stated and enhancement of impulsive sales.

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