



Investigating the Factors that Impact Online Shopping and Sales Promotion on Consumer's Impulse Buying Behavior: A Gender-based Comparative Study in the UAE

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Abstract: An impulse purchase is an important phenomenon for researchers in consumer behavior or buying decision. This paper aims to determine the comparative influence of consumers on online shopping and sales promotion based on gender in the UAE. The survey questionnaire was conducted by online Google form, and 70 respondents were targeted, but only 46 were returned. 24 respondents were females, and 22 were males. A quantitative data collection method was used, and the data analysis demonstrates that online shopping and sales promotion tools impact consumer behavior. Internet shopping is catching people's interest worldwide, although it is early in most countries. The world is moving towards online shopping, but the shift is at different stages, and its penetration varies from nation to nation. Online shopping has been adopted quite well in the developed countries, and it has been noticed that people in developing countries still prefer shopping at physical stores and shopping centers. We are trying to examine why online shopping is still not so strong in a market like the United Arab Emirates (UAE) compared to a developed market like the United States of America (USA). We are explicitly trying to study consumers' behavior towards online shopping in the UAE (Saxena, 2019). Impulse buying grows year on year as sales promotion activities influence consumers and encourage them into unplanned purchases. This research is also trying to study the role of gender on impulse buying. Many researchers have attempted to prove that female buyer are more impulsive buyers. We have attempted to analyze this aspect. The research has tried to study the impulse buying behavior of consumers in the UAE.

Keywords: *Impulse buying, buying behaviour, online shopping, sales promotion, gender*

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INTRODUCTION

The UAE is known for its two greatest urban networks, Dubai and Abu Dhabi, which draw countless guests consistently. Dubai, a common business place-point known for its smooth elevated structures, is home to the greatest structure on earth – the Burj Khalifa. Abu Dhabi is the seat of the Federal National Council and fills in as the national capital of the UAE (Bressolles, Durrieu, & Giraud, 2007). With the development of the innovation of the web, shoppers' purchasing conduct has changed drastically, and new shopping propensities have advanced bit by bit during the last few decades. Lubis (2018) states that human conduct has changed drastically faster because of a steady and quicker web. The older step-by-step process of a product demonstration to negotiation and sales transaction has become much quicker with a compressed period. The retail advertisers are having new and complex considerations related to the new electronic commerce space. Nowadays, web-based shopping mode is becoming increasingly well known due to comfort and solace customers get in sitting at home and engaging in great shopping. (Kannaiah & Shanthi, 2015) feel

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that, albeit numerous customers are moving towards web stores, yet at the same time everywhere, shoppers would also want to shop legitimately from the physical stores (Saxena, 2019).

Online Shopping

Internet is changing how shoppers shop and purchase items, and it has quickly advanced into a worldwide wonder. Internet-based shopping is the way to purchase merchandise from vendors who sell on the internet. Customers visit the internet stores from the comfort of their homes and shop as they sit before the PC. Purchasers' conduct towards internet-based shopping is a field of enthusiasm for any researcher and domain experts since the internet has incredibly affected consumers' impulse buying and purchasing behavior (Parmar & Chauhan, 2018).

Regardless of whether shoppers end up in an offline or internet-based buying situation, the dynamics are comparable and exciting at the same time. From need identification to evaluating available choices, assessing various offers, deciding to purchase a specific product, and lastly, expressing post-purchase feedback can be observed and analyzed (Katawetawaraks & Wang, 2011; Kang & Ogawa, 2017). Ultimately, the advertisers have to appeal to the customers and convince them to choose their brand (Koo, Kim, & Lee, 2008).

Sales Promotion

The influence of sales promotion on impulse buying behavior was presented by Zulfiqar, Ambreen, and Bushra (2018). Promotional activities such as coupons, price promotion, discounts, free products, various schemes, bonus packs, loyalty programs, contests, price packs, and promotional signage affect the impulse buying behavior of consumers. According to Nagadeepa, Selvi, and Pushpa (2015) the definition of sales promotion is an activity that acts as a direct inducement, offering added value or incentive for a product to resellers, salespersons or customers". It also explained sales promotion as special offers which essentially aim to stimulate demand for the products. However, in this study, sales promotion is described as products offered in deals and discounts. It becomes economical for customers when discounts and deals are available at supermarkets. During events and activities, products available at a price lower than actual are included in sales promotion. Sales promotion is encouraged by marketers to attract customers towards their brands resulting in the switching of brands by customers (Apriliani, 2018; Memon, Kazi, Zubedi, & Ansari, 2019).

Contribution of the Researcher

The research examines and gathers quantitative data and how the factors of impulse purchase impact online shopping and sales promotion by a comparative study on gender in the UAE. This research will also help understand the impact of impulse buying on consumer behavior, increasing day by day.

Research Objectives

- To investigate the impact of impulse buying behavior on online shopping of consumers in the UAE.
- To study impulse buying behavior and its impact on sales promotions.
- To explore the factors that encourage impulse buying decisions of consumers for online shopping in the UAE.
- To analyze the impact of online shopping and sales promotion on consumer's impulse buying behavior.

LITERATURE REVIEW

Consumer Behavior

The consumer is the king in the business and plays a very important role in every business. In business, to know the consumer behavior significance and hard activity. To define consumer behavior, Schiffman, Kanuk, and Wisenblit (2010) explains that "the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs" this is significant to know the consumer behavior, especially for marketers to run any business (Parmar & Chauhan, 2018).

Impulse Buying

Impulse purchasing can be characterized as a happening when customers feel an unexpected, regularly amazing desire to purchase something at the earliest opportunity. The desire to purchase is a complex libertine procedure and may emerge an enthusiastic clash. "Also, impulse buying is prone to occur with diminished regard for its consequences" (Rook & Hoch, 1985). The term "impulse buying" mentions a smaller and more explicit scope of wonders than

unplanned purchasing. All the more critically, it recognizes a mentally particular sort of conduct that contrasts significantly from the thoughtful method of buyer decision. Impulse purchasing is commonly known for consumer's spontaneous buy which turns into a significant piece of the buyer's conduct, it represents 62% of sales of the general store and 80% of certain item categories" sales (Hole, Pawar, & Khedkar, 2019).

"An Impulse purchase is a powerful, unintended, sudden, emotional and persistent urge which occurs spontaneously" (Karbasivar & Yarahmadi, 2011) and (Sultan, Joireman, & Sprott, 2012). "An Impulse purchase is defined as buying the items that are not in your planned shopping list" (Jeffrey & Hodge, 2007). "An Impulse purchase is an urge that can arise around the clock and is hard to resist. It comprises the unreflective and spontaneous desire to purchase things without any logical or thoughtful process". "The results are composed of determinants, dimensions and outcomes of impulse buying" (Zulfiqar et al., 2018). As indicated by this investigation, shopping anything with no earlier goal to shop is fulfilling, where an individual needs to consider the upsides and downsides of purchasing a specific item. An individual needs to inspire himself to shop out-of-the-rundown things. It gives a sentiment of more prominent confidence that an individual feels sure, autonomous without any limitations to shop prompts drive purchasing (Memon et al., 2019).

Types of Impulse Buying

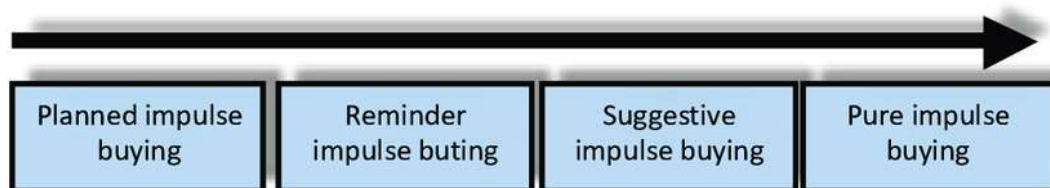


Figure 1 *Types of Impulse Buying*

Significance of Impulse Buying of Consumer Behavior

As indicated by this investigation, shopping anything with no earlier goal to shop is fulfilling, where an individual needs to consider the upsides and downsides of purchasing a specific item. An individual needs to inspire himself to shop out-of-the-rundown things. It gives a sentiment of more prominent confidence that an individual feels sure, autonomous without any limitations to shop prompts impulse purchasing (Aragoncillo & Orus, 2018).

Background of impulse buying behavior market: A huge piece of the world's economy is driven by impulse buying. A larger piece of that spending relies upon things we generally need, like food, clothing, and shelter. The normal spending or things we would incline toward need yet not to have can cause an economy to create or fall apart quickly! Nothing drives discretionary spending like inspiration buying—over 90% of individuals who make online motivation purchasing didn't intend to buy from the outset.

- A 2011 examination demonstrated that 6 out of 10 women and made one significant drive buy inside the most recent year in any event.
- Men may not purchase more regularly than women, yet they will burn through 41 per impulse buy contrasted with 31 per buy for ladies.

By statistics of online impulse purchasing being half or more in about each segment, it is anything but difficult to perceive how the sights, sounds, and scents of a physical store can impact the dynamic procedure. If you've at any point been out shopping and smelled something superb, at that point, you realize how obvious that can be! Even though it isn't tricky, understand that it can transform into one .

The behavior of impulse buying consumers: As indicated by the investigation directed by MasterCard Worldwide Index in Consumer Confidence, Indian buyers were positioned as one of the most certain about the world. This brought about a lift in the utilization and acquisition of fundamental and extra items. Another significant trademark regarding Indian purchasers is that the dominant part of the populace includes youth who are profoundly experimented with and are inclined to drive purchasing, as indicated by the KPMG study, 2014. The early adopters rashly purchase new items and attempt new brands with no related knowledge. Impulse purchasing can be characterized as a purchaser's propensity to purchase products and enterprises with no arranging. Distinctive purchasing circumstances lead to various impulses of purchasing conduct. Along these lines, we can characterize impulse purchasing as an unconstrained response to

purchasing the items absent from data checking or information preparation. While making impulsive purchasing, shoppers are in a mood that they are not considering the item or not looking at it. Here shopping can be depicted as a passionate state of mind upgrade action with the choice to follow up spontaneously in the wake of seeing the item in the retail outlet (Mathai & Shanthaamani, 2016).

Impact of impulse buying on consumer behavior: Even though the genuine impact of the monetary conflicts and the creating usage of the internet as information search and purchase channel, buyer direct seems to have changed towards a logically organized and taught technique (Banjo & Germano, 2014). At the same time, a couple of makers ensure that the internet, in all actuality, favors impulse purchasing. "Simultaneously, a few creators guarantee that the internet, in reality, favors impulse buying" (Aragoncillo & Orus, 2018).

Gender: Gender is the social differentiation among ladies and men, their jobs, and developing the general public. It is found as a key determinant in drive purchasing practices. A few investigations pronounce that ladies are increasingly fast in purchasing when contrasted with men. While the others keep up that men show more drive buying than ladies. For the most part, men don't accept delight in getting as much as ladies regularly do; this decreases the odds of settling on imprudent decisions among men people. Men regularly have the least communication in common shopping however are genuinely master at obtaining strong merchandise, similar to autos, instruments, sound systems or PC frameworks and so on., while women generally deal with increasingly flashing things, such as preparing a supper, embellishing a cake, right hairstyle or cosmetics and so on. For young ladies, shopping is a sort of revamping mastery and has mental and enthusiastic affiliation that once in a while exists in guys. It was dissected that female shoppers' purchasing conduct was effortlessly affected by publicizing, showcases of merchandise, environment, advancements, deals, and the perspectives of the sales rep. For the most part, ladies get self-expressive and emblematic stuff that speaks to their passionate angles and appearance. In this manner, young ladies have a bigger inclination to purchase incautiously, and for guys, the indiscreet shopping propensity is a greater amount of instrumental character. They will, in general, find what they need and end it rapidly with an insignificant degree of commitment. Incautious purchasing for them is, in this way, a quicker choice and also the speediest feasible use of the merchandise purchased. In addition, for guys, indiscreet shopping inclination is progressively related to features of cash perspectives (Akram, Hui, Khan, Hashim, & Rasheed, 2016).

RESEARCH METHODOLOGY

Means of research are given by Creswell and Creswell (2017), who communicates that – "Research is a technique of steps used to assemble and dismember information to construct our perception of a point or issue." It contains three phases: Pose a question, assemble data to react to it, and present a reaction to the questions (Creswell & Creswell, 2017). Research technique is the route by which experts need to lead their investigation. It shows how these researchers plan their uneasiness and goal and present their outcome from the information got during the assessment period (Sileyew, 2019).

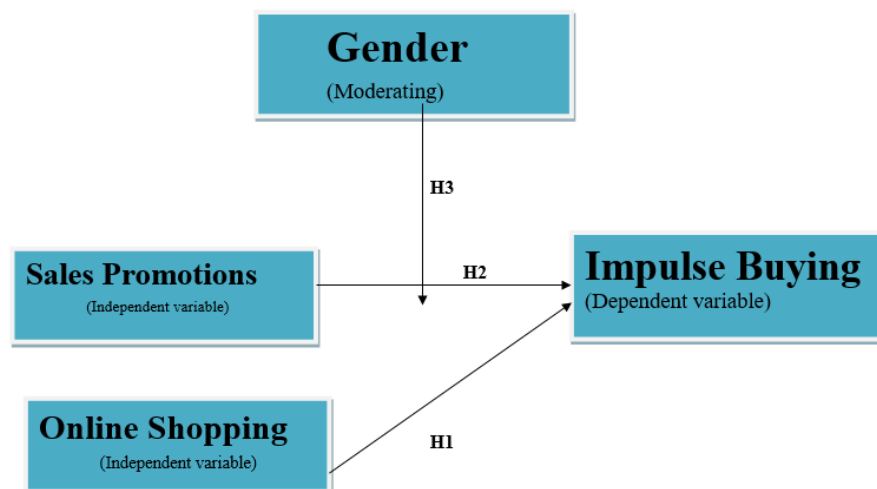


Figure 2 Conceptual Framework

H1: *The positive and negative relationship between impulse buying and online shopping.*

H2: *The positive and negative relationship between impulse buying and online shopping.*

H3: *The positive and negative relationship between impulse buying and gender.*

Research Settings

To conduct this study researcher utilized mono-strategy (quantitative) by using a questionnaire. "The questionnaires consist of closed-ended questions; makeup fixed response answers to be selected, and some, other space specified for the respondent(s) to factor any alternative answer(s) of their own choice" (Malhotra & Birks, 2003). Essentially, the analysts utilized the organized, planned review survey to get data of the shopper's involvement in the motivation purchasing. The research investigated the impacts of impulse buying behavior of consumers in terms of online shopping and sales promotions: A comparative study on gender in UAE. The research included both gender males and females, and the age was selected from 20 to 49 respondents. No specific place was selected for this research because the survey was distributed on an online platform, but the country was the UAE. The sampling method which researcher uses was simple random sampling for the participants selected for this research. In probability sampling, the elements are selected randomly. The population selected for this research was the general public, and there is no specific population group targeted.

The researcher utilizes the impulse purchasing behavior scale to examine the information and give dependable data for this investigation. The Likert scale helped determine the factors that impact impulse buying behavior in terms of online shopping and sales promotions.

RESULTS

Reliability Test

Cronbach's alpha is the most generally perceived extent of inside consistency ("unfaltering quality"). It is most customarily used when you have distinctive Likert requests in a survey/survey that structure a scale and you wish to choose whether the scale is reliable. If you are stressed over between rater immovable characteristics, we furthermore have a guide on using Cohen's (κ) kappa that you may find significant.

The reliability test for all variables is shown in the Table below;

Table 1 *RELIABILITY STATISTICS*

Variable	Cronbach's Alpha	N of Items
Sales Promotions	.950	4
Online Shopping	.923	5
Impulse Buying	.984	10

The two arrangements of inquiries are comparable and have a similar unwavering quality proportion of alpha rising to .82. Most of the inquiries are worded with minor departure from the topic of purchasing things unexpectedly, with a couple of differentiating inquiries concerning cautiously arranging buys.

In the reliability test, Cronbach's Alpha has been tested for the number of items in the Table 1 for each variable. The Cronbach's for Sales Promotions of 4 items is .950, for Online shopping for five items the Cronbach's Alpha is .923 and lastly for Impulse buying for 10 items the Cronbach's Alpha is .984, which is shown that the data which respondents collect is reliable and useful.

Frequency Test

The Frequencies system can create outline measures for clear cut factors as recurrence Tables, bar diagrams, or pie graphs.

Table 2 FREQUENCY TEST FOR DEMOGRAPHIC INFORMATION

Statistics		Gender of Respondents	Age group	Education	Occupation	Marital Status
N	Valid	46	46	46	46	46
	Missing	0	0	0	0	0

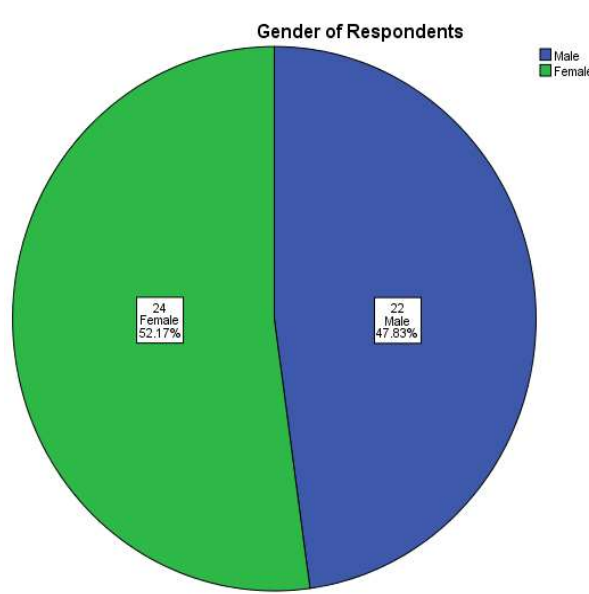


Figure 3 Gender of Respondents

By Frequency test in the above pie chart shows that 46 respondents were targeted for the survey questionnaire. The total number of respondents was 46, the 22 were males, and the total percentage is 47.83% in that the 24 were females, and the percentage was 52.17% included in this research.

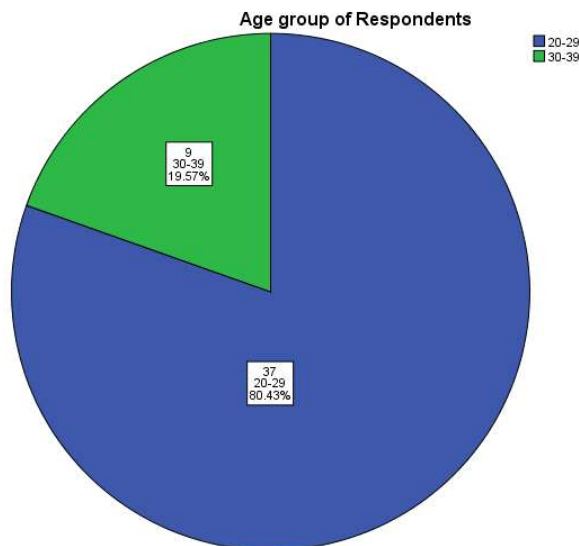


Figure 4 Age Group of Respondents

In the questionnaire survey, the age was targeted from 20-29, 30-39, and 40-49 was selected for the respondents. In the above pie chart, 37 respondents surveyed the age of 20-29, which is (80.43%). The left 6 respondents surveyed the age of 30-39, and the percentage is (19.57%).

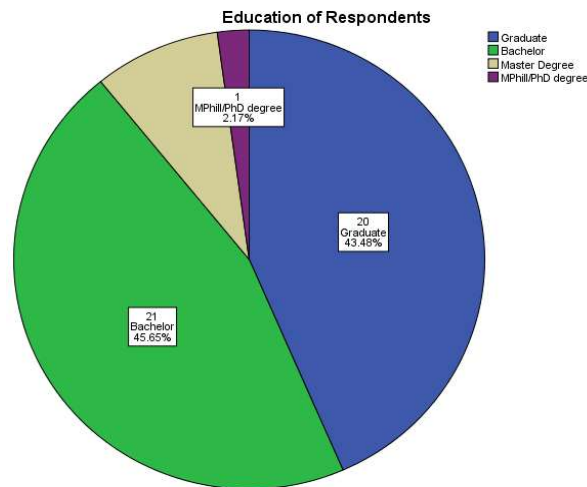


Figure 5 Education Status of Respondents

The above pie chart also shows that the survey questionnaire conducted by respondents was mostly Graduate and Bachelor. The following list can show the education of respondents. The 20 respondents were graduates, and the percentage is (43.48%). The 21 respondents were Bachelor, and the percentage is shown is (45.65%). The one respondent was Mphil/Ph.D. degree pass and a percentage is (2.17%).

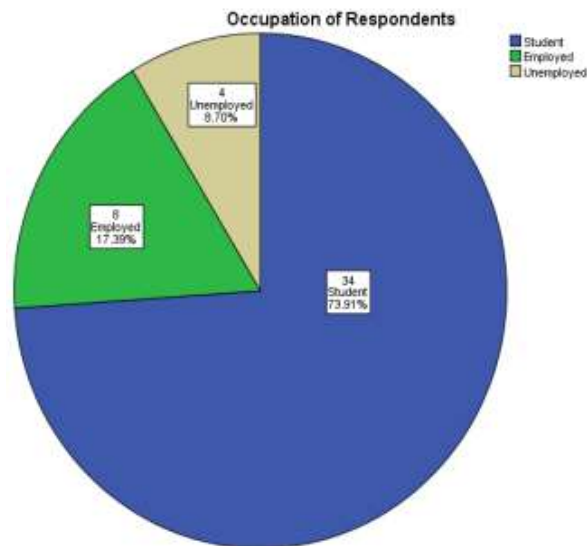


Figure 6 Occupation of Respondents

This pie chart describes that the Occupation of Respondents is mostly students, which is 34 and the percentage is (73.91%). The eight respondents were employed, and the percentage is shown is (17.39%). Lastly, the 4 were unemployed, and the percentage is (8.70%).

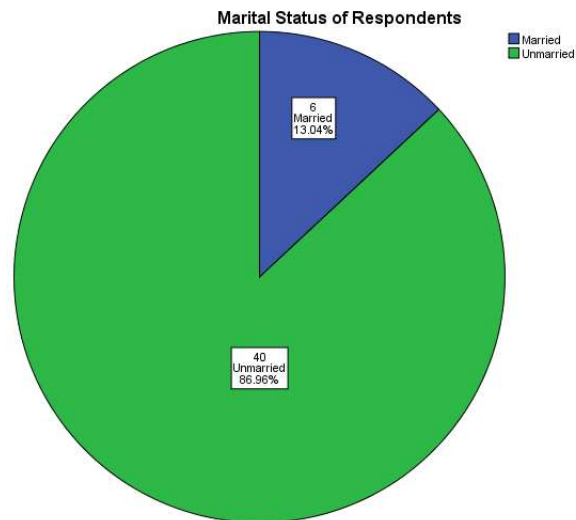


Figure 7 *Marital Status of Respondents*

This pie chart shows the marital status of respondents, and most of the respondents were unmarried. The number of unmarried respondents is 40, and the percentage is (86.96%). The married respondents were 6, and the percentage is (13.04%).

Correlation Test

Correlations are a factual procedure that shows how emphatically two factors are identified with one another or the level of relationship between the two. For instance, on the off chance that we have the weight and tallness information of taller and shorter individuals, we can discover how these two factors are connected with the connection between them. We can likewise discover the relationship between's these two factors and state that their loads are decidedly identified with stature. The relationship is estimated by the connection coefficient.

Table 3 *CORRELATION*

		Online Shopping	Sales Promotions	Impulse Buying
Online Shopping	Pearson Correlation	1	.957**	.962**
	Sig. (2-tailed)		.000	.000
	N	46	42	43
Sales Promotions	Pearson Correlation	.957**	1	.943**
	Sig. (2-tailed)		.000	.000
	N	42	42	42
Impulse Buying	Pearson Correlation	.962**	.943**	1
	Sig. (2-tailed)		.000	.000
	N	43	42	43

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

The above Table shows that there is a positive correlation with each other, which means the hypothesis of impulse buying correlates with sales promotions and online shopping, which gives the significant correlation in the above Table.

Regression Test

Multiple regressions incorporate a group of procedures that can be utilized to investigate the connection between one persistent ward variable and various autonomous factors or indicators.

Table 4 *REGRESSION IMPULSE BUYING VS. SALES PROMOTIONS*

Model	Sum of Squares	ANOVA ^a			
		<i>df</i>	Mean Square	<i>F</i>	Sig.
1 Regression	5710.651	1	5710.651	319.491	.000 ^b
Residual	714.968	40	17.874		
Total	6425.619	41			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Sales Promotions

Model	Coefficients ^a				<i>t</i>	Sig.
	Unstandardized Coefficients		Standardized Coefficients	<i>t</i>		
	B	Std. Error	Beta			
1 (Constant)	1.918	1.486		1.290	.204	
Sales Promotion	3.042	.137	.958	22.153	.000	

a. Dependent Variable: Impulse Buying

Here we tested the hypothesis of impulse buying and sales promotion to see that they relate to each other positively, for we did a regression test. So after getting results, it is proved that impulse buying significantly relates to sales promotion. Impulse buying impact when the sales promotions increase or decrease, and the researcher use multi regression test to see the affective relationship between two variables. It shows that the independent variables in the Table of ANOVA $F(1, 4) = 319.491$, $p < .0005$, which significantly predict the dependent variables.

Table 5 *REGRESSION IMPULSE BUYING VS. ONLINE SHOPPING*

Model	Sum of Squares	ANOVA ^a			
		<i>df</i>	Mean Square	<i>F</i>	Sig.
1 Regression	7043.420	1	7043.420	504.677	.000 ^b
Residual	572.208	41	13.956		
Total	7615.628	42			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Online Shopping

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coef-		
	B	Std. Error	ficients		
1 (Constant)	3.865	1.346	.974	2.871	.006
Online Shopping	3.056	.108	.974	28.415	.000

a. Dependent Variable: Impulse Buying

The change in the information is separated into many parts. The specialized foundation to an ANOVA table is past the extent of this preliminary. We take a gander at the Sig. Segment, which discloses to us the p -value for the R^2 measurement. If it is higher than 0.05, at that point, the entire model isn't factually critical, and we have to stop our examination here. The t value is above 1.96, demonstrating that both variables have a positive relationship (Tranmer & Elliot, 2008).

Table 6 REGRESSION FOR IMPULSE BUYING VS. GENDER

Model	Sum of Squares	ANOVA ^a			Sig.
		df	Mean Square	F	
Regression	5137.955	1	5137.955	85.022	.000 ^b
Residual	2477.673	41	60.431		
Total	7615.628	42			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Online Shopping

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coef-		
	B	Std. Error	ficients		
(Constant)	3.641	3.724	.978	.334	
Gender of Respon-	21.868	2.372	.821	9.221	.000
dents					

a. Dependent Variable: Impulse Buying

The relationship of impulse buying and gender is shown in the above table is positive

RESEARCH ANALYZES AND DISCUSSION

In the literature, the researcher explains different points of view by giving theories that define impulse buying from different perspectives. The researcher emphasizes the research question that defines the factors that impact impulse buying behavior in terms of online shopping and sales promotions a comparative study on gender in UAE. According to (Jeffrey & Hodge, 2007), "An Impulse purchase is defined as buying the items that are not in your planned shopping list."

Significance of Impulse Buying of Consumer Behavior

The researcher also defines the significance of impulse buying of consumer behavior. A larger piece of that spending relies upon things we generally need, like food, clothing, and shelter. The normal spending or things we would incline toward need yet not to have can cause an economy to create or fall apart quickly! Nothing drives discretionary spending like inspiration buying. Over 90% of individuals who make online impulse purchasing didn't intend to buy from the outset .

The researcher tests its data using SPSS; the first test conducted is reliability to check that the Cronbach's Alpha has been tested for several items for each variable. The Cronbach's for Sales Promotions of 4 items is .950, for Online shopping for 5 items the Cronbach's Alpha is .923 and lastly for Impulse buying for 10 items the Cronbach's Alpha is .984, which is shown that the data which respondents collect is reliable and useful. The other test is normality which tests the significant value to see that the survey sample is distributed for each variable to the respondent. The result for hypotheses testing shows that there is a positive correlation with each other and which means the hypothesis of impulse buying correlates with sales promotions and online shopping, which gives the significant correlation in the above table by using correlate test. The researcher also conducted regression to test the hypothesis to see that they are positively related to each other or not. Through regression test, it is proved that impulse buying is positively related to online shopping and sales promotions. It is found that consumers in UAE are more impulsive regarding online shopping and sales promotions when the online shopping and sales promotions increase or decrease its impact on impulse buying of a consumer in UAE.

CONCLUSION

To conclude, the researcher analyzes that impulse buying consumers in UAE are more impulsive regarding online shopping and sales promotions. It is a positive sign for the marketer to gain more profit in the coming year. In literature, the researcher defines impulse buying through many theories that negatively and positively impact consumers. The consumer plays an important role in business as it purchases different kinds of products online or from the store. Impulse buying is increasing day by day, and the consumer mostly purchases unplanned products when they see the sales promotions.

Further, the researcher explains gender, which is also an important part while discussing impulse buying. Most of the previous researcher indicates that females are more impulsive than true males. The researcher further explains the importance of impulse buying and the impact of consumers' impulse buying behavior. The researcher emphasizes the results tested in SPSS, and the researcher explains the hypothesis. In this research, the researcher discusses 3 hypotheses; the 1st hypothesis is the positive and negative relation between impulse buying and online shopping, the 2nd is the positive and negative relationship between impulse buying and sales promotions, and the second is the positive and negative relationship between impulse and gender. The researcher discusses the results, which are analyzing in SPSS. In this research, the researcher follows the research onion, proposed by (Saunders & Townsend, 2016) "is a tool that helps organize the research and develop research design following the layers of the research onion step by step."

Future Study Recommendation

After the complete audit of the writing and substance investigation, we have inferred a few expectations for future research tries in the field of impulse purchasing. In this research, the researcher proposes a structure to increment the comprehension of impulse purchasing. In the wake of examining the different elements concentrated in the past investigations, we conceptualized four distinct gatherings which could suit the different components. In this way, we have arranged the different factors under the general classes of "Outer boosts," "Inside improvements," "Situational what's more, item related components," and "Socioeconomics and Socio-social elements." We have also watched the different variables affecting impulse purchasing and some directing characteristics, such as discernment and characteristics. Our survey shows that the motivation purchasing results from the association of different inside and outside upgrades. For example, there are angles, character attributes, and socio-social qualities that could be concentrated further in detail to all the more likely comprehend the lack of caution of the shoppers (Muruganatham & Bhakat, 2013).

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