

A Review of Factors Influencing Fashion-oriented Impulse Buying and their Relationship with e-Retailer Websites and In-store Environment.

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Abstract - Researchers have been examining the field of Impulse Buying Behaviour for over six decades (Clover, 1950; Stern, 1962; Rook, 1987; Peck & Childers, 2006; Wells, Parboteeah & Valacich, 2011). The purpose of this paper is to provide a detailed account of consumers' Impulse Buying Behaviour of fashion apparel and its relationship with the various factors that influence this behaviour. It gives an overview of several related aspects ranging from internal impulse triggers such as hedonic consumption tendency and fashion involvement, to external cues such as in-store environment and website design. A wide range of journal databases and academic publications have been referenced in order to review the works of various researchers and compile the literature in the field of Apparel Impulse Buying Behaviour. The different aspects related to the subject are categorized for future research works in the discussion. This paper will be useful for marketing practitioners and researchers alike, as it provides a comprehensive understanding of the characteristics of Apparel Impulse Buying Behaviour and its relationship with consumers' positive emotional responses to in-store stimuli as well as website quality and design.

Keywords: *Consumer Behaviour, E-Retail Websites, Fashion-oriented Impulse Buying, Hedonic Consumption, Impulse Buying Behaviour, In-store Environment.*

I. INTRODUCTION TO IMPULSE BUYING BEHAVIOUR

Impulse buying behaviour has been defined as a sudden, compelling, hedonically complex buying behaviour in which the rapidity of an impulse decision process precludes thoughtful and deliberate consideration of alternative information and choices (Bayley & Nancarrow, 1998). Over 90 percent of consumers today make occasional impulse purchases that they did not initially intend to buy (Gaille, 2017). Research has also shown that 60 percent of females have made an impulse purchase in the past year and about 40 percent of total consumer spending is exclusively impulse buying (C&E Vision, 2011), with 54 percent of the entire impulse purchases consisting of items purchased by consumers for themselves (Business Insider, 2018).

An item being sold on sale is reported to be the single most motivating factor for consumers to make an impulse purchase and it accounts for 88 percent of the impulse purchases since consumers enjoy receiving a bargain even if it does not have long term benefits (Gaille, 2017) (C&E Vision, 2011). Consumers tend to buy more impulsively when they are happy, feeling good, finding an irresistible

deal or are excited or engaging in a social interaction they enjoy (C&E Vision, 2011) (Business Insider, 2018).

The foremost study done on impulse buying mix was conducted in 1950 and indicated that some product categories are sold mainly on impulse (Clover, 1950). A deeper insight into impulse buying behaviour was achieved by identification of the distinct types of impulse purchases by Stern in 1962, who also suggested that some product-related factors might predict impulse buying in consumers (Stern, 1962).

Impulse buying behaviour is an intriguing paradox of consumer behaviour that consumers and researchers alike recognise as wrong, yet it accounts for a significant number of the goods sold every year across a wide categories of products (Kollat & Willett, 1967); (Bellenger, Robertson, & Hirschman, 1978); (Weinberg & Gottwald, 1982); (Cobb & Hoyer, 1986); (Han Y. , Morgan, Kotsiopoulos, & Kang-Park, 1991); (Rook & Fisher, 1995). Numerous studies have shown that consumers do not necessarily view impulse purchasing as something that is incorrect, instead in hindsight most consumers have positive evaluations of their behaviour (Dittmar, Beattie, & Friese, 1996); (Hausman, 2000); (Rook, The buying impulse, 1987).

It can be inferred that the widely negative assessment of impulse buying behaviour may stem from several studies on impulsiveness that define the behaviour as an indication of immaturity and lacking behavioural control (Levy, 1976); (Solnick, Kannenberg, Eckerman, & Waller, 1980) or as irrational, risky, and wasteful (Ainslie, 1975); (Levy, 1976); (Rook & Fisher, 1995); (Solnick, Kannenberg, Eckerman, & Waller, 1980). For this reason, consumers tend to control their impulsive tendencies because they do not desire to be perceived as immature or lacking behavioural control.

Rook and Fisher (1995) were among the first researchers to propose that such negative evaluations moderate impulsive traits in individuals and therefore reduce impulse buying behaviour. Some researchers have also

treated impulse buying as an individual difference variable with the expected result that it is likely to influence decision making across various situations (Beatty & Ferrell, 1998); (Rook and Fisher, 1995); (Weun, Jones, & Beatty, 1997). As defined by (Ko, 1993) it can be said that, impulse buying behaviour is a reasonable unplanned behaviour when it is related to objective evaluation and emotional preferences in shopping.

Apparel impulse buying is dissimilar from reasonable unplanned buying in the way that apparel impulse buying is focused on emotional preference or objective evaluation rather than rational evaluation (Ko, 1993). These findings imply that emotional factors such as positive feelings, excitement, fun, etc. might lead to fashion-oriented impulse buying when shopping.

Variables examined by “A Review of Factors Influencing Fashion-oriented Impulse Buying and their Relationship with e-Retailer Websites and In-store Environment” and their respective authors.

Construct	Author (Source)
<i>Website Features</i>	(Parboteeah, Valacich, & Well, 2009)
<i>Hedonic Consumption</i>	(Hirschman & Holbrook, 1982)
<i>Fashion Oriented Impulse Buying</i>	(Park, Kim, & Forney, 2006)
<i>Impulse Buying Behaviour</i>	(Rook & Fisher, 1995) (Beatty & Ferrell, 1998)
<i>In-store Environment</i>	(Beatty & Ferrell, 1998)
<i>Positive Emotions</i>	(Beatty & Ferrell, 1998)
<i>Sales personnel</i>	(Dickson & Albaum, 1977)

Source: Compiled by Author

A. Hedonic Consumption Tendency

Hedonic consumption includes those behavioural aspects related to multi-sensory, fantasy, and emotional consumption which are driven by benefits such as fun using the product and aesthetic appeal (Hirschman & Holbrook, 1982). Since a key aspect of hedonic consumption is emotional consumption, some shopping experiences that are associated with enjoyment such as bargaining and haggling (Sherry, 1990) suggest that such consumption behaviour is fundamentally concerned with the purchasing experience as opposed to acquisition of the actual product.

Impulse buying plays a vital role in fulfilling hedonic desires which are often associated with hedonic consumption (Hausman, 2000); (Piron, 1991); (Rook, 1987). To understand this role better, it is important to first understand the meaning of word ‘hedonic’ as defined by the Oxford Dictionary, which is “relating to, characterized by, or considered in terms of pleasant (or unpleasant)

sensations”. It can therefore be inferred that hedonic consumption is an emotional consumption and is thus related to impulse buying behaviour.

Impulse buying plays an important role in fulfilling hedonic desires associated with hedonic consumption (Hausman, 2000); (Piron, 1991); (Rook, 1987). This suggests there is theoretical link between hedonic shopping motivations and impulse buying behaviour of consumers. Moreover, consumers are likely to engage in impulse buying behaviour when they are motivated by hedonic desires such as fun, fantasy, and social or emotional gratification (Hausman, 2000); (Rook, 1987).

Since hedonic consumption is about fulfilling hedonic desires, the purchases made tend to not be pre-meditated and are impulsive in nature. Several studies have therefore indicated the importance of various in-store features such as store design, product displays, pleasant smells and music.

B. Positive Emotions

Consumer decision making involves various factors and a key factor is consumer emotion which comprises of affect and mood. Emotions are classically categorised into two contrasting dimensions: positive and negative (Watson & Tellegen, 1985). Retailers therefore always endeavour to find new and different ways to uplift their consumers' moods so that they can inspire them to willingly spend more.

Studies have shown a compelling link between positive emotion and consumer shopping experiences. Various qualitative studies have even reported consumers felt uplifted or energized after shopping (Bayley & Nancarrow, 1998); (Dittmar, Beattie, & Friese, 1996); (Rook, 1987). Positive emotions can be caused by a number of reasons, including sighting an item of interest, a pre-existing mood, reacting to one's environment, finding a desirable item on sale or affective disposition.

Emotion strongly influences an individual's actions including indulging in the act of impulse buying (Beatty & Ferrell, 1998); (Hausman, 2000); (Rook & Gardner, 1993); (Youn & Faber, 2000). Research has even indicated that those consumers that are in more positive emotional states had a tendency to reduce both decision complexity as well as decision time (Isen, 1984); (Hausman, 2000); (Bayley & Nancarrow, 1998); (Dholakia, 2000); (Rook, 1987); (Cobb & Hoyer, 1986) (Jones, Reynolds, Weun, & Beatty, 2003).

Furthermore, when compared to those consumers that were in a negative emotional state, consumers in a positive emotional state were more inclined to participate in impulse buying as they experienced feelings of being unconstrained, desired to reward themselves, and also had higher energy levels (Rook & Gardner, 1993). This is supported by previous findings that impulse buyers tend to be more emotional as compared to non-impulse buyers (Weinberg & Gottwald, 1982).

Ordinarily during shopping, consumers get influenced by in-store emotions and perceptions which can affect their purchasing decisions as well as their views on product quality, value and satisfaction (Babin & Babin, 2001). Since impulse buyers are hedonic consumers that seek positive emotions while shopping, they tend to overspend (Donovan and Rossiter, 1982). From a hedonic perspective, research shows positive emotion increase fashion-oriented impulse buying; findings also suggest that for college students, fashion-oriented impulse buying aligns more with emotional unplanned clothing purchases (Cha, 2001). Moreover, this finding supports the satisfaction of hedonic needs or emotional gratification through impulse buying (Hausman, 2000; Piron, 1991) and suggests hedonic consumption has an indirect effect on fashion-oriented impulse buying.

II. FASHION-ORIENTED IMPULSE BUYING

Several researchers have found that impulse buying of fashion apparel is performed by consumers in a variety of behaviours ranging from pure impulse buying, reminder impulse buying, fashion-oriented impulse buying to planned impulse buying (Cha, 2001); (Han Y. , Morgan, Kotsiopoulos, & Kang-Park, 1991); (Ko, 1993).

Consumer impulse buying behaviour is a crucial concept to be considered along with its interactions with product involvement, specifically with reference to consumers' engagement in impulse buying of specific products. Previous studies have shown a more simplified view that states consumers that possess high impulse buying tendency should exhibit a general tendency to engage in impulse buying of items across all product categories (Beatty & Ferrell, 1998); (Puri, 1996); (Rook & Fisher, 1995); (Rook & Gardner, 1993); (Weun, Jones, & Beatty, 1998).

However, a study conducted in 2003 has hypothesized and proven that product-specific impulse buying tendency has a positive influence on product-specific impulse buying behaviour, where impulse buying tendency for clothing was positively associated with actualized impulse clothing purchases (Jones, Reynolds, Weun, & Beatty, 2003).

In the case of apparels, fashion-oriented impulse buying signifies a strong link to an individual's awareness along with perception of fashionable or trendy clothing when attributed to innovative styles and design. Therefore, it can be inferred that fashion-oriented impulse buying occurs when consumers see latest fashion products and purchase them because they are motivated by the notion of owning current fashions (Han Y. , Morgan, Kotsiopoulos, & Kang-Park, 1991); (Goldsmith & Emmert, 1991).

Extensive research has been conducted on product innovations over the last few decades in consumer behaviour and marketing management literature (Rogers, 1976); (Olshavsky & Spreng, 1996); (Moreau, Markman, & Lehmann, 2001); (Mukherjee & Hoyer, 2001); (Steenkamp & Gielens, 2003). Moreover, even though some research has more recently been done on the topic, (Rook, 1987) stated the need for a theoretical framework to guide empirical research on impulse buying, with special focus on the effects of personality traits and the social environment on impulse purchasing.

A study even suggested the importance of utilizing their advertisements to display individuals enjoying, looking glamorous, having fun and being excited using a product (Harmancioglu, Finney, & Joseph, 2009) such as many fashion brands are seen using advertising campaigns where models and actors are shown to be ecstatic wearing their brand, inspiring viewers to live a similar, enjoyable lifestyle. The results of the study also indicated the

necessity to identify lead users in order to reach a large number of consumers (Harmancioglu, Finney, & Joseph, 2009), this is often observed in the apparel industry by brands employing popular faces in the entertainment or modelling agency, so that they can create brand awareness through various campaigns as well as social media posts of these celebrities, which in turn helps convert an impulse buying urge into genuine impulse buying behaviour.

Subsequent studies dedicated to impulse buying behaviour have been more focused on the consumer decision-making process. Apparel impulse buying is dissimilar from reasonable unplanned buying in the way that apparel impulse buying is focused on emotional preference or objective evaluation rather than rational evaluation (Ko, 1993). These findings imply that emotional factors such as positive feelings, excitement, fun, etc. might lead to fashion-oriented impulse buying when shopping. Store environment is a major factor that stimulates positive emotions in consumers, which will be explored in greater detail in the subsequent literature review.

III. STORE ENVIRONMENT CHARACTERISTICS AND ITS EFFECT ON IMPULSE BUYING BEHAVIOUR

In-store atmosphere is a conscious design effort made by retailers to induce specific emotional responses in a retail environment that in turn lead to increased consumer purchases (Zhou & Wong, 2004). Store atmospherics have also been found to significantly influence consumers' attitude and perceived image of a store, i.e. various in-store features such as physical design and attractiveness, smells and sounds, window displays, signage, etc. are found to influence consumer opinions on the quality of store merchandise (Ailawadi & Keller, 2004)

Research has shown that in-store atmospheric stimuli are the fundamental elements that arouse consumers' desire to purchase spontaneously (Rook & Fisher, 1995). Such store environmental features create a positive effect on the hedonic desires of consumers which leads to impulse buying. Several studies (Beatty & Ferrell, 1998); (Mohan, Sivakumaran, & Sharma, 2012); (Sharma, Sivakumaran, & Marshall, 2010) have emphasized the understanding of impulse buying behaviour by investigating direct effects of individual characteristics (shopping enjoyment, consumer impulsiveness, or optimum stimulation level) and environmental factors (store attractiveness or product assortment). Studies have examined the effects of store environment on consumer behaviour from three different perspectives, that is, ambient, design and social perspectives (Turley & Milliman, 2000).

A. Impulse Buying Induced by In-Store Promotion

In-store promotion interacts with other promotional tools in inducing consumers' impulse purchases as many consumers recall forgotten needs while in a retail outlet

and also experience unplanned wants while shopping (Stilley, Inman, & Wakefield, 2010). It is also beneficial to acknowledge that apparel retail includes a multitude of sensory cues which are activated when a consumer is able to touch the material of a piece of clothing and try it on for fit. Factors such as touching and testing have been proven by several researchers to increase the likelihood of impulse buying of a wide range of products (Hultén, 2012); (Maymand & Ahmadinejad, 2011); (Peck & Childers, 2006); (Soars, 2009). Even though there are personality differences among individual consumers, research has suggested that touch evokes feelings of fun, arousal, sensory stimulation and enjoyment in both high as well as low "need for touch" consumer categories (Peck & Childers, 2006).

B. Impact of Interaction with Sales Personnel on Consumer Buying Behaviour

Previous research has shown that employee behaviours predict consumer evaluations (Bitner, 1990); (Gwinner & Bitner, 2005); (Kelly & Hoffman, 1997); (Spiro & Weitz, 1990). Prior studies also indicate that helpfulness of salespeople in assisting customers influences consumers' willingness to buy (Baker, Levy, & Grewal, 1992). Therefore, social interaction between a salesperson and a consumer is considered one of the most influential factors in the retail environment. Moreover, the consumer may feel reassured if the salesperson has a likeable personality and similar tastes and can therefore be perceived as trustworthy. Researchers have found that personal relationships between consumers and salespeople are comparable to other friendships. From a marketing perspective, these relationships may also assist in achieving objectives such as satisfaction, loyalty, and positive word of mouth among consumers (Hu & Jasper, 2006). Retailers must therefore plan atmospheric components in the store in unification with pro-active and customer-focused sales personnel that are well-informed about the store merchandise. As suggested by (Grönroos, 1994), this long-term association with the customers is ultimately beneficial to the retailers as it helps them to make additional sales easily, at reduced costs.

IV. ONLINE IMPULSE BUYING BEHAVIOUR

India is currently the fastest-growing eCommerce market in the Asia Pacific region, even though it faces substantial obstacles such as internet literacy amongst the population, geographic coverage, as well as costs. However, India's online sales are expected to grow more than fivefold by 2020 as the number of online buyers and per capita online spending continue to increase rapidly (Forrester, 2016).

Several studies have shown that online shoppers are more impulsive than traditional buyers (Donthu & Garcia, 1999). This is because impulse buying is often associated with low prices, promotions, offers and generally involves

the positive emotions experienced from getting a good deal (Bonnefont & Labbe, 2005); (McGoldrick, Bettes, & Keeling, 1999). These emotions are considerably stronger during online purchases. Research has shown that images, banners, advertisements, prices and special offers can trigger impulse purchases online (Madharavan & Laverie, 2004). However, impulse buying is strongly linked to emotions experienced at the point of sale (Hausman, 2000), (Spies, Hesse, & Loesch, 1997). Furthermore, many consumers who visit merchant sites have shown hedonic motivations (Childers, Carr, Peck, & Carson, 2001). This creates a necessity for various arousing aspects in a website design such as interactive consumer review sections and website graphics. Due to rapid technological advances, the potential hedonic e-shops grows very quickly - interactivity, presentation of products in three dimensions, etc. (de Diesbach & Jeandrain, 2005)

A. Impact of Service Quality on Online Impulse Buying

Customer-to-website interactions in online retailing have replaced traditional customer-to-employee interactions such as sales clerk services (Lohse & Spiller, 1998). The unique interacting processes between online retailers and customers present a distinctive challenge to both practitioners and academicians to provide a universal online service quality measurement scale. Apart from individual personality traits of consumers, environmental cues are also considered a strong determinant of impulse buying (Rook & Fisher, 1995). In an online context, environmental cues have been found to be strong predictors of impulse buying (Adelaar, Chang, Lancendorfer, Lee, & Morimoto, 2003); (Parboteeah, Valacich, & Well, 2009)). The presence of high-quality environmental cues in an online interface increases the website's quality (Loiacono, Watson, & Goodhue, 2007). Various studies have demonstrated the influence of website quality on online impulse buying. To illustrate, (Hoffman & Novak, 1996) claim that a well-designed interface increases the likelihood of impulse purchases. Similarly, (Wolfinger & Gilly, 2003) demonstrate the relationship between a well-designed website and increased purchase behaviour. Moreover, even slight differences in the design of a web interface have been found to influence the level of impulse purchases at a website (Nielsen, 1999).

The most widely known service quality measure is SERVQUAL (Parasuraman, Zeithaml, & Berry, 1985); (Parasuraman, Zeithaml, & Berry, 1988). The SERVQUAL model does not however, embrace the unique facets of online service quality, such as customer-to-Website interactions, since this instrument was constructed based mainly on customer-to-employee interactions. Various researchers have attempted to identify key service quality attributes that best fit the online business environment. (Zeithaml, Parasuraman, &

Malhotra, 2000) have found 11 dimensions of online service quality in a series of focus group interviews that include: access, ease of navigation, efficiency, reliability, site aesthetics, among others. Another scale to measure online service quality, SITEQUAL, consists of four dimensions: ease of use, aesthetic design, processing speed, and security (Yoo & Donthu, 2001). Studies have also shown that factors such as accessibility, communication, credibility, and appearance, are critical to the success of online businesses (Cox & Dale, 2001).

Further, a study proposed 15 dimensions of online service quality based on the relevant literature review: performance, features, reliability, storage capacity, serviceability, security and system integrity, product/service differentiation and customization, among others (Madu & Madu, 2002). A study using focus group interviews, content analysis, and online survey found four factors of online retailing experience: Web site design, reliability, privacy/security, and customer service based on customer-employee interactions (Wolfinger & Gilly, 2002).

B. Impact of Website Quality on Online Impulse Buying

A term called "webmospherics" was introduced by (Childers, Carr, Peck, & Carson, 2001) which covered web design attributes such as frames, graphics, text, pop-up windows, search engine configuration, "one-click" check-out or purchase procedures, and hypertext links, media dimensions such as graphics, text, audio, colour, and streaming video as well as site layout dimensions like organization and grouping of merchandise. Furthermore, it was concluded that these web design attributes may contribute to triggering online impulse purchase to different extents.

Various studies have found website related attributes influence consumers' online impulse buying behaviour. Visual appeal of the web-site, website ease of use and product availability are important precursors of online impulse buying (Liu, Li, & Hu, 2013). Navigation, visual appearance and customized preview are three important precursors to please consumers which in turn affects their commitment to the website and therefore their buying impulse (Moez, 2013). Website functional convenience and representational delight significantly influence positive and negative shopping emotions which in turn impact online impulsive action (Verhagen & vanDolen, 2011).

Additionally, results of a study indicated that consumer impulsiveness can have a positive effect on the urge to buy impulsively when the website is perceived to be of high quality; however on the other hand, a negative effect on the urge to buy impulsively occurs when the website is perceived to be of low quality (Wells, Parboteeah, & Valacich, 2011). Moreover, consumers with low degrees

of impulsiveness are less affected, positively or negatively, by website quality on the urge to buy impulsively, which implies that an organization needs to carefully assess the

relative degrees of impulsiveness that may be present in their consumer base (Wells, Parboteeah, & Valacich, 2011).

Important literature contributing to “A Review of Factors Influencing Fashion-oriented Impulse Buying and their Relationship with e-Retailer Websites and In-store Environment”

S.I. No.	Author	Year	Title	Objective	Constructs	Major Findings
1	Bayley & Nancarrow	1998	Impulse purchasing: a qualitative exploration of the phenomenon	This study aimed to better understand impulse buying phenomenon by conducting interviews of shoppers and getting qualitative results of their individual impulse buying experiences and comparing them.	Impulse buying, emotions, impulsiveness, immediate gratification	Employing enabling techniques while conducting interviews, the study demonstrated that the interviewees were strikingly consistent in their descriptions of their impulse purchase experiences. This study revealed that consumers perceive impulse purchasing in a negative light.
2	Beatty & Ferrell	1998	Impulse buying: modeling its precursors	This study aimed to model the impulse buying process while focusing on important precursors by using data collected in the shopping environment, both before and after a shopping experience	Situational characteristics, Impulse buying tendency, shopping enjoyment, positive effect, negative effect, in-store browsing.	Situational variables (time available and money available) and individual difference variables (shopping enjoyment and impulse buying tendency) were found to influence a set of endogenous variables, including positive and negative affect, browsing activity, felt urge to buy impulsively, and ultimately, impulse purchasing.
3	Hausman	2000	A multi-method investigation of consumer motivations in impulse buying behaviour	This study aimed to explore needs for novelty, social interaction, and enjoyment, commonly known as hedonic motives, as contributors to impulse buying behavior.	Hedonic desires, shopping experience, satisfaction, social needs, self-actualization, cognitive effort	Data support the theory that impulse buying is a common method of product selection, in part, because the shopping act and impulsive product selection provide hedonic rewards. Further information-processing overload confounds product selection, reinforcing the rewards to be obtained from alternative section heuristics, like impulse buying.
4	Jones, Reynolds, Weun & Beatty	2003	The product-specific nature of impulse buying tendency	This study extends previous conceptualizations and treats impulse buying tendency as context or product category specific.	Involvement, impulse buying behaviour, impulse buying tendency, product-specific	The results indicated that a product-specific conceptualization of the impulse buying behaviour was a better predictor of actual

					impulse buying.	impulse purchasing behaviour when compared to general impulse buying tendency. Involvement was also found to be an important variable impacting consumer tendency to impulsively purchase category- specific products.
5	Kim, H.	2005	Consumer profiles of apparel product involvement and values	This study set out to explore how consumers may be segmented based on their levels of apparel product involvement using Kapferer and Laurent's consumer involvement profiles. It also seeks to examine whether consumers within each profile group could be differentiated by their personally-held values.	Interest, Pleasure, Sign, Risk importance, Risk probability.	This study found that values could be used to further explain differences between the enthusiast and moderate consumer types. All value items showed significant relationships with dimensions perceived/sign and pleasure interest.
6	O' Cass	2000	An assessment of consumers' product, purchase decision, advertising and consumption involvement in fashion clothing	This study proposes and tests four types of involvement: product involvement; purchase decision involvement; advertising involvement and consumption involvement. It also proposes a higher order construct called consumer involvement.	product involvement, purchase decision involvement, advertising involvement, consumption involvement.	This study presents an alternate approach to facilitate a better understanding of consumer behaviour and developing improved marketing mix strategies.
7	O' Cass	2004	Fashion clothing consumption: antecedents and consequences of fashion clothing involvement	This study examines the effect of materialism and self-image product-image congruency on consumers' involvement in fashion clothing. It also examines purchase decision involvement, subjective fashion knowledge and consumer confidence.	Materialism, self-image, product-image, fashion involvement, purchase decision involvement, subjective fashion knowledge, consumer confidence.	Involvement is significantly affected by a consumer's degree of materialism, gender and age. Fashion clothing involvement influences fashion clothing knowledge. Fashion clothing knowledge also influences consumer confidence in making purchase decisions about fashion.
8	Park, Kim, & Forney	2006	A structural model of fashion-oriented impulse buying behaviour.	This study aims to examine the causal relationships among fashion involvement, positive emotion, hedonic consumption tendency, and	Fashion involvement, positive emotion, fashion-oriented impulse buying behaviour, hedonic	Fashion involvement and positive emotion had positive effects on consumers' fashion-oriented impulse buying behaviour with fashion involvement having the

				fashion-oriented impulse buying in the context of shopping.	consumption tendency.	greatest effect. Hedonic consumption tendency was an important mediator in determining fashion-oriented impulse buying.
9	Piron	1991	Defining Impulse Purchasing	The purpose of this paper is to offer a review of existing definitions of impulse purchasing, propose a new definition of impulse purchasing, and demonstrate how the new definition improves over the previous ones.	Impulse Purchasing, Unplanned Purchasing, Exposure to a Stimulus, Emotional and/or Cognitive Reactions, On-The-Spot.	First, discernment is found as unplanned purchasing is unequivocally differentiated from impulse purchasing because of the "on-the-spot" definitional requirement: Unplanned purchases not decided immediately upon the first encounter with the stimulus cannot qualify as an impulse purchase. Second, flexibility is offered as impulse purchases can be categorized according to the experiencing or non-experiencing of emotion and cognitive reactions.
10	Rook & Fisher	1995	Trait and normative aspects of impulsive buying behaviour	This study presents conceptual and empirical evidence that consumers' normative evaluations (i.e., judgments about the appropriateness of engaging in impulse buying behaviour) moderate the relationship between the impulse buying trait and consumers' buying behaviours which had not been empirically examined by any other study until then.	Buying impulsiveness, normative evaluation, impulse buying.	The relationship between the buying impulsiveness trait and related buying behaviours is significant only when consumers believe that acting on impulse is appropriate. The findings from two studies across student and retail customer samples converge and support the hypothesized moderating role of consumers' normative evaluations.
11	Tai & Fung	1997	Application of an environmental psychology model to in-store buying behaviour	This study explores the relationship between environment and human behaviour in a retailing context by adopting the Mehrabian Russell Model to test the predictability and applicability of the model through measurement of the information load, the emotional states induced	Environmental Stimuli, Emotional States: Pleasure/Arousal, Approach or Avoidance Responses	The findings show that in-store environment stimuli (expressed in terms of information rate) are positively related to the level of pleasure experienced in the store. In turn, environment-induced emotional states in the store are positively related to in-store shopping behaviour.

				and the approach-avoidance behaviour of shoppers		
12	Turley & Milliman	2000	Atmospheric Effects on Shopping Behaviour: A Review of the Experimental Evidence	This review focuses on the research conducted over the years on the effects of facility-based environmental cues, or “atmospherics”, on buyer behaviour.	External variables, general internal variables, layout and design variables, Point-of-purchase and decoration variables, human variables	In addition to discussing the findings and contributions of this literature stream, the review concludes by identifying gaps in the Theoretical Development literature and suggesting potential future topics for atmospheric related research.
13	Wells, Parboteeah, Valacich,	2011	Online Impulse Buying: Understanding the Interplay Between Consumer Impulsiveness and Website Quality	This paper reports on two empirical studies that examine the interplay between a consumer’s inherent impulsiveness to buy and website quality.	Website quality, impulsiveness, urge to buy impulsively.	Website quality manifests as an environmental cue that directly influences the likelihood that a consumer will experience an urge to buy impulsively. Highly impulsive consumers can be both positively and negatively influenced by varying degrees of website quality
14	Wolfenbarger & Gilly	2003	Etailq: Dimensionalizing, measuring and predicting etail quality	The authors aim to establish the dimensions of the e-tail experience and develop a reliable and valid scale for the measurement of e-tail quality.	website design, fulfilment/reliability, privacy/security, customer service	The analysis suggests that the factors are strongly predictive of customer judgments of quality and satisfaction, customer loyalty and attitudes toward the website.
15	Youn, & Faber	2000	Impulse buying: its relation to personality traits and cues	The study looks at the relationship between impulse buying tendencies and three general personality traits (lack of control, stress reaction, and absorption). It also identifies several different types of internal states and environmental/ sensory stimuli that serve as cues for triggering impulse buying.	Personality traits, impulse buying tendency, internal states, environmental/ sensory stimuli	This study identified differences in cue sensitivity among people scoring high versus low on the buying impulsiveness scale. High impulsive buyers were shown to be more reactive to factors reflecting external triggers, compared to low impulsive buyers.

Source: Compiled by Author

V. CONCLUSION AND DISCUSSION

Impulse buying has not been studied elaborately in eastern economies especially in the Indian context and therefore a gap lies in this research area (Bharadhwaj & Geetha, 2016). A rising culture of capitalism and image consciousness has created a prevalent demand for fashion

apparel among millennials ranging from 18 to 35 years of age (Anum & Syed, 2018). Apparel is now the second largest consumption category in shopping malls (IBEF, 2006). A survey by A.C. Nielsen showed that 22 percent Indians shopped once a week and 32 per cent shopped once a month for pleasure and about 20 percent of Indians preferred shopping for textile and apparel over food

(Nielson, 2013). These statistics highlight the need for this prevailing research gap to be filled.

Retail environments are usually designed to elicit positive emotional responses from consumers. Colours appear to influence consumer behaviour, such as probability of engaging in impulse buying, purchasing amounts, time spent in the store, pleasant feelings, arousal, store and merchandise image and perception, and ability to attract a consumer towards a store display (Bellizzi & Hite, 1992). Therefore, it can be inferred that appealing design characteristics of retail store environment may influence consumers' positive emotional responses and lead to impulse buying behaviour. The positive effect of in-store promotion on impulse buying has been suggested by several studies (Peck & Childers, 2006); (Puccinelli, et al., 2009). In-store displays, signage and arrangements are vital aspects required to attract consumers' attention towards certain items on sale as well as special offers (Zhuang, Tsang, Zhou, Li, & Nicholls, 2006). The close proximity to the items on display in turn becomes a factor that increases the probability of consumers engaging in impulse buying (Rook, 1987); (Jones, Reynolds, Weun, & Beatty, 2003); (Hultén, 2012). In the case of fashion retail, this point can be illustrated by inferring the importance of being able to visualize the "look" of an outfit to essentially induce a desire to achieve the appearance as seen as on the mannequin or model. This is also achieved through various visual aids strategically placed around a store such as photographs, posters, window and wall displays and interactive screen displays. However, limited studies have considered consumer motivation in impulse purchase of high emotional involvement products. This gap in research focusing on the various emotional aspects of consumption, emphasizes the need to understand the relationship between fashion-oriented impulse buying and hedonic consumption tendency and the various factors that influence consumers to have positive emotional responses to in-store stimuli.

There are numerous reasons behind consumers making the switch to online shopping. The foremost reason is convenience provided by the internet medium. Consumers can buy anything at any time online without travelling to a store, they can find the same product at lower prices by comparing prices on different websites simultaneously, they can browse a wider range of products and service online than those that usually available in stores, they can avoid interaction with salespeople when desired, and they also can avoid in-store overcrowding. These factors can be summarized into four categories—convenience, information, available products and services, and cost and time efficiency.

A well designed and high-quality website will increase the likelihood of impulse purchases at apparel webstores. Therefore, online retailers who want to encourage their customers to buy impulsively should pay more attention to

the dimensions of their website's quality. Research has shown that among the dimensions of website quality, ease of use and navigation has the most important role in terms of the effect on online impulse buying; the second most important dimension is usefulness which consists of informational fit to task, tailored communications of the website, trust of the consumers to the website and response time; and the third most important dimension effective on online buying impulsiveness is entertainment of the website which includes the visual and emotional appeal of the website (Turkyilmaza, Erdema, & Uslua, 2015). It can be also said that a website with cues or mental states at a high-quality level, will be considered as a high-quality website. It is expected that website quality will also influence impulse buying since website quality depends on the presence of characteristics such as visibility, design, accessibility, content, among others (Wolfenbarger & Gilly, 2003). However, it is important for online retailers to offer compensations such as reducing shipping and handling costs, quicker delivery and other such deals and promotions to entice consumers and motivate them to engage in impulse purchasing. These tools are required to offset the effects of various aspects of e-retailing such as high shipping costs, longer delivery time and absence of salespeople to suggest impulse items, all of which contribute to reduced impulse purchasing in an online scenario.

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