
Analysing the impact of retail store attributes on unplanned buying intention with mediating role of shopping enjoyment and store perception: An Empirical study

DR. SARITA SATPATHY^{1*}, DR. VENKATESWARALU KARUMURI², DR. SUSANTA KUMAR SATPATHY³

¹Asso.Professor, Department of Management Studies, Vignan's Foundation for Science, Technology & Research University, Guntur, Andhra Pradesh, India.

²Asst.Prof Department of Management Studies, Centurion University, Vijaynagaram, Andhra Pradesh, India,

³Asso.Professor, Department of Computer Science, Vignan's Foundation for Science, Technology & Research University, Guntur, Andhra Pradesh, India.,

*Corresponding Author

Email: sssatpathy3@gmail.com¹, Karumuri2007@gmail.com², drsks_cse@vignan.ac.in³

Abstract:Unplanned buyers are always considered as a dream segment for marketers. many times, consumers buy the product due to their sudden unplanned buying intention rather than their need. That is the reason unplanned buying pattern and behaviour is one of the most demandable topics for investigation by the marketers as well consumer behaviour researcher from last half centuries. This research aim to explore, impact of the combination of store attributes like light ,scent, music, displays and efficient employees and personal attributes like customer's shopping enjoyment and the effect of their store perception. On customer unplanned buying intention. This research has done by a survey method by collecting data with the help of structured questionnaire. The finding of this study will be helpful to the retailers to plan their investment on store ambience that motivate the store visitors to browse the store for longer time which further help them to do unplanned shopping. At the same time it will guide the marketing researchers to understand the unplanned buyer's insight and explore some more influencing factors which affect the unplanned buying behaviour as well as post purchase behaviour .

Keywords; Store attributes, shopping enjoyment, store perception, unplanned buying intention.

INTRODUCTION:

The unplanned buying behaviour (UBB)is an vital aspect not only in retail business but also in other marketing sector. Every year a large volume of product has been sold due to this buying behaviour . Lots of evidence in previous report proofs that 90% of people make unplanned purchase occasionally and many buyer themselves purchase as unplanned purchase classified around 30% to 80% of their purchase as unplanned purchase [4,8,15,16,21]. According to some author's suggestion ,in general the percentage of unplanned buying may be higher than planned buying . Apart from this, many available research has stressed on wide range of aspect connection to unplanned buying behaviour, but most of them are highlighting the meaning, definition, nature ,its importance in retail sector, the measurement of unplanned buying aspect ,the motivating factors as well as their difference from planned buying behaviour. [8,31].However little focus has been done on retail store attributes towards the unplanned buying behaviour [Husman.A,2000:16] Very few attention has been given for identifying unplanned buyers profile as well as very few models have gone in depth for searching the link between the retail store attribute and its impact on unplanned urge for unplanned buying intention. This paper is a sincere effort to explore a compressive theoretical model that highlight store key variables and its impact on customer's unplanned buying intention . This research paper has taken the inputs from various studies availed and presents a conceptual interpretation of unplanned buying intention. This research piece of work attempts to address the link between store attribute like ,store layout, ambience ,employee, visual displays with the urge for unplanned buying intention through the mediating with personal tendencies like shopping enjoyment , perception about retail store as well as buying tendency. The research paper has the following research objective :

- 1.To Identify the retail store related factors stimulating the unplanned buying intention of the customers.
2. To explore the relation between store attribute and customer's unplanned buying intention with mediating role of customer's shopping enjoyment.

3. To explore the relation between store attribute and customer's unplanned buying intention with mediating role of customer's store perception

PROPOSED CONCEPTUAL FRAMEWORK AND HYPHOTHESIS:

In this studies a conceptual framework has been proposed which has been done after a brief literature studies . The framework has consist of four store attribute along with customer's shopping enjoyment, store perception and unplanned buying intention.

Unplanned buying scenario:

As per today's marketing scenario unplanned buying behaviour is an unique and continuous aspects customer lifestyle as well as one of the complicated considerable point in today's marketing scenario. Unplanned buying which is popularly known as impulse buying is a result consumer's sudden experience of a strong and powerful urge to buy something instantly . It involves the spontaneous purchase decision of something without thinking for future consequences. According to Clover (1950:7) impulse buying refers to any purchase decision made instantly and suddenly without any advance planning before entering into the store. Later Rook (1987:31)put the argument that impulse buying is something more than unplanned buying and stated impulse buying as shopper's instant and immediate buying activities after experiencing a strong and powerful urge. Redefining this Beatty and Ferrel(1998:3) states that instant purchase decision for a specific product without any prior intention to fulfil specific buying need. According to Crawford and Melewar (2003:9) growth in sale through unplanned buying is a result of customer's increased frequency of store visit due to their hectic lifestyle. A research report suggests that total money spent on unplanned purchase by British consumer's is around 21.7 billion euro. During the last two decades many research has been conducted by the researcher like, Donovan et al. (1994:11); Rook and Fisher (1995:32); Beatty and Farrell (1998:3). Hence for the retailer it is very essential to understand and use the customer's unplanned buying behaviour as an input to promote their sale. It is also believed by some researchers that a comprehensive and brief understanding of unplanned buying behaviour can help the retailers to explore the stimulating factors that motivate customers and create the urge for unplanned buying.

Relation between store attributes and unplanned buying intention

As unplanned buying in retail stores are grabbing the interest ,lot of research has been undertaken to indentify the stimulating factors for unplanned buying. This paper has done an in-depth study about the relationship between the store attribute like store layout, store ambience including lighting, music, and scent , sales people, store visual display with unplanned buying intention.

store layout:

As per Crawford and Melewar,(2003:9), a well planned store layout which will be convenience for the customer will be able to maximise their sale by creating a strong unplanned buying urge among the customer . Bitner (1992:5) in his research suggest that a good store layout helps the customer to find out the product in a quick manner which can facilitate more purchase. A retail store which is well organised can enhance and fasten the shopping process by creating more convenience for the shoppers . In fact in most of the superstore designed their layout to keep the daily needed products in the back of the store so that shoppers can browse entire store and may do some impulse purchase

Store ambience:

Customer buying urge is greatly influenced by their emotion which can be developed by store ambience. A well organised store with good smell or pleasant aroma can directly influence the shoppers time spend in store. It will help the shopper to spend more time for looking various merchandise which further helps in unplanned buying. Similarly Matilla and Wirtz (2008:25) study has explored the customer unplanned buying has greatly influenced by the store smell. Like store aroma , store background music are also important store elements which have direct relation with customer's purchase behaviours well as unplanned purchase intention. Customer's unplanned buying intention is always trigger by pleasant back ground music.

Presence of friendly Salesperson: Reference

As per reference (20) humans are having a tendency to pay attention and attracted by other humans, can make an impact in retail sector , which includes salespeople and customers. Therefore, it is highly essential for the retailer to understand the role of human variables in affecting consumers' perceptions and consequent behaviours . Some research stated that the well trained and friendly of employees can be considered as an vital factor while designing the retail business[25]. The store environment which have high availability of trained and friendly employees are always considered as a part of high social imaged store who are able to provide high motivation for consumer's buying intention than the low-social-imaged store .

Visual Merchandising:

Visual Merchandising can include anything that is visible to shopper outside and inside the store is a great stimulating factor in generating the customer's interest, increase their attentiveness and strong desires for a similarly wide range of product display can affect unplanned purchase positively Peak & Peak (1997:39). According to Ramaswamy and Namakumar(2009:42).When a customer see a product on sale automatically start paying attention which can result unplanned purchase.

H1: There is a positive relationship between The store attribute and customer's unplanned buying Intention.

Relationship between store attribute and customer's unplanned buying intention with mediating role of Store perception :

According to Watson et al., 1988:37) customers perception affect is a state of feeling that which can be expressed positively as well negatively. Sherman et al. (1997:34) stated in his research that unplanned buying intention is a result of emotion affect. Customer's emotions arise during store visit often related, to store attributes which further link to unplanned buying and impulse buying (Donovan et al., 1994:11). According to Machleit and Eroglu, customers usually comes to the store with pre defined goal and may get affective reaction when they put effort to meet such goal. (23). In this research we highlight the customers perception affect arise various store attributes .According to customers may feel active and excited when they have a positive feeling and emotion at the store which induce the urge for unplanned buying intention. High level of energy, high attention and pleasant involvement are the result of positive affect while in contrast feeling bore ,shopping frustration, lethargy and sadness are the consequences of negative effect .

Lots of evidence proves that shoppers always show their response psychologically and behaviourally towards music.(Yalch and Spangenberg, 1990:39). Customer's affective states often influence by music which is an vital as well as very frequently studied variable in the field of impulse purchase. (Bruner, 1990:6). It is a key variable of store ambient shaping consumer buying behaviour in retail environments (Bitner, 1992:5) (Milliman, 1982; 1986:24; Yalch and Spangenberg, 1990:39). Customers affected positively in presence of pleasant music in store.(Garlin and Owen, 2006:13), while improper and loud music at store may create inconvenience and irritation among customer(d'Astous, 2000:10), (Bitner, 1992:5). Similarly appropriate and well planned lighting systems can make store interior more attractive, create excitement among customer and influence them positively so that they attract towards key sales points. (Smith, 1989:36). Lighting and music together evoke positive affect (Yoo et al., 1998:40). At the same time the lighting system (soft light) used by store management creates hurdles for customers to examine and evaluate the product displays then it affects negatively (Areni and Kim, 1994:1)..customers have an enjoyable store experience and give positive response due to store employee(Jones, 1999:28) (Bitner, 1990:5)customer's perception and satisfaction is also influenced by store people's behaviour and their action (Gardner, 1985:19; Yoo et al., 1998:40) (Oliver and Swan, 1989:27) .

H2: Store attributes have a significant effect on customer buying intention with customer's store perception as a mediating factor.

Relationship between store attribute and customer's unplanned buying intention with mediating role of Shopping Enjoyment

According to Goyal and Mittal (2007:14), enjoyment during shopping is customer's personal characteristic which represent their buying tendency to experience high shopping pleasure than other. As a result of which customer consider shopping as matter of fun and they involve in unplanned and instant buying without following shopping list. (Sharma & Sivakumaran, 2004:33). People who have a higher tendency towards shopping enjoyment are visiting retail store frequently and automatically have more unplanned buying intention. (Badgaiyan & Verma, 2014:2).

As per Weinberg and Gottwald (1982:38) customer's unplanned buying behaviour is associated to high level of enjoyment and joy. Youn & Faber (2000:41)highlight in his study that joy feeling during shopping, impulsive nature and less self control are the major stimuli for the customers who do unplanned buying. Many research stated that Indian customer orientation is shifting to pleasure, joy and entertainment aspect Sinha (2003:35). Customer's desire and intention for purchase is high when they have a sense of pleasure and enjoyment in the store (Hausman, 2000:16).

H3: Store attributes have a significant impact on customer's unplanned buying intention with the help of customer's shopping enjoyment as a mediating factor.

METHODOLOGY;

Sampling and Data Collection and Data analysis

The research design for this paper has included data collection and their analysis with the help of statistical tools. Data has been collected from both primary and secondary sources. Primary source include the brief study of existing literature while secondary data has been collected by conducting a survey in around 10 shopping

malls in Guntur and Vijayawada city of Andhra Pradesh by designing and distributing the structured questionnaire on the basis of research objective. The entire questionnaire has been divided into three section. First section deals with customer demographic details .Second section deals unplanned buying pattern and third section deals with the relationship between store attributes and unplanned buying intention with mediating factors of shopping enjoyment and shop perception. The data has been collected with the help of convenience sampling techniques. Total 200 questionnaire has been collected from the shoppers at different malls ,out of which 139 questionnaire has been considered as qualitative and properly filled and has been utilised for the study . The constructed hypotheses has been investigated by SPSS 20.0 and process macro V2.16 statistics package. To estimate the factors with Eigen value the factor analysis and opted rotation method has been used. Mediation analysis has been used to analyse the median direct and indirect of the construct by using process macro proposed by Hayes. and reliability has been tested by using Cronbach's α as an estimation technique.

Data interpretation and findings

Out of a total of 139 survey respondents, most of the respondents with under the age of 25-40 years(45.4 %), 24.3% are between 41-55 years age and around 19.5%, of them are below 25 years and 10.8% are by age of equal or more than 55 years. With regard to gender, 59.3% are male and 40.7% are female. With respect to monthly income which is another vital demographic factor for purchase intention, about 38.9 % earn 20,000-40,000 per month, 27.6% earn in between 41,000- 60,000per month, 20.3% earn more than 60,000 per month and the rest 13.2% earn below 20,000 Per month. As far as qualification is concerned With nearly 60% are graduates, 11.8% are undergraduate holders and the rest 28.2% are post graduates.

Table No.1: Psychometric properties of the measures

Model Construct	Statements	Standardises EFA Loading	Construct Mean(N=139)	Standard Deviation	Store Attributes	Store Perception	Shopping Enjoyment	Unplanned Buying Intention	Cronbach's α
Store Attributes	SA1	.925	3.6222	1.62660	1	.903**	.447**	.678**	.831
	SA2	.868			60	.000	.000	.000	
	SA3	.775			60	60	60	60	
Store Perception	SP1	.873	4.3056	1.16006	.903**	1	.607**	.751**	.765
	SP2	.857			60	60	60	60	
Shopping Enjoyment	SE1	.899 .895	4.7722	1.23125	.447**	.607**	1	.423**	.779
	SE2				60	.000	.000	60	
Unplanned Buying Intention	UBI 1	.862 .836	4.2111	1.10974	.678**	.751**	.423**	1	.668
	UBI 2				60	.000	.000	.001	

** Correlation is significant at the 0.01 level (2-tailed).

Table No.1 has been displayed the construct reliability by using exploratory factor analysis. All factor loadings are larger than 0.6, which demonstrates an adequate convergent and discriminate validity. The reliability scores of the hypothesized constructs are above 0.6, it defines construct reliability (Lemon, 2001:22; Kim, 2012:19) and the correlations among the constructs have satisfied the desired requirement of above 0.6 (Nunnally,1978:26). The correlation values of factors has given below. A which shows the correlations between each couple of variables in the study. Every value appears two times and gives the degree to which each variable is related with every other variable.

Table no.2:Decomposition of the total effect

Independent variable	Mediating variable	Dependent variable	Total Effect	Se	T	p	LLCI	ULCI
			0.6437	.0403	15.96	.0000	.5630	.7244
Store Attribute	Store Perception & Shopping Enjoyment	Unplanned Buying Intention	Direct effect	Se	T	P	LLCI	ULCI
			0.4723	0.0445	10.6012	0.000	0.3830	0.5615

			Indirect effect	Boot se	Boot LLCI	Boot ULCI		
			0.2404	0.09	0.097	.4951		

As per Table no.2 and Fig-1, The proposed research model shows that the constructs store attribute, customer's store perception and customer's shopping enjoyment are vital for the customer's unplanned buying behaviour. This research has been hypothesized the relation to analyse the mediating effect of the variables by using Hayes mediating model 4 (Hayes 2012). As per the model all the hypothesis has been accepted. The first Hypothesis the third Hypothesis H1, shows the direct relation between Retail store attribute and customer's unplanned buying intention and has proved significant (0.6437, $P < 0.01$). Similarly H₂: store perception have mediating effect over store attribute and unplanned buying intention and the mediating effect is significant (0.10, $P < 0.01$). Like wise the H3 also has proved that there is mediating effect of shopping enjoyment between store attribute and unplanned buying intention (0.14, $P < 0.01$). The impact of individual mediating variables are low but when added two mediating variable the effect is increase (0.24, $P < 0.01$). all the effect Sizes are within the control limit (LLCI, ULCI) of the direct, indirect and total effects paths proposed by Hayes (2012)

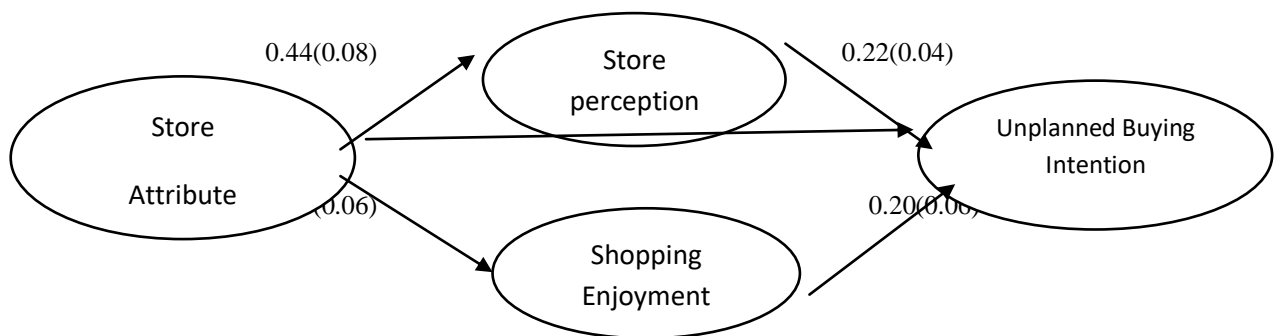


Fig.1: Standardized Regression Coefficient of the Proposed Model

CONCLUSION:

This study can come to the conclusion that the mediation effect of store perception and shopping enjoyment have a significant impact over the relationship of store attribute and unplanned buying intention. the finding of this research showed that all proposed hypotheses are supporting to mediation. The outcome of this empirical study revealed that the store attractive and organised store attributes like pleasant music, eye catching visual merchandise, colourful and decent lighting along with supporting and well trained store employees can influence the customer's unplanned buying intention through their perception about the concerned retail store as well as the level of enjoyment they get during the shopping visit.

Managerial Implications and Future scope:

This research has a lot of importance from managerial point of view. Firstly, the outcomes of the result shows that around 30 % of shopper's are doing unplanned purchase. This shows the prove. Though in comparison to western countries it might be less but still some extent of unplanned purchase or impulse purchase is prevalent and existed in India as well as Andhra Pradesh. We can easily believe that, the research results are applicable to most other developing countries as it has obtained in India. This is because in Indian retail sector, most stores are small, in comparison to all parameters of Western standards. If due to store environment, impulse buying is possible in India then it will be surely possible in other countries with much larger, well organised and well ambience store. So store managers around the world should pay much focus on improving their store attributes, If they want to increase their profitability through impulse buying in their stores. Specifically, they need to pay attention towards enhancement of skill, behaviour and attitude of store employees, appropriate music as per the situation, layout design as well eye catching product displays and decent and attractive lighting to encourage impulse buying.

In future this study can further helpful to conduct some more study to investigate and explore some more innovative store, personnel and product attribute which can increase the retail sale by unplanned purchase. Not only this even more study can be done to analyse and compare the unplanned buying behaviour in geographical area wise as well as different market segment based on demographic and psychographic variables.

REFERENCE:

1. Areni, C.S. and Kim, D. (1994), "The influence of in-store lighting on consumers' examination of merchandise in a wine store", pp. 91-99.

2. Badgaiyan, A. J., & Verma, A. (2014). Intrinsic factors affecting impulsive buying behaviour— Evidence from India. *Journal of Retailing and consumer services*, 21(4), 537-549.
3. Beatty, S. E., & Ferrell, M. E. (1998). Impulse Buying: Modeling Its Precursors. *Journal of Retailing*, 74(2), 169-191. [http://dx.doi.org/10.1016/S0022-4359\(99\)80092-X](http://dx.doi.org/10.1016/S0022-4359(99)80092-X).(store = personality =6
4. Bellenger, D.N., Robertson, D.H., & Hirschman, E.C. (1978). Impulse buying varies by product. *Journal of Advertising Research*, 18(6), 15-18. .(store = personality =8
5. Bitner, M.J. (1992), “Servicescapes: the impact of physical surroundings on customers and employees”, *Journal of Marketing*, Vol. 56 No. 2, pp. 57-71.
6. Bruner, G.C. (1990), “II Music, mood, and marketing”, *Journal of Marketing*, Vol. 54 No. 4, pp. 94-104.
7. Clover, V.T. (1950). Relative importance of impulse-buying in retail stores. *Journal of Marketing*, 15, 66-70.
8. Cobb, C. J., & Hoyer, W. D. (1986). Planned versus impulse purchase behavior. *Journal of Retailing*, 62(4), 384-609.
9. Crawford, G., & Melewar, T.C. (2003). The importance of impulse purchasing behaviour in the international airport environment. *Journal of Consumer Behaviour*, 3(1), 85-98
10. d’Astous, A. (2000), “Irritating aspects of the shopping environment”, *Journal of Business Research*, Vol. 49 No. 1, pp. 149-156.
11. Donovan, R. J., Rossiter, J. R., Marcoolyn, G., & Nesdale, A. (1994). Store atmosphere and purchasing behavior. *Journal of retailing*, 70(3), 283-294. [http://dx.doi.org/10.1016/0022-4359\(94\)90037-X](http://dx.doi.org/10.1016/0022-4359(94)90037-X)
12. Gardner, M.P. (1985), “Mood states and consumer behavior: a critical review”, *Journal of Consumer Research*, Vol. 12 No. 3, pp. 281-300.
13. Garlin, F.V. and Owen, K. (2006), “Setting the tone with the tune: a meta-analytic review of the effects of background music in retail settings”, *Journal of Business Research*, Vol. 59 No. 6, pp. 755-764.
14. Goyal, B., & Mittal, A. (2007). Gender influence on shopping enjoyment—an empirical study. *In-dian Management Studies Journal*, 11(2), 103.
15. Han, Y. K., Morgan, G. A., Kotsiopulo, A., & Kang-Park, J. (1991). Impulse buying behavior of apparel purchasers. *Clothing and Textiles Research Journal*, 9(3), 15-21. <http://dx.doi.org/10.1177/0887302X9100900303>.
16. Hausman, A. (2000). A multi-method investigation of consumer motivate on in impulse buying behaviour. *Journal of Consumer Marketing*, 17(5), 403-419. <http://dx.doi.org/10.1108/07363760010341045>
17. Heyes, A. F. (2012). PROCESS: A versatile computational tool for observed variable mediation, moderation, and conditional process modelling.
18. Jones, M.A. (1999), “Entertaining shopping experiences: an exploratory investigation”, *Journal of Retailing and Consumer Services*, Vol. 6 No. 3, pp. 129-139.
19. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand . *Journal of Business Research*, 65(10), 1480–1486.
20. Kim, Hyejeong,fiore, Anm Maeie., Niama, Linda S, and Jeong Miyoung. “ Psycographic characteristic affecting behavioural intention towards pop-up retail’, *international journal of Retail & Distribution Management*, 38 (2). 133-154. 2010.
21. Kollat, D. T., & Willett, R. P. (1967). Customer Impulse Purchasing Behavior. *Journal of Marketing Research*, 4(1), 21-31. <http://dx.doi.org/10.2307/3150160>.
22. Lemon,K.N.,Rust,R.T., &Zeithmal, V.A(2001)” What drives customer equity, *Marketing management*, 10(1),20-25
23. Machleit, K.A. and Eroglu, S.A. (2000), “Describing and measuring emotional response to shopping experience”, *Journal of Business Research*, Vol. 49 No. 2, pp. 101-111.
24. Milliman, R.E. (1986), “The influence of background music on the behavior of restaurant patrons”, *Journal of Consumer Research*, Vol. 13 No. 2, pp. 286-289.
25. Mattila, A. S., & Wirtz, J. (2008). The role of store environmental stimulation and social factors on impulse purchasing. *Journal of Services Marketing*, 22(7), 562-567. <http://dx.doi.org/10.1108/08876040810909686>
26. Nunnally, J.C (1978). *Psychometric Theory*, 2nd ed., McGraw-Hill, New York, NY.NSDC & KPMG (2017). *Human Resources and Skill Requirements in Beauty and Wellness Sector*.
27. Oliver, R.L. and Swan, J.E. (1989), “Consumer perceptions of interpersonal equity and satisfaction in transactions: a field survey approach”, *Journal of Marketing*, Vol. 53 No. 2, pp. 21-35.
28. Peak H S and Peak E F (1977), “Supermarket Merchandising and Management”, Englewood Cliffs, Prentice-Hall, NJ.
29. Quelch J A (1983), “It’s Time to Make Trade Promotion More Productive”, *Harvard Business Review*,May/June, pp. 130–
30. Ramaswamy & Namakumar. (2009). *Marketing Management (4th ed.)*. New Delhi: McMillan Publishing.

31. Rook, D.W. (1987), "The buying impulse", *Journal of Consumer Research*, Vol. 14 No. 2, pp. 189-199.
32. Rook, D.W. and Fisher, R.J. (1995), "Normative influences on impulsive buying behavior", *Journal of Consumer Research*, Vol. 22, pp. 305-313
33. Sharma, P., & Sivakumaran, B. (2004). Impulse Buying and Variety Seeking: Two Faces of the Same Coin? Or Maybe Not! *Advances in Consumer Research*, 31, 260-261.
34. Sherman, E., Mathur, A. and Smith, R.B. (1997), "Store environment and consumer purchase behavior: mediating role of consumer emotions", *Psychology and Marketing*, Vol. 14 No. 4, pp. 361-379.
35. Sinha, P. K. (2003). Shopping orientation in the evolving market. *Vikalpa*, 28(2), 13-22
36. Smith, W. (1989), "Trends in retail lighting: an intelligent design approach", *International Journal of Retail Y Distribution Management*, Vol. 17 No. 5, pp. 30-32.
37. Watson, D., Clark, L. and Tellegen, A. (1985), "Toward a consensual structure of mood", *Psychological Bulletin*, Vol. 98, pp. 219-235.
38. Dr. Anasica S, Mrs. Sweta Batra. (2020). Analysing the Factors Involved In Risk Management in a Business. *International Journal of New Practices in Management and Engineering*, 9(03), 05 - 10. <https://doi.org/10.17762/ijnpme.v9i03.89>
39. Weinberg, P., & Gottwald, W. (1982). Impulsive consumer buying as a result of emotions. *Journal of Business research*, 10(1), 43-57, [http://dx.doi.org/10.1016/0148-2963\(82\)90016-9](http://dx.doi.org/10.1016/0148-2963(82)90016-9)
40. Yalch, R. and Spangenberg, E. (1990), "Effects of store music on shopping behavior", *The Journal of Services Marketing*, Vol. 4 No. 1, pp. 31-39.
41. Youn, S., & Faber, R. J. (2000). Impulse buying: its relation to personality traits and cues. *Advances in consumer research*, 27, 179-185