

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
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FACTORS INFLUENCING IMPULSIVE BUYING
BEHAVIOR OF CONSUMERS IN YANGON

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MBA II – 24

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ACADEMIC YEAR (2017 – 2019)

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A thesis submitted to the Board of Examiners in partial fulfilment of the requirements for
the degree of Master of Business Administration (MBA)

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ACCEPTANCE

This is to certify that the thesis entitled “**Factors Influencing Impulsive Buying Behavior of Consumers in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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ABSTRACT

The main purposes of this study are to analyze the influencing factors on impulsive buying behavior and to examine the relationship between impulsive buying behavior and cognitive dissonance of consumers in Yangon. Primary data is collected from 385 respondents in Yangon by using structured questionnaire. Secondary data is gathered from text books, internet, websites and research papers. This study finds that respondents have positive perception on all seven influencing factors namely as in-store atmosphere, in-store browsing, in-store layout, salespersons, promotions, time availability and money availability. According to findings from analysis, four factors; in-store browsing, promotions, time availability and money availability have significant effect on impulsive buying behavior of consumers in Yangon. Therefore, marketers and retailers should emphasize more on these factors in order to increase consumers' impulsive buying behavior. The result indicates that impulsive buying behavior leads to cognitive dissonance of consumers in Yangon. Thus, marketers and retailers need to consider this consequence in more details and determine the factors that can reduce consumers' disappointment such as after-sales services, money back guaranties, etc.

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CHAPTER 1

INTRODUCTION

Consumer Behavior or the Buyer Behavior can be described as the behavior that is displayed by the individual while they are buying, consuming or disposing any particular product or services. Consumers are shopping not just to buy products but also to satisfy needs such as having fun and seeking novelty. The buying behavior of people can be classified into two types such as planned buying and unplanned buying. An impulse buying or impulse purchase is an unplanned decision to buy a product or service made just before a purchase.

There are several definitions for impulsive buying behavior but a comprehensive definition of impulse buying is proposed by Piron (1991) “Impulsive buying is a purchase that is unplanned, the result of an exposure to a stimulus, and decided on-the-spot. After the purchase, the customer experiences emotional or cognitive reactions”. People who tend to make such purchase are referred to as impulse purchasers or impulse buyers. Emotions and feelings play a decisive role in purchasing which triggered by seeing the product or upon exposure to a well-crafted promotional message. When the desire to buy is increased then the decision to buy is immediately done without seeking information or to evaluate other alternatives (Tinne, 2010). Then, after making a consumer purchase will have positive or negative consequences for the decision. When decisions are made negative, they will regret known as post-purchase regret (Saleh, 2012). Post purchase regret, also known as cognitive dissonance is an important emotion. Cognitive dissonance is the final stage in the decision process of consumers.

The rapid increase in impulse buying could also be a part of the cultural transformation associated with changes in consumer buying habits, like that of decrease in future-oriented, planned buying, and an increase in present-oriented which lead to impulse buying (Wood, 1998). It is very interesting to know which factors motivate consumers to buy things impulsively and whether or not people feel regret in most of their impulse purchases.

According to Sirinporn Jiwanun, Chief executive officer of Envirosell (Thailand), Myanmar's behavioral consumption pattern which is integrating new lifestyles and purchases based more on personal emotions and leads to various business opportunities (Staff, 2018). A Thai-based behavioral consulting research firm said that Myanmar consumers in major cities evolved from a generation of necessity to a generation of need for social appearance and lifestyles, which attributed the shift to the increase of disposable income of workers amid economic growth during the past few years (Staff, 2018). According to Envirosell Thailand, the changes in consumption patterns of the Myanmar people have led to a retail business boom with many foreign retailers opening up stores in the country. It noted that retail sector in Myanmar has been growing during the last few years and the country's retail rental area grew from 150,000 square meters in 2013 to 250,000sq m in 2018. Impulsive buying is growing especially in emerging economies because consumers have quickly accepted the methods of buying certain merchandising innovation by the retailers.

Consumers have dramatically changed in terms of their shopping behavior and impulse buying is emerging as a highly noticeable behavior. In this context, the role of impulse buying plays a significant role for modern retailers and hence for researchers (Ravi Bhakat, 2013). This study helps the marketer to know how influencing factors affect the impulsive buying behavior of consumers in Yangon. Furthermore, the relationship between the impulsive buying behavior and post purchase regret will also be investigated. This study will be conducted in Yangon area.

1.1 Rationale of the Study

Nowadays, impulsive buying behavior is a very important concept in a developing country like Myanmar that is transforming the economy and the life of its citizens. In Myanmar retail sector, there is a large number of foreign consumer brands enter the country and sold in stores over last four years. The buying power of consumers will continue to be more concentrated in Yangon and Mandalay. (Soe, 2018). In the study of Ruvio and Belk (2013), they estimated that about 62% of sales in super markets and around 80% sales in luxury goods can be attributed to impulse purchase. Most of the consumers conduct impulsive buying behavior. Mostly, consumers listed the items to buy before going shopping but they ended up buying items that were not on the shopping list.

From the marketing point of view, impulse buyers are an enormous opportunity to increase sales and market share. By knowing how to get into people's mind and what can be a stimulus for purchase, marketers and retailers can directly attract and win customers. Since impulse buying is a pervasive aspect of consumers' behaviors and a focal point for retailers and marketers when making strategic marketing plan. It is critical for retailers and marketers to find factors that influence consumers' impulsive buying behavior and attempting to control these factors through strategic marketing activity in order to survive in fierce competition. There are numerous factors that influence an individual's rash decision to buy impulsively and much research has been done to understand this behavior. Furthermore, marketers and retailers often use this knowledge and understanding to promote consumers' impulse buying in the hopes of increasing their bottom line.

Another important thing to notice is that while impulse buying does indeed mean more products bought, it can also lead consumers to harbor negative post-shopping feelings about the producer and retailer. Post-purchase stage is crucial for building and recovering with consumers in term of trust and loyalty, when they have negative feeling about the consumption triggered by impulsive buying. All the above mentioned factors attract my attention to study this topic. This study will examine the factors that encourage impulsive buying behavior, especially caused by factors involve in-store atmosphere, in-store browsing, in-store layout, salespersons, promotions, time availability and money availability. Furthermore, the relationship between impulsive buying behavior and cognitive dissonance will be investigated.

1.2 Objectives of the Study

This study mainly intends to analyze the factors influencing on impulsive buying behavior of consumers in Yangon. The objectives of the study are focus on as following;

- (1) To analyze the influencing factors on impulsive buying behavior of consumers in Yangon.
- (2) To examine the relationship between impulsive buying behavior and cognitive dissonance of consumers in Yangon.

1.3 Scope and Method of the Study

This study focuses on factors influencing impulsive buying behavior of consumers in Yangon. Since Yangon is a more developed city than those in other areas of Myanmar and people from Yangon have high purchasing power. In this study, both descriptive research and analytical method are used. The data collection period is from April to July, 2019. A sample of 385 respondents are undertaken by using systematic sampling method and are taken among people who had impulsive buying experience within a week.

A regression analysis is also conducted to find out the influencing factors on impulsive buying behavior and relationship between impulsive buying behavior and cognitive dissonance. To achieve the objectives of the study, both primary and secondary data are used. The primary data is collected with carefully structured questionnaires. It is a quantitative study where the structured questionnaires are given out to the respondents. Most of the questions in the questionnaire are 5-point likert scale type. However, the category type questions are also involved at some relevant parts. Secondary data are collected from internet websites, library, journals, articles, reports and previous research papers.

1.4 Organization of the Study

This study contains five chapters. Chapter one is the introduction chapter which includes rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter two includes theoretical background of impulsive buying behavior including influencing factors, definition of impulsive buying behavior, type of impulsive buying behavior, cognitive dissonance theory and conceptual framework. Chapter three includes demographic profile of respondents, research design, reliability analysis, impulsive buying products. Chapter four consists of the effect of influencing factors on impulsive buying behavior and the relationship between impulsive buying behavior and cognitive dissonance. Chapter five is the conclusion chapter that includes findings and discussions, suggestions and recommendations and need for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter is about theoretical background which includes consumer buying behavior, impulsive buying behavior, factors influencing on impulsive buying behavior, cognitive dissonance, previous studies on impulsive buying behavior and conceptual framework.

2.1 Consumer Buying Behavior

Consumer behavior studies how individuals, groups and organizations choose, purchase, use and dispose of goods, services, ideas or experiences to meet and satisfy their needs and wants (Kotler & Keller, 2012). Consumer behavior focus on how individuals make decisions to spend their available resources (time, money, effort) on the particular items. This include what they buy, why they buy it, where they buy, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluation on future purchases and how they dispose it off (Schiffman & Kanuk, 2000). The knowledge ascertained by the behavior of consumers helps the marketer to understand how the consumers may feel, think and select items in store (Brosekhan et al., 2013). Consumer buying behavior means the buying behavior of the final consumer. A firm need to analyze purchase behavior for buyer's reactions to a firm's marketing strategy has a great impact on the firm's success. Marketers may use the knowledge obtained through studying the consumer buying behavior to set marketing strategies towards offering the right products and services to the right audience of customers reflecting their needs and wants effectively.

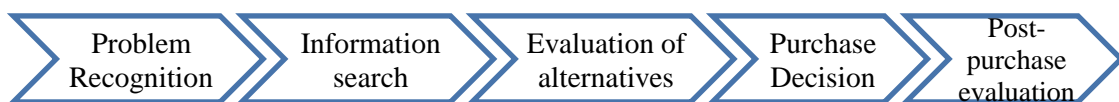
Researchers benefit from the terms planned and unplanned purchasing. Unplanned purchasing is defined as “a buying action undertaken without a problem having been previously recognized or a buying intention formed prior to entering the store” (Engel & Blackwell, 1982). On the contrary, the definition of planned purchasing is just the opposite when there is a recognized problem and prior intention to buy. It is possible to

say that impulse purchases are some type of unplanned buying situation or an advanced form of unplanned buying (Stern 1962, Kollat & Willet ,1967).

Most consumers occasionally make purchases solely on impulse than others types of buying behaviors. Impulsive buying behavior is an unplanned decision to buy a product or service, made just prior to a purchase. When this happens, purchase decision is made immediately. Impulse buying is a kind of emotional buying. A consumer might make an emotional connection with a product based on something he/she like, and this connection can trigger a purchase. The other things that can trigger impulse buyers to buy items they may not have planned to purchase is the mere sight of a product such as candy, chocolate, gum, mints, or chips and other items prominently displayed, either in the retail outlets or at the checkout aisles.

An important part of understanding consumer behavior is to know how consumers make purchasing decisions. Consumers' decision-making process is one of the major areas of consumer behavior that is researched in detail and theorized by marketing scholars (Engel & Blackwell, 1982). The consumer decision-making process begins when a consumer realizes he or she wants to make a purchase to satisfy a need. The process is generally composed of five stages that are passed through by consumers. The steps include in this process are problem recognition, search for alternative solutions or information search, evaluation of alternatives, purchase and post purchase behavior. According to this model, there are several steps that take place before purchasing and an evaluation phase after it (Kotler & Keller, 2012) . Figure (2.1) shows the five stages model of consumer buying process.

Figure (2.1) Five Stages Model of Consumer Buying Process



Source: Kotler (2012)

The first four stages are related to the decision-making process of consumers, whereas the final step is the result of the previous steps. Kotler described the stages as following: problem recognition arises when the consumer is faced with a need. A need for a product has to be identified by the consumer before it can be recognized; otherwise, there is no intention for a purchase. Marketers often convince consumers that there is a

need for a product (Tanner & Raymond, 2012). This need can be triggered via internal stimuli (e.g. hunger or thirst) or external stimuli (advertisement). Next, in the stage of searching for information the consumer either becomes more attentive about a product or service or will actively look for information for the product or service. Consumers might use their prior experiences as an information source but if they are not adequate, the need for looking into other information sources arises. Generally, the decisions of consumers are based on both past experiences and external sources that are from marketing activities and non-commercial ways (Schiffman & Kanuk, 2010). The most effective information sources are personal ones such as friends and family, experiences and mass media as a public source (Kotler & Keller, 2012).

When the search for information is complete, consumer begins to evaluate them. In the stage of the evaluation of alternatives, the consumer will compare several alternatives with each other while trying to evaluate what product would satisfy their needs best. To evaluate the alternatives, consumers rely on two types of information. First one is the use of an evoked set that stands for a list of alternatives which will be the base for the selection and the second is the evaluation criteria that consumers consider (Schiffman & Kanuk, 2010).

The final step for the decision-making portion of the model is the buying decision. The consumer made the conscious decision to buy a product. The decision will depend on the factors of the product, namely the products features, perceived value and capabilities identified in the previous step (Joubert, 2010). Furthermore, the decision to buy could be dependent on the occurrence of shopping that the consumer experiences in the store. However, there are two factors that might make the consumer reconsider: the attitude of others (e.g. negative feelings towards a product from a friend) and unanticipated situational factors (e.g. the loss of a job).

The final part of the model is the post-purchase behavior. Kotler (2000) explained that in this stage the consumers experience satisfaction or dissatisfaction with the purchased good. The former occurs when the product performance meets or exceeds the buyer's expectations, whereas the latter will happen if the product does not meet the set expectations. Post purchase actions usually depend on the customers' satisfaction or dissatisfaction with an acquired product. Satisfied customers are more likely to purchase a product again. On the other hand, dissatisfied consumers might abandon or return a bought product, seek a lawyer, use social media (such as Twitter or Facebook) to express

their dissatisfaction with the product. Lastly, Kotler (2000) described that the use and disposal of a product should be monitored in the post-purchase stage. Consumers could keep a product but never use it, which might indicate dissatisfaction. Factors such as Social, marketing and situational influence this consumer buying process (Churchill & Peter, 1998)

The five-stage model is a representation of the process in theory; individual experiences may be different from the proposed model. Consumers do not have to pass through all these stages when making a decision to purchase and in fact, some stages could be skipped or switched depending on the type of purchases (Kotler & Keller, 2012). Especially for impulse buying, several steps are entirely skipped.

2.2 Impulsive Buying Behavior

The term impulse purchase was first defined in 1948 in the DuPont studies and can now be defined in several ways. The impulse buying behavior is unintentional, since the consumers are not specifically searching for some products and made no plans to purchase the item (The Impulse Buying Behaviour Marketing Essay, 2013).When consumers take such buying decisions at the spur of the moment, it is usually triggered by emotions and feelings. They only focus on relishing urge of purchasing product that they want to rather than fixing any problem or satisfying their prerequisite need. It is a pervasive and distinctive phenomenon and has been receiving increasing attention from consumer researchers and theorists (Mehta & Chugan , 2013).

According to Piron, impulse buying is unplanned, it results from an exposure to stimuli, it decided on the spot, it involves cognitive/emotional reaction. Impulsive buying behavior is a branch of consumer behavior. The purchasing action is mostly considered as impulse buying when the decision is made in the store and because of this feature, it is also called unplanned buying (Cobb & Hoyer, 1986). Later, the definition is developed with the concept of consumers' instantaneous urge to buy and redefined as impulse buying occurs when a consumer experience a sudden, often powerful and persistent urge to buy something immediately.

Impulsive buying behavior is more related to emotions rather than rational thinking. In other words, the keywords that are related with impulse buying could be listed as sudden experience, unexpected and deviant behavior together with the presence

of emotional component rather than rational ones. Rook (1987) and Piron (1991) conceptualizations have been guiding a further definition in which situational factors such as availability of money and differences in individual variables related to consumers' tendency to impulsive buying has played an important role for in-store activity, sudden urge to buy and purchasing decision (Beatty & Ferrell, 1998).

Impulse buying behavior is becoming usual among consumers today (Zimmerman, 2012). According to Kraken and Lee (2002), impulse buying has been recently described as a persuading, greedily complicated buying behavior in which careful examination of information and alternatives is left out due to the quickness of the decision-making process (Brici et al.,2010). The urge to consume can arouse emotional responses and is bound to happen without consideration of the consequences (Wittmann & Paulus, 2008). New researcher, Sharma (2010) has re-conceptualize the notion of impulse buying and has identified that it occurs when individual do not plan, anticipate, hesitate when making purchasing decisions, that is, when consumers make unintentional, unthoughtful and prompt purchases (Franken et al.,2008).

According to Dawson and Kim (2010), impulsive buying behavior can be described as a sudden, often powerful urge and can now be defined in several ways. Several studies and researches have been made throughout the year and they came up with different definitions for impulse buying. Some of them define the same factors but others describe the different meanings of the term.

2.2.1 Impulsive Buying Process

Impulsive buying behavior involves an emotional part and by nature it is unplanned. The decision process shows minor difference in impulse buying situations. According to past and current research, impulsive buying will circumvent the aforementioned decision-making procedure. Considering the nature of impulse buying, Churchill's and Peter's (1998) model has been modified by the Kim (2003) to describe the impulse buying process by omitting several steps, such as need recognition, information search, and alternative evaluation, and reclassifying influencing factors (Tinne, 2010). Unlike planned purchase, impulse buying does not result from an information search to satisfy a particular requirement since the fulfilment may come from the act of shopping itself.

Consumer's impulse buying process begins now with the browsing, followed by create desire before entering the purchase and the post purchase stage. They are also no longer affected by social, marketing and situational influences but by internal and external factors. In the impulse buying process, consumers are influenced by internal and external factors that activate their impulse buying behavior (Kim , 2003). As a result, an adapted model from the previous model Figure (2.1) and a more appropriate model for this study is Figure 2.2 that describe the impulse buying process. This suggested model is adapted from Churchill & Peter (1998) and Kim (2003) research (Neves, 2016). Figure (2.2) illustrates the impulsive buying process as follow:



Source: Kim (2003)

Figure (2.2) Impulsive Buying Process

(a) Product Awareness

As consumers browse, they are exposed to the stimuli, which triggers customers' urge to buy on impulse. Consumers aware products by browsing which refers to when a consumer explores items displayed on shelves and aisles, or in other sources (for example, a newspaper or television) to establish whether there are items the consumer wants to purchase (Kolb, 2008). Browsing within the impulse buying process begins when the consumer enters a store without intending to purchase an item (Kim, 2003 and Hubrechts & Kocktürk, 2012). Furthermore, as consumers glance at the products, consumers are influenced by internal and external factors that activate their impulsive desire.

(b) Create Desire

Desire means a strong feeling of wanting to have something. Consumers' desire to buy an item can be increased by browsing in the store. That desire was caused by the internal factors of the consumer and external factors of the store or marketer. Therefore, when a consumer creates the desire to buy a product that was initially not on their list, this makes them a potential impulse buyer.

(c) Purchase Decision

When impulse buyers feel the desire to buy, they make a purchase decision without prior knowledge, searching for information or evaluating alternatives. At this phase of the process, consumers purchase the product regardless of the consumers' prior intention and without considering consequence.

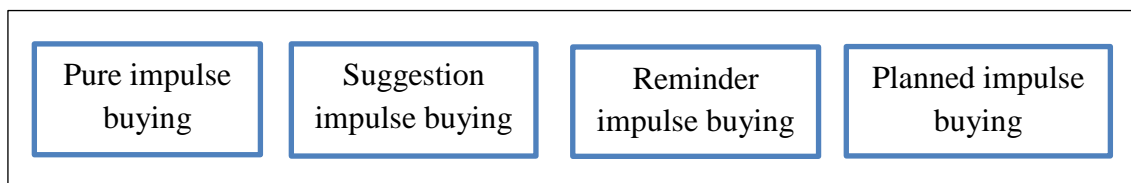
(d) Post-purchase evaluation

In the post-purchase evaluation stage, consumers may be satisfied or dissatisfied with the purchase of the impulsive product (Kim, 2003). Dissatisfaction of impulsive products has been experienced by consumers, but there remains a level of satisfaction with the product purchased (Maclinnis & Price, 1987 and Sherry, 1990).

2.2.2 Types of Impulsive Buying Behavior

Stern (1962) classified impulse buying into four types to have better explanation which are namely as Pure, Suggestion, Reminder and Planned.

Figure (2.3) Typology of impulse buying



Source: Stern (1962)

Pure impulse buying is the real impulse purchases which differ from the consumer's usual buying behavior. The purchase is initiated by emotional appeal and out of normal purchase behavior. It brings the consumers out of their accustomed shopping pattern. It is specifically identified as the novelty or escape purchase.

Suggestion impulse buying occurs when a shopper notices an item for the first time, attractive and innovative enough, which arouse a yearning to purchase it. In this case, the consumers do not have earlier information about the product and evaluation is made during shopping trip. (Rao,2010). Since the buyers has determined the rational purpose for the item, it's not pure. (Kasi, n.d.)

Reminder impulse buying depends on previous knowledge of consumers about a product. And also, when buyers see a particular product and it reminds them that they need to restock it at home or sees an advertisement (Madhavaram et al, 2004). The

difference between reminder impulse and suggestion impulse is the exposure to the product and realizing a need for it (Stern, 1962) . In addition, the products could be purchased for only rational and functional reasons in suggestion impulse buying; but on the other hand pure impulse buying considers emotional aspects of the products (Stern, 1962).

Planned impulse buying refers to the situation when the consumer has made pre-shopping plans, before entering a store, to make some purchases but without knowledge of precise items (Casey,2002 and Urcalender, 2011). Consumer buy a product based on price or product special. This last type sounds controversial because of the unplanned nature of impulse buying itself but, in this type, there is not a specific shopping list in the mind, only the intention is present.

The common point of these four types of impulse buying is that exposure to a stimulus is needed for the impulse purchase to be made (Piron, 1991). This classification of Stern (1962) has been a significant source for the latter researchers and studies (Beatty & Ferrell 1998, Dittmar et al. 1996, Rook 1987). According to Thompson et al. (1990) and Evans et al., (2008), the four types illustrated above and identified one supplementary which is impulse buying as an act of freedom, the consumer decides to buy simply because they can.

2.3 Factors Influencing on Impulsive Buying Behavior

Since 1950's, impulse buying has been studied and became an important subject of consumer research. With the advances in technology, retailing and marketing, impulse buying has showed its dominance and power (Gardner and Rook, 1988). There are several factors and variables that affect impulse buying experience which are stated in the literature and impulse purchasing is described as "ease of buying". To broaden the topic, Stern (1962) has pointed out several factors that influence impulse buying behavior along with the impulse buying definition. In this study, several factors namely in-store atmosphere, in-store browsing, in-store layout, sales persons, promotions and time availability and money availability will be explained.

In order to get a comprehensive understanding over the phenomenon of impulse buying, we will also need to investigate more deeply those internal and external motivators. Some factors such as in-store atmosphere, in-store browsing, in-store layout,

sales persons and promotions can be defined as external factors which is implemented by marketers and store-owners to entice consumers into a purchasing behavior by placing marketing cues (Youn & Faber, 2000). These factors are related to the shop's atmosphere and marketing atmosphere.

The shops atmosphere incorporates the magnitude of the store, setting and arrangements, while the marketing atmosphere is the various sales and advertising performances (Patil & Agadi, 2016). Unlike internal factors, external factors are controlled by the marketers or storeowners to motivate impulse buying behavior (Žnideršić, Grubor, & Marić, 2014). A consumer can be persuaded to buy on impulse once a consumer encounters graphic stimulus in the retail setting, or several stimuli is positioned by the marketer or storeowner (Piron, 1991). Mattila and Wirtz (2001) discovered that impulse buying behavior is positively affected by the store environment, particularly when the store setting over stimulates the stimuli within the store. These factors are outside of the consumer's control.

(a) In-store atmosphere

Store atmospherics which is one of retail-store factors such as smell, sound level, store lighting and temperature, wall coverings, and other elements of store's ambience, which can be studied and controlled by a retailer to influence the consumer's buying mood. Enchanting and delightful store environment effects the in-store purchase decisions of consumers and propels them to make impulse purchasing (Ahad, Tanveer, Ali, & Khanum, 2015).

Music, has long been considered an efficient and effective means for creating positive moods and communicating nonverbally. According to the findings of Mattila and Wirtz (2001), good background music within the store influences consumers to stay in the store as well as browse longer. In attempting to create an appropriate atmosphere, management may adopt a lighting scheme that inhibits shoppers from examining the merchandise, inducing negative effect. Store scent has also been found to influence consumers' purchasing intention (Hussain & Ali, 2015). Store atmosphere strongly influences consumers' emotional states. While poorly designed store atmosphere leads to deteriorated mood states, pleasant store atmosphere leads to more upbeat mood states which in turn promote purchase incidence (Babin and Darden, 1996; Donovan et al., 1994; Spies et al., 1997).

(b) In-store browsing

Impulsive buying behavior has received considerable attention in marketing and psychology literature but there exists less literature which has tested the impact of browsing on impulse purchase behavior. Consumers engaging in in-store browsing, means that the consumers scan through the shops items for gaining knowledge and keeping themselves entertained with no intention to purchase an item, which is an important part of impulse buying behavior (Vänniä, 2013). Browsers usually make more unplanned purchases than non-browsers (Tinne, 2010).

In-store browsing produces encounters with desirable products, whose encounter produces an urge to buy, which is difficult to resist due to the physical proximity of products (Beatty and Ferrell, 1998:172). Customers before doing an impulse purchase browse the store not having any intention to buy that before their visit to the store and conclude it with a buy if they get the right stimulus to which they are exposed there (Kim, 2003).

(c) In-store layout

The layout of a store is a significant factor for the maintenance of a thriving business, which can help advance sales and profitability. An effective store layout encourages consumers to shop the entire store and view an extensive assortment of merchandise. The most common forms of store layouts include grid layout, racetrack layout and free form layout (Randhawa & Saluja, 2017). Among all the store environment elements, layout had the highest effect on impulsive buying. Layout refers to the way in which products, shopping carts, and aisles are arranged; the size and shape of those items.

Retailers choose the best layouts suitable for them from the different alternatives available to them and the factor that is given priority in this decision is the type of merchandize they sell (Mc Goldrick, 2002). To display the most sought after and highly sold products at the back of the outlet will be forcing the shopper to browse the entire store and make him confronted by as many unlisted items as possible.

(d) Salespersons

Consumers sometimes rely on sales staff expertise to make purchase decisions, the presence of competent staff can assist them to resolve decision difficulties and

improve their decision confidence which will likely lead to more purchases (Darian et al., 2005). Consumers have been shown to enjoy the shopping experience more when there are helpful and friendly shop assistants. The good service provided by the salespeople can positively influence the shopping experience. However, it has also been determined that the consumers enjoy the shopping environment more when there is no arrogant salesperson present (Jones, 1999).

The intentions of buying by customer are influenced by the way customer reacts emotively with a Sales person according to Babin et al (1995). Receiving praise from friend and sales persons will increase the chance of impulse buying according to Yu and Bastin (2010). Ensuring Employees to be friendly and increasing their ability to control crowds though proper training will encourage impulse buying by customers according to Mattila and Wirtz (2008). Research studies have shown that purchasing online encourages fewer impulse purchases due to the absence of a salesperson to encourage the sale. The presence of salesperson who can attract consumers to buy product can be one of the influential factors on impulsive buying behavior.

(e) Promotions

Promotions means giving customers an information about special offers and discount offers that are made within the store. Promotional activities have a direct impact on consumers` impulse buying behavior. In store promotional activities, for example, discount such as “three at the price of two” is a kind of impulse purchase triggers (Hulten and Vanyushyn, 2011). Point-of-sales communication tools and promotional activities (temporary price reductions, coupons, sampling) serve as marketing stimuli and assist retailers to stimulate consumers` impulse buying behavior (Duarte et al., 2013).

If the price is being promoted, not only it will not be a limitation, but it may stimulate the desire by making a purchase more probable (Hoch and Loewenstein, 1991). A low price was often associated with products impulsively purchased (Maridor Leblanc, 1989; Albertini, 2000; Giraud, 2002). Marketers have learned that consumers fear the future. Consumers immediately purchase the product due to not having enough money available in the future, the product might not be available in the future, or the promotion will not be on offer in the near future. Offers like scratch and win, coupons, referral gifts and lucky draws encourage consumers to believing they are saving costs and getting

value for money. Impulsive purchases are implemented when consumers buy more than what they need (Jamal & Lodhi, 2015).

Consumers, in general, are influenced by characteristics of the situation, circumstances surrounding their shopping trip such as such as time availability and money availability. Major situational influences include the physical surroundings, social surroundings, time, task, monetary conditions, and momentary moods. Situational factors that might affect impulse buying behavior comprise real or observed availability of time and the expenditure ability the consumers possess (situational factors include time availability and money availability). Beatty and Ferrell (1998) concluded that more time availability and easy in-store browsing will have an impact on the impulsive nature of the customer. Amir Foroughi, Nor Aishah Buang, Reyhane Haj Mir Sadeghi (2012) in their study concluded that Time and Money availability have positive effect in increasing the urge to do an impulse purchase.

(f) Time Availability

Perceived time pressure is a situational factor which shapes the level of information that consumers can process as well as the scope of their shopping activity (Herrington & Capella, 1995; Noda et al., 2007; Parker et al., 1989; Skallerud et al., 2009). When consumers are in the store and there is a higher availability of time, the consumer may feel a positive emotional response to engage in unexpected buying. On the other hand, consumers with a low accessibility of time could be influenced negatively, whereby the chance of impulse buying will be reduced (Chang et al., 2014).

More is the time available with him greater is the chances he will become impulsive and spend extra time to browse the store (Beatty & Ferrell, 1998). According to Jeffrey and Hodge (2007), chance of impulse purchase is more when the customer spends high time and there is high probability of him seeing the impulsive item. Xu (2007) stated that the moderating factor linking the store ambience and impulsive nature of the customer is time pressure.

(g) Money availability

Money availability means the capability of the customer who can spend on the things they want to purchase. If the consumer has extra money to spend, they will browse more longer in the store. The availability of money is a facilitator in the impulse buying

process because it increases the purchasing power of the individual (Beatty & Ferrell, 1998).

Even if the individual wants to make impulse buying, if he or she does not have enough money, he or she will avoid the shopping environment altogether. Muruganantham and Bhakat (2013) mentioned that dramatic increase in personal incomes and credit availability has made impulse buying in retail environments prevalent consumer behavior.

2.4 Cognitive Dissonance

The theory of cognitive dissonance has been in scrutiny of researchers in the field of psychology for a long time. Based on theory of Festinger (1957), cognitive dissonance is a kind of uncomfortable feeling being ridden by an individual due to having conflicting beliefs. Concept of cognitive dissonance was first coined by Leon Festinger where he discriminated between two opposing beliefs being held by an individual to be cause of cognitive dissonance (Festinger, 1957). In the past decades, numerous researchers and experiments have expanded upon Festinger's foundation. Aronson (1968) argued that the perception of oneself versus the actual behavior is causing the most dissonance.

When people, who see themselves as rational beings, are exposed to the situations in which have to behave in a non-rational manner they will experience cognitive dissonance, with the magnitude depending on one's self-esteem. The proposed model of Cooper and Fazio (1984) tried to look at this phenomenon with a new angle and argued that aversive consequences of situations, rather than the inconsistency of cognitions, would be causing dissonance. Festinger (1957) further held that the individual being captured by unpleasant cognitions is psychologically compelled to take remedial measures to get rid of this dissonance and attain consonance.

Management and marketing also adopted cognitive dissonance in its theory making. Cognitive dissonance occurs not in the act of shopping, but in the post purchase behavior of the consumers. The gap between the expected performance of certain product, against an exchange of certain amount of money, and its actual performance creates post purchase regret which leads to customer dissatisfaction. Consumers can experience cognitive dissonance. Individuals, with a higher impulsivity trait experience higher levels of cognitive dissonance than those with a lower impulsivity trait (George &

Yaoyuneyong, 2010). In order to lower this inconsistency of cognitions, the consumers, which see themselves as rational thinking individuals, might start justifying their impulsive behavior. If they do not like the acquired product, they might start feeling regret towards their decision. Moreover, the experienced inconsistency in the aftermath of impulsive purchases can trigger post-purchase regret, which might make the consumer hesitant to buy those products in the future. This study attempts to identify the relationship between impulsive buying behavior and cognitive dissonance.

2.5 Previous Studies on Impulsive Buying Behavior of Consumers

Impulsive buying behavior has been discussed by a great number of researchers. There are many research papers, articles and thesis about impulsive buying behavior of consumers. This section represents the summary of previous studies on impulsive buying behavior. All these previous have shown the impulsive buying behavior and related factors.

Antecedents and Consequences of Impulsive Buying Behavior is studied by Renny Risqiani who is the lecture at the Magister Management of Trisakti university, Jarkata. The purpose is to analyze and determine the factors that influence consumer's impulse buying behavior in mini-markets based on influence of variable store atmosphere, in-store browsing, in-store layouts, salesperson, promotional approach, reference group, use of payment card and shopping emotion. This study attempts to analyze post-purchase consumer regret and investigates the influence of impulse behavior on post purchase regret. The sample was collected and analyzed from 244 respondents of convenience store shoppers in Greater Jarkata region. Structural Equation Modeling (SEM) and AMOS were used for data analysis and hypothesis testing in this study. The findings indicated that the roles of salesperson, sales promotion, the participation of reference groups and payment made by debit card have significant influence on the impulse buying behavior. This study also concerned about disappointed consumers after making an impulsive purchase.

Buying Behavior of Working Women in Informal Sector is researched by Florence Bharathy Kennedy who is PhD Research Scholar of Annamalai University, Tamil Nadu, India. This research investigated the relationship between situational factors: money availability, time availability and family influence on Impulse buying behavior

through urge to buy on impulse. Urge to buy on impulse plays a mediator role in impulse buying behavior. A sample size of this study is 230 working women in informal sector employment and they were administrated with structured questionnaire. The results indicated that money availability; family influence is positively influencing impulse buying behavior of women in the informal sector but time availability is not supporting the hypothesis.

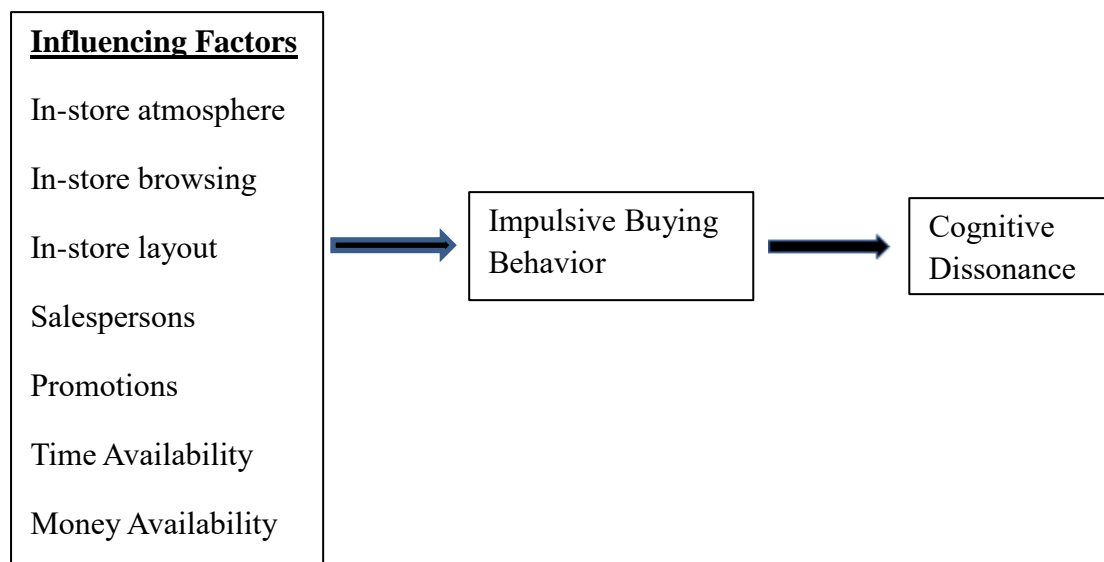
The Effect of Situational Factors on Unplanned Buying of Fashionable Garments: A Special Reference of Norway and Sri Lanka is studied by P K C Dinesha of University of Ruhuna, Matara, Sri Lanka. This study focused on observing the impact of situational factors for an unplanned buying decision of consumers while buying fashionable garments. Further the study mainly focused on two contexts: Norway and Sri Lanka. This study attempted to explore impulse buying behavior of apparels and differences of their decisions based on different circumstances, such as availability of money, availability of time and in-store promotion. A sample of 180 respondents from both countries were surveyed. Self-administered questionnaire was used to collect primary data. The findings of the study showed that, the availability of money is only a factor that showed the significant relationship with the consumers' impulsiveness regarding both groups. Additionally, the Sri Lankan group demonstrated a significant relationship between the variables of in-store promotion and impulse buying behavior. Further, based on these two nationalities, the availability of time did not make any significant impact on consumer impulse buying behavior. Finally, according to these samples, the most significant relationship is developed between the availability of money for shopping activities and the impulse buying decisions of consumers of both nationalities.

Factors influencing on impulse buying behavior amongst Generation Y students is studied by Neves who is a student in the faculty of Economics and Information Technology at North-West University, Vaal Triangle Campus in 2016. The purpose of this study was to determine the factors that influence impulse buying behavior amongst Generation Y students. Quantitative approach was employed in this study. The target population was full-time undergraduate Generation Y students who are between 18 and 24 years old and the sample size of 400 students is selected by non-probability convenience sampling method. After the statistical analysis is done, the results indicated that in-store atmosphere, in-store browsing, promotions and reference groups influenced Generation Y students' impulse buying behavior.

2.6 Conceptual Framework of the Study

In this study, there are three parts which involved factors influencing impulsive buying behavior namely as in-store atmosphere, in-store browsing, in-store layout, sales persons, promotions, time availability and money availability in the first part, impulsive buying behavior in the second part and the last part include cognitive dissonance. All these three parts can be seen in following Figure (2.4).

Figure (2.4) Conceptual Framework of the Study



Source: Own compilation (2019)

Figure (2.4) illustrates the conceptual framework of the study. Firstly, it demonstrates the influencing factors such as in-store atmosphere, in-store browsing, in-store layout, salesperson and promotions, time availability and money availability which have effect on impulsive buying behavior. Then, the effects of these factors on impulsive buying behavior is examined. Finally, the relationship between impulsive buying behavior and cognitive dissonance is figured out.

CHAPTER 3

PROFILE AND IMPULSIVE BUYING PRODUCTS OF CUSTOMERS

This chapter starts with demographic profile of respondents and reliability analysis of the study. After that, reliability is presented. Then, impulsive buying products that respondents bought within a week are described. Finally, analysis of factors influencing impulsive buying behavior of consumers in Yangon is presented.

3.1 Demographic Profile of Respondents

In this study, there are six items of demographic characteristics explored to describe the profile of the respondents. They are gender, age, education, occupation, marital status and income. There are total 385 respondents who were surveyed with structured questionnaire to measure factors influencing impulsive buying behavior of consumers in Yangon. All of these demographic factors of the respondents are discussed in the Table (3.1).

According to Table (3.1), total respondents are 385 in which male accounts for 133 respondents and female stands for 252 respondents. It can be concluded that female purchase more impulsively than males for this study.

For the age, the respondents age level is classified into five groups. The results show that the majority of the respondents are between 16 and 25 years old with 168 respondents. According to the survey data, 120 respondents are between 26 and 35 years old, 47 respondents are between 36 and 45 years old, 37 respondents are between 46 and 55 years old and only 13 respondents are over 55 years old. It can be concluded that younger people are more likely to buy impulsively than elder people.

In terms of education, the majority of the education level of respondents are bachelor degree holders by 257 respondents followed by master degree which takes 74 respondents. Among 385 respondents, 50 respondents are undergraduate and 4

respondents are PhD. It can be shown that most of the impulsive buyers are bachelor degree holders in this study.

Table (3.1) Demographic Profile of Respondents

Sr. No	Variables	Demographic Factors	Frequency	Percentage
		Total	385	100.0
1.	Gender	Male	133	34.5
		Female	252	65.5
2.	Age	16-25 years old	168	43.6
		26-35 years old	120	31.2
		36-45 years old	47	12.2
		46-55 years old	37	9.6
		Over 55 years old	13	3.4
3.	Education	Undergraduate	50	13.0
		Bachelor Degree	257	66.8
		Master Degree	74	19.2
		PhD	4	1.0
4.	Occupation	Student	58	15.1
		Employee	195	50.6
		Self-employed/own-business	102	26.5
		Dependent	30	7.8
5.	Marital Status	Single	250	64.9
		Married	135	35.1
6.	Monthly Income	Less than 100,000 kyats	47	12.2
		100,001 – 300,000 Kyats	80	20.8
		300,001 – 600,000 Kyats	126	32.7
		600,001 – 900,000 Kyats	102	26.5
		900,001 – 1,200,000 Kyats	21	5.5
		Above 1,200,000 Kyats	9	2.3

Source: Survey data (2019)

As shown in Table (3.1), the occupation of the respondents is divided into four groups. The majority of the respondents are employees with 195 respondents followed by self-employed and students which takes 102 respondents and 58 respondents respectively. The minority are dependents with 30 respondents. The reason is that most respondents are employed and have some amount of money to buy the items that is not in their shopping lists.

In this study, the marital status is classified as single and married. The result show that 250 respondents are single and 135 respondents are married among 385 respondents. Therefore, it can be concluded that the respondents who are single buy more impulsively in this study.

The income of respondents has been grouped into six groups. The income level between 300,001 – 600,000 Kyats is the highest group with 126 respondents. The range between 600,001 – 900,000 Kyats includes 102 respondents while 80 respondents earned the range between 100,001 – 300,000 Kyats. There is also income level below 100,000 kyats chosen by 47 respondents. Among 385 respondents, 21 respondents achieved the range between 900,001 – 1,200,000 Kyats and 9 respondents get the amount above 1,200,000 Kyats. Therefore, it can be concluded that the high income does not necessarily represent consumers' behavior of buying on impulse. Apart from this, it can also be said that the majority of people who buy products impulsively have middle incomes level in this study.

3.2 Research Design

The research was designed to test the effect of influencing factors on impulsive buying behavior of consumers and analyze the relationship between impulsive buying behavior and cognitive dissonance. Both primary and secondary data were used in this study. Secondary data were collected from internet websites, library, journals, articles, reports and previous research paper. Primary data were collected with structured questionnaire. The research was conducted in Yangon, Myanmar. Survey questions are asked to customers who have made impulse buying within a week. A total of 385 customers were asked to answer the questionnaire.

The sample size was determined by using infinite population sampling size formula.

$$n = \frac{z^2 p q}{e^2}$$
$$n = \frac{(1.96)^2 0.5 0.5}{(0.05)^2}$$
$$n = 384.16 \sim 385$$

Where,

n= sample size,

z= standard error associated with the chosen level of confidence,

p= estimated proportion in the population,

q= (1-p),

e = margin of error

The survey questionnaire was carefully designed to analyze the research objectives. A questionnaire was chosen as a research tool, because it can reach a lot of respondents in a small amount of time. The questionnaire consists of four sections; section A is about demographic data of respondents, section B is about influencing factors, section C is about impulsive buying behavior and impulsive buying products, and section D is for cognitive dissonance. Demographic section includes age, gender, education, occupation, marital status and monthly income. In the influencing factors section, total 35 questions are included; 5 questions each for in-store atmosphere, in-store browsing, in-store layout, sales persons, promotions, time availability and money availability. For impulsive buying behavior, a total of 10 questions are included. Cognitive dissonance included 5 questions in this study.

Multiple choice questions are used for demographic data and impulsive buying products. The remaining questions used five-point Likert scale and the respondents were asked to rate their perception from 1 to 5. In Likert scale, 1 is the lowest rank while 5 is the highest level of agreeableness. A total of 385 respondents in Yangon were included in this survey. After the data were collected with structured questionnaire, they were entered in SPSS to analyze with statistical tools as frequency of the respondents, reliability analysis and regression analysis to obtain the reliable and meaningful results.

3.3 Reliability Analysis

Reliability analysis was used to determine the internal consistency of all the variables in the questionnaire. Internal consistency is the most commonly used psychometric measure accessing survey instruments. Cronbach's alpha is the basic formula for determining reliability based on internal consistency (Kim & Cha, 2002). Cronbach's alpha was used to determine the degree to which there is consistency or reliability in the item responses which ranges from 0 to 1. Many methodologists recommend a minimum α coefficient between 0.65 and 0.8 (or higher in many cases); α coefficients that are less than 0.5 are usually unacceptable. Scores that are highly reliable are accurate, reproducible, and consistent from one testing occasion to another. Cronbach's alpha will tell if the test is accurately measuring the variable of interest.

Table (3.2) Result of the Cronbach's alpha value

Category	Cronbach's Alpha	No. of items
In-store atmosphere	0.728	5
In-store browsing	0.722	5
In-store layout	0.701	5
Sales person	0.786	5
Promotions	0.746	5
Time availability	0.726	5
Money availability	0.731	5
Impulsive Buying Behavior	0.795	10
Cognitive Dissonance	0.703	5

Source: Survey data (2019)

In this study, the reliability of 9 constructs are accessed by using Cronbach's alpha value. As shown in Table (3.2), all items have Cronbach's alpha value which are greater than 0.7. This reveals that the items have relatively acceptable internal consistency and the construction of questionnaire is sufficiently reliable.

3.4 Impulsive Buying Products

The following Table (3.3) shows the type of products that respondents buy unintentionally or impulsively. Product category are classified as food and beverages, clothing, footwear, bags, cosmetics, accessories, electronic devices, personal care, kitchenware and stationeries. The data are presented in terms of number and percentage of the respondents as follow.

Table (3.3) Impulsive Buying Products of Respondents

No	Product Category	Number	Percentage
1.	Food and Beverages	135	20
2.	Clothing	142	21
3.	Footwear	48	7
4.	Bags	42	6
5.	Cosmetics	83	12
6.	Accessories	52	8
7.	Electronic devices	36	5
8.	Personal care	58	9
9.	Kitchenware	24	4
10.	Stationeries	54	8
Total		674	100

Source: Survey data (2019)

In the questionnaire, there is a question that respondents are asked to select the types of products that they buy impulsively and they can choose more than one answer. According to the survey result that is shown in Table (3.3), it can be said that 21% of respondents spent impulsively on clothing and 20% of respondents bought food and beverages impulsively. Even though the percentage difference between these product categories are not much, most of respondents spent impulsively on clothing followed by food and beverages. Other product category that they bought on impulse are cosmetics and personal care can be described as 12% and 9% respectively. Both accessories and stationeries were purchased by 8% of the respondents. Among 385 respondents, 7%

purchased footwear and 6% purchased bags impulsively. Only 5% of respondents spent on electronic devices and 4% on kitchenware. It can be concluded that people spent less impulsively on electronic devices and kitchenware.

According to the results, it can state that respondents don't think much when buying clothing and, food and beverages. However, for electronics and kitchenware, respondents think carefully before spending. Majority of the respondents are females so it can be described as clothing is more likely to buy by females.

CHAPTER 4

ANALYSIS ON EFFECTS OF FACTORS INFLUENCING IMPULSIVE BUYING BEHAVIOR

This chapter mainly focus on the relationship between independents variables and dependents variables. This include two main sections; the first part is focused on the mean value and standard deviation of influencing factors, consumers' impulsive buying behavior and the effects of influencing factors on impulsive buying behavior of consumers in Yangon. The second part shows the mean value and standard deviation of cognitive dissonance and the relationship between impulsive buying behavior and cognitive dissonance.

4.1 Analysis of Influencing Factors on Impulsive Buying Behavior

In this study, the mean value and standard deviation of influencing factors and impulsive buying behavior of respondents are presented. After that, analysis of influencing factors on impulsive buying behaviors are studied.

Factors such as in-store atmosphere, in-store browsing, in-store layout, sales persons, promotions, time availability and money availability are asked with total 35 questions to collect data. Structures questionnaire design with five-point Likert scale (1= strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree) are used.

4.1.1 In-store Atmosphere

Usually, in-store atmosphere attracts consumers to decide buying displayed products. The effect of in-store atmosphere factors on consumers in Yangon is studied with five items; pleasant store environment, in-store scent, experiencing unruffled and peaceful shopping environment, music, and lighting. The survey results for five items under in-store atmosphere are shown in Table (4.1).

Table (4.1) In-store Atmosphere

No.	Description	Mean	Std. Deviation
1	Pleasant store environment (air conditioning, cleanliness)	3.96	0.78
2	In-store scent	3.91	0.72
3	Avoid shopping at crowded place	3.91	0.94
4	Music	3.82	0.67
5	Lighting	3.62	0.73
Overall Mean		3.84	

Source: Survey data (2019)

Table (4.1) presents the mean value of in-store atmosphere factors. The overall mean value is well above neutral. Overall mean can be interpreted that most of the consumer feel in-store atmosphere has effect on their impulsive buying behavior. The highest mean value, 3.96, shows that respondents are more aware of the store environment such as air conditioning and cleanliness. The second highest mean score 3.91 indicates that respondents are aware of in-store scent and they avoid shopping at crowded place, i.e. respondents prefer shopping at peaceful places. The third rank mean score 3.82 shows that music can motive respondents' buying behavior. Moreover, respondents think lighting can affect their buying and the mean score is 3.62.

According to the result, respondents care more about store environment because living standard of people has risen. In recent years, many supermarkets and convenience stores are developed in most parts of the Yangon City and people, especially young generations, can do shopping at these sophisticated shopping environments instead of going to traditional markets. Smell in the store can arouse consumers' craving for products.

4.1.2 In-store Browsing

Next is to examine the effects of in-store browsing. The effects of in-store browsing comprise consumer purchase products after looking around the store, purchase

additional products while finding a specific product, purchase things when it comes to mind while browsing, purchase things that catch their eyes when they passed by and there is more chance of impulsive buying when spending longer time in store. The mean scores for each factor on in-store browsing are shown in Table (4.2) below.

Table (4.2) In-store Browsing

No.	Description	Mean	Std. Deviation
1	Buy after look around the store	3.86	0.74
2	Purchase additional product while finding a specific product	3.72	0.97
3	Buy things when it comes to mind while browsing	3.64	0.93
4	Buy things that catch eyes	3.75	0.99
5	Browse longer, more chance to buy impulsively	3.77	0.93
Overall Mean		3.75	

Source: Survey data (2019)

Table (4.2) shows the effect of in- store browsing among respondents. From the table, the overall mean score is above neutral. Among the five factors under in-store browsing, buy after look around the store has the largest mean value of 3.86. It was followed by factor, the longer in store, there will be more chance to buy impulsively, with mean value of 3.77. For “buy things that catch the eyes of respondents when passing by” results mean value of 3.75. Mean score of 3.72 shows respondents purchase additional product while finding a specific product whereas the mean score of 3.64 indicates respondents buy things when it comes to mind while browsing”.

The result reveals that impulsive buying behavior among responding consumers is the highest for after looking around the store. The reason is that after looking around the store, they found most products displayed on shops and got the idea to buy them. When consumers spent longer time in store, they can explore in more detailed about the products in the store and is possible to buy more items. However, respondents buy less on items that catch their eyes. Comparing to other factors under in-store browsing, they infrequently buy additional product while finding a specific product. Finally, consumers

hardly buy things when it comes to mind while browsing. As a result, it has the lowest mean score.

4.1.3 In-store Layout

Apart from in-store atmosphere and in-store browsing, in-store layout is crucial in affecting impulsive buying behavior among consumers. Well organized in-store layout, provision of information and clear signs, appropriate interior decoration, following the store layout while browsing and eye-catching display affect the impulsive buying among consumers. Table (4.3) presents the mean scores of each factor under in-store layout.

Table (4.3) In-store Layout

No.	Description	Mean	Std. Deviation
1	Well organized store	4.00	0.63
2	Information and clear signs	4.04	0.56
3	Interior in store	3.83	0.75
4	Follow the store layout	3.53	0.83
5	Eye-catching display.	3.90	0.72
Overall Mean		3.86	

Source: Survey data (2019)

From the above Table (4.3), overall mean score is 3.86, which is closer to 4 (agree). Among the factors, information and clear signs make shopping more convenient has the highest mean score of 4.04 followed by the statement “if store is well organized, browse longer”, which has a mean score of 4.00. This means that consumers prefer to get information about the shops and items when going shopping. Respondents clearly agree the above two factors comparing to other 3. Yet, mean scores of other two factors are also close to 4 that include “buy product that has eye-catching display’ and “Interior in store make comfortable shopping”. These factors have mean scores of 3.90 and 3.83 respectively. The lowest mean score in this part, i.e. 3.53 indicate the respondents follow the store layout while browsing the store

Information and clear signs help consumers to reach their desired location easily and swiftly. Moreover, well organized store can create longer browsing time for

consumers. With organized shelves, counters and sections in a store, buyers can spend more time for choosing their needed items as well as to look new or unintended items due to systematic arrangements. According to above result, eye-catching display can attract consumers to buy than store with simple or unattractive display. For instance, putting seasonal products in front and consumer goods at the back of the store, put high margin and high consumable products on the right side of the store, etc. Moreover, interior decoration in store really persuades comfortable shopping for respondents. In the case of skin care products store, bright lights, clear display with herbs and other pleasant designs draw attention from buyers. Respondents in this study follow only neutrally when browsing the store during shopping. This means that they are browsing the store according to their preferences, rather than the layout of the store. Sometimes, consumers may browse around the store moving from the right side to the left side of the store suddenly when they find interesting items in that place.

4.1.4 Salespersons

Next section is about the characteristics of salespersons at store. Salespersons' characteristics are categorized into five main types; their good service, their recommendations on specific items, friendly nature, providing adequate information and their pleasant behavior and appearances. Table (4.4) presents the mean scores of each factor for sales persons.

Table (4.4) Salespersons

No.	Description	Mean	Std. Deviation
1	Good service.	3.99	0.73
2	Recommendations	3.79	0.68
3	Friendly sales person	3.51	0.93
4	Give adequate information	3.92	0.60
5	Behavior and appearance	3.66	0.94
Overall Mean		3.78	

Source: Survey data (2019)

From the survey data that is shown in Table (4.4), it was found that overall mean score is 3.78, which is above neutral. Among the factors, good services and giving adequate information have highest mean scores of 3.99 and 3.92. As stated by the respondents, recommendations of sales person about the products is also important in making buying decision as it has mean score of 3.79. Sales person's behavior and appearance as well as friendly behavior have mean values of 3.66 and 3.51 respectively. This means that these two factors have lower effects on buying behavior of respondents as the respondents prefer good service and better information when doing shopping.

This is natural that consumers prefer salespersons providing good services. Impulsive buying can occur when consumers get good services when going shopping. Respondents also agree about the provision of adequate information about the products to the consumers by salespersons. When buying a pair of shoes for doing exercise, availability of sizes, colors, designs and suitability for specific types of exercises explained by a sales person can push consumers to buy it more readily. Consumers sometimes ask for sales persons to choose the product that is suitable for them. Especially for makeup or skincare products, consumers ask sales person which type of products they should use for their skin to have the best results.

4.1.5 Promotions

Promotions are the non-price factors that affect consumers' buying behavior. Stores usually persuade consumers through different types of promotions. In this study includes how consumers respond immediately upon promotions, and promotions such as buy one get one, free gifts, rebate and price discount. The mean scores of each factor upon promotions are shown in Table (4.5) below.

Table (4.5) Promotions

No.	Description	Mean	Std. Deviation
1	Rebate	3.09	0.91
2	Buy one get one	3.29	0.96
3	Freebies	3.26	0.98
4	Price discount or coupons	3.44	0.84
5	Promotional offer trigger to buy more items	3.56	0.92
Overall Mean		3.33	

Source: Survey data (2019)

According to Table (4.5), the overall mean score of promotions factors is 3.33 which is above neutral. The statement “promotional offer trigger me to buy more items” has the highest mean score of 3.56 followed by second highest mean score of 3.44 which represent respondents’ reaction to price discounts. Buy one get one and freebies have the mean scores, which are above neutral, of 3.29 and 3.26 respectively. For the rebate, it has the lowest mean score of 3.09.

It can be said that promotions may either influence the consumers to buy additional products or change their buying plan. For instance, consumers may plan to buy things only on their shopping list but there are promotions for certain items, in that case they may buy more than they plan or their buying intention may shift to items which has promotions. It can also see that respondents prefer price discount to buy one get one and free gifts.

4.1.6 Time Availability

Time availability of consumers can influence their buying behavior. This study includes factors when respondents’ mostly go shopping in the daytime or at night, how they respond if they are not under time pressure and time they spend when shopping. The survey results for five items under time availability are shown in Table (4.6).

Table (4.6) Time Availability

No.	Description	Mean	Std. Deviation
1	Have time at day time	3.49	0.87
2	The longer in store, the more products	3.62	0.89
3	No time constraints, spend longer	3.24	0.94
4	Spend time at night	3.56	0.84
5	Time taken for shopping	3.23	0.90
Overall Mean		3.43	

Source: Survey data (2019)

Table (4.6) shows the effect of time availability on respondents. From the table, the overall mean score is 3.43 which is above neutral. Among the five factors, “The longer in store, the more opportunities to buy additional products” has the largest mean value of 3.62. It was followed by mean value of 3.56 which indicate respondents spend time to look through products at night and mean value of 3.49 which shows respondents have time to look through products at day time. Mean score of the factor “no time constraints, spend longer time at store.” is 3.24 whereas the mean score is only 3.23 for the factor, “time taken for shopping is always high.”

According to results, respondents usually make unplanned purchase if they do not have time constraints. Time availability impact on their time to spend in shopping. It can also say that respondents prefer to go shopping and look through products at night than in the day time because people who live in urban cities like Yangon have busy lifestyles and are usually occupied with their work during day time. They can relax and go shopping only after their working hours.

4.1.7 Money Availability

Money availability of consumers also affect their buying behavior. In this study, money availability comprises of income status affect impulsive buying behavior, buy impulsively when cash in hand, shop without planning when an ATM is nearby, shop without planning when the store has card or mobile payment system and bring extra

money to buy things I want. The mean value of five items for money availability are shown in Table (4.7)

Table (4.7) Money Availability

No.	Description	Mean	Std. Deviation
1	Income status affect impulsive buying behavior.	3.60	0.74
2	Cash in hand	3.69	0.85
3	ATM is nearby	3.66	0.83
4	Card or mobile payment system.	3.61	0.87
5	Bring extra money to buy things I want.	3.73	0.74
Overall Mean		3.66	

Source: Survey data (2019)

From the survey data that is shown in Table (3.10), it was found that overall mean score is 3.66, which is above neutral. Among five factors under money availability, the largest mean value of 3.73 indicated that respondents bring extra money to buy things and then respondents buy impulsively when cash in hand which has mean score of 3.69. This means that consumers prefer to pay with cash. Other two factors that include “shop without planning when an ATM is nearby’ and “shop without planning when the store has card or mobile payment system” which have mean scores of 3.66 and 3.61 respectively. For the factor “Income status affect impulsive buying behavior”, it has lowest mean score of 3.60.

The results show that respondents bring extra money to buy additional items they want. They still prefer cash payments even though increasing numbers of urban residents have a bank account or bank card, most still conduct transaction in cash. But the number of people who use debit or credit cards becomes greater. Retailers need to consider and accommodate this phenomenon.

4.1.8 Summary

The mean value of all factors such as in-store atmosphere, in-store browsing, in-store layout, salespersons, promotions, time availability and money availability on impulsive buying behavior are shown in Table (4.8).

Table (4.8) Summary

No.	Description	Mean	Std. Deviation
1	In-store Atmosphere	3.84	0.54
2	In-store Browsing	3.75	0.65
3	In-store Layout	3.86	0.47
4	Salespersons	3.78	0.58
5	Promotions	3.33	0.65
6	Time Availability	3.43	0.61
7	Money Availability	3.66	0.56

Source: Survey data (2019)

According to Table (4.8), the mean score for in-store layout has highest mean value of 3.86 which suggest that people are notice more the layout of the store when they go shopping. Therefore, it is advisable for retail stores to pay more attention to their stores' layouts. Respondents are also aware of the atmosphere of the store with the second highest mean score of 3.84. This means that they prefer supermarkets, hypermarkets or convenience store than traditional markets. Even though promotions have lowest mean score of 3.33 which is still above neutral. This can indicate that respondents are interested to purchase products with promotions.

4.1.9 Impulsive Buying Behavior

An impulse purchase is an unplanned decision to buy a product or service, made just before a purchase. (Wikipedia, 2019) In other words, the person had not planned to purchase that product, i.e., they decided without any premeditation. Impulse buying is all about emotions and feelings rather than logic and planning. The person's sudden decision

to purchase something is the result of suddenly seeing the product (Impulse buying, 2019). There are five questions to test the level of impulsive buying behavior of consumers in Yangon. The respondents were asked whether they agreed or not according to the scale of strongly disagree, disagree, neutral, agree or strongly agree. The following Table (4.9) show the mean and standard deviation of respondents who made such purchases under each question.

Table (4.9) Impulsive Buying Behavior of Respondents

No.	Description	Mean	Std. Deviation
1	Buying things spontaneously.	3.38	0.85
2	Do not plan carefully on most of purchase.	3.64	0.74
3	Buying without concerning consequence	3.37	0.88
4	Spending more money than initially set out to spend	3.50	0.74
5	Just doing it	3.47	0.81
6	Do not think much when making purchase.	3.44	0.89
7	Buying at seeing	3.43	0.89
8	Buying now, thinking later	3.06	0.98
9	Buying things according to feeling at the moment.	3.48	0.84
10	Buying things that are not intended to purchase	3.60	0.73
Overall Mean		3.44	

Source: Survey data (2019)

Table (4.9) show the result of the mean value of impulsive buying behavior of the respondents by analyzing the overall mean value. According to the highest mean value 3.64 of survey results, the respondents do not plan carefully on most of their purchase. The second highest mean is item number ten which indicate that respondents buy things that are not intended to be purchased when shopping with the mean value of 3.60. According to the third highest mean value 3.50, the respondents spent more money than they initially plan to spend. The lowest mean value of 3.06 show that the respondents are

the kind of people who buy what they want right away and think about it later. The overall mean value of dedication factor is well above neutral.

Therefore, it can be interpreted in a way that most of the respondents do not consider carefully on most of their purchase. They buy things that they do not have prior consideration or intention to buy. These are the main reasons why the amount of money they spent is above the level planned to be spent. By seeing this survey results, it can be concluded that most of the respondents participated in this survey have impulsive buying behavior. It can prove the finding of Block and Moewitz (1999) which supported that impulsive buying is an outcome of unexpected powerful urge to purchase, in relation to leading to procure of a product without any planning or with little consideration. This finding can prove the definition of Rock (1987) which stated that impulsive buying occurs when a consumer experience a sudden, often powerful and persistent urge to buy immediately.

4.1.10 Influencing Factors on Impulsive Buying Behavior

This study analyses the effects of influencing factors (in-store atmosphere, in-store browsing, in-store layout, sales persons, promotions, time availability and money availability) on impulsive buying behavior of consumers in Yangon. The relationship between influencing factors and impulsive buying behavior is tested by calculating the regression analysis and the findings are presented in following Table (4.10)

Table (4.10) Influencing Factors on Impulsive Buying Behavior

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.519	0.200		2.598	0.01	
In-store atmosphere	0.013	0.039	0.015	0.347	0.729	1.351
In-store browsing	0.306***	0.040	0.404	7.748	0.000	2.103
In-store layout	0.003	0.043	0.003	0.080	0.936	1.301
Salespersons	0.024	0.034	0.028	0.694	0.488	1.242
Promotions	0.122***	0.029	0.160	4.202	0.000	1.118
Time Availability	0.109***	0.036	0.135	2.989	0.003	1.575
Money Availability	0.228***	0.040	0.256	5.703	0.000	1.563
R	0.716					
R Square	0.513					
Adjusted R Square	0.504					
F Value	56.646***					

Source: Survey data (2019)

Note: *** Significant at 1% level ** Significant at 5% level * Significant at 10% level

According to the results shown in Table (4.10), R square is 0.513 and adjusted R square is 0.504. This model can explain 51.3% about the variance of dependent variable (impulsive buying behavior) and independent variables (in-store atmosphere, in-store browsing, in-store layout, sales persons, promotions, time availability and money availability). Correlation coefficient (R) measures the linear relationship between two variables. R value is 0.716 which lie between 0 and 1 and it indicates that impulsive buying behavior reported by respondents and the influencing factors are correlated. The value of F-test, the overall significance of the model, is highly significant at 1 percent

level. This relationship was deemed to be linear and specified model can be said valid. All the VIFs (Variance Inflation Factor) of independent variables are less than 10. It shows that there is no multi-collinearity problem (correlation between independent variables) in this study. The Standardized Coefficient (Beta) indicates that all seven variables have positive relationship with impulsive buying behavior. The positive relationship means that the increase in independent variables support to impulsive buying behavior of consumers in Yangon.

The results found in Table (4.10) indicate which coefficients were significant. In this study, four variables among seven are strongly significant and other three are not significant by regression analysis. Among them, in-store browsing has the expected positive sign and highly significant coefficient variable at 1 percent level. The impulsive buying behavior of the consumers is affected by in-store browsing. The result show that a unit increase in in-store browsing results in 0.306 unit increase in impulsive buying behavior. For promotions, it has expected positive sign and highly significant at 1 percent level. The impulsive buying behavior of consumers is affected by promotions. A unit increase in promotions lead to 0.122 unit increase in impulsive buying behavior. Time availability has expected positive sign and highly significant at 1 percent level. The impulsive buying behavior of consumers is affected by time availability. It seems that a unit increase in time availability results in 0.109 unit increase in impulsive buying behavior. Money availability also has expected positive sign and highly significant at 1 percent level. The impulsive buying behavior of consumers is affected by money availability. A unit increase in money availability increases impulsive buying behavior by 0.228 unit.

Thus, it can be concluded that consumers will conduct impulsive buying behavior more when they experience these influencing factors. The results show that consumers who do in-store browsing buy things impulsively. They aware the product that they want to buy or they need to buy while browsing. Promotions can also lead consumers to conduct more impulsive buying behavior. Consumers purchase impulsively upon promotions because they worry that the product might not available with such kind of promotion in the future. Time availability and money availability are also important factors for consumers to do more impulsive buying behavior. Therefore, these four factors play a critical role on consumers' impulsive buying behavior.

On the other hand, as the significant value of other factors, in-store atmosphere, in-store layout and sales persons, are greater than 0.10. Therefore, these variables have no strong impact on impulsive buying behavior of consumers in Yangon. Consumers' behavior will not increase or decrease due to increase in in-store atmosphere, in-store layout and sales person.

4.2 Analysis on Effect of Impulsive Buying Behavior on Cognitive Dissonance

In this study, the mean value and standard deviation of cognitive dissonance is presented. Then, the relationship between impulsive buying behavior and cognitive dissonance is analyzed.

4.2.1 Cognitive Dissonance

In this study, cognitive dissonance of the consumers toward impulsive buying behavior is examined. Cognitive dissonance is a kind of uncomfortable feeling being ridden by an individual due to having conflicting beliefs. Consumers may have positive or negative consequence after making purchase decision. When decision is negative, they will regret. There are five questions to test the level of cognitive dissonance of consumers in Yangon. The respondents were asked whether they agreed or not according to the scale of strongly disagree, disagree, neutral, agree or strongly agree. Then the results are calculated and drawn on the following table. The mean value gives the information of how the respondent's feel regret after making impulse buying. The mean value and standard deviation of each variable are shown in Table (4.11).

Table (4.11) Cognitive Dissonance of Respondents

No.	Description	Mean	Std. Deviation
1	Feel guilty after purchasing an unplanned product.	3.63	0.85
2	Feel regret because do not need that product.	3.70	0.83
3	More benefits of planned purchase	3.58	0.95
4	Feel regret because do not put enough thought in purchase decision.	3.79	0.87
5	Choose somethings else to buy if could go back in time.	3.66	0.87
Overall Mean		3.67	

Source: Survey data (2019)

Table (4.11) provides the result of cognitive dissonance by analyzing each variable. According to survey results, the highest mean score of 3.79 indicates that the respondents feel regret after making impulse buying because they did not put in enough thought in their purchase decision. The second highest mean with the value of 3.70 shows that the respondents feel regret because they do not need that product they buy impulsively. The rest of the mean value indicate that the respondents feel guilty after purchasing an unplanned product and they would choose other things if they could go back to that time when they made impulse buying. Among total five items, the lowest mean value 3.58 is item number three which shows that respondents feel planned purchase provide more benefits.

Hence, it can be interpreted that the respondents feel regret after making an impulse buying because they did not put enough in thoughts like searching information about products or evaluating of alternative as the nature of impulse buying is sudden urge to buy products without prior intention. The results also show that consumer feel sorry after they purchased the product that is not useful to them. The higher the impulsive buying behavior, the higher the post-purchase regret is resulted. This finding is consistent with the research conducted by Saleh (2012) which indicate that unplanned purchase has a positive effect on post-purchase regret.

4.2.2 Effect of Impulsive Buying Behavior on Cognitive Dissonance

This study analyses the effects of impulsive buying behavior on cognitive dissonance of consumers in Yangon. The relationship between impulsive buying behavior and cognitive dissonance is tested by calculating the regression analysis and the findings are presented in following Table (4.12).

Table (4.12) Effect of Impulsive Buying Behavior on Cognitive Dissonance

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.399	0.176		7.934	0.000	
Impulsive Buying Behavior	0.662***	0.051	0.554	13.034	0.000	1.000
R	0.554					
R Square	0.307					
Adjusted R Square	0.305					
F Value	169.874***					

Source: Survey data (2019)

Note: *** Significant at 1% level ** Significant at 5% level * Significant at 10% level

According to the results shown in Table (4.12), R square is 0.307 and adjusted R square is 0.305. This model can explain 30.7% about the variance of dependent variable (cognitive dissonance) and independent variables (impulsive buying behavior). Correlation coefficient (R) measures the linear relationship between two variables. R value is 0.554 and it indicates that cognitive dissonance reported by respondents and impulsive buying behavior is correlated. The value of F-test, the overall significant of the model, is highly significant at 1 percent level. This relationship was deemed to be linear and specified model can be said valid. The VIF (Variance Inflation Factor) of independents variable is less than 10. It shows that there is no multi-collinearity problem in this study. The Standardized Coefficient (Beta) indicates impulsive buying behavior has positive relationship with cognitive dissonance.

The results found in Table (4.12) indicate significant coefficient value. Impulsive buying has the expected positive sign and highly significant coefficient variable at 1 percent level. The cognitive dissonance of the consumers is affected by impulsive buying behavior. A unit increase in impulsive buying behavior will also raise the effect on cognitive dissonance by 0.662 units.

It can be concluded that respondents experience cognitive dissonance after making impulse buying because they do not think much about consequences and their purchase is based on their emotion at that moment. After purchasing impulsively, they feel that they actually do not need that product and they think they should carefully consider before deciding to purchase.

CHAPTER 5

CONCLUSION

The conclusion part of this study is widely based on chapter 3 and chapter 4 which analyzed the effect of influencing factors on impulsive buying behavior and the relationship between impulsive buying behavior and cognitive dissonance. In the chapter, the findings and discussions of the study, the suggestions and recommendations for the marketers to understand the factors that effects on impulsive buying behavior and need for further research from the study are described.

5.1 Findings and Discussions

This study was conducted to gain a better understanding of the factors that affect impulsive buying behavior and the relationship between impulsive buying behavior and cognitive dissonance. Impulsive Buying Behavior (IBB) is an instant and sudden purchase without preplanned intention of purchasing any products. To analyzed the study, a sample of 385 respondents in Yangon is randomly selected. Systematic sampling method is applied. According to survey results, number of females' respondents much greater than males. It can be said that females undertaken more impulsive buying behavior than males. Age group between 16 and 25 reveals maximum impact on consumers' impulsive buying behavior. Among six group for income level of respondents, middle income level conduct impulsive buying behavior more. For education, number of respondents with Bachelor's Degree is greater than others. Most of the respondents are employees with the majority of respondents.

The first part of the study explores factors influencing on impulsive buying behavior such as in-store atmosphere, in-store browsing, in-store layout, sales persons, promotions, time availability and money availability. According to the results, respondents in Yangon have positive perception on all seven influencing factors. Among seven influencing factors, in-store layout has the highest effect on respondents. It is more convenience for the respondents if retail outlet has well-layout plan. The findings of this study also indicate that if store atmosphere seems goods which mean good lighting,

music and hygiene, it would influence consumers to have good feelings and spend more time in shopping than usual.

The second part of the study shows impulsive buying behavior of respondents. In this study, Respondents have positive perception on impulsive buying behavior. The results show that respondents are conduct impulsive buying behavior because they do not plan carefully on most of their purchase. In the third part of the study, the results of respondents' cognitive dissonance are shown. Respondents regret after they make unplanned buying. They have positive perception on cognitive dissonance. They feel regret because they did not put enough thought in their purchase decision and they feel they do not need that product.

As fourth part of the study, the results show that there is direct impact of influencing factors on impulsive buying behavior of consumers. Among them, in-store browsing, promotions, time availability and money availability have strongest relationship with impulsive buying behavior in this study. The final part of the study show that impulsive buying behavior is strongly related with cognitive dissonance of respondents in Yangon. In other words, there is a strong and positive relationship between impulsive buying behavior and cognitive dissonance. Thus, it can conclude that the respondents of this study feel regret after buying impulsively.

In summary, impulsive buying behavior of consumers is favorable in Yangon. People are more likely to buy clothing, and food and beverages impulsively than other types of products. People in Yangon are more likely to buy impulsively when they see promotions offered by stores such as buy one get one, price discount, etc. The more they browse in stores, the more they buy things impulsively. Also, time availability and money availability highly and significantly influence consumers' impulsive buying behavior in Yangon.

5.2 Suggestions and Recommendations

It is highly recommended to marketers and retailers that they should pay more attention to browsing, promotions, time availability and money availability even others factors are still very important.

According to findings of this study, most of impulse buyers are attracted through lower prices. Purchases are mostly made in the period of discount. When products are on

sale or are on discount, customers tend to be impulse buyer. People buy more impulsively when there is price discount because they think they can save money from buying things which have price discounts than others which do not have. I recommend retailers and marketers to use such promotion technique to promote their sales. Well planned sale promotion brings customers from actual purchasing to impulse purchasing. They can offer complementary products as gifts to encourage consumers to make impulse buying.

In case of time availability, there are people who like shopping at daytime and also who like shopping at night. So, retailer should operate their stores 24 hours a day. If so, Consumers do not need to rush when shopping because of closing hours. And also, they can shop whenever they have free time and spend longer time in shopping. Payment facilities must be provided to customers to increase impulse buying. With the advent of the latest technology that places money in mobile wallets, money has become even easier to spend, and debit/credit card culture spreading gradually, will push people to spend more or spend even before they earn. So, it is recommended that retailers and marketers to have ATM in their shops or near their shops. It is also important to have card or mobile payment system and to inform consumers about this.

In this study, respondents feel regret after buying things impulsively. This is associated with the doubts about the advisability of a purchase decision that consumers' experiences after making purchase. Marketers or retailers should try to manage these doubts with supportive information such as testimonials, money-back guaranties, and after-sales service to reduce consumers' regret after making purchase. Another things marketers and retailers should focus on is store atmosphere. And also, they can increase apparel impulse buying by decorating their stores in modern style and put up attractive lights and colors.

This research study can be used by marketers and business men to increase their sales and increase profit margins. This can also help them to retain their customers and will help them to find out what are customers' needs and wants so that they can provide accordingly.

5.3 Needs for Further Research

The survey result in this paper only represent the customers from Yangon area. The research should be extended to the national level to understand more on impulsive

buying behavior of consumers. Further studies could be carried out in other division as the findings from Yangon residents cannot be generalized for Myanmar as a whole.

In addition, this study only investigated some factors (in-store atmosphere, in-store browsing, in-store layout, sales persons, promotions, time availability and money availability) that effect impulsive buying behavior. Further research can focus on more factors such as products characteristics, consumer characteristics, etc. It could be more useful for marketers to make some market strategy.

Apart from these factors, this study focuses on both females and males. Therefore, the further researchers can focus more on specific gender, such as females who go shopping more than males. Further studies could be conducted to different age groups such as young people or elderly people in order to obtain specific details of impulsive buying behavior. Moreover, the relationship between impulsive buying behavior and cognitive dissonance is carried out in this study. The relationship between impulsive buying behavior and others such as consumer's emotional benefits or functional benefits after purchasing things impulsively could be conducted in future studies.

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APPENDIX A
Yangon University of Economics
Department of Management Studies
MBA Programme

Questionnaires for the Factors Influencing Impulsive Buying Behavior of Consumers in Yangon.

Dear Participants,

I am a student of MBA program from Yangon University of Economics. I am conducting this survey to complete my thesis which is part of the academic requirements to achieve Master of Business Administration (MBA) degree. The purpose of my study to analyze the effect of influencing factors on impulsive buying behavior, and the relationship between impulsive buying behavior and cognitive dissonance.

I really appreciate your time and effort to fill out this questionnaire. Your answer will be strictly confidential and will only be used for this study.

Thank you in advance for your time and support to complete my survey!

Part A

Demographic factors of the respondents

Please tick your response for each question.

1. Gender

- Male
- Female

2. Age

- 16-25 years
- 26-35 years
- 36-45 years
- 46-55 years
- Over 55 years

3. Education Level

- Undergraduate
- Bachelor Degree
- Master Degree
- PhD

4. Occupation

- Student
- Employee
- Self-employed / own-business
- Dependent

5. Marital Status

- Single
- Married

6. Monthly Income

- Less than 100,000 kyats
- 100,001 – 300,000 kyats
- 300,001 – 600,000 kyats
- 600,001 – 900,000 kyats
- 900,001 – 1,200,000 kyats
- Above 1,200,000 kyat

7. Did you make impulse buying during this week?

- Yes
- No

Part (B)

Questionnaires for factors influencing impulsive buying behavior

Influencing Factors

Indicator : 1= Strongly disagree , 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

No .	In-store atmosphere	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The pleasant store environment (air conditioning, cleanliness) makes me convenience to browse when shopping.	1	2	3	4	5
2.	In-store scent (such as sweets, fresh food, etc) motivates me to buy things.	1	2	3	4	5
3.	I usually avoid shopping at crowd place.	1	2	3	4	5
4.	If I like the music inside the store my chances of unplanned buying become greater.	1	2	3	4	5
5.	Lighting motivates me to buy things.	1	2	3	4	5

No .	In-store Browsing	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I decide what to buy only after I look around the store.	1	2	3	4	5
2.	I tend to purchase additional product while looking for a specific product.	1	2	3	4	5
3.	I buy things when it comes to mind while browsing.	1	2	3	4	5
4.	I buy things that catch my eye when I pass by.	1	2	3	4	5
5.	The longer I browse in store, the more chance to buy things impulsively.	1	2	3	4	5

No .	In-store Layout	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	If store is well organized, I want to spend a lot of time browsing in the store.	1	2	3	4	5
2.	Information and clear signs make shopping more convenient.	1	2	3	4	5

3.	Interior neatly arranged in the store make me comfortable shopping.	1	2	3	4	5
4.	When I enter a store, I tend to follow the store layout while browsing.	1	2	3	4	5
5.	I am attracted to buy product that has eye-catching display.	1	2	3	4	5

No .	Sales persons	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The good service from the salesperson positively influences my buying decisions.	1	2	3	4	5
2.	Recommendations from salesperson affect my desire to buy.	1	2	3	4	5
3.	Friendly salesperson can make me decide to buy.	1	2	3	4	5
4.	If salesperson can give me adequate information about product, I mostly buy it.	1	2	3	4	5
5.	Behavior and appearance of sales person affects my buying behavior.	1	2	3	4	5

No .	Promotions	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	When there is a rebate, I will make a purchase even if it is not planned.	1	2	3	4	5
2.	Promo such as buy one get one become my reason to buy impulsively.	1	2	3	4	5
3.	Promotion which offers freebies can be a reason for me to buy on impulse.	1	2	3	4	5
4.	I often buy product when there is price discount or coupons.	1	2	3	4	5
5.	Promotional offer trigger me to buy more items	1	2	3	4	5

No.	Time availability	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I spend time to look through products when shopping at day time.	1	2	3	4	5
2.	The longer in store, the more opportunities to buy additional products	1	2	3	4	5
3.	If I have no time constraints, I spend longer time at store.	1	2	3	4	5
4.	I spend time to look through products when shopping at night.	1	2	3	4	5
5.	I feel the amount of time taken for shopping is always high.	1	2	3	4	5

No.	Money availability	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	My income status affects impulsive buying behavior.	1	2	3	4	5
2.	I tend to buy impulsively when I have cash in hand.	1	2	3	4	5
3.	I shop without planning when an ATM is nearby.	1	2	3	4	5
4.	I shop without planning when the store has card or mobile payment system.	1	2	3	4	5
5.	Mostly, I bring extra money to buy things I want which is not in my shopping list.	1	2	3	4	5

Part (C)

Questionnaires for Impulsive Buying Behavior

Indicator : 1= Strongly disagree , 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

No	Particular	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I often buy things spontaneously.	1	2	3	4	5
2.	I do not plan carefully on most of my purchase.		2	3	4	5
3.	When something is very attractive, I buy without concerning consequences	1	2	3	4	5
4.	I often end up spending more money than I initially set out to spend.	1	2	3	4	5
5.	“Just do it” describes the way I buy things.	1	2	3	4	5
6.	I do not think much when making purchase.	1	2	3	4	5
7.	“I see it, I buy it” describes me.	1	2	3	4	5
8.	“Buy now, think about it later” describes me.	1	2	3	4	5
9.	I buy things according to how I feel at the moment.	1	2	3	4	5
10	When I go shopping, I buy things I have not intended to purchase.	1	2	3	4	5

Which types of product did you buy without thinking ahead? (please tick all the relevant box)

No.	Product Category	Tick or Mark
1	Food and Beverages	
2	Clothing	
3	Footwear	
4	Bags	
5	Cosmetics	
6	Accessories	
7	Electronics devices	
8	Personal Care	
9	Kitchenware	
10	Stationeries	

Part (D)

Questionnaire for cognitive dissonance

Indicator : 1= Strongly disagree , 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

No.	cognitive dissonance (Post purchase regret)	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Sometimes I feel guilty after purchasing an unplanned product.	1	2	3	4	5
2.	I feel regret because I actually do not need that product I buy impulsively.	1	2	3	4	5
3.	I think that the planned purchase provides more benefits.	1	2	3	4	5
4.	I feel regret because I did not put enough thought in my purchase decision.	1	2	3	4	5
5.	I would choose something else to buy if I could go back in time.	1	2	3	4	5

Thank You!

APPENDIX B

STATISTICAL OUTPUTS

(1) The Effect of Influencing Factors on Impulsive Buying Behavior

ANOVA^a

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.716 ^a	.513	.504	.35004	.513	56.646	7	377	.000	1.719

a. Predictors: (Constant), in-store atmosphere mean, in-store browsing mean, in-store layout mean, sales persons mean, promotions mean, time availability mean, money availability mean

b. Dependent Variable: impulsive buying behavior mean

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	48.585	7	6.941	56.646	.000 ^b
Residual	46.194	377	.123		
Total	94.779	384			

a. Dependent Variable: impulsive buying behavior mean

b. Predictors: (Constant), in-store atmosphere mean, in-store browsing mean, in-store layout mean, sales persons mean, promotions mean, time availability mean, money availability mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.519	.200		2.598	.010		
In-store atmosphere mean	.013	.039	.015	.347	.729	.740	1.351
In-store browsing mean	.306	.040	.404	7.748	.000	.476	2.103
In-store layout mean	.003	.043	.003	.080	.936	.768	1.301
Sales persons mean	.024	.034	.028	.694	.488	.805	1.242
Promotions mean	.122	.029	.160	4.202	.000	.894	1.118
Time availability mean	.109	.036	.135	2.989	.003	.635	1.575
Money availability mean	.228	.040	.256	5.703	.000	.640	1.563

a. Dependent Variable: impulsive buying behavior mean

(2) The Effect of Impulsive Buying Behavior on Cognitive Dissonance

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.554 ^a	.307	.305	.49434	.307	169.874	1	383	.000	1.925

a. Predictors: (Constant), impulsive buying behavior mean

b. Dependent Variable: cognitive dissonance mean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	41.512	1	41.512	169.874	.000 ^b
Residual	93.593	383	.244		
Total	135.105	384			

a. Dependent Variable: cognitive dissonance mean

b. Predictors: (Constant), impulsive buying behavior mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.399	.176		7.934	.000		
Impulsive buying behavior mean	.662	.051	.554	13.034	.000	1.000	1.000

a. Dependent Variable: cognitive dissonance mean