

Mapping Research Trends On Impulsive Buying: A Synthesis And Bibliometric Analysis Of Influencing Factors

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ABSTRACT

The concept of impulsive buying is multi-dimensional and is very dynamic. The aim of this paper is to identify the most influential factors leading to impulse buying. In addition, the paper aims to identify the intellectual contributions in the field of impulsive buying like prolific authors, most active journal, highly cited documents, most commonly used keywords and trend of publications over time. A total of 263 documents after necessary restrictions are extracted from Web of Science database to conduct bibliometric analysis. An open access software package, VoSviewer is used to map the intellectual structure of development in the field of impulsive buying. Study revealed that factors affecting impulsive buying can be categorized into four broad categories namely cultural factors, demographic factors, situational factors and factors related to personality traits. Bibliometric indicate that the most number of papers are published in the year 2021, with most contributions coming from “Personality and Individual Differences” journal. Beatty Se in terms of citations count and Sivakumaran and Bhardwaj in terms of documents published are the prolific authors in this field. Furthermore, the most active and productive country is U.S.A. followed by China and India. This paper will enrich marketers in understanding impulsive dimension of consumer behavior to attract new customers and retain old ones.

Keywords- Impulsive buying, Consumer behavior, Impulsive buying behavior, Unplanned purchase.

Paper Type- Bibliometric analysis.

Keywords: Consumer Behavior, Impulsive Buying, Impulsiveness, Unplanned Purchase, Bibliometric Analysis.

1. Introduction

The concept of impulsive buying has been attracting researcher’s attention for the past 72 years since the very first study conducted by Clover in 1950. Since then, a lot has been

studied about what makes a customer to indulge in impulsive buying, and its resulting effects on consumer well-being. Although the concept is well defined and studied, yet it sometimes surrounds a lot of confusion amongst the

readers. The first confusion relates to its meaning per se. As rightly pointed out by Hausman, 2000, that the concept of impulsive buying is more complicated and multifaceted than people normally assume (Hausman, 2000). It is observed that people often confuse impulsive buying with and assume unplanned purchase as synonymous to each other. However, unplanned purchase is just a sub part of the term impulsive buying, and the scope of impulsive buying is much broader than unplanned purchase (Iyer, 1989). The second confusion amongst the readers arises in locating the most influential factors leading to impulsive buying. This is probably because of overwhelming number of isolated studies done in this field. So, to clear all ambiguity and vagueness associated with it, this study is focused on giving a thorough understanding of what impulsive buying is, what its types are and what are the most influential factors leading to impulsive buying. Our study synthesizes all works done in the field of impulsive buying and provides a comprehensive summary of it for the readers interested in this field.

In addition, this study also provides summary on trends, active affiliations, sources of articles and intellectual contributions in the field by conducting a bibliometric analysis. Although, a bibliometric analysis relating to impulsive buying and conducted by Bashar et al.(2022) is already published in International Journal of Electronic Business, but their work is limited in scope as it covers only online aspect of impulsive buying. Our review is going to be broader than theirs is, as we include studies related to offline impulse buying too. Overall, the present study aims to address the following research questions:

RQ1: To provide thorough understanding for the concept of impulsive buying and its impacting factors.

RQ2: To analyze the trend of publications over time and to identify prolific authors, major contributing journals, most commonly used

keywords, highly cited articles and most influential affiliations.

Answering these questions will help to gain comprehensive knowledge and better understanding on the subject matter and its influencing factors. To this end, the present study seeks to combine as many directions as possible, besides common research subject are investigated deeply based on subject domains to accomplish a precise, concrete, and concise conclusion.

The paper is organized as follows. At first, the paper begins with an overview of impulsive buying followed by types of impulsive buying and role of different factors. Further, the paper includes a review of literature to reveal the different phases of developments that has taken place in the field of impulsive buying. It along with providing clarity to the concept, also talks about trends and significant contributors to the field of impulsive buying. For that, we have presented various bibliometric charts depicting about most influential author, highly cited papers, major contributing source, most commonly used keywords and production trend for the time period between 1989-2022 (March).

This paper is divided into 7 sections where section 1 introduces to the concept of impulsive buying, enlists the objectives and mentions the research gap. Research methodology used for data preparation and sample selection is described in section 2. Section 3 presents the literature review. Data analysis, results and findings are presented in section 4 and 5 respectively whereas discussion and conclusion are headed by section 6 and 7.

2. Research Methodology-

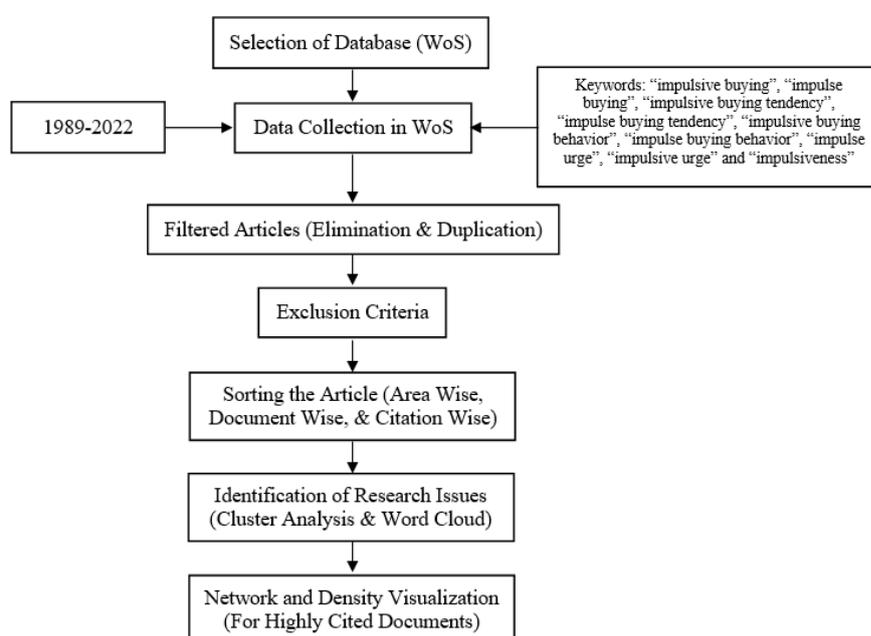
2.1. Screening and retrieval of literature

An exhaustive search of scholarly works related to impulsive buying was conducted on Web of Science database in the month of March 2022 using keywords – “impulsive buying”, “impulse buying”, “impulsive

buying tendency”, “impulse buying tendency”, “impulsive buying behavior”, “impulse buying behavior”, “impulse urge”, “impulsive urge” and “impulsiveness”. Boolean operator “OR” was used to fetch maximum number of documents, which resulted in a total of 763 documents. The primary search criterion was “only peer reviewed articles in English language between 1989 and 2022. The search was further refined using criteria of discipline in

which articles falling under the ambit of subject areas – Business, Management, Psychology Multidisciplinary, Psychology Social and Multidisciplinary Sciences were included. After all restrictions a final total of 263 documents pertaining to impulsive buying were extracted and used for conducting bibliometric analysis. Figure 1 represents the schematic diagram for bibliometric used in the present study.

Figure 1: Schematic Diagram for Bibliometric Analysis



2.2.

Tool for Analysis

We used famous open access software package, VOSviewer, and Web of Science (WoS) data for bibliometric review. VOSviewer is a programme that allows researchers to create and visualise bibliometric networking. These structures can be built via citation, cross country analysis, bibliographic coupling, co-citation, or co-authorship relationships, and they can contain top cited publications, top cited authors, top cited journals and most occurring keywords. The bibliometric software is used in this study to evaluate bibliometric methodologies such as top cross-country analysis, most contributing affiliation analysis,

keyword occurrence analysis, high cited documents analysis, and most influential author’s analysis. These methods are mostly used to identify the most prominent articles, journals, and authors in a specific field of study.

3. Literature Review

3.1. Impulsive Buying

For the very first time Stern in 1962 defined impulsive buying as unplanned purchase which is accompanied by the sudden and irresistible urge to buy. Later he differentiated between impulse buying and unplanned purchase by stating that unplanned buying means any purchase made without pre planning or

deliberation whereas impulsive buying means those purchases which are induced by sudden, strong and powerful urge along with absence of planning. Rook(1987) defined impulsive buying as “sudden, powerful and continuous urge to buy something”. Iyer (1989) stated that all impulsive purchases can be unplanned purchase but all unplanned purchase are not impulsively done. The term impulsive buying is often confused with compulsive buying but

Desarbo and Edwards (1996) cleared the confusion by stating that impulsive buying does not lead to harmful consequences but compulsive buying is harmful for consumers as it is triggered by anxiety.

3.2. Types of impulsive buying

Stern (1962) classified impulse buying into 4 categories (Figure 2)

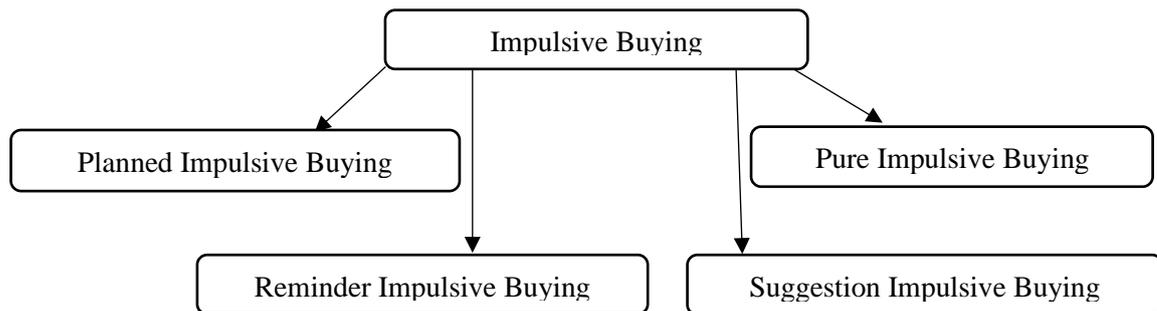


Figure 2: Types of Impulsive Buying

- Planned impulse buying- This type of buying exists when the buyer has made up his mind to make purchase but there is lack of surety about which specific product he will buy. Uncertainty and ambiguity prevail in planned impulsive buying. The buyer enters the store with some vague plans in his mind but remaining decision making is done once they enter the store or exposed to store stimuli.
- Reminder impulse buying- It occurs when consumer gets reminded about product owing to the way products are placed in the store. Placement of products play an important role in triggering this type of impulse buying. Buyer remembers that stock at home is exhausted when he sees the product in store. In this type the consumers have some prior experience and knowledge of the product.
- Suggestion impulse buying- In this type of buying the consumer suggests product to himself on his own when he feels the

urge to buy products. The consumer visualizes the need for the product that he may need this specific product in future. But the suggestion is always supported by some reason or need behind it. In this type consumer do not possess any prior experience or knowledge of product.

- Pure impulse buying- This is the extreme form of impulsive buying. In this type consumers fully act on their emotions and do not pay any heed to the fact whether they actually need the product or not. This type of impulse buying breaks the usual trend of usual shopping. This is also known by the name of “escape purchase” or “classic impulse purchase”. Later on, this classification was modified by Han et al. in 1991 in context of fashion-oriented products.

3.3. Factors influencing impulsive buying-

Numerous factors can trigger the impulsive buying behaviour. For easy understanding, these factors can broadly be classified under four broad categories namely Cultural

factors, demographic factors, situational factors and factors related to personality traits. These four broad categories may have several sub factors also. Based on the

literature review, the four factors and their significant sub-factors are summarized in table-1 below.

Table-1: Seminal studies on factors influencing impulsive buying

| Factors | Studies |
|---|---|
| Cultural factors (Individualism, Collectivism) | Roth, 1995; Verma and Triandis, 1999; Kacen and Lee, 2002; Mai, 2003; Marm and Kongsimpong, 2007; Hagger et al., 2014 Badgaiyan and Verma, 2014; Toffoli and Laroche, 2015; Miao et al., 2019 |
| Demographic factors (Age, Gender, Income) | Bellengers et al., 1978; Eysneck et al., 1985; Abratt and Goodey, 1990; Helmers et al., 1995; Dittmar et al., 1996; Wood, 1998; Dittmar and Dury, 2000; Coley and Burgees, 2003; Lin and Lin, 2005; Silvera et al., 2008; Chavosh et al., 2011; Tifferet and Herstein, 2012; Sultana and Uma, 2014; Santini et al., 2018; Pradhan et al., 2018; Barakat, 2019 |
| Situational factors (Sales promotion, Sales staff, Money availability, Time availability, Consumer's mood, Window display, Store environment, Presence of others) | Rook, 1987; Abratt and Goodey, 1993; Rook and Gardner, 1993; Dittmar et al., 1996; Beatty and Ferrell, 1998; Youn and Faber, 2000; Zhou and Wong, 2004; Luo, 2005; Parboteeah, 2005; Anic and Radas, 2006; Xu, 2007; Xiong and Jing, 2009; Tendai and Crispin, 2009; Chavosh et al., 2011; Virvilaite, 2011; Mohan et al., 2012; Amos et al., 2014; Badgaiyan and Verma, 2014; Chang and Eckman, 2014; Kesari and Atulkar, 2016; Yu and Bastin, 2017; Pornpitakpan et al., 2017; Merugu and Vaddadi, 2017; Atulkar and Kesari, 2018; Barakat, 2019; Husnain et al., 2019; Chen et al., 2021 |
| Personality Traits (Neuroticism, Extroversion, Agreeableness, Conscientiousness, Openness) | John and Srivastava, 1999; Mooradian and Swan, 2006; Vernplanken and Herabadi, 2001; Silvera et al., 2008; Schiffman and Kanuk, 2008; Hirsh, 2010; Shahjehan et al., 2012; Mc Crae and Costa, 2008; Donnelly et al., 2012; Bratko et al., 2013; Judge et al., 2014; Roberts et al., 2014; Farid and Ali, 2018; Sofi and Najjar, 2018; Jiang et al., 2019 |

From the marketing practice purpose, factors related to buyer personality traits, culture and demographics are beyond the control of a marketer, and situational factors are the only factors which are in direct control and hence can be manipulated by the marketer.

4. Bibliometric results of the study

4.1. Development of research productivity in the research domain

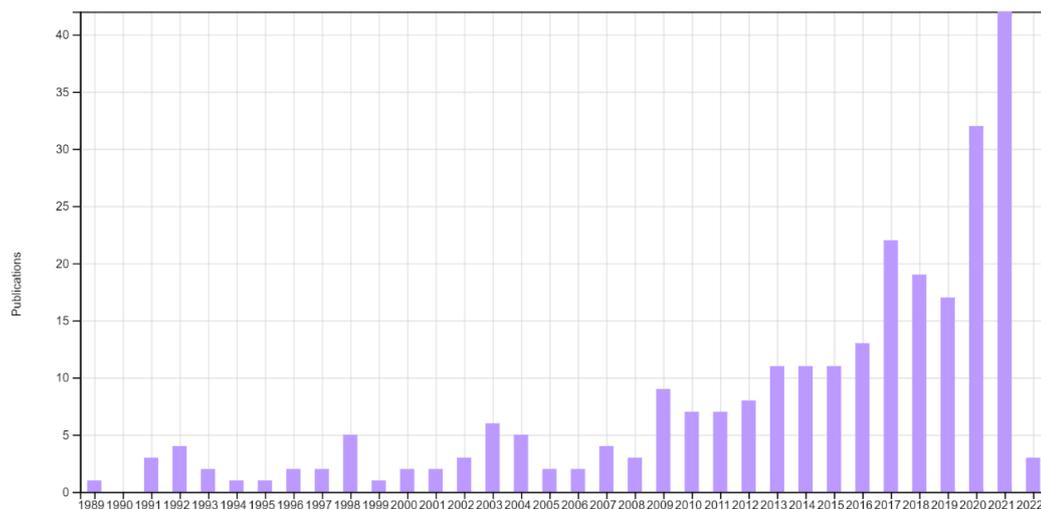


Figure 3: Publishing trend in the area of impulsive buying from 1989-2022 (March)

The trend of publications in the bar chart from 1989-2022 shows that there has been increase and decrease alternatively in number of publications in the field of impulsive buying over time. There have been very few papers published from 1989 to 2008 but after 2008 the production of literature expanded because somehow this topic has been successful in gaining researcher’s attention despite of downfall in some years. However, the production of documents in years like 2013-2015 remained constant at 4.183% i.e., 11 documents per year. As depicted in Figure 1 the years 2017, 2020 and 2021 have produced most no of articles. More than 50% of total articles

have been published in last 7 years. The year 2021 has been most productive in terms of publications on impulsive buying with 15.9% of total publications i.e., 42 documents. It can be predicted that 2022 will be even more successful from publication perspective as it is showing no. of publications till March only which is substantial enough to support the prediction. The author is of the view that the reason behind increasing trend of impulsive buying can be the continuously growing size of economy in 20th and 21st century. (Source: Statistical data for the year 1993-2006 by WTO)

4.2. Highest Productive countries in the research domain

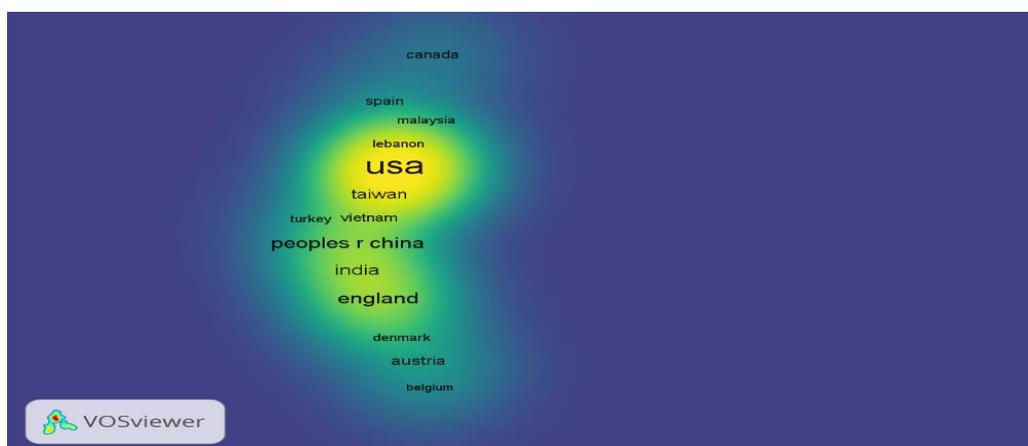


Figure 4: Density visualisation for contribution of countries (in terms of publications)

From Figure 4 it can be interpreted that USA, Peoples R China, India, England and Taiwan are the top 5 countries in terms of contribution made by them in the field of impulsive buying. USA tops the list with 70 research publications which is 26.515% of total followed by Peoples R China, India, England and Taiwan with 35, 31, 27 and 20 publications respectively. It can be deciphered from the chart that both developed and developing nations are working actively in this field.

4.3. Top contributing affiliations in the research domain

A total of 412 affiliations have worked on impulsive buying out of which The Great Lakes Institute of Management of India holds 1st rank in the list as the most contributing organisation with a total of 5 documents. All three universities- University of Tromso in Norway, University of Texas in United States and Natl Chung Cheng University of Taiwan stands at 2nd rank by contributing 4 documents each.



Figure 5: Most contributing affiliations (in terms of documents)

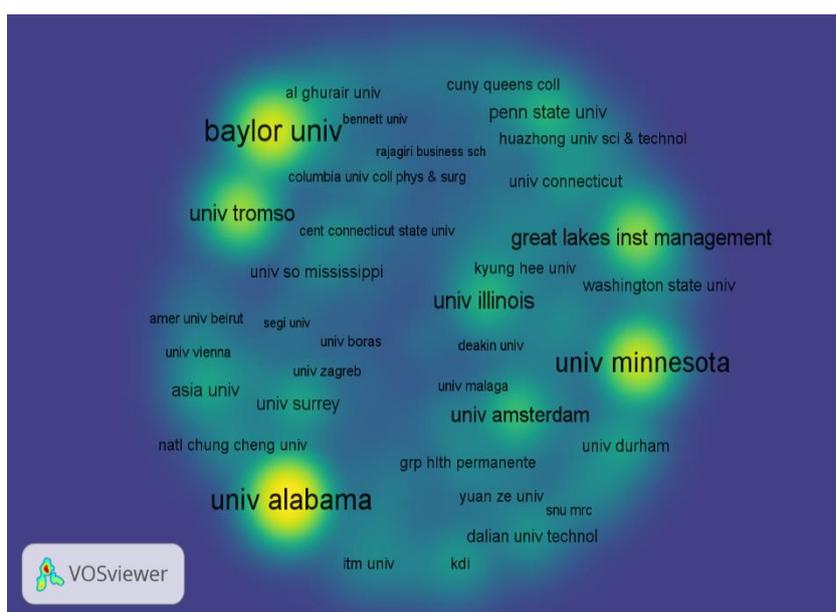


Figure 6: Most contributing affiliations (in terms of citations)

But looking at contribution in context of citations received by publications of different affiliations, Baylor university of United States

has received most no. of citations i.e., 841 followed by University Alabama with 834 citations.

4.4. Distribution of Sources

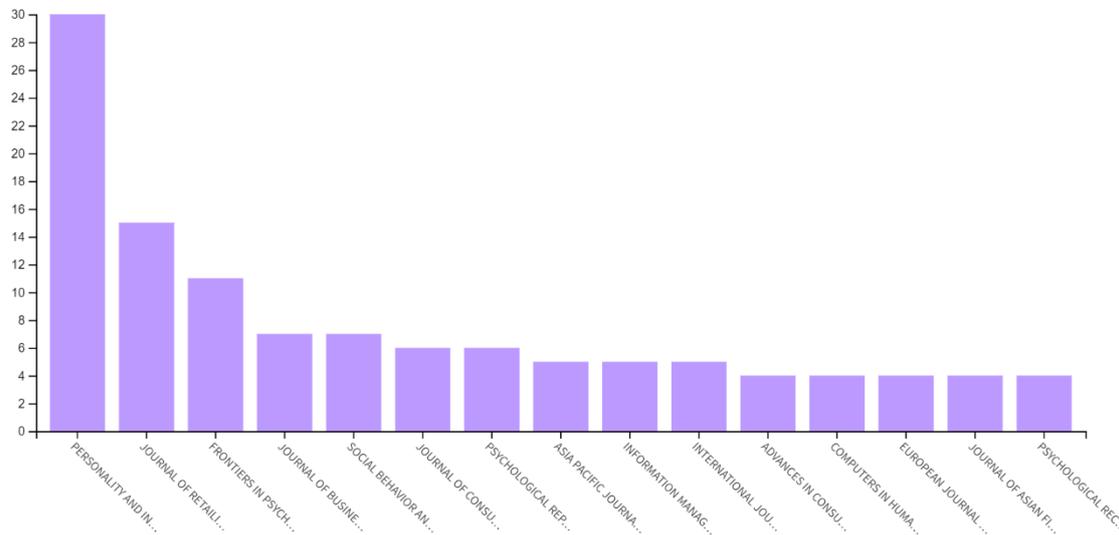


Figure 7: Source contribution

Figure 7 presents the bar chart for no. of articles published by different journals. For conducting citation analysis on sources/journals, only those sources were included which have published at least 2 documents in this field and no. of citations received by a source is minimum 5. After these restrictions 43 sources out of 122 met threshold. The indicators used to identify the most influential journal is their total publications and no of citations received. In this bar chart the name of journals is placed x-axis and no of publications of each journal is placed on y-axis. The top 3 journals in terms of document wise contribution are “Personality

and Individual Differences”, “Journal of Consumer Research” and “Journal of Business Research” with 30, 15, 11 documents which are 11.407%, 5.703% and 4.1835 of total publications respectively. The journal of “Personality and Individual Differences” tops the list in terms of citations also with a citation count of 1785 followed by “Journal of Consumer Research” with 1164 citations and “Journal of Business Research” with 600 citations.

4.5. Most frequently occurring keywords in the study

Table 2. Top 10 most frequently used words in the area of impulsive buying (TLS= Total Link Strength)

| Keywords | Occurrence | TLS |
|------------------|------------|-----|
| Impulsive Buying | 75 | 427 |
| Behavior | 72 | 370 |
| Model | 63 | 333 |
| Impulsiveness | 57 | 238 |
| Personality | 51 | 235 |
| Impact | 36 | 199 |

| | | |
|--|-----|-------|
| Spent resources: Self-regulatory resource availability affects impulse buying | 485 | 30.31 |
| The influence of culture on consumer’s impulsive buying behaviour | 412 | 19.62 |
| Individual differences in impulse buying tendency | 214 | 9.73 |
| The influence of online store beliefs on consumer online impulse buying: A model and empirical application | 199 | 16.58 |
| Apparel product attributes, web browsing and e- impulse buying on shopping websites | 167 | 15.18 |
| Impulse buying: Its relation to personality traits and cues | 163 | 7.09 |
| Socio-economic status, delay of gratification and impulse buying | 161 | 6.44 |
| The product specific nature of impulse buying tendency | 159 | 7.95 |
| Impulse buying and variety seeking: A trait-correlates perspective | 158 | 12.15 |
| The role of atmospheric cues in impulse buying behavior | 142 | 14.2 |
| Impulsiveness and risk-taking behavior: Comparison of high school college students using Barratt impulsiveness scale | 135 | 5 |
| Mediators of association between narcissism and compulsive buying: The role of materialism and impulse control | 129 | 8.06 |

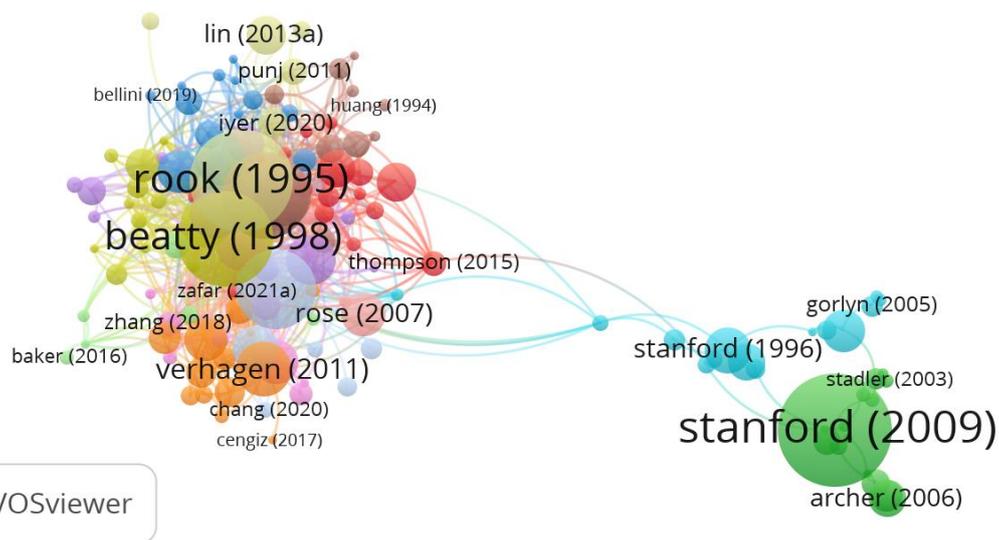


Figure 9: Network visualisation for highly cited documents

The Figure 8 shows top 15 highly cited papers with their total citations count and count of citations received per year. A total of 182 documents out of 263 met threshold of having at least 5 citations each. The paper ‘‘Fifty years of Barratt impulsiveness scale: An update and review’’ is cited maximum no of times with

total 841 citations and 60.07 citations per year and ‘‘ Normative influences on impulsive buying behavior’’ stands at 2nd rank with 679 total citations and 24.25 citations per year followed by ‘‘Impulse buying: Modelling its precursors’’ with 598 citations and 23.92

citations per year. These articles are having link strength of 84, 78 and 51 respectively.

4.7. Most influential author

For identification of most prolific author, only those authors were included who have published minimum 2 documents in this area and whose paper have been cited at least 5 times. As it can be seen in Figure 10

Sivakumaran, Bhardhwaj is the major contributor by getting 5 documents published followed by Beatty, SE with 4 publications. However, in context of no. of citations the scenario is interestingly different as Beatty, SE tops the list with 834 citations and Sivakumaran, Bhardhwaj follows with 324 citations.

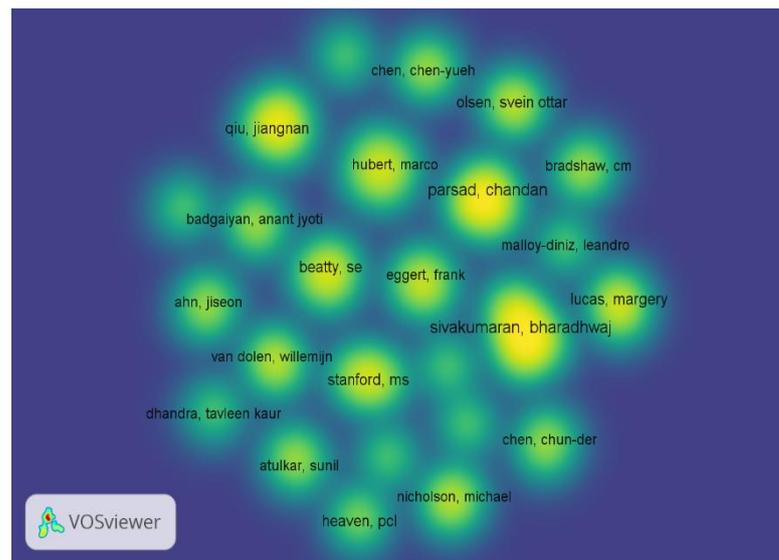


Figure 10: Density visualisation for prolific authors (in terms of documents)

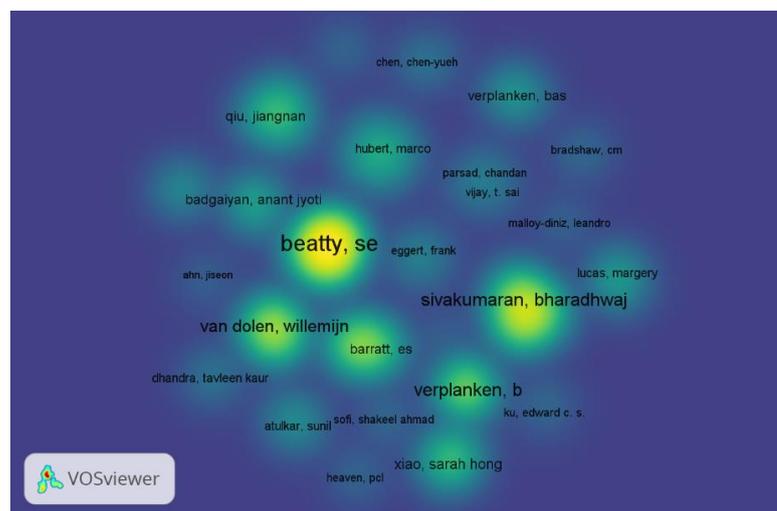


Figure 11: Density visualisation for prolific authors (in terms of citations)

5. Findings

An analysis of the literature suggest that numerous factors can affect impulsive buying which primarily include personality traits,

situational factors, demographic factors and cultural factors. After interpreting results of previous studies undertaken for review, it was found out that all 8 situational factors have

significant and positive influence on impulsive buying behavior of consumers (Rook, 1987; Abratt and Goodey, 1990; Rook and Gardner, 1999; Luo, 2005; Pornpitakpan, 2005; Tendai and Crispen, 2009; Virilaite, 2011; Chang et al., 2011; Mohan et al., 2012; Amos et al., 2014). From the findings of the study, it can be concluded that only positive emotions lead to impulsive buying and enable consumers to adopt approaching behavior towards it (Coley and Burgees, 2003). Researchers have not been able to give uniform and consistent information about impact of culture on impulsive behavior of consumers. Some people act differently despite of cultural inhibitions on them can be attributed as the reason for inconsistent results in various studies. In respect of age, the findings of the study suggests that the ability of people to regulate their impulsive buying tendencies increases with an increase in their age (Bellengers et al., 1978; Eysneck et al., 1985; Helmers et al., 1995; Wood, 1998; Silvera et al., 2008; Santini et al., 2018). It can be deciphered from earlier studies that women are surpassing men in impulsive buying. They are less capable of regulating their impulsive traits and more tilted towards impulsive buying. Males are more concerned about their buying decisions (Dittmar et al., 1996; Rook and Hoch, 1985; Coley and Burgees, 2003; Lin and Lin, 2005; Silvera et al., 2008; Santini et al., 2018). Other finding of the study is that tendency to act impulsively increases with an increase in income (Dittmar and Dury, 2000; Tifferet and Herstein, 2012; Vishnu and Raheem, 2013; Sultana and Uma, 2014; Santini et al., 2018; Barakat, 2019). In respect of personality traits it was found out that neurotic, extrovert and open consumers are more prone to impulsive buying (Vernplanken and Herabadi, 2001; Silvera et al., 2008; Mc Crae and Costa, 2008; Shahjehan et al., 2012; Bratk et al., 2013; Badgaiyan and Verma, 2014; Judge et al., 2014; Sofi and Najar, 2018; Miao et al., 2019; Hirsh, 2010 whereas conscientious and agreeable consumers are less likely to indulge into impulsive buying (Vernplanken and Herabadi, 2001; Donelley et al., 2012; Badgaiyan and

Verma, 2014; Roberts et al., 2014; Miao et al., 2019).

Although some contradictory results were also found like Luo (2005) stated that everybody do not have positive influence on impulsive buying. It increases when buyer is accompanied by friends and decreases when accompanied by family members. Husnain et al., (2019) pointed out that money has got nothing to do with impulsive buying behavior of consumers. Miao et al., (2019) stated that window display has insignificant association with impulsive buying. In respect of cultural factors, results of Kacen and Lee (2002); Mai (2003) stated that individualists are more prone to impulsive buying than collectivists but findings of Verma and Triandis (1999) were in complete contrast to earlier findings. The results revealed by Pradhan et al. (2018) in respect of income (demographic factor) contradicted earlier studies by Abratt and Goodey (1990); Dittmar and Dury (2000); Sultana and Uma (2014). In contradiction to the most of the studies conducted on cultural factors, it was found out that despite of U.S.A. being an individualist country, majority of its population show negative attitude towards impulsive buying (Verma and Triandis, 1999). Miao et al. (2019) corroborated findings of Mooradian and Swan (2006), Eysenck et al. (1993), Judge et al. (2014), Badgaiyan and Verma (2014), Sofi and Najar (2018) and stated that no significant relationship exists between extroversion and impulsive buying behavior of consumers.

The findings of bibliometric analysis are as follows-

Maximum no. of studies in the field of impulsive buying is done in the year 2021 since this year attracted most amount of researcher's attention. United States of America is the topmost contributor as it has maximum no. of documents i.e., 67 under its name. Baylor University of United States in terms of citations and Great Lakes Institute of Management of India in terms of document

publications tops the list among all universities. The Journal of “Personality and Individual Differences” has been the most influential source from both publications count and citations garnered perspective. The top 5 most commonly used keywords are Impulsive buying, Behavior, Model, Impulsiveness and Personality. The paper titled as “Fifty years of Barratt’s impulsiveness scale: An update and review” by Stanford (2009) is the most cited paper till March, 2022 in the field of impulsive buying.

6. Discussion

Considering the facts that extent literature has been reviewed and multiple factors have been undertaken in the study to examine to the impact on impulsive buying, this study makes useful contribution for researchers, practitioners, marketers, retailers and policy makers. Present study contributes to both theory and practice. It adds to already existing knowledge base of impulsive buying and provides strategic aid to various parties. The present study contributed in four important ways. First, this review paper will be helpful for forthcoming researchers and practitioners by giving them comprehensive understanding of impulsive buying and its related aspects. It will give them an overview of phases of development taken place in the field of impulsive buying. Bibliometric findings will acquaint them with prolific authors, top journals, most active countries, highly cited documents etc. in the field of impulsive buying. Second, Marketers can also refer this paper to understand behavior of consumers so that they can maximise their sales and provide maximum satisfaction to their consumers by formulating appropriate strategies. This understanding will help them to use targeted marketing techniques to turn consumers towards impulsive buying. It will give them useful insights in this rapidly expanding world to formulate effective marketing strategies and conduct advertising campaigns to optimally induce impulsive buying behavior of consumers. Third, this paper can help

retailers by suggesting ways to improve their product arrangements, product layout, outlet layout, store environment, atmospherics of store etc. and align them in a complementing manner to achieve maximum possible sales outcomes. Understanding derived from the paper will help retailers to ensure that all these factors are optimally utilised in stimulating impulsive behavior of consumers. Fourth, with the help of findings of the study, policy makers can plan on how the incidences of impulsive buying can be reduced because extreme form of impulsive buying leads to compulsive buying which have negative consequences for both individuals and society.

7. Conclusion, Limitations and Scope for Further Work

There are some facts which support why it is of utmost significance for marketers and retailers to understand impulsive buying behavior of consumers-

- Hausman (2000) pointed out that huge share of total purchase accounts for impulse purchases and about 90% people in today’s time are engaged in impulsive buying.
- Over 50% of total purchases made in malls are impulse purchases (Liu et al., 2013).
- Lin and Chuang (2005) stated that 80% of consumers do impulsive purchasing.
- Nearly, 70% of total sales of retail outlets is dependent upon impulsive buying (Amos et al., 2014)
- According to CEO of Coca Cola – 70% of total sales of their company is dependent on impulse purchases made by consumers.

From the findings of the study, it can be concluded that an unplanned purchase made at the spur of the moment after getting influenced

by extrinsic or intrinsic stimulus is called impulsive buying. It can be detected in any consumer although degree of impulsive buying tendency keeps on varying from person to person owing to differences in their personalities and internal or external stimuli to which they are exposed. Further this paper concludes that all factors 'whether they are situational, cultural, demographic' or personality traits play a significant role in influencing impulsive buying behavior of consumers. Attractive, innovative and pleasant window displays induces impulsive buying behavior of consumers (Merugu Vaddadi, 2017; Tendai and Crispen, 2009; Chang et al., 2011; Muruganatham and Bhakat, 2013). Sales promotion activities have a positive influence on impulsive buying (Abratt and Goodey, 1990; Stern, 1962; Barakat, 2019; Virvilaite, 2011; Miao et al., 2019; Atulkar and Kesari, 2018). Consumers act more impulsively when they shop with others than shopping alone (Rook, 1987; Rook and Gardner, 1993; Anic Radas, 2006). Availability of money at the time of purchase is the most prominent factor in stimulating impulsive behavior of consumers (Badgaiyan and Verma, 2015; Luo, 2005; Chang and Eckman, 2014). No specific conclusion can be drawn about impact of culture on impulsive buying due to inconsistencies in past studies. (Helmets et al., 1995; Eysenck et al., 1985; Wood, 1995) indicated that impulsive tendency decreases with an increase in age. Women are more inclined towards impulsive buying than males (Chavosh et al., 2011; Coley and Burgees, 2003; Dittmar et al., 1996; Rook and Hoch, 1985). But the extent of influence is not same for all consumers as none of the factors have a uniform or common impact in all situations. Also, some findings corroborate past endeavors in this field especially in respect of window display, money availability, income and cultural factors. Like Miao et al. (2019) stated that window display has no impact on impulsive buying. Husnain et al. (2019) denied the existence of money as an influencing factor in making impulse purchase

decisions. Pradhan et al. (2018) in his study observed that impulsive buying is increasing despite of income being constant. It is cleared in this paper that impulsive buying is a dynamic concept. In today's world of changing markets, it becomes important to shed light on this aspect of consumer behavior. The paper has some limitations too, particularly related to selection of papers. Due to paucity of time, some of the papers could not be included in this review. Moreover, conference papers and books were intentionally excluded. Also, we did not search for compulsive buying, hence some literature might have been neglected. By going through this study its observed that this piece of research work has included only (individualism and materialism) as cultural factors and (age, gender and income) as demographic factors for examination. Further studies may include other cultural factors such as masculinity, femininity, power distance belief etc. and demographic factors like education level, occupation, family income, family size, family type, marital status, no. of children in family etc. also for a comprehensive review. As this study has some limitations which guides the future researchers to work on determining the interdependence among different factors in influencing impulsive buying. Comparative studies on the impact of various factors can be conducted to give a contrasting view of influence these factors on impulsive buying. Studying impulsive buying behavior of a consumer is a very complex and tedious task. But because it is all-pervasive in nature and it benefits marketers to capture the market, they are left with no option other than understanding this aspect of consumer behavior. In view of importance of impulsive buying it becomes relevant to study how impulsive buying is affected by different types of factors.

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