



Effect of In-store Promotions in Triggering Impulse Buying Behaviour among Customers of Non-Metro cities of Maharashtra

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Abstract

This paper investigates the impact of in-store promotion in triggering impulse buying behaviour. Researchers and Practitioners have been interested in the field of impulse buying for the past sixty years (Rook, 1987; Peck and Childers, 2006; Chang et.al, 2011). In this research data was collected through structured questionnaire from 1050 respondents from four non-metro cities of Maharashtra viz. Pune, Nagpur, Nasik and Aurangabad. The number of respondents was equally distributed as 525 males and 525 females. A structure questionnaire containing 17 items were answered by respondents on Likert Scale from 1-5. Chronbach's alpha value was then calculated to check the reliability of collected data. For Hypothesis testing T-Test and ANOVA were used. Number of respondents from each city was selected in proportion to the population of the city. For data analysis Arithmetic mean, standard deviation, t-test, Analysis of Variance (ANOVA), and F – Test were used in the appropriate places. The data obtain was analyzed in SPSS 16.00 software. Respondents were posed with statements based on monetary and non-monetary deals, impact of promotion signs on buying behaviour, placement of products in the store and role of cards in making impulse purchases. It was concluded that same factor have different impact on male and female shoppers of non-metro cities of state. These findings are expected to be used by decision-makers in retail businesses to formulate in-store promotional activities and create customer value following the target market to increase consumers' willingness to buy private label products.

Key Words: Consumer Behaviour, In-store promotions, non-monetary deals, Impulse buying behaviour, monetary deals

Introduction

Sethuraman and Gielens (2014) state that store brand sales throughout the world have increased for the last two or three decades, Retail sales contribution of 43% of to the employment absorption and gross domestic product. Unfortunately, the private label product sales in Asian countries, including India , have only reached less than 10% because customers in Asia have a strong loyalty to a brand and lack of retailers' investment to promote the private label products in the market (Nielsen, 2014). Herstein et al. (2017) suggest that to increase private label product sales, the retailers must use promotion. The previous studies on the forms of in-store promotion have been conducted by the researchers and resulted in the research on demonstration (Nordfalt & Lange, 2013), sample (Sprott and Shimp, 2004), discount (Ailawadi et al., 2009), and display product at the hallway end (Philips et al., 2015). Furthermore, some researchers previously used in-store promotional instruments, such as price discount, to encourage non-private label product purchase (Buyukdag et al., 2020; Crespo & Garcia, 2016; Akaichi et al., 2015; Faryabi et al., 2012). However, previous studies still rarely discussed the influence of price discount on private label product purchase intention (Grewal et al., 1998; Neves, 2018).

Besides in-store promotion, customer value also becomes one factor driving the purchase intention on a product (Zielke, 2010; Jaafar et al., 2012; Kakkos et al., 2015; Neves, 2018; Curvelo et al., 2019). Previous research on customer value focused on the perceived, symbolic, economic, functional, social, and emotional value (Sheth et al., 1991; Jaafar et al., 2012; Kakkos et al., 2015; Curvelo et al., 2019). This study focused on customer value, especially on economic, functional, social, and conditional value.

Beatty and Ferrell (1998) described that Impulse buying refers to immediate purchases which are without any pre-shopping objective either to purchase the specific product category or to fulfil a specific need. They explained that the impulse buying behavior occurs after experiencing a buying desire by the shopper and without much reflection. The buying of an item which is out-of-stock and reminded during encountering the product are excluded from the purview of impulse buying. Bayley and Nancarrow (1998) defined impulse buying as a "sudden, compelling, hedonically complex buying behavior in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices." Hedonic behavior is marked with pleasure; in contrast to the utilitarian behavior where the shoppers seek for functional benefits and economic value in the shopping process. Block and Morwitz (1999) enunciated the definition of impulse purchase as consumer buying an item with little or no deliberation after the result of a sudden, powerful urge. Kacen and Lee (2002) stated that impulsive behavior are more arousing and irresistible but less deliberative when compared to planned purchasing behaviour.

Literature Review

According to Rook (1987) impulse buying behavior has following characteristics:

1. Products create feeling of overwhelming force in the customers.
2. Impulse buying is an intense feeling of having to buy the product instantly.
3. The buying results in strong sense of satisfaction and excitement.

According to Rook, 1987; Rook & Hooch, 1985, Impulse buying is pervasive in the marketplace. Impulse buying is “bad” and results in negative and consequences in terms of post purchase satisfaction and self-esteem. Impulse buying also has negative effects in the areas of personal finance and social relations. Impulse purchasing may stem from the consumer’s exposure to stimulus while in the store, according to Appenbaum (1951). According to Nesbitt (1959), it is an intelligent shopping. He points and recommends changes in the way companies market their products. As the shopping experience for the customer increases he comes across various brands and choices, becomes less impulsive and thus the task for marketers becomes stiffer. In his study he mention that signage and visual promotions at the point of purchase has become less impulsive and companies must do something innovative to spur impulse buying, generate product exposure, encourage trial, promote new product applications and present a compelling value statement.

Triggers of impulse buying can be external and internal cues. Sensory and environmental factors are controlled by marketer. These specific triggers are associated with shopping and buying. Whereas moods and emotions of the customer feelings and view about the product are categorized as internal cues, Wansink, 1994. According to Kollat & Willet, 1969, more in-store promotions will result in impulse buying. It reminds the customers about their shopping needs.

In-store exposure to products reminds the customer of their shopping needs resulting in an impulse purchase (Kollat & Willet, 1969). In-store stimuli are promotional techniques primarily used to increase unplanned purchases of products. These promotional techniques include in-store display, on-shelf positions, point of purchase displays and in-store demonstrations (Abnett & Goody, 1990). According to Cox, 1970 there exists a positive relationship between the amount of shelf space given to an impulse product brand and high consumer acceptance. Position of the product plays an important role resulting in impulse buying. Out of all position on shelf position at eye level is of most importance. Advent of marketing innovations such as credit cards, cash machines, instant credit, 24-hour retailing, and telemarketing make it easier than ever before for consumers to buy things on impulse (Rook 1987; Rook and Fisher 1995).

Objective

The objective of conducting this research was to make intercity comparison between apparel buying behaviour of four non metro city of Maharashtra. It was further analyzed whether in store promotion in apparel store triggers impulse buying in customers or not. The study also analyzed difference in buying behaviour gender wise.

Hypothesis

H¹¹: In store promotion in apparel store triggers impulse buying in customers

H⁰¹: In Store Promotions in apparel store do not have any effect on buying behaviour of customers

Research Methodology

Questionnaire was designed to collect the responses from customers on Likert scale of range 1-5. Data was collected from 1600 respondents, viz.400 each from Pune, Nagpur, Nasik and Aurangabad. These were

working and married persons. Final number of filled in questionnaires which were valid was 1050. Filled questionnaires from 525 males and 525 females were selected for study. The number of valid filled in questionnaires selected for the study from four cities is 400 from Pune, 150 from Aurangabad, 200 from Nasik, 300 from Nagpur with 50 % males and 50 % females. All the married and working people were selected as sample. While selecting the filled questionnaires following factors were taken into consideration.

Hypothesis testing was done through T-test & Annova

Data Analysis

Arithmetic mean, standard deviation, t-test, Analysis of Variance (ANOVA), and F – Test were used in the appropriate places. The data obtain was analyzed in SPSS 16.00 software.

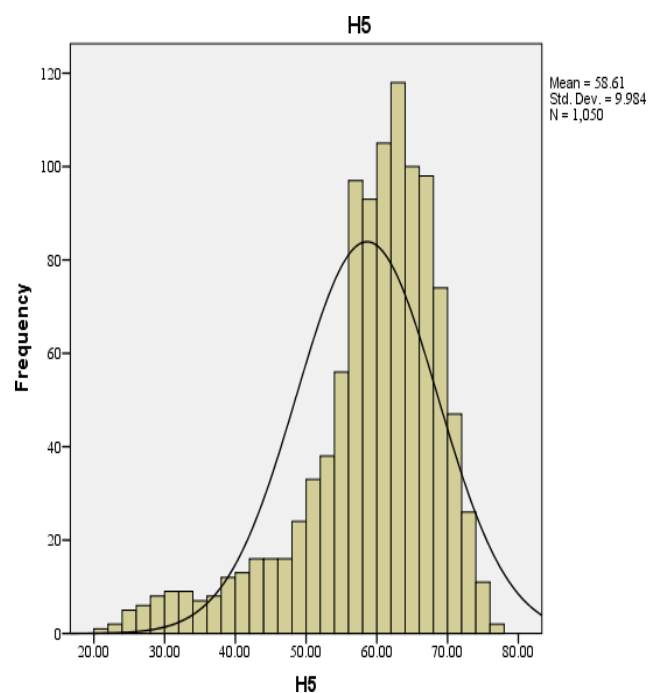
Hypothesis Testing

H¹¹: In-store promotion in apparel store triggers impulse buying in customers.

Reliability coefficient values of Chronbach’s Alpha for item- wise hypothesis

Aurangabad	0.656
Nasik	0.721
Nagpur	0.753
Pune	0.624

Histogram showing overall mean for H¹¹



Gender Wise Behaviour and Hypothesis Testing

Mean, standard deviation, t value and significance by gender for H¹¹

Aurangabad

	Gender	N	Mean	Std. Deviation	Std. Error Mean	T Value	Significance
H¹¹	Female	75	55	10.92	1.27	-2.506	0.013
	Male	75	58.8	7.06	0.82		

T-Test for equality of means for H¹¹

		Leven's Test for equality of variances		T-Test for equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean difference	Std Error Difference	0.95 Confidence Interval of the difference	
									lower	upper
instore promotions and impulse buying	Equal variances assumed	7.171	0.01	-2.506	148	0.013	-3.76	1.50058	-6.72533	-0.79467
	Equal variances not assumed			-2.506	126.7	0.013	-3.76	1.50058	-6.72945	-0.79055

Note: The mean difference is significant at the 0.05 level.

Nasik

Mean, standard deviation, t value and significance by gender for H¹¹

	Gender	N	Mean	Std. Deviation	Std. Error Mean	T Value	Significance
H¹¹	Female	100	32.99	8.48	0.85	-1.075	0.284
	Male	100	34.14	6.53	0.66		

T-Test for equality of means for H¹¹

		Leven's Test for equality of variances		T-Test for equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean difference	Std Error Difference	0.95 Confidence Interval of the difference	
									lower	upper
instore promotions and impulse buying	Equal variances assumed	6.288	0.013	-1.452	198	0.148	-2.12	1.45977	-4.9987	0.7587
	Equal variances not assumed			-1.452	187.27	0.148	-2.12	1.45977	-4.99971	0.75971

Nagpur

Mean, standard deviation, t value and significance by gender for H¹¹

	Gender	N	Mean	Std. Deviation	Std. Error Mean	T Value	Significance
H5	Female	150	57.03	12	0.98	-2.313	0.021
	Male	150	59.96	9.87	0.81		

T-Test for equality of means for H¹¹

		Leven's Test for equality of variances		T-Test for equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean difference	Std Error Difference	0.95 Confidence Interval of the difference	
									lower	upper
instore promotions and impulse buying	Equal variances assumed	6.563	0.011	-2.313	298	0.021	-2.93333	1.26801	-5.42873	-0.43794
	Equal variances not assumed			-2.313	287.309	0.021	-2.93333	1.26801	-5.42911	-0.43756

Pune

Mean, standard deviation, t value and significance by gender for H¹¹

	Gender	N	Mean	Std. Deviation	Std. Error Mean	T Value	Significance
H5	Female	200	57.62	9.78	0.7	-7.307	0.000
	Male	200	63.61	6.22	0.44		

T-Test for equality of means for H¹¹

		Leven's Test for equality of variances		T-Test for equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean difference	Std Error Difference	0.95 Confidence Interval of the difference	
									lower	upper
instore promotions and impulse buying	Equal variances assumed	14.107	0.000	-7.307	398	0.011	-2.165	0.85112	-3.83826	-4.37475
	Equal variances not assumed			-7.307	337.387	0.011	-2.165	0.85112	-3.83894	-4.37387

Null hypothesis testing

City	Null Hypothesis
Aurangabad	Rejected
Nasik	Rejected
Nagpur	Rejected
Pune	Rejected

Discussion

Impulse Buying

Traditionally advertising and personal selling had dominated the selling. But with the change in consumer's taste these traditional tools have lost their sheen. Innovative sales promotional tools have strongly emerged as new language of selling. In-store promotions trigger impulse buying in consumers. Impulse buying is a common behavior today. It stimulates the buying behavior of customer and increases effectiveness of store by many folds. It displays and exhibits in various non-recurrent selling efforts in creative manner and not in the ordinary routine. There are various innovative sales promotions practiced by retailers recently. These in-store promotions make consumers to spend their money not directly on the product but for the company/store. On big purchase they offer some handsome gift/cash which customer need to spend on company's product again. This is actually a loop and finally customers end up purchasing something which he had not planned before entering the store. Responding to next question Pune city consumers responded in most positive manner. 67 % of the respondents either agreed or strongly agreed that in-store promotions triggers impulse buying in them. Needless to say Pune is having better apparel stores and more brands are present in Pune compared to other three cities undertaken for study. In Pune, free-sample campaign, free gift, arranging demonstrations or exhibitions, setting up competitions with attractive prizes are widely used. 63 % males and 57 % female feel that in-store promotions triggers impulse

buying in them. In-store promotions may not be directly related to the products. It makes customers to spend money. Here are examples of some in-store promotions which are not directly related to products.

Win a Shopping Spree (lucky draw)

The basic idea is to bring consumers to the store and they can win a shopping spree with small investment. Now there is a catch. They need to spend winning amount in store only. This small investment for retailers can yield a big return on sales.

Spend money, get money

This type of promotion is a sure-fire way to win customer loyalty. Money is returned back in form of gift or some monetary discount which can be used in future visits to store. This type of promotion makes (force) customers to visit again and spend on store's merchandise. Get card stamped on every visit Store provides a card to customers which are stamped with some minimum purchase. After every four to five such purchase customer gets a chance to spend accumulated amount. Town Shoes, a Canadian branded shoe company, for example, offers a stamp with every \$70 purchase. After every four stamps, customers get \$25 to spend on accessories and handbags in the store. After seven stamps, it's \$50. 66 % respondents from Pune, 62 % each from Nagpur and Nasik and 60 % from Aurangabad make list of apparel while going for purchasing apparel. While this count is 66 % and 60 % respectively for males and females. Price, color, shade, fitting, need, deals etc are various factors which consumers need to consider while purchasing branded apparel. Beaudoin et al (2000) identified 12 attributes that are correlated with attitudes when purchasing apparel, namely: good fit, durability, ease of care, favourable price, comfort, quality, colour, attractiveness, fashionableness, brand

name, appropriateness for occasion and choice of styles. Pune (64 %) customers are most alert on this parameter and weigh all aspects before making a purchase. Nasik (62 %), Nagpur (56 %) and Aurangabad customers (48 %) are not far behind. We can see mixed response obtained from Aurangabad consumers here. 60 % males and 58 % females always take time to consider and weigh all aspects before making a purchase. In today's Post-modern era shopping has become a social and leisure activity, reducing the number of cognitively planned purchases made by consumers. "Shopping and leisure are fundamentally linked," says Nigel Gillingham, director at retail agency Bruce Gillingham Pollard. With the advent of internet based stores the compulsion to go to store to shop is not at all there. Despite its popularity, the internet is not a leisure experience, Sill; consumers go out in shopping malls not only to shop but to change their mood. Developers strongly focus on creating an environment that supports and facilitates consumer need to socialize, enjoy and shop together.

Respondents in Nagpur (68 %) agreed that they go to branded apparel store to change their mood followed by Nasik (68 %), Aurangabad (59 %) and lastly but surprisingly Pune (52 %). Most of the branded apparel stores are located in big shopping malls in all the cities undertaken for consideration. These shopping malls have become shopping cum entertainment centers. Whether it is Eternity or Poonam Pride mall in Nagpur, City centre or One world mall in Nasik, Amanora or Pune central Mall in Pune or Prozone in Aurangabad, all have been designed as fun cum shopping centre. These are the malls where most of the branded apparel stores are located of that particular city and data for this study was collected. In all, 59 % consumers admitted to go to branded apparel stores to change their mood. Of these 68 % were male respondents and 51 % were female respondents. Some view impulse buying as an "act of freedom" occurring within restricted situations. Hedonic and pleasure driven shopping endeavours have given rise to the rapid increase in impulse buying. Retailers keep launching one deal or another throughout the year irrespective of any festival or special occasion. Most of the deals are luring and attractive, if not to all but to many customers. When asked if they buy on an impulse when they come across any good deal, Pune consumers (75 %) replied affirmatively. Similarly consumers from Aurangabad (61 %), Nasik (55 %) and Nagpur (53 %) agreed to their good deal related purchase behavior. Female (63 %) seems to be marginally skeptical and little more cautious compared to their male counterparts (64%). Stores use professionals to strategically map out their floor plan in order to entice customer to buy. It is not only good deal which creates an urge to buy in customer. But the truth is that customer's brain is responding to everything from the smell of the store, to the visual appeal of displays

End aisle displays are one of the newest forms of sale promotions in apparel stores. For many stores it is core of promotional programmes. Respondent were asked whether they tend to look through clothing close to aisle. 76 % respondents in Aurangabad followed by 61 % in Pune, 54 % in Nagpur and finally 44 % in Nasik admitted that they do so. 51 % respondents from Nasik do not pay attention to aisle displays. It is found that more males (60 %) compared to females (56 %) pay attention to aisle displays. These are high rotation and aisle life of garments is very limited. It is not more than 24 hours in many cases. It increases product visibility, provide fresh look to the store and increases store traffic. The apparel near the aisle is

never a regular product. These are generally premium and seasonally relevant product. Many a times new products are displayed near aisle. Aisle display is a more aggressive merchandising technique and, therefore, will have a greater impact on the consumer response. Aisle displays are very effective in creating the urge of impulse buying. It creates good visual impact with surprise. It attracts the attention of the customers who had not even thought of getting this type of product on their visit. To prevent price comparisons such products are placed farther from the competing brands. The positive effects of short-term promotions have been extensively studied in the literature; there are already such as evidences about them, that the effort of the literature has focused on the reason of their success, it means, how they work and affect the costumer' behavior (Gupta, 1988, Blattberg et al., 1995, Pauwels et al., 2002, Van Heerde et al., 2003, Ailawadi et al., 2006, Chan et al., 2008 and Leeflang et al., 2008).The combination of ends of aisle with price promotions produces a positive synergistic effect. Free gifts like free vouchers, free shipping, belts, sunglasses, wallets and bags etc are generally offered on fixed amount purchase. These gifts are offered both on in-store purchase and online purchase. Customers buy clothing on impulse to get free gifts. This trend was found highest in customers from Aurangabad (60 %) followed by Nagpur (59 %), Pune (52 %) and Nasik (51 %). 66 % males and 44 % female respondents buy branded apparel for free gifts. 50 % female respondents also admitted that they do not buy branded apparel just for free gifts whereas 6 % remained neutral. This does mean that female buyers are more conscious compared to male and cannot be lured away just for the sake of free gifts. They evaluate product more and buy if price and quality are satisfying. Next question was posed to the respondents to judge most fickle behaviour during branded apparel purchase in store. It was Pune consumers (61 %) which depicted most fickle behavior and are prone to impulse buying. It is well known fact that richer the person, lesser the time available to him and quicker is lifestyle. The customers in bigger city are always on run. Puneites are more involved in show-offs and therefore may be more lured by advertisements/ deals as compared to other three cities. It was observed that with the size of city going down this volatile buying behaviour also reduces. 59 % consumers from Nagpur, 56 % from Nasik and 55 % from Aurangabad admitted that they try eye catching clothing instantly without looking through the section. Men (59 %) seem to be marginally more mercurial in their buying behaviour compared to women (58%).

Impulse purchases are unplanned purchases. It can be of two types, from the known brands or from unknown brands. If it is from known brands consumer can be called as more cautious, less impulsive, less adventurous and more balanced who cannot be lured away easily specially by monetary/attractive deal. On the other hand customer trying unknown brand for sake of any attractive deal can be termed as adventurous, more impulsive and brand disloyal . Question # 60 was framed to judge such kind of behavior among residents of these non-metro cities of Maharashtra. As observed earlier too, Pune consumers are more brand loyal amongst all cities under consideration. Even if they make unplanned purchases it is from known brands only. 79 % consumers from Pune, 67 % consumers from Nagpur, 62 % consumers from Nasik agreed that even if they make unplanned purchases from unknown brands. Whereas 62 % respondents from Aurangabad admitted that they make unplanned purchases from unknown brands. The residents of Aurangabad which has the least per capita income among the four cities are not that rich enough and so cannot afford to copy the members of the peer group just for the sake of it. They are more logical in their

buying where they go for most cost effective deal rather than sticking to brand they know. If you need to buy something expensive that you can't afford to pay for all at once, a credit card is ideal. If you don't have the cash in hand – or even in your bank account – you can pay with a credit card and then spread the cost over a number of months. Credit cards weaken the impulse control of consumers, making it more difficult for them to buy something that is not a necessary purchase. Credit cards are synonymous with a 'buy now, pay later' mentality. All plastic cards whether debit/cash/credit are gravely responsible for rising impulse buying behavior. As expected Pune consumers (85 %) are highest users of credit card during purchase of branded apparel followed by 73 % in Nagpur, and 56 % each in Nasik and Aurangabad. Also 76 % males and 68 % females use credit card during their branded apparel purchase. Impulse buying behavior may be accelerated by the credit card use (Roberts and Jones,2001; Kim, 2001a; Kim, 2001b). People who like to shop for fun are more likely to buy on impulse. Impulse buyers are more social, status-conscious, and image- concerned. Three main ingredients that an impulse buyer may bare: their desire for pleasure, lack of self-control, and need to impress others. We have seen in earlier part of this discussion importance of aisle display. Placement of product is similar concept. 63 % of Aurangabad respondents, 59 % from Pune, 58 % from Nagpur and 57 % from Nasik feel that placement of product triggers impulse buying in them. Similar trigger of impulse buying is felt by 59 % male and 58 % female respondents. Two or more complementary or related products may be placed together which may trigger impulse buying. For example belts may be placed near dressing material or trousers/shirts or putting the peanut butter next to the bread—will help consumers remember how well those products go together. Placement of key merchandise in a “transition zone” near the door is a sales strategy adopted by many retailers.

An impulse purchase is very much related to marital status. Married people are less impulsive compared to unmarried ones. Married people have more family responsibilities and their purchases are according to household budget. They go less haywire and do not buy the things on impulse very frequently. An impulse purchase is more frequent in younger adults and marital status is significantly associated with impulse buying behavior. Through next question researcher tried to analyze impulse buying behaviour from marital status point of view. In entire survey, responses to this question were more or less same across all four cities. In all the three cities 59 % respondents felt that their marital status affects impulse buying. 58 % respondents in Nagpur felt so. 58 % female and 59 % male respondents also felt so.

Limitations

One of the main limitations of this study was that the data was collected thorough a questionnaire at different departmental stores and 18 branded apparel showrooms where the customers are in a unique frame of mind .Some responses may be biased. Secondly, the sample is relatively small compared to actual population of the cities. A larger sample size would help to draw concrete and definitive conclusions. Also, the model tested in the study does not apply to each situation as the conditions are different everywhere (both demographically and culturally).

Conclusion

Price (monetary) discounts/deals are more popular in Aurangabad compared to remaining three cities and among females than males. Value based or non-monetary deals are most popular in Nagpur, Pune and among male shoppers. Apparel companies should take note of it and design attractive deals based on reward points, coupons and free gifts types of promotions to enhance sales. Nasik consumers are attracted most to “sale” compared to all other non-metro cities undertaken for study. “Sale” is least effective tool to enhance sale of branded garment in bigger cities like Pune and Nagpur. It is more effective in female segment compared to males. Nasik consumers are most fickle in nature and show brand switching behavior whereas Pune consumers are most brand loyal. Pune is suitable destination for branded apparel majors to launch value based deals. Loyalty cards (bonus points) types of value based promotion is highly effective in Pune. Except Aurangabad consumers from all the three cities are coupon prone. Males are more coupons prone compared to their female counterparts. Like coupons, loyalty cards are least favorite sales promotions among Aurangabad consumers. Females are more fascinated by loyalty cards than male counterparts. Consumers in smaller cities like monetary sales promotions whereas in bigger cities consumers prefer non-monetary sales promotions.

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